SPARK

D7.1

PROJECT WEBSITE

Approval Status

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1. INTRODUCTION

This document describes the structure of the project website.
It will serve as a general presentation of one of the main tools of dissemination of the SPARK project.

1.1.Scope of the document

This document reports the activities carried out in order to define the setup of the website of the SPARK project, thus including both the registration of the domain in the World Wide Web and the definition of the contents with which the website will be enriched and systematically updated.

2. REGISTRATION OF THE DOMAIN

The website of the SPARK project is accessible via the registered domain: http://www.spark-project.net.
Different alternatives have been explored for the registration of the domain both in terms of the domain name and domain suffix.
This exploration was mainly driven by the availability of web addresses for the website. Without mentioning all the considered available alternatives, the Consortium opted for those ones that allow having "spark-project" as domain name. This choice is motivated by the necessity of making explicit the project-based nature of the proposed activity, together with the project acronym. For what concerns the suffix, the Consortium firstly considered suffixes that more explicitly refer to the EU nature of the project itself.
Unfortunately, the domain http://www.spark-project.eu was previously registered by a Consortium that aimed at proposing a project for EU funding under the aegis of the FP7. The project coordinator has been trying to reach the owner of such domain with several emails, but never got a reply. Further attempts will be made in the future, since that domain is expected to expire by the end of 2016.
Moreover, similar domains (as project-spark.eu) had been previously registered as well, thus limiting the ranges of possible alternatives. The decision to opt for a ".net" domain was motivated by both the availability, the already gained familiarity of the audience at large with ".net" suffixes and its closer link to, for the moment, non-commercial ICT-based activities.

3. STRUCTURE OF THE WEBSITE

The website http://www.spark-project.net is a living output: the contents that will be there presented will evolve, as the project will achieve its objectives and results. Therefore, it has been conceived a structure that can be easy to use for both a first-time user and a person who is interested in checking the updates and the evolution of the project.
The main structure of the website is described in the following.

3.1.CONTENT MANAGEMENT SYSTEM

Drupal has been chosen as the Content Management System the website is based on. This allows the partners to update the content on the website with easy-to-use interfaces that are easily accessible also to people having basic skills in website management.

3.2.VISIBILITY AND USABILITY

The Consortium will take into serious consideration the web analytics of the SPARK website as well as its usability. All the project partners will be committed in increasing the visibility of the project website. Several actions will be planned in order to achieve this result, and they will defined by month 6. One of the first action that will be made by the partners will consist in creating a link to the project website from their own website.

For what concerns the usability of the project website, the different sections and their pages, if needed, could be conveniently reorganized. In addition, even if the website is currently only in English, the partners consider the possibility of translating some of the sections in the languages of the countries where the showcases (WP5) will be performed. This will allow for a maximized impact of the dissemination in SMEs.

3.3.THE THEMATIC SECTIONS OF THE SPARK WEBSITE

The website will be organized in 8 main thematic sections, hereafter listed:

- Home
- About
- Partners
- News
- Deliverables
- Dissemination
- Contact
- Intranet

3.3.1. HOME PAGE

The "*Home page*" will welcome the visitors accessing the website from search engines. The *Home page* contains a brief description of the SPARK project, so that is it possible to easily grab both the main characteristics of the SPARK platform and the goal that the Consortium aims at achieving with its use, within the everyday practice of creative industries in their design activities.

The home page will also describe the SPARK logo together with a description of the rationale behind its design.

In addition, the landing page presents also the flagship of the EU and the acknowledgement to the European Union, as funding agency of the project.

3.3.2. ABOUT

The section called "*About*" includes more detailed information about the project.

Here, a visitor can find references to the project advancements in an accessible way for the audience at large. The theoretical and technical background of the project will be presented together with relevant references from literature (e.g. in the field of design, creativity, visualization and augmented reality). This section will also host pictures and video about the SPARK project, including small excerpts from project meetings, creative design sessions run in labs or at the premises of the creative industries and demos about the SPARK platform usage.

3.3.3. PARTNERS

The section "*Partners*" will list and present the different organization participating in the Consortium. This section will be organized with a brief description of the partners of the Consortium and the logo of their organization. Moreover, dedicated links will allow visitors to be redirected on the homepages of the institutional websites of the partner themselves.

In addition, for each partner the key people involved in the project activities will be presented.

3.3.4. NEWS

The "*News*" section has been conceived in order to address to main objectives:

- collecting news and events about the topics of interest for the project. For what concerns the news, they will range among technological breakthrough (e.g. bleeding edge technologies) coming from both academic and industrial research, recently patented solutions,...
- advertise and then describe special events organized by the Consortium itself. This will include special events for the different communities involved in the activities of the SPARK project, e.g. conferences, workshops, showcases, fairs, ...

3.3.5. DELIVERABLES

The "*Deliverables*" section has been thought as a dedicated space where the Consortium can upload all the public deliverable, thus facilitating the accessibility to the documents for people interested in conducting similar researches. The whole list of deliverables due for the project will be listed here, and the download of the public deliverables will be made possible to visitors interested in collecting and reading them.

In addition, the main outcomes (tangible and intangible) to be produced along the project will be here described.
The progressive updating of this section will also allow frequent visitors to appreciate the advancements of the SPARK project.

3.3.6. DISSEMINATION

The Consortium aims at enriching the section concerning the "*Dissemination*" activities with materials that advertise the project to a bigger audience. It will present contents available in the form of downloadable files. For instance: fliers, posters, white papers as well as scientific papers,…

3.3.7. CONTACTS

Two main mail addresses have been created for the project.
A general one, info@spark-project.net, will be mainly used for collecting requests for information from people outside the project; another administration@spark-project.net will be used mainly for internal communication regarding the financial aspects of the project.

The "*Contacts*" section will simply be organized as a webpage containing the main email addresses to get information from the SPARK Consortium. People interested in coming events, or who would like to have the chance of organizing showcases in order to have a sneak peek of the SPARK platform usage will, in this manner, able to directly contact the project partners.

3.3.8. INTRANET

The "*Intranet*" page is for the sole use of the Consortium members.

It works as a direct link to the web application the Consortium adopts (currently VISEO's Synaps, decision to be confirmed after a first trial of the platform for the exchange of document and information).
The external visitor will visualize a login page for which credentials are required, so that just Consortium members can proceed.

3.4. THE WEBSITE AS COMMUNICATION TOOL

Beyond the publication of recent and updated news about the project or on themes and events pertaining the main topics of the project (e.g.: creativity, ICT, Augmented Reality, Design,...), the Consortium is currently evaluating the chance to exploit the website also to reinforce and consolidate the communication activities. Depending on the advancements of the future activities of the project, it will try to attract a wider and wider audience by also publishing information as briefly mentioned in the description of the "news" section of the website.

3.4.1. SOCIAL MEDIA

The website will also provide a direct link to the main social media that the Consortium will consider most suitable to convey the SPARK project to the potentially interested audience. Currently the Consortium is still deciding which channels should be better leveraged for advertising and disseminating the project.

4. CONCLUSIONS

This document presents the SPARK website, including its structure, the activities carried out in order to define the setup of the website of the SPARK project, the registration of the domain in the World Wide Web and the definition of the contents with which the website will be enriched and systematically updated.

The SPARK website has a crucial importance for the Consortium, since it is one of the gateways that facilitates the SPARK project to be widespread.
Therefore, it has to be considered as a "Living element", whose structure can be adjusted during the lifecycle of the project according to external feedback and to the evolution of the project activities.