

Deliverable 7.1 Project Website

Project Number:	690705
Classification	Public
Deliverable No.:	D7.1
Work Package(s):	WP 7
Milestone:	M1
Document Version:	Vs. 1.0
Issue Date:	01.12.2016
Document Timescale:	Project Start Date: September 1, 2016
Start of the Document:	Month 01
Final version due:	Month 03
Deliverable Overview:	D7.1 Project Website; PU no annexes
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RECORD OF REVISION		
Date	Status Description	Author
01.11.2016	Deliverable setup	M. Giulia Losi
22.11.2016	Website description	S. Vacca
28.11.2016	Final version	M. Giulia Losi

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1 Introduction

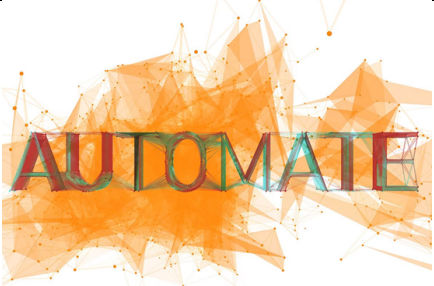
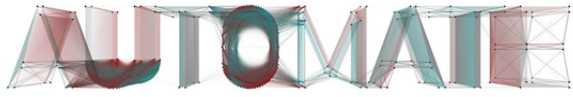






The AutoMate website is one of the most relevant channel of the project's communication strategy, as it is a simple and efficient way to communicate with different targets audience. Indeed, other typologies of communication channels will be applied in order to inform the scientific community, but the website is essential for the dissemination to the overall potential users. The main goal of the website is to illustrate the project, share the most important achievements, promote news and events and of course provide detailed publications and deliverables. The website will be the platform through which project information will be made available to the public and it will be also the place to subscribe to the project newsletter. Website is expected to be responsive and as it has to reach daily the full percent of our target on every screen. The site will contain a restricted consortium area and access to the collaboration platform (CMS restrictions with user roles and administrators). We will set up a regular newsletter campaign and all up-to-date information to interested parties; the newsletter will be setup to provide to allow people to be always updated on different news, information and events about AutoMate.

2 Project logo

The AutoMate logo takes into consideration the key elements and objectives of the AutoMate concept, which is the TeamMate Car. The objective is to communicate immediately the key elements of the project, meaning the interaction and cooperation between the driver and the automated system. The AutoMate logos (L1-L8, in the attached table below) have been designed by REL, as Dissemination and Communication manager. Additional contributions have been provided by BIT, who designed and shared within the Consortium logos L9-L12.

2.1 Survey between the Consortium partners

With the objective to collect suggestions and to select the best AutoMate logo, a survey have been set up (Here the link to the survey: <https://goo.gl/forms/o3FmdLMSKfqJ5Ogz2>) between the overall Consortium. Partners have chosen between different logo proposals and the most voted logo has become the Automate one.

L1		L2	
L3		L4	 Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency
L5	 AUTOMATE Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency	L6	 AUTOMATE Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency
L7	 AUTOMATE Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency	L8	 AutoMate Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency





L9		L10	
L11		L12	

Table 1: Project Logo proposals

2.2 Selected Logo

The selected logo is L8, which has been revised, as shown in the image below, in order to fit and be readable for different communication purposes (i.e. website, communication template).



AutoMate

Automation as accepted and trusted TeamMate to enhance traffic safety and efficiency

Figure 1: AutoMate selected Logo

3 Project website

In the following the project website structure and navigation will be described.

3.1 Project website mockup (initial proposal)

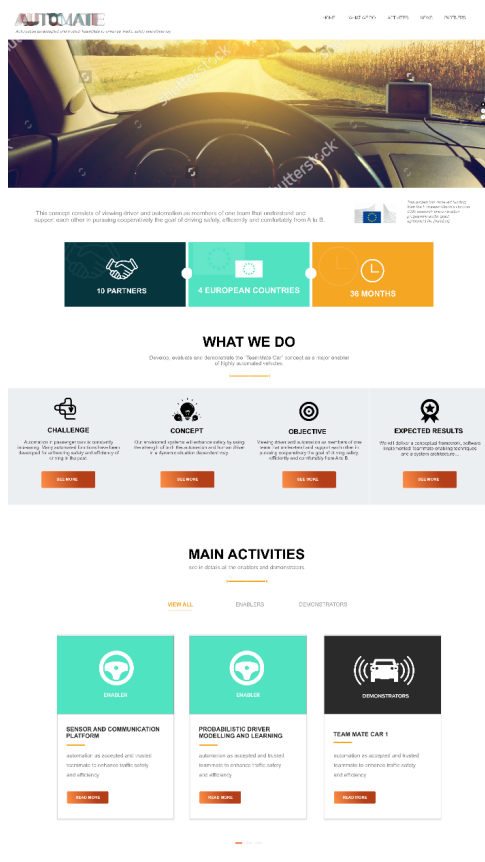
A website mockup was realized be shared within the Consortium during the Kick-off Meeting and gather feedbacks in order to improve the website efficacy.

The partners' suggestions were collected and applied in the website final version.

The initial proposal was appreciate and the most relevant remarks – and later modifications – were related to the dimension of the texts reported, which were in some sections too small and not easily readable.

The initial website mockup was realized using an online tool, named InVision. The link available to the partners and accessible on a browser is the following: https://invis.io/DN8TRJ4VH#/195538728_2

The initial mockup had the following structure and graphic layout:



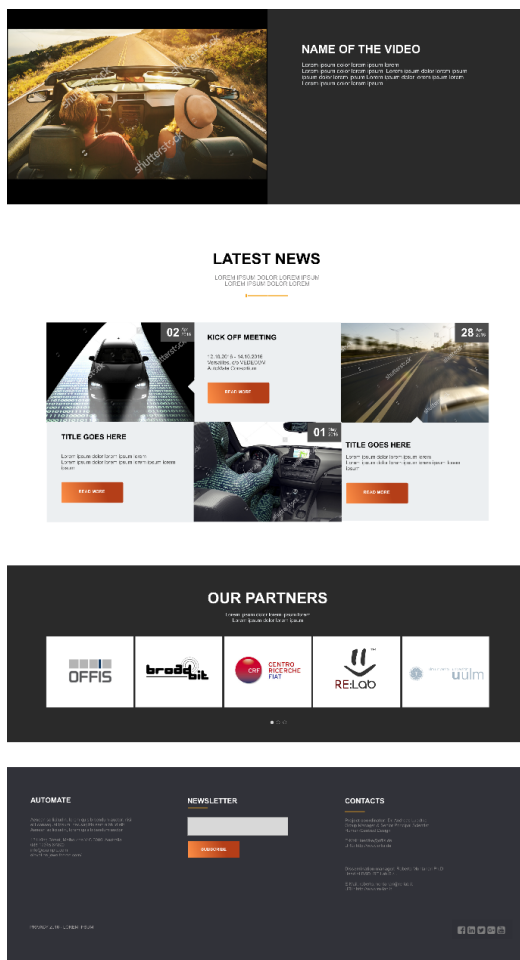


Figure 2: Initial website mockup

3.2 Project website structure and navigation

In the following the project website structure and navigation will be detailed.

3.2.1 Website technical characteristics

The website address is <http://www.automate-project.eu/>, which is a dynamic one-page website, based on WordPress, manageable with administrative interface, also with a user friendly layout and responsive front-end capable to adapt to different devices, such as desktop, tablet, and mobile.

3.2.2 Cookie policy

It has been included a Cookie notice:

28/11/2016

Named Distribution Only
Proj. No: 690705

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"This website or its third party tools use cookies, which are necessary to its functioning and required to achieve the purposes illustrated in the cookie policy. If you want to know more or withdraw your consent to all or some of the cookies, please refer to the cookie policy.

By closing this banner, scrolling this page, clicking a link or continuing to browse otherwise, you agree to the use of cookies."

3.2.3 Privacy policy

The privacy and cookie policy has been generated using Iubenda, an international online company that provides technical and legal assistance. Iubenda constantly monitors the privacy and cookie policies and shall ensure that their software generates a website policy compliant with EU cookie Law

3.2.4 Website structure

The website is structured in a simple and intuitive way.

The main sections are:

1. **Home**, including project concept in brief, number of partners, number of EU countries involved, project duration, logo of EU commission.
2. **What we do**, including Challenge, Concept, Objective, Expected results.
3. **Activities**, including Enablers and Demonstrators.
4. **News**, including the main events or activities promoted by the Consortium or in which members of the Consortium plan to participate.
5. **Partners**, including logo and link to the institutional website of each partner involved.

The **video section** has been temporarily disabled till the project first video is available.

Data concerning the AutoMate project have been included in the footer, as follows:

- **Project title:** Automation as accepted and trustful teamMate to enhance traffic safety and efficiency
- **Project acronym:** AutoMate
- **Project number:** 690705
- **Starting date:** 01/09/2016
- **Duration:** 36 months
- **Call identifier:** H2020-MG-2015_TwoStages
- **Topic:** MG-3.6a-2015
 - Safe and connected automation in road transport
- **Tags/ Keywords:** Man Machine interface, Human-Machine Team, Driver and Situation Monitoring, Dynamic Driving Task Distribution, Shared Understanding, Mutual Support, Safety

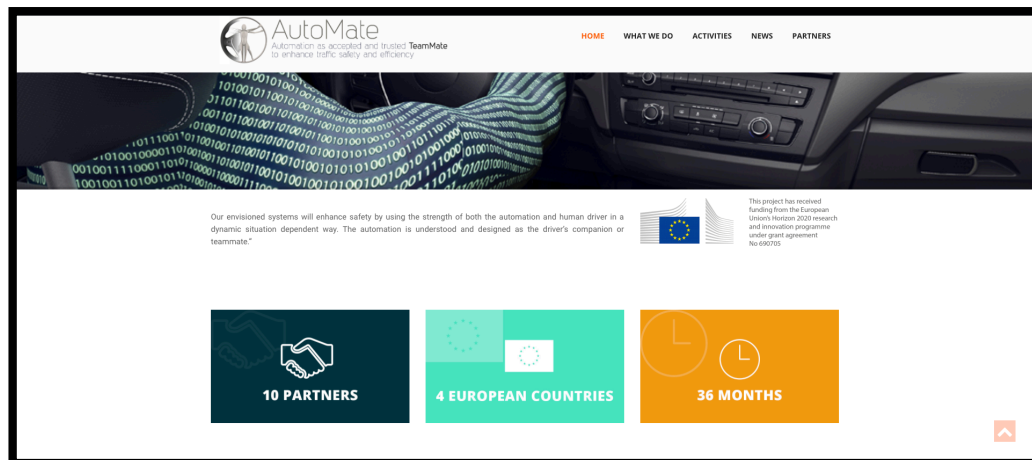
3.2.5 Website navigation

The main sections included in the project website and the navigation is described in the following pages.

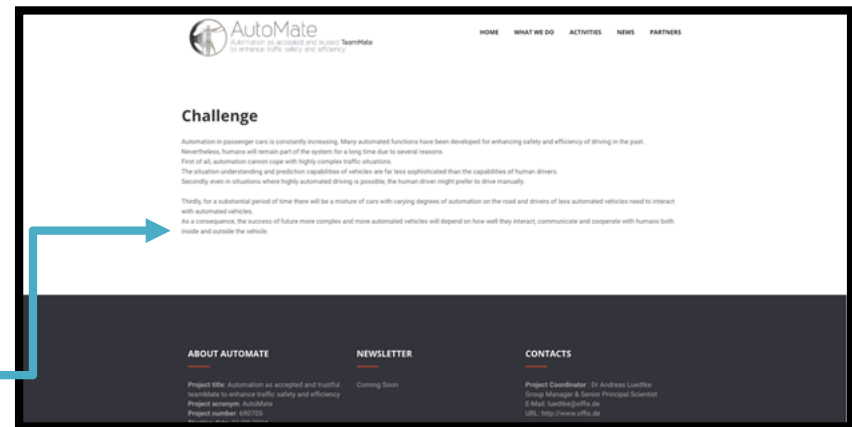
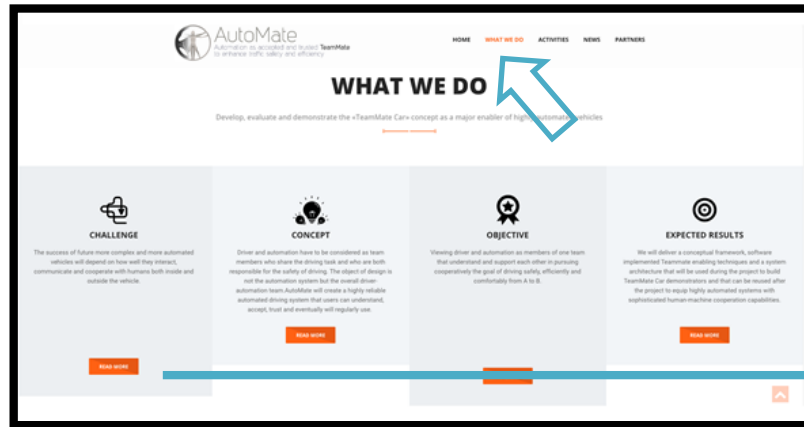
3.2.5.1 Website Home



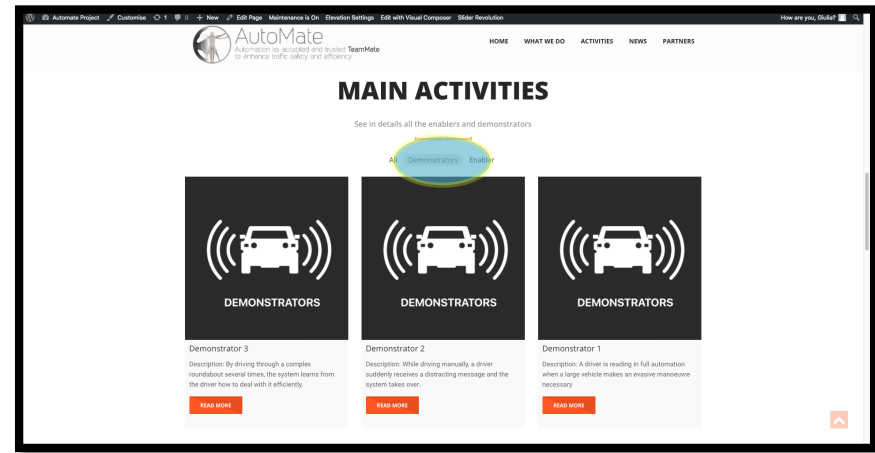
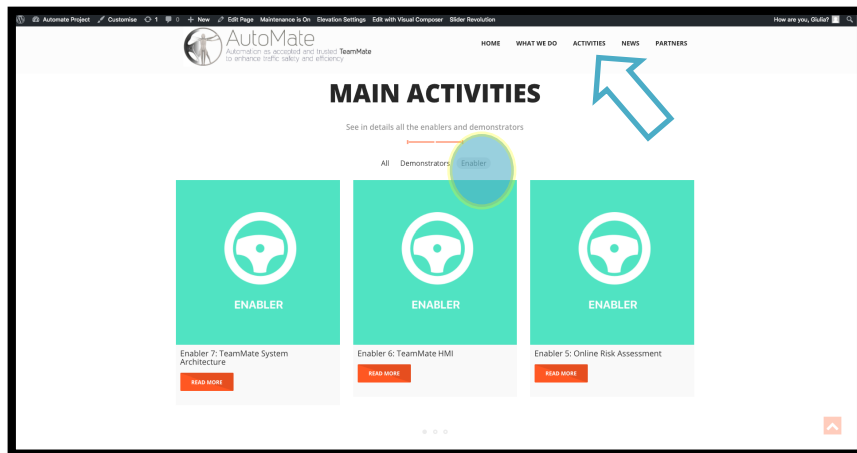
Scroll down



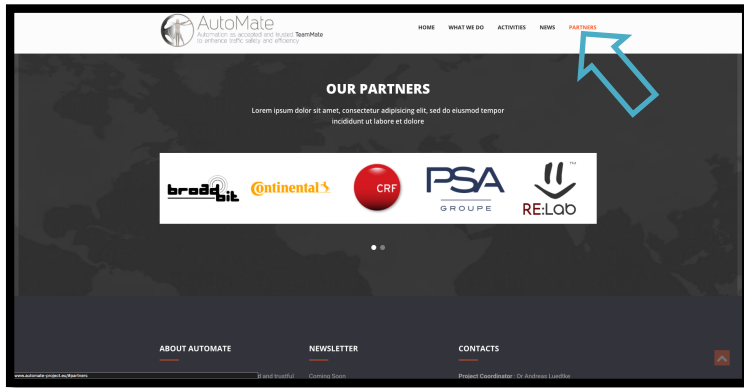
3.2.5.2 What we do



3.2.5.3 Activities



3.2.5.4 Partners



3.2.5.5 News

