

H2020 – LC – SC3 – EE – 2019 – GA 894240

Operating System for Smart Services in Buildings



## D9.1 Project Website

WP9 Dissemination, Exploitation and Communication

	Name	Date
Prepared by	Filip Fišer (FENIX TNT)	23/11/2020
Peer reviewed by	Petra Colantonio (FENIX TNT), Pierre Ferrez (HES-SO)	23/11/2020
Reviewed and approved by	Dominique Gabioud (HES-SO)	26/11/2020



## Distribution list

External		Internal	
European Commission	x	Consortium partners	x

## Change log

Issue	Date	Remark / changes
1.1	23.11.2020	First version by FENIX TNT
2.1	26.11.2020	Final version by HES-SO

## To be cited as

“D9.1 – Project website” of the HORIZON 2020 project domOS, EC Grant Agreement No. 894240.

## Disclaimer

This document's contents are not intended to replace the consultation of any applicable legal sources or the necessary advice of a legal expert, where appropriate. All information in this document is provided "as is" and no guarantee or warranty is given that the information is fit for any particular purpose. The user, therefore, uses the information at its sole risk and liability. For the avoidance of all doubts, the European Commission has no liability in respect of this document, which is merely representing the authors' view.

## Table of contents

<b>Executive summary</b> .....	<b>4</b>
<b>1. domOS visual identity</b> .....	<b>5</b>
<b>2. Web design, webhosting and domain</b> .....	<b>6</b>
<b>3. Website description</b> .....	<b>6</b>
3.1 Home (index page).....	7
3.2 About .....	8
3.3 Demo sites .....	9
3.4 News & Events .....	9
3.5 Resources.....	10
3.5.1 Gallery.....	10
3.5.2 Documents.....	10
3.6 Social media and newsletter subscription .....	11
3.7 Cookies.....	11
3.8 Future work .....	12
<b>4. Conclusion</b> .....	<b>12</b>

## List of figures

Figure 1: domOS brand manual .....	6
Figure 2: Home page .....	7
Figure 3: About section .....	8
Figure 4: Demo sites section .....	9
Figure 5: News & Events section .....	10
Figure 6: Resources section.....	11

## Terms, definitions, and abbreviated terms

WP	Work Package
T	Task
D	Deliverable
CMS	Content Management System
KPI	Key Performance Indicator

## Executive summary

The deliverable D9.1 Project Website is a public document of the domOS project, delivered in the context of WP9 Dissemination, Exploitation and Communication, task T9.4 Marketing the domOS Solutions. The objective of task T9.4 is to secure the successful communication and dissemination of the project through the implementation and deployment of a communication and dissemination plan. This document presents the first step in the partial objective of developing and deploying a communication and dissemination plan: the domOS project website, accessible to the wide public all around the world.

As a first step, the logo of the project, dictating the visual identity, was developed along with a brand manual. Once that was ready, an entire project website was constructed utilizing the visual identity. The website is available online and can be accessed at <http://www.domos-project.eu>.

The website is not intended to be static. Especially the “News & Events” and “Resources” sections will be updated and managed once a month (or whenever needed) by the Dissemination Leader - FENIX based on the partners’ inputs and project’s development. The other content of the project website is planned to be updated minimum three times per project, reflecting the project’s main achievements, technical development, new videos, etc.. The website is run on a CMS (Content Management System) which allows the Dissemination Leader to update the website flexibly without the need of coding. Different audiences are being considered and the information while technical and complex, has been streamlined and presented in a way that is accessible by wide range of stakeholders. An initial version of domOS project website has been designed, provisioned, and published at month M3. The site is hosted by FENIX – WP9 leader, under the domain domos-project.eu.

Google Analytics as a tool to measure Key Performance Indicators (KPI) has been considered and deployed at this early stage of the project (e.g. views, users, countries, languages, browsers, device, etc.). Another KPI which will be tracked is the downloads from the project website (e.g. promo materials, deliverables, publications, newsletters, etc.). The website was designed considering display on different devices such as desktop, mobile or tablet.

## 1. domOS visual identity

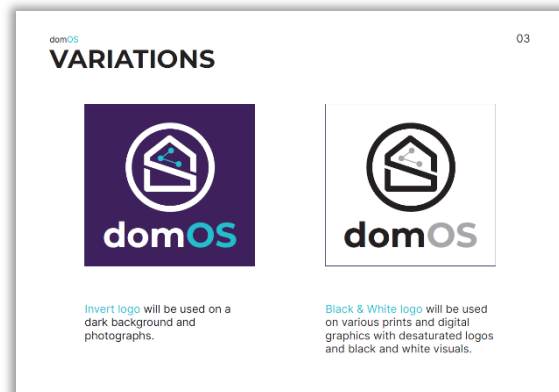
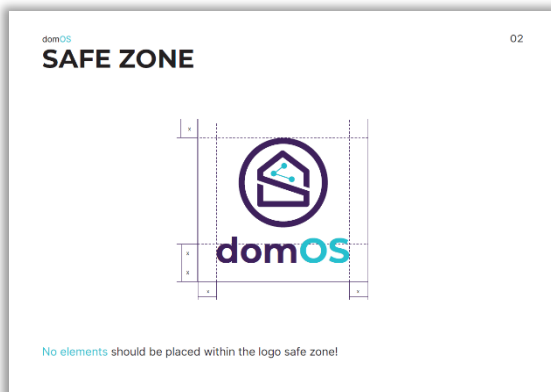
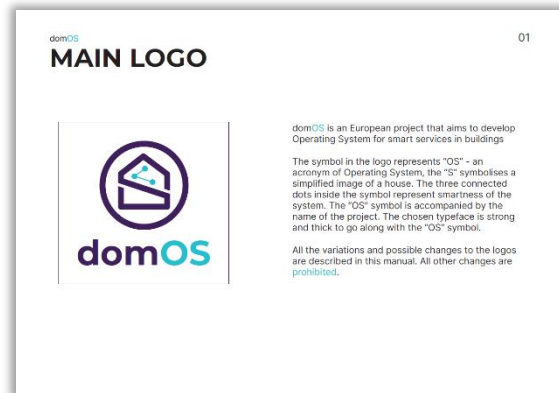
Visual and graphic point of view allows an easier identification for the public as well as an improved visibility to allow the domOS project to obtain a brand status during the dissemination activities.

domOS logo was created by FENIX at M1, in order to define a clear and consistent project identity. Project logo can be used in the following cases:

- in all documents developed under the framework of the domOS project; in documents to be submitted to the EC (e.g. deliverables)
- in all promo material developed for communication and dissemination purposes under the framework of the project, e.g.: PowerPoint presentations, leaflets, brochures, videos, etc.
- on domOS website, and on the websites of project partners with a link to the project website

Brand manual was developed in order to help partners and the public to correctly use the logo. The domOS website respects the brand manual, i.e. the chosen colors, typography, etc.

Logos and logo manual are stored on the project website: <http://www.domos-project.eu/documents/promo-materials/logos>



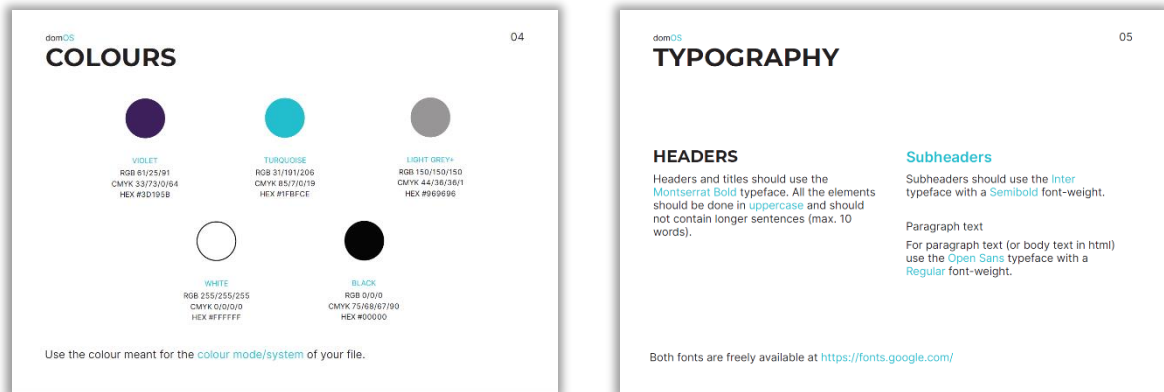


FIGURE 1: DOMOS BRAND MANUAL

## 2. Web design, webhosting and domain

The domOS project website has been created during the early project stage and launched at month M3 under the [www.domos-project.eu](http://www.domos-project.eu) domain. Webhosting and domain were bought by FENIX through the WEDOS provider. For the website, the following programming languages were used: html, php, database MySQL and JavaScript. The website runs on a dedicated CMS system. An info e-mail “info@domos-project.eu” was created to be further used as a main point of contact for the public, social network profiles registration, newsletter campaign, etc. E-mail address is maintained by FENIX and is being forwarded to the project coordinator.

## 3. Website description

The website has been designed by FENIX and the main aim is to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

The website itself contains the following information:

- general information about the project and demo sites,
- partners' details – logos and website links
- list of news and events,
- all public material that is generated by the project,
- links to social network profiles, twitter feed in real-time,
- newsletter subscription,
- contact information,
- gallery and videos.

### 3.1 Home (index page)

The “Home” page of the domOS website contains basic information about the project. The upper part of the page consists of domOS logo and the menu, which has four sections (About, Demo sites, News & Events and Resources). The home page shows a title image with a text “Operating system for smart services in buildings” and the title image is being shown on all sections of the website. This visual element is followed by a tile-based “highlights”, which are editable, summarizing the project’s main features and providing links to related sections of the website (About and Demo sites). The tiles also aggregate News & Events articles from the News & Events section. The “highlights” are being followed by a real-time Twitter feed and the Footer, which is present in all sections of the website and it contains: links to the social profiles, contact information, newsletter subscription form, project identifiers and EU funding information. The structure of the home page is shown in the Figure 2.

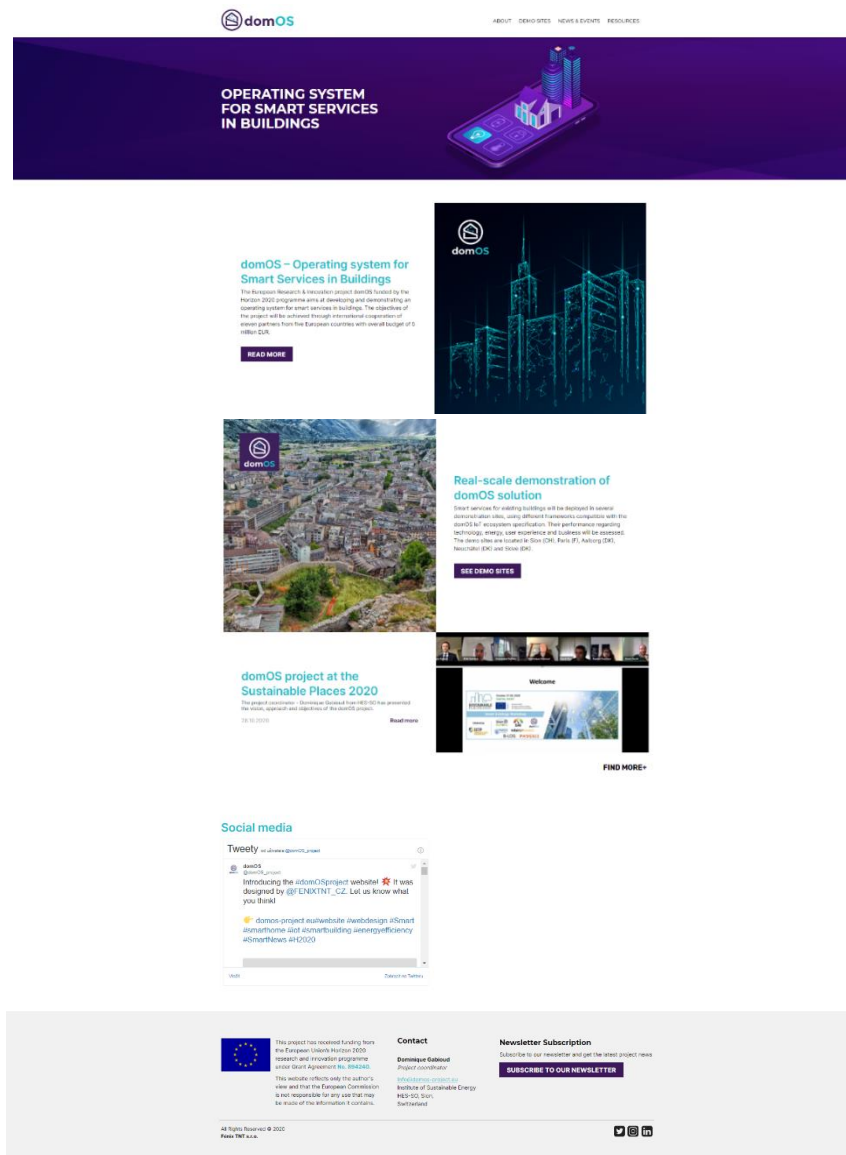


FIGURE 2: HOME PAGE



### 3.2 About

The “About” section (Figure 3) presents the overall project concept, approach, objectives and introduces the project consortium - it shows each partner’s name, logo, and a link to the partner’s homepage. At the top of this section is a button-based navigation panel.



FIGURE 3: ABOUT SECTION





### 3.3 Demo sites

The “Demo sites” section (Figure 4) is dedicated to domOS demonstration sites in Switzerland, France, and Denmark. More content will be added based on the project’s technical development, such as photos, progress, etc.

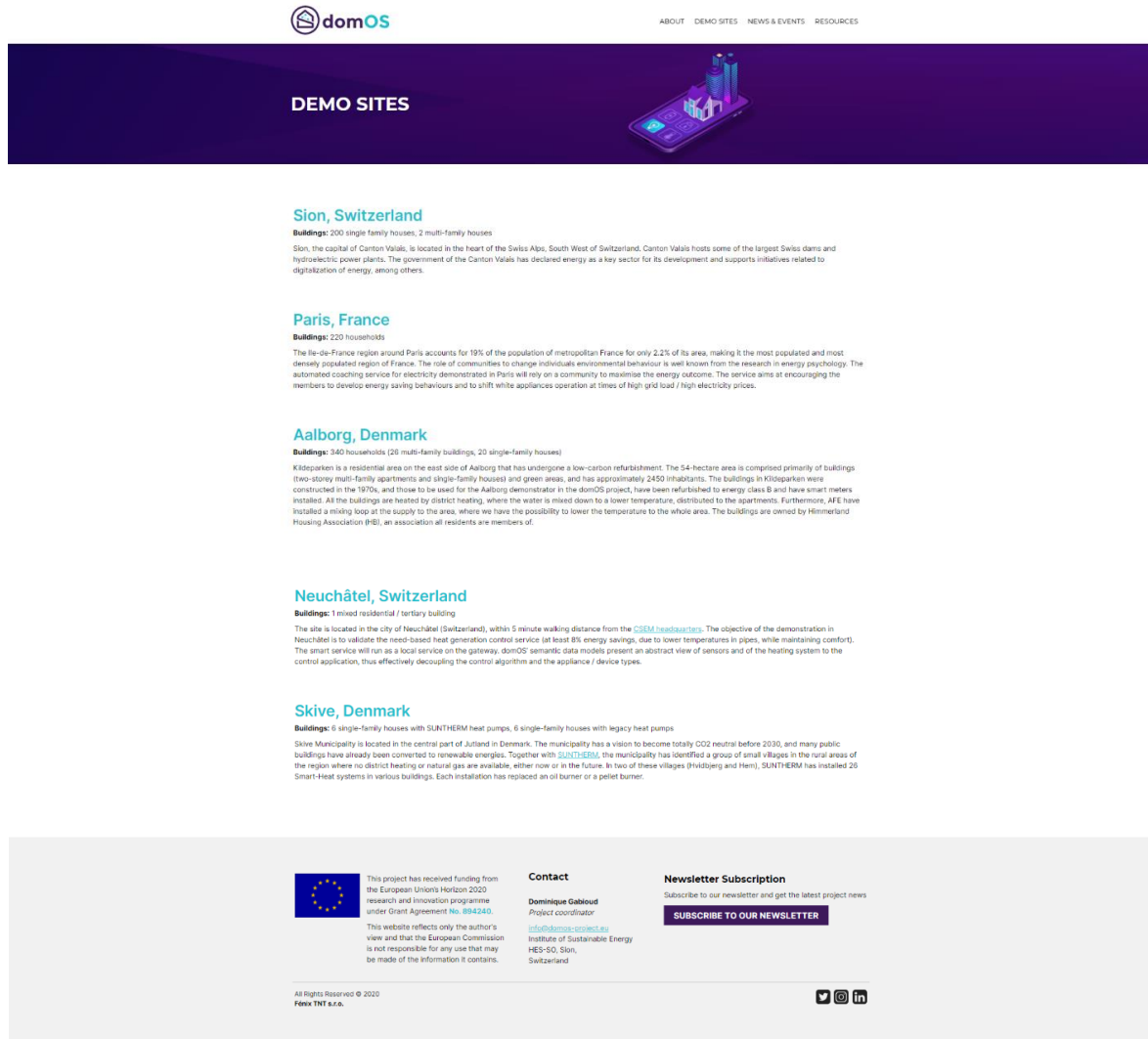


FIGURE 4: DEMO SITES SECTION

### 3.4 News & Events

This page, shown in Figure 5, presents a list of articles, which will include all meetings of the project partners and important news and events in which the project participates, such as conferences, fairs, workshops, etc. The three most recent articles are being aggregated to the Home page.





FIGURE 5: NEWS & EVENTS SECTION

## 3.5 Resources

The “Resources” section, shown in Figure 6, is split into two subsections: Gallery and Documents.

### 3.5.1 Gallery

The “Gallery” section will serve as photo, image, and video repository – content generated from meetings, events and other project activities will be stored here. In this section, individual albums are possible to be created for easier viewing and photo organization. Videos will be also stored on the project YouTube channel.

### 3.5.2 Documents

The “Documents” section is organized into folders: Deliverables, Promo-material (subfolders: Logos, Press Releases, Newsletters, Leaflets, Posters, Presentations), Publications (subsections: Scientific Publications, Popularized publications), Clustering activities and Other. Folders and subfolders can be added based on the project requirements at any time. The Documents page will contain all material that has been published and is thus publicly available (respecting copyright issues).

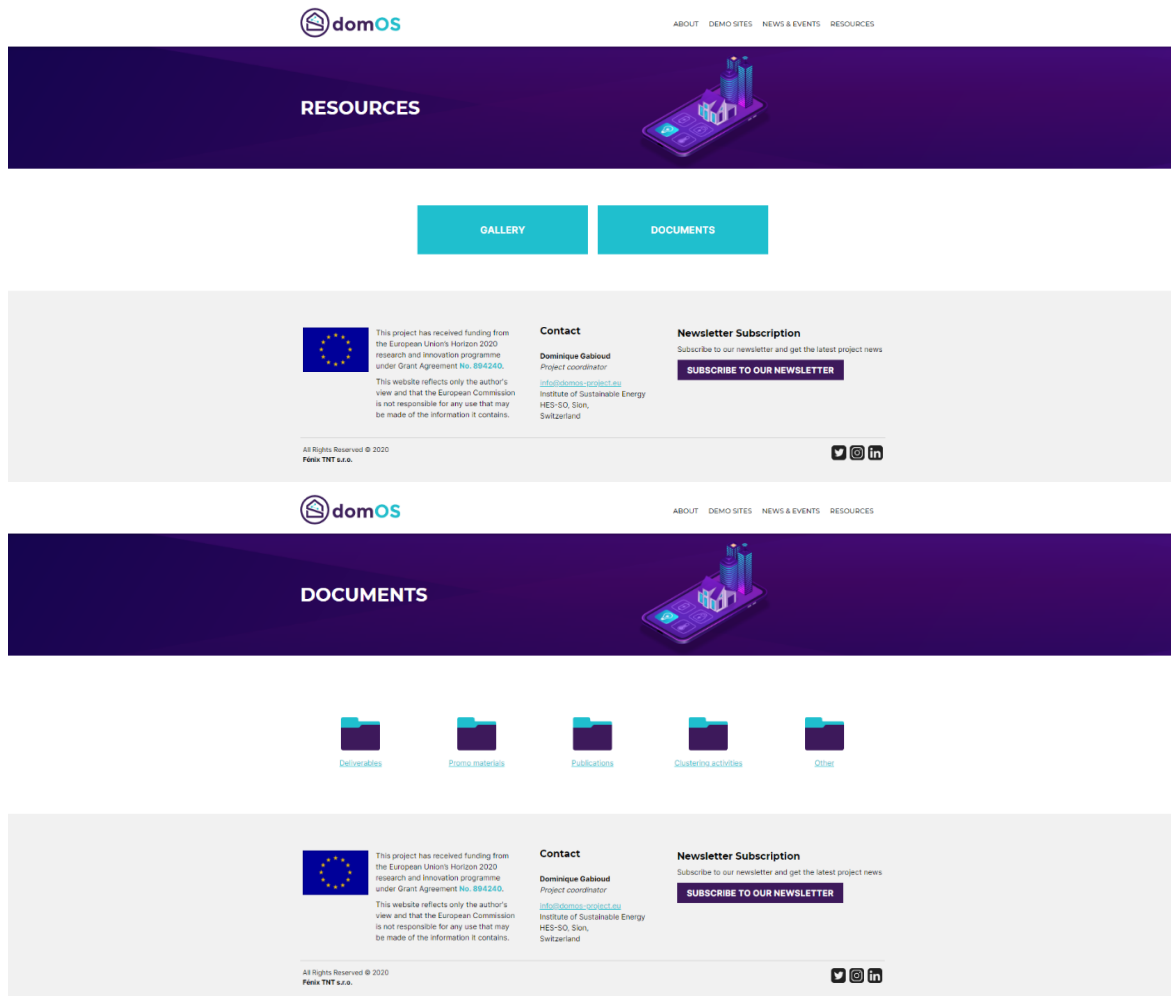


FIGURE 6: RESOURCES SECTION

### 3.6 Social media and newsletter subscription

Within the social media campaign, social network profiles were created and linked to the project website. The social media profiles are being used and updated weekly from M1. The chosen platforms are LinkedIn, Instagram, and Twitter. The project website also contains an online Twitter feed, and an Instagram live-feed is planned.

Newsletter subscription form was created using Mailchimp tool and is connected directly to the contact database, where all subscribers are collected for future Newsletter campaigns following the GDPR policy. The subscription process is designed as double opt-in to avoid spammers and fake accounts. Privacy policy of domOS project was developed and is available on the website: <http://www.domos-project.eu/privacy-policy>.

### 3.7 Cookies

Cookies are small text files stored on users' computer by their browser. They have many applications, such as: tracking users as they navigate around a website (analytics purposes); remembering user

preferences; auto-logins for visitors coming back to a site; and website security. Within domOS project website, cookies policy was also implemented to inform users about the use of cookies.

### 3.8 Future work

Short term improvements to the website are being planned at the time of writing of this deliverable:

- update of the website content based on the project progress (annually, but more frequent updates will be done if needed)
- demo sites content update
- adding “Cluster Partners” section in order to increase the visibility and impact of cluster cooperation with such projects and agencies
- in case of workshop organization by the project or joint organization with cluster projects, registration page and event info will be created
- regular update (monthly) – News & Events and Resources

## 4. Conclusion

The domOS website is a key element of the project’s dissemination and communication strategy. This site will ensure the visibility of the project, facilitate the diffusion of the project's results, and promote their exploitation.

An initial version of the domOS project website has been designed, provisioned, and published at month M3. It has been designed to quickly answer the key questions that external visitors to the website are expected to have. The project website will continuously form and develop as the project itself grows. The visual of the website respects the domOS brand manual – typography(fonts), colors, etc.

The information included on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist at least 2 years after the project funding has finished.