Information and Communication Technologies (H2020- ICT-12-2015)

Integrating experiments and facilities in FIRE+*Innovation actions*

Deliverable 6.1 – Project Website

Work Package 6 – Dissemination and Exploitation
Involved Partners: Planet Media, City Passenger, LTU, CTI

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Document History

Version	Date	Status	Modifications made by
0.1	14/03/2016	Web site launched	Sara Rodriguez, Planet Media Karl Andersson, LTU
0.2	23/03/2016	First draft of this report	Karl Andersson, LTU
1.0	29/03/2016	Final version after review	Karl Andersson, LTU

Deliverable Manager

Lorena Bourg, Planet Media

List of Contributors

Sara Rodriguez, Planet Media

Karl Andersson, LTU

List of Reviewers

Vincent Renardias, City Passenger

Christos Zaroliagis, CTI

Executive Summary

This deliverable presents the SMARBUY project website. In particular, the deliverable provides information about the development, functionality, and use of the project's website, which serves as the SMARTBUY main means of information exchange and dissemination both to the broad public and to the SMARTBUY consortium itself.

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1   Introduction

THE SMARTBUY public web site is a fairly straightforward web site for online presence and communication with the public that went online on March 14, 2016. It will contain updated information on the project progress, public deliverables, relevant news, etc. The overall strategy for the website (and all other dissemination channels) will be fully described in Deliverable 6.2 - "Plan for the dissemination and communication of results". One important cornerstone in the strategy is that the SMARTBUY website will take a product driven approach, rather than a traditional project centric approach.

This document is an accompanying describing document to the actual deliverable which is the website itself. Chapter 2 describes briefly the background with information on basic strategy, stakeholders, technical requirements, and overall implementation. Chapter 3 depicts the various sections of the website. Chapter 4 concludes this document and indicates future work.

2 Background

2.1 Strategy

As already mentioned the overall strategy for the website (and all other dissemination channels) will be fully described in Deliverable 6.2 - "Plan for the dissemination and communication of results".

The basic idea behind creating the project website is having a central place for pushing relevant information about the SMARTBUY system and the SMARBUY project with an emphasis on the product driven approach. Providing easy access to resources and enablers of the project is important as such. The goal is to actively keep an attractive and easily available web, where stakeholders in an easy way can utilize and have an overview of our services and whom to contact.

In the first year the SMARTBUY project website will contain mainly general information about the SMARBUY system and our project. The content of the website will be dynamically updated to reflect project progress in the first year, as well as other information relevant to the project. The website structure will then evolve to reflect the aims of the project and the solutions that are being incrementally implemented leading to sections for public and tools used for assessment and other tasks that should be delivered by the project.

2.2 Stakeholders

The SMARTBUY target groups for dissemination can be grouped into SME Retailers, Consumers, the public, the FIRE community and its infrastructure providers, technology developers, and other (including academic institutions, media, etc.). The SMARTBUY website is designed to be an entry point for all stakeholders containing links to target group specific channels where social media (Facebook, Twitter, and LinkedIn) play an important role.

2.3 Technical Requirements

The website has been designed to meet the following technical requirements:

- Provide access over the Internet from a plethora of web browsers (including Microsoft Internet Explorer, Google Chrome, Firefox, and Safari)
- Take advantage of responsive web design to allow for access from smartphones and tablets
- Be reasonable fast responding and quick loading

2.4 Overall Implementation

The website is hosted on a Linux server with Apache 2.2 [1] installed, and it is located in LTU's IoT Innovation Lab at campus in Skellefteå, Sweden. The DNS server is hosted by an external Internet Service Provider.

Anyone on the Internet can view the public web site. Members of the dissemination and exploitation team within SMARTBUY can update the website using SFTP (SSH File Transfer Protocol).

3 Project Website

The project website has been designed, developed and published under the URL smartbuy.tech and went live on 14 March 2016. It serves as an initial contact point for the general public and target users as well as presenting an overview of the work being carried out by the project.

The figures shown below depict snapshots of the different sections included in the website (as of end of March 2016); HOME, FEATURES, ABOUT US, PRODUCTS, and JOIN NOW.
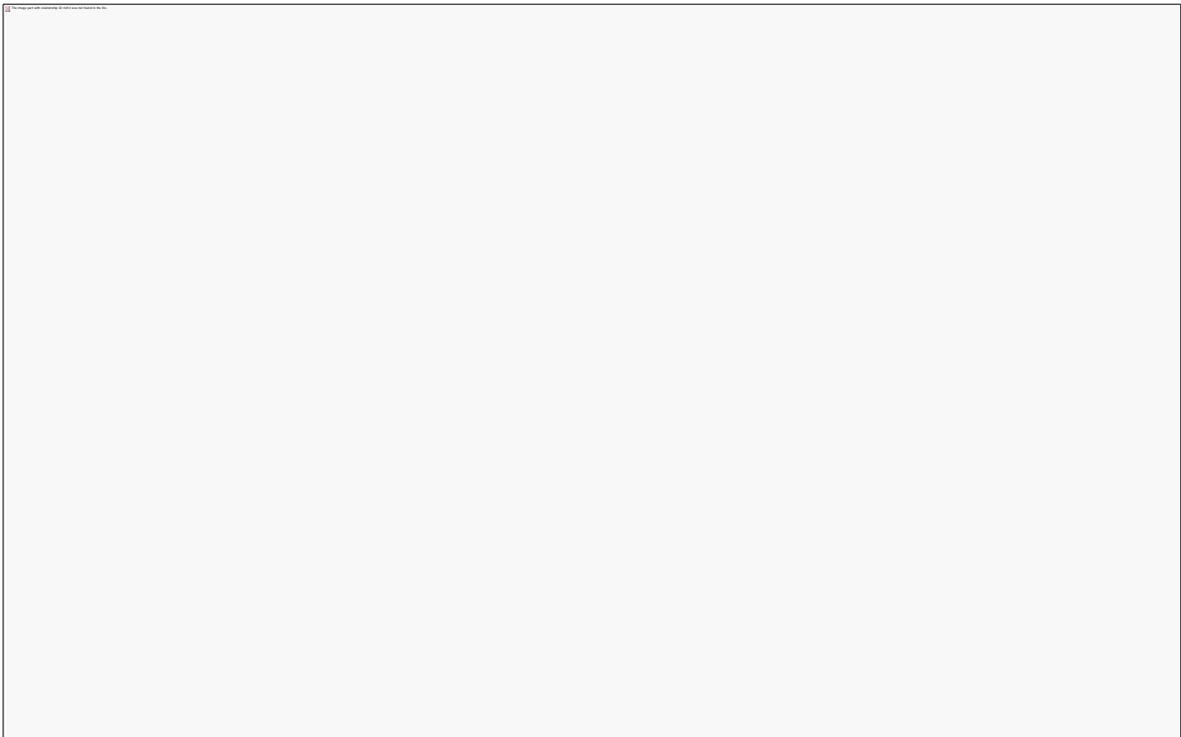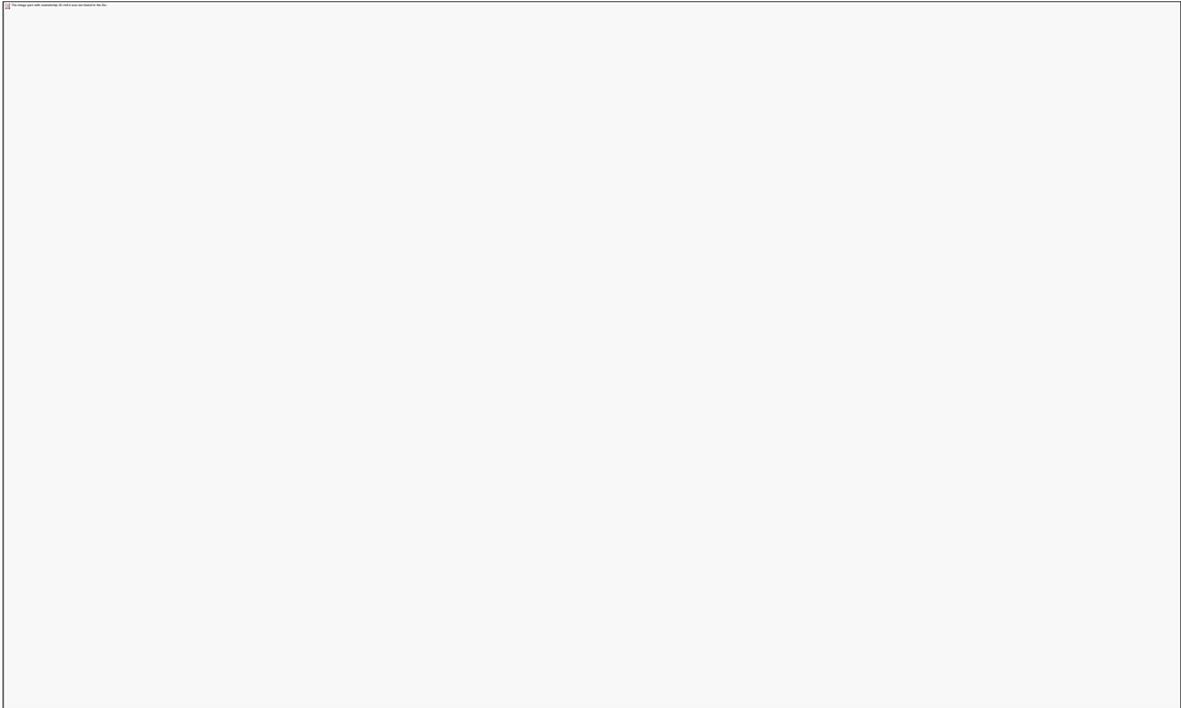
Figure 1:   HOME Section
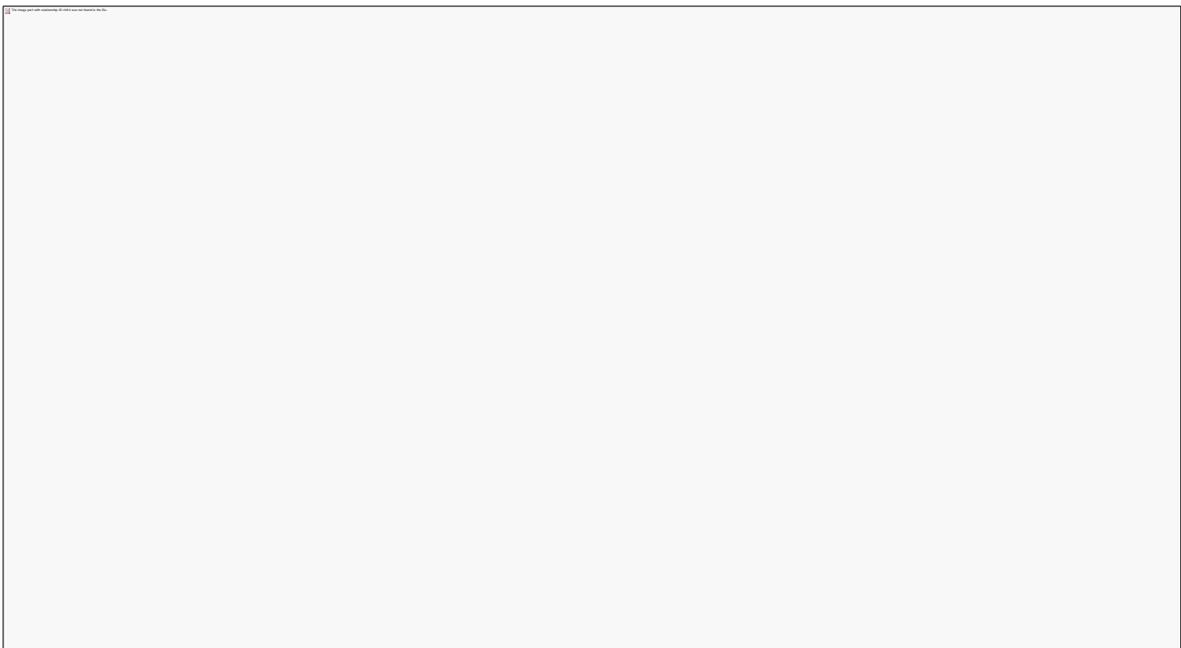
SMARTBUY

Figure 2:   FEATURES Section

Figure 3:   ABOUT US Section
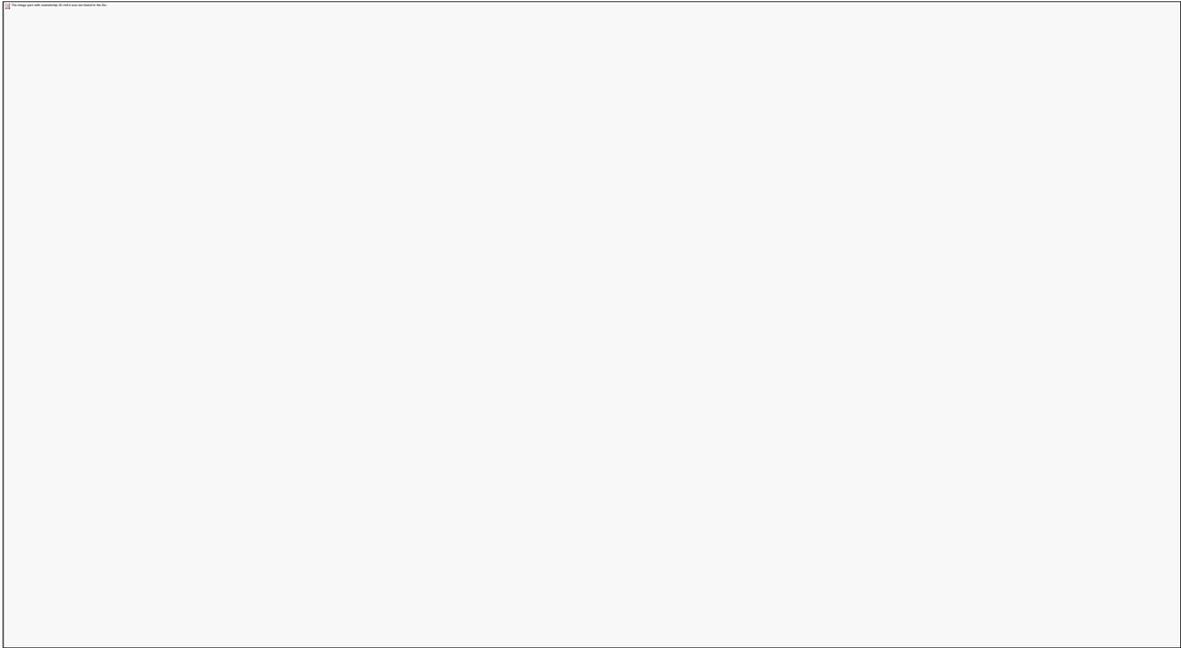
SMARTBUY

Figure 4:   PRODUCT Section
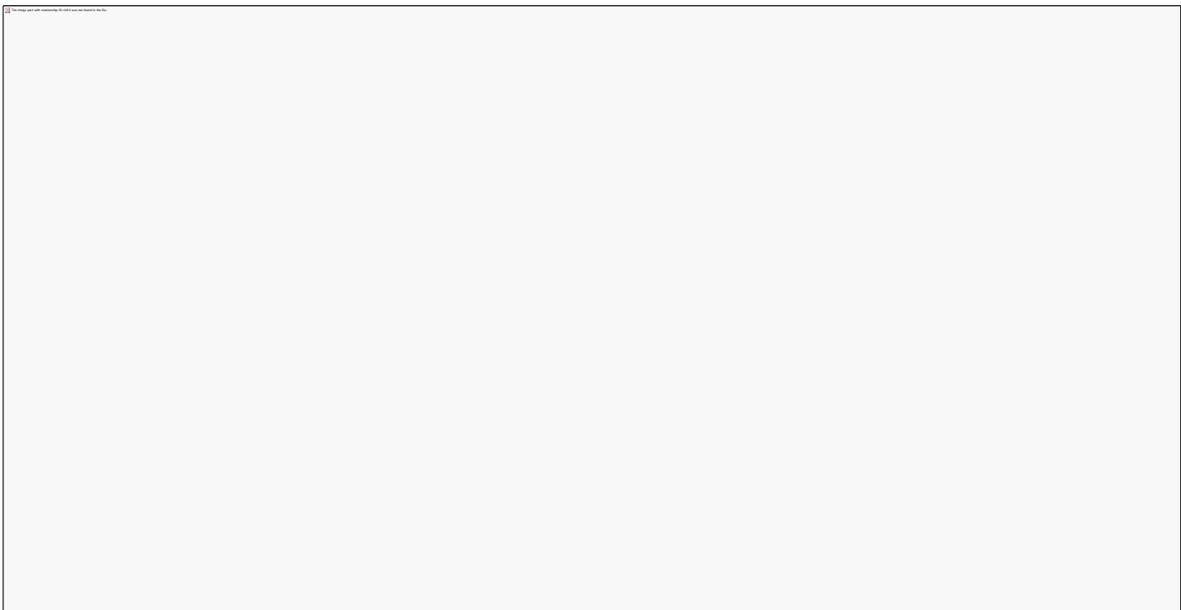
Figure 5:   JOIN NOW Section

SMARTBUY

4 Conclusion and Future Work

The SMARTBUY project website has been launched and will serve as an entry point to other communication channels used by the project. It will be regularly updated reflecting the work being done in the project and the strategies for dissemination and communication being decided upon.

References

1. Apache, http://apache.org