**ResiStand Project Website**

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Scope of the Project

ResiStand: Increasing disaster Resilience by establishing a sustainable process to support Standardisation of technologies and services

ResiStand is a two-year project that aims to identify new ways to improve the crisis management and disaster resilience capabilities of the European Union and individual Member States through standardisation. Whilst standardisation is a powerful tool with the potential to maximise technical, procedural, operational and semantic interoperability, there is a need to overcome apathy and limited participation from stakeholders. ResiStand will contribute to improved disaster resilience by identifying and analysing the drivers, constraints and expectations of three main stakeholder communities: Standardisation Organisations, End-Users, and Suppliers, consisting of researchers, industry and SMEs.

ResiStand’s partners will work with these communities to identify standardisation gaps and to create a prioritised roadmap for new initiatives. The roadmap will be complemented by a critical evaluation of standards as a tool to improve disaster resilience. Additionally, ResiStand will implement a pre-standardisation process that supports the development of standards. To test the feasibility of this process and encourage the continued use of the “ResiStand Process”, ResiStand will develop a new work item.

The overall objective of ResiStand is to identify new ways to improve the crisis management and disaster resilience capabilities of the European Union and of individual Member States through standards.

This objective will be achieved by:

- Proposing new standardisation activities that can advance and improve disaster resilience.
- Providing a better understanding of the potential of standardisation as a tool for improving disaster resilience.
- Presenting a new, sustainable process for better and faster capitalizing on the potential of standardisation.
Executive Summary

The ResiStand’s website is a key element in the Communication and Dissemination strategy; therefore it was necessary to develop a high quality webpage within the first months of the project. The final version of the website was launched in mid July 2016 (M3).

The website design is simple but functional: it clearly explains the key aspects of ResiStand and the project’s objectives. It informs visitors about news and events (including real time interactions via “Twitter Timeline”), and allows them to join the different communities of stakeholders. The general structure of the website is as follows:

- About ResiStand
  - The project
  - Work Plan
  - Partners
  - Advisory groups and stakeholders
  - Related projects
- Results
  - The roadmap
  - The process
  - Deliverables
  - Other materials
- News and events
- Subscribe

The project website also contains a private members area which offers a collaborative space, not only for the consortium partners but also to other stakeholders (e.g. including the Web Catalogue of potential Standardization Items).

This documents describes the rationale of the design of ResiStand’s website, its structure and links to social media, functionalities and tools, and the supporting technologies behind www.resistand.eu
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1 Introduction

The ResiStand project’s website, www.resistand.eu, will be one of the key elements of the communication and dissemination plan (D7.3), and due to its features, it is also one of the most efficient communication tools in terms of versatility, reach and associated cost.

The main purpose of the ResiStand website is twofold:

- Act as the main source of information on the project, its aims, its status, etc. All the information on the project will be readily available online for ResiStand’s key stakeholders: the Standards Advisory Group, End-User Community, and Supplier Community. Additionally, the website will provide information for policy makers, related research projects, the media, and interested members of the public.
- Become the natural hub for all elements of the communication and dissemination strategy. For instance, other promotional activities and materials (e.g. Twitter, LinkedIn, newsletters, leaflets, posters, etc.) will be closely related to updates to the website.

In addition to these key objectives, the website includes a private members area (e.g. only for consortium partners and key stakeholders), which is properly secured (login and password restricted, see Section 3.3.5). At present, users that have already been registered (members of the consortium) can access the shared space, and in the future a dynamic web catalogue of potential standardization items will be made available (not only for partners, but also to key stakeholders).

The general structure of the website is shown in the figure below:

![General overview and hierarchy of the website](image)

Figure 1: General overview and hierarchy of the website

It is really important to firstly deploy a website well suited to meeting the key dissemination and communication objectives, and then, monitor the impact of the website (e.g. Google Analytics, number of visitors, etc.) to ensure that the website content reaches not only the wider audience, but that it also
specifically targets the project’s key stakeholders (end users, standardization specialists, researchers, industry, etc.).

This report describes the key aspects of the website design and maintenance, including:

- The design rationale
- The current structure, contents and functionalities of the website
- The updating of contents and the website management
- Monitoring and Key Performance Indicators (KPIs), such as number of visitors, average duration of sessions, etc.
General purpose and overview of the structure of the website

The main objective of the ResiStand project’s website is to act as the principal source of information, for ResiStand’s three stakeholder communities and other stakeholders interested in ResiStand’s activities. The dynamic nature of the website allows for frequent updates, enabling ResiStand to share information rapidly and efficiently.

The website will also act as the central hub of the social media strategy. Publications, news articles and, any relevant updates on the website, will be promoted using social media (e.g., Twitter, LinkedIn). This coordinated approach will not only increase the visibility of the website and therefore of the project, but it will also allow partners to more precisely target the communication efforts to the key audience. This strong link between the website and social media will also add a layer of interactivity. Besides subscribing to the newsletter, the links to social media allow for a two-way communication between users and the ResiStand project.

Lastly, an additional benefit of the website will be assisting ResiStand’s partners on their daily work. This is achieved by enabling a private members area in which the different organizations will be able to cooperate, share work, etc. The shared space has been deployed in ownCloud® and the access to this private space is protected by two sequential logins: one for the members area of the website, and another one for the repository itself.

The members area of the website also provides a suitable space for the future web catalogue of potential standardization items, one of the core outputs of the ResiStand project resulting in the ResiStand Roadmap. The key stakeholders will be given credentials to access the catalogue in the private section. However the 2-step validation will make sure that only authorised members of the consortium have access to the repository in ownCloud®.

With these objectives in mind, the website has been designed to be simple and “to-the-point”. Any excessive clutter has been avoided, particularly on the front (i.e., home) page. Also, the current popularity of mobile browsers has been taken into account and the website has been optimised and tested in both Android and iOS environments.

Following this approach, the sitemap has been restricted to a maximum of 2 navigation levels (see Figure 1: General overview and hierarchy of the website).

All the details about the page’s design and the concept behind its development are fully explained in the following sections.
3 The design of ResiStand.eu

3.1 Early draft of the website

Since the webpage is one of the key elements of the dissemination and communication strategy, the design of the website began on the first day of the project. Therefore, and in order to produce a high quality and fully functional website as soon as possible, a first draft of ResiStand’s website was presented at the kick-off meeting (“KoM” - M1, 9th - 11th May 2016). The draft website was deployed by Atos using a server specifically designed for development activities, but still accessible to anyone with an internet connection.

The basic model was discussed by all the partners at the KoM, with special focus on:

- General appearance of the website: this included the general, layout, theme colours, front picture, etc. The main decision was to produce a simple but functional website
- Project logo: different options were presented for discussion (see 3.1.1)
- Site map and key sections: the main sections and their hierarchy were presented. The model was refined, the number of pages reduced and the navigation limited to 2 levels only (see Figure 1)
- Share space and other collaborative tools (e.g. subscriptions, distribution lists, etc.): ownCloud© and its functionalities were presented and approved by partners.

3.1.1 The ResiStand logo

The creation of the Project’s logo was another activity that had been scheduled as a priority from the very beginning of the project. In order to avoid any delays of the deployment of the website, both Trilateral Research Ltd. and Atos presented several draft designs at the kick-off meeting. The following design was the most liked by the partners, and some improvements were suggested upon that design: remove back shadow, remove smaller text, add more colour, etc.

![Figure 2: Starting point for the Project's logo](image)

Shortly after the meeting Trilateral Research Ltd. provided the final version of the logo:

![Figure 3: Final version of the project's logo](image)
3.2 First online version of ResiStand.eu

The early draft website was modified according to the feedback received at the kick-off meeting. At the same time, Trilateral also commenced the production of content (text, web images, infographics, etc.)

The main improvements from the early draft are summarised as follows:

- Improved front page with a more attractive picture, better suited logos, etc.
- New logo, after approval from the Consortium
- Theme colour changed from blue to red in order to match the new logo
- Improved navigation bar
- Twitter timeline (aka “Tweet Wall”) added to the front page
- More visually attractive “Partners” page with a simple animation when hovering over each icon
- News and events merged into a single page
- Restriction of access to “Member’s Area”
- Addition of links to the newly created social media accounts (Twitter and LinkedIn)
- Addition of a “contact us” form (e-mail address withheld to prevent spam)
- Addition of HTML code to manage subscription to a newsletter (MailChimp) and the three Stakeholder Communities
- Other minor layout adjustments

The deployment was an iterative process, with the key involvement of the coordination team (Geowise and EU-VRi), Trilateral Research (WP7 leader, production of contents) and Atos (Task 7.4 Leader, site deployment and maintenance). Shortly after the new site architecture was updated, the improvement of the contents was also incorporated into this iterative cycle.

In early July 2016 a final draft of the website was shared with all the partners for review of their partner profile and final comments. On the 15th of July the finished version of the website was published at www.resistand.eu.

3.3 Structure and content of ReSistand.eu

The basic structure of the website is as follows:

![Figure 4: General overview and hierarchy of the website](image-url)
Each of the individual pages that make up the site will be described below. The images shown thereafter illustrate the page’s content and design at the moment of the preparation of this document. As the project and ResiStand’s activities progresses, the website content will be updated.

### 3.3.1 Home page and site-wide common elements

The “home page” is the front page that is displayed first when visitors navigate to [www.resistand.eu](http://www.resistand.eu). Also, users will return to this main page if they click on the ResiStand logo.

The design has been kept simple and functional, not only since this is now the most accepted tendency in modern webpages, but also bearing in mind navigation in mobile devices.

The front page is made of four big blocks; some of which are common elements for the entire website. In order to avoid redundancies, these site-wide shared items will be only described in this section.

#### 3.3.1.1 Navigation bar (common element)

The navigation bar allows users to quickly move to different pages within the site. After some discussion among the members of the Consortium, its design has been limited to two levels, so all the key content is readily available at any point.

The behaviour of the navigation bar is set so the first level is always displayed in all pages, but the second varies depending on current location. The only change that occurs on the top level is when the user is logged-in and the member’s area is therefore accessible (as in the example below), otherwise this button will not be shown (see 3.3.5).

![Figure 5: 2-level navigation bar](image)

#### 3.3.1.2 Front image

The front page adds cosmetic value. Several pictures were assessed before picking the one that we believe is best suited for the topic of ResiStand.

![Figure 6: Front-page main image](image)

#### 3.3.1.3 Project key information

This is the core of the front page. In order to keep things simple and to avoid overloading visitors with information, we added the key elements in this 3-column block:
The block to the left aims at defining ResiStand and its goal “in a nutshell”
• The one in the centre is dedicated to one of the core items of ResiStand, which is the involvement of the three Stakeholder Communities. At the end of the text, there is a link for users to have a quick access to our subscription page to register to join the Stakeholder Communities
• The space to the right is reserved for the ResiStand Twitter timeline. This does not only add interactivity to the website, but it also allows partners to update the website with key information and virtually in real time (e.g. a workshop taking place and reported via Tweets)

Lastly, key information about ResiStand for the three stakeholder communities will be available by downloading the one-page leaflet that is being specifically designed to describe ResiStand “at a glance” for potential members of the Standards Advisory Group, End-User Community, and Supplier Community.

3.3.1.4 Footer (common element)
At the bottom of all pages there is a space reserved to provide links to:
• Our Twitter account (@resistand_eu): https://twitter.com/resistand_eu
• Our LinkedIn page: https://uk.linkedin.com/in/resistand-project-537017123
• “Contact us” form: This form was deployed in order to avoid e-mails being displayed publicly and therefore to avoid spam.

Lastly, this section also shows the acknowledgement with respect to the project’s EU financing (Grant Agreement 700389) and a “return to top” quick link.

3.3.2 About ResiStand
The purpose of this section is to describe all the relevant aspects of the project, its objectives, the consortium, etc.
By default, when the users click “About Resistand” they are taken to “The Project” (see below), which is the most important page to introduce the project before going into further details.

3.3.2.1 The project
This is a very simple page that briefly describes the essence of ResiStand and the objectives set for the project.

The Project

ResiStand: Increasing disaster Resilience by establishing a sustainable process to support Standardisation of technologies and services

ResiStand is a two-year project that aims to identify new ways to improve the crisis management and disaster resilience capabilities of the European Union and individual Member States through standardisation. Whilst standardisation is a powerful tool with the potential to maximise technical, procedural, operational and semantic interoperability, there is a need to overcome apathy and limited participation from stakeholders. ResiStand will contribute to an improved disaster resilience by identifying and analysing the drivers, constraints and expectations of three main stakeholder communities: Standardisation Organisations, End-Users, and Suppliers, consisting of researchers, industry and SMEs.

ResiStand’s partners will work with these communities to identify standardisation gaps and to create a prioritised roadmap for new initiatives. The roadmap will be complemented by a critical evaluation of standards as a tool to improve disaster resilience. Additionally, ResiStand will implement a pre-standardisation process that supports the development of standards. To test the feasibility of this process and encourage the continued use of the “ResiStand Process”, ResiStand will develop a new work item.

The overall objective of ResiStand is to identify new ways to improve the crisis management and disaster resilience capabilities of the European Union and of individual Member States through standards.

This objective will be achieved by:

- Proposing new standardisation activities that can advance and improve disaster resilience.
- Providing a better understanding of the potential of standardisation as a tool for improving disaster resilience.
- Presenting a new, sustainable process for better and faster capitalizing on the potential of standardisation.

Figure 9: “The project” page

3.3.2.2 Work Plan
This section begins with a list of the 9 work packages (WPs). These are clickable links that will take the user to a short description of the WP to be found further below (i.e. “HTML bookmarks”).

Below these links, there is chart that illustrates the breakdown into tasks and how the different WPs interact to create the outputs of ResiStand.
The ResiStand project consists of nine Work Packages (WPs).

**WP1: Establishing the project's building blocks**

**WP2:** Cross-sectorial screening and identification of resilience-relevant standards

**WP3:** Identification of standardisation needs and requirements

**WP4:** Identification of standardisation opportunities

**WP5:** Preparation and roadmapping of standardisation activities

**WP6:** Towards a sustainable process

**WP7:** Dissemination, communication and stakeholder involvement activities

**WP8:** Project Management & Coordination

**WP9:** Ethics requirements

In addition to this overview of the work plan, individual pages have been created for each WP. At the moment the content is the same as the short description found in the parent page (work plan), but the idea is to provide a space to add further information regarding the outcome of each WP as the project advances and there is more information available.

For instance, when clicking on “WP4: Identification of standardisation opportunities” the user will be taken to a page reserved for WP4 only.
3.3.2.3 **Partners**

This page shows the logotypes of all the 14 partners that participate in ResiStand. Also, a simple animation aims at making this page more visually attractive; all the icons are shown desaturated (greyscale) but will be shown in colour when the user hovers the pointer over one icon.

Clicking on these icons will take the user to a page with more information about each partner, their expertise, contribution to ResiStand and the persons involved in the project.
3.3.2.4 Advisory Groups and Stakeholders

This is a simple page that offers a brief overview of the three key communities/groups linked to ResiStand: Standards Advisory Group, End-User Community, and Supplier Community. Also, for the visitor’s convenience, there is a link at the bottom that redirects to the subscription page.
Advisory Groups and Stakeholders

ResiStand’s partners will engage with three key stakeholder communities throughout the duration of the project: Standardisation Organisations through the Standards Advisory Group, the End-User Community, and the Supplier Community.

Standards Advisory Group
The Standards Advisory Group includes representatives from European standardisation committees and organisations developing standards (e.g., technical committees, military organisations, working groups dealing with IT standards). The Standards Advisory Group will provide ResiStand with information on existing standards, standards under development, and planned and/or forthcoming work items. Stakeholder participation in the Standards Advisory Group will lead to better planning through increased knowledge of standards that are to be developed.

End-User Community
The End-User Community includes representatives from organisations utilising standards in their crisis management and disaster resilience operations (e.g., civil protection and law enforcement agencies, first responders, and non-governmental organisations). The End-User Community’s role in ResiStand is to identify current and future standardisation needs, arising from emerging technologies and processes. The End-User Community will contribute to increased interoperability and compatibility between systems and services, and will receive up-to-date information on existing and future standards.

Supplier Community
The Supplier Community includes industry (including SMEs) and the research community. The Supplier Community will provide ResiStand with an understanding of the expectations of, and the drivers and restraints to, the Supplier Community’s participation in standardisation activities. Additionally, the Supplier Community will identify potential new technologies, solutions, procedures, best practices, procurement models, and services, that can be used as the basis for forthcoming standardisation activities. The Supplier Community will receive information on the expected trends in crisis management and will facilitate increased efficiency in product development. By participating in the Supplier Community, the research community will be provided with a clear definition of standardisation needs and requirements.

For further information and to join ResiStand’s Stakeholder Communities, please subscribe.

Figure 14: Page “Advisory Groups and Stakeholders”
3.3.2.5 Related projects

This page will list all the projects that are related to ResiStand and that have joined ResiStand’s Supplier Community. The main view presents each project with its logo and a short description. Users are able to click on each title to access a more detailed description of the project, a link to its website, etc.

**DRIVER**

**Figure 15: Related project pages (overview)**

**CRISP (Evaluation and Certification Schemes for Security Products)**

**Figure 16: Full details of a related project – Example for CRISP**
3.3.3 Results

This basic layout aims at presenting the results of ResiStand, which are divided into four sections. By using the navigation bar (top), further information on each type of result can be accessed via the clickable icons.

![Figure 17: Page with an overview of ResiStand's results](image)

3.3.3.1 The ResiStand Roadmap

On this page users will find information regarding the roadmap necessary to create future standards that can lead to improvements in crisis management and disaster resilience.
3.3.3.2 The ResiStand Process

This section outlines the key elements of the Resistance process. For the convenience of visitors, we have added a link to subscribe to our mailing list at the bottom of the page.
Increasing disaster resilience through standardisation

One of ResiStand’s overarching objectives is to develop a new, sustainable process to improve and support future standardisation work. The ResiStand Process will collate the project’s findings and take into account the drivers inspiring stakeholders to contribute to standardisation activities as well as the constraints preventing them from participating in them. The process will define how new ideas, improvements, inventions, requirements or research results originating from any stakeholder can be transformed into new standardisation items. It will offer an efficient means to assess the potential, feasibility and impact of any new idea.

Stakeholder involvement is a prerequisite for successful standardisation and the ResiStand process will facilitate the selection of the most relevant stakeholders for each new work item. The ResiStand Process will include recommendations for enhancing stakeholder involvement by presenting different ways to participate in standardisation. All stakeholder groups will be informed about the benefits and advantages of participation in standardisation work.

The feasibility of the ResiStand Process will be tested by developing a new work item. The aim is that stakeholders will continuously utilize this “ResiStand Process” in the future, and that the project delivers a better understanding of the potential of standards for contributing to an improved disaster resilience.

To stay up-to-date with information on ResiStand and the ResiStand process, please subscribe to our mailing list.

Figure 19: Current view of “The ResiStand Process” page

3.3.3.3 Deliverables

This section lists all the deliverables that will be produced by the Project. Even if the majority of these are still to be produced, all their titles and brief description have been added beforehand. This offers useful information to key stakeholders about what to expect from ResiStand, and also serves as a quick reference for all the stakeholders working and collaborating with ResiStand and that are interested in the project’s activities and outputs.

To improve the visual appearance, by default just the deliverable title is shown. Then the visitor can interact in three different ways:

1. Click on the deliverable name: this will take the user to a page solely dedicated to that deliverable which offers full details about the report
2. Click on the PDF icon: this will download the PDF with the report and allow users to save the file locally. A “tick mark” (✓) will precede the report title to indicate that the deliverable has been completed and that it is available to download
3. Click on the arrow button: this will display a box with a short description of the deliverable, but the user will not leave the overview of the deliverable list.
In the following example we have added a non-related PDF file to D1.1 in order to illustrate how this page is designed to work. Also, the short description for D1.1 appears displayed after clicking in the arrow symbol (3).

![Deliverables](image)

Figure 20: Deliverable list – D1.1 short description displayed

An independent page has been already created for all deliverables. At this stage of the project, only the short description is available. All these pages will be updated with content once the deliverables are produced.

![D1.1. ResiStand Handbook](image)

Figure 21: Page with full details of any deliverable – Example for D1.1

3.3.3.4 Other materials

The purpose of this page is to allow users to download files such as brochures, posters, photos, and other promotional materials. These materials are currently under production and more will be uploaded as soon as they are ready to be shared.
3.3.4 News and events
We studied the possibility of having two different sections, one for news and another for events. In order to keep the website structure simple, it was decided to aggregate both type of items into a double-column single page.

The page is designed to show two independent lists of items; these can be displayed in individual pages by clicking on either “Events” or “News” at the top. The idea is to facilitate navigation and allow filtering by type; something that might be particularly useful later into the project when the number of items in each list will be much larger.
The users can “drill” one level down and get the full details for each event and piece of news. To reach the pages individually dedicated to each item, the users must click on their title, either in the filtered or unfiltered view.

**Figure 25: Full details for one item – example for “type = event”**
3.3.5 Members area

This area is reserved for registered users. By default this option will not be displayed in the menu bar, but it will appear once the users log-in (by clicking on the rightmost icon).

![Image](image1.png)

Figure 26: Standard navigation view – user not logged in

![Image](image2.png)

Figure 27: Members area shown – registered user is logged in

3.3.5.1 Log in menu

This function has been built according to common standards. The registered users can log in by entering their username and password.

![Image](image3.png)

Figure 28: Access to restricted area – login dialog

Also there is an additional option that allows users to reset their passwords after entering their e-mail.
Atos, the partner responsible for all the technical aspects of the website, is in charge of controlling access to the restricted area and providing the credentials. The password policy is strict and must comply with the following rules:

- The password does not include enough variation to be secure.
- Password must contain at least one uppercase character.
- Password must contain at least one digit.
- Password must contain at least one punctuation (not whitespace or an alphanumeric) character.
- Password must contain at least one alphanumeric (letter or number) character.
- Password must be at least 8 characters in length.
- Password must contain at least one lowercase character.
- Password must contain at least one letter.

These restrictions generate a minimum of “52 bits of entropy”. For general reference, a brute attack of 1,000,000 guesses per second would take almost 150 years to be successful. Therefore the password policy for the restricted area seems adequately secure.

### 3.3.5.2 Web catalogue

This space is only available for registered users. These can be partners working in the project, but also stakeholders and other interested parties.

Since the web catalogue is one of the outputs that the project will be producing at later stages, at the moment the layout for the page has been created but the contents are yet to be added.

### 3.3.5.3 Shared Space

Clicking on this button will take registered users to the log-in dialogue of the shared space. ResiStand’s repository is deployed in ownCloud©.

This area is restricted to members of the consortium only, and since this is a really sensitive space with access to documents related to the project (including those of restricted and confidential nature) users must use a different set of credentials to get access.
In a similar fashion as the restricted area, Atos manages access to the repository. Also, the restrictions for a valid password are as strict as for the member’s area. Besides the 2-step validation, both ownCloud® and Atos add additional layers of security. All combined, unauthorised access to our repository is extremely unlikely.

3.3.6 Subscribe
This page includes a form that the visitors have to fill in in order to subscribe to ResiStand’s mailing list and join the 3 different communities. The code has been generated using MailChimp and all the information from users is accessed and managed by Trilateral, who leads WP7 on dissemination, communication and stakeholder involvement activities.

MailChimp is a contact management software that protects personal data and restricts the use of subscriber’s personal data. Subscribers that no longer want to be contacted by ResiStand’s partners can unsubscribe directly using an e-mail that they have received or can contact Trilateral (directly or through a partner) to be unsubscribed to the contact list. Further information on MailChimp’s privacy policy can be accessed here - [https://mailchimp.com/legal/privacy/](https://mailchimp.com/legal/privacy/)
3.3.7 Social networking

Social media is a key element of ResiStand’s communication strategy; therefore there are strong links between the social networks that the Project will be using and ResiStand’s website. The partners will focus the communication activities on targeted stakeholders and will create solid synergies across the different online communication tools to thus increase the overall project visibility in the most cost-effective manner.

The two key elements for ResiStand’s social networking are:

- Twitter - @ResiStand_EU:
  This tool allows targeting subscribers of particular interest for the project and developing an extensive network of stakeholders (key followers may bring more people interested in the subject). It also offers the possibility of real-time communication (Twitter Timeline, see 3.3.1).

- LinkedIn - https://uk.linkedin.com/in/resistand-project-537017123
  This social network is less dynamic than Twitter but it offers a professional approach in which it is possible to go in much more detail, both in regard of the amount of content available and easy cross
navigation between LinkedIn and www.ResiStand.eu. LinkedIn is also a space well suited for open discussions among subscribers; therefore it will act as the public forum of the Project.

3.4 Technical details and additional information

The ResiStand website has been designed and implemented by the web development team from Atos. They will also be in charge of its hosting, maintenance, troubleshooting, technical upgrades and security for the duration of the project.

3.4.1 Tools and relevant technology used

The tools and technologies used to develop the website were carefully selected taking into account the aims of the website and the required functionalities. Below there is a brief description of the most relevant technologies and tools used by the ResiStand website.

3.4.1.1 Drupal

Drupal is an open-source content manager. This software has a massive back up from the community of developers and therefore it offers a lot of readily available built-in functions and large libraries of user-created tools.

Besides assisting developers in creating modern looking and functional websites, one of its key advantages is that developers are able to create templates and define content-types in great detail. This allows for anyone with basic training to create high quality content and to update the website by just filling these pre-defined forms.

![Drupal menu - predefined content types shown](image)

3.4.1.2 ownCloud©

Own cloud is a software mainly designed to manage shared spaces, although it also offers additional collaborative tools. Among its key benefits, it is scalable, customizable and secure.

It offers all the key functions but with a simple layout (see 3.3.5.3), its UI (user interface) is mostly “drag and drop” and therefore very intuitive to use.

The software is deployed in Atos own servers and it is directly managed by Atos IT department (security, user access, maintenance, troubleshooting, etc.).

3.4.1.3 MailChimp

MailChimp is a contact management software that helps organisations to manage their contacts and to send them marketing e-mails and targeted campaigns. By signing up to ResiStand’s Stakeholder Communities, contacts will added to the ResiStand project’s contact list on MailChimp, which will be used to send them newsletters and updates on ResiStand’s activities.

The ResiStand contact list was created by Trilateral Research in June 2016 and a web-form was built to manage the stakeholder subscriptions to the contact list. MailChimp auto-generates HTML code that was
later inserted into our subscription page (see 3.3.6). All the information collected by this form is automatically fed into the ResiStand contact list on MailChimp, which is managed by Trilateral Research.

3.4.2 Browser compatibility
Browser compatibility was taken into account from the early design of the website, with particular interest in mobile browsing which nowadays is gaining relevance.

In this regard, some elements such as drop-down menus have been purposely avoided since these are known to sometimes cause anomalies in some mobile browsers. There is an obvious trade-off in this decision, but we gave priority to simplicity and functionality rather than to cosmetic appearance or eye catching effects.

The current version of the site has been tested in the following browsers without so far having found any major inconsistencies:

**Desktop**
- MS Internet Explorer (V 11.0.9600.18349)
- Mozilla Firefox (V 47.0.1)
- Google Chrome (V 51.0.2704.106)

**Mobile**
- Android (5.0): several devices and browsers (Firefox, Chrome, Android built in browser)
- iOS (9.3.2) : Safari for Phone and iPad

3.5 Website KPIs (Google analytics)
The website has been registered to Google Analytics in order to monitor and analyse the effectiveness of the ResiStand website.

Examples of the indicators that Google Analytics will enable the consortium to examine include:
- The number of users visiting the site (e.g. +10,000 for an excellent result according to DoA)
- The number of times each file is being downloaded
- The length of time that users are spending on the website
- The most popular pages of the website
- The countries that users are accessing the ResiStand website from

The exact details of the indicators to be monitored will be defined in the Communication and Dissemination plan (D7.3).
Figure 35: Session Analysis in Google Analytics (Example)
The website’s future

The work on the website will carry on for the duration of the project and beyond. They key activities yet to come can be summarised as follows:

- Update contents, this includes: disseminating the project outcomes, posting news and events, sharing presentations, articles and papers etc. and also applying cosmetic improvements when required, adding charts and pictures when they are produced, etc.
- Add tools to the web catalogue when these are developed
- Share the project’s deliverables when they are ready, along with other materials such as leaflets, posters, etc.
- Manage user accounts and offer technical support
- Coordinate with the management of the stakeholder communities and maintain the interaction with these groups
- Regularly monitor visitors and other KPIs (i.e. Google Analytics)
- Keep it protected and up to date to prevent malicious attacks, with particular interest of the security regarding the members area
- Maintain a close relation with social media tools such as Twitter, Linkedin, etc. to maximise the impact on the stakeholders
References