



Advanced solid Cycle with Efficient novel technologies

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Implementation of the ASCENT project website



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Deliverable abstract

A website has been implemented to share internally documents and communicate externally dissemination materials. The login of the partners to the web-site is possible via the homepage and it provides the coordinator and all the partners of the consortium with a reserved area for managing restricted documents, deliverables and tracking of the ASCENT project. Moreover the web site permits the registration of users in order to provide opinion leaders, potential end users and stakeholders with public documents (e.g. new-letters, flyers, brochures, leaflets and public project deliverables). The website represents one of the main dissemination channel as it can diffuse the project goals through its sections to well-defined user-groups. For a dissemination point of view, indeed, it is useful to create a website which captures the attention of users by means of common research interest. As ASCENT is based on a common framework of three technologies, the website has been conceived as a channel for aggregating end-users and potential stakeholders around **nuclei of interest** represented by the work-packages and other sections which can be dynamically create by the administrator (e.g. Cooperation with Australian projects). In other words, the website has been designed and implemented in order to show ASCENT technologies as a technology cluster consisting of three but related technologies which according to the dissemination scholars can be diffused and quickly adopted.

1. The structure of the ASCENT website

The website is located at www.ascentproject.eu and it was developed by using several technologies (e.g. HTML5, PHP, JAVASCRIPT, AJAX) whereas the server database has been implemented in MYSQL. The website has been designed to be displayed on mobile devices as PC, Tablet, Smartphone. According to the modern web design, it was implemented with a responsive layout presenting a slideshow which can be adapted with different devices and displays. Along with the website a CMS (Content Management System) software, is furnished and protected by a password, which represent a valuable tool for the administrator to change contents and pictures. The homepage features a very high and open interaction between the users and the website by including links to the project sections, forum and news.

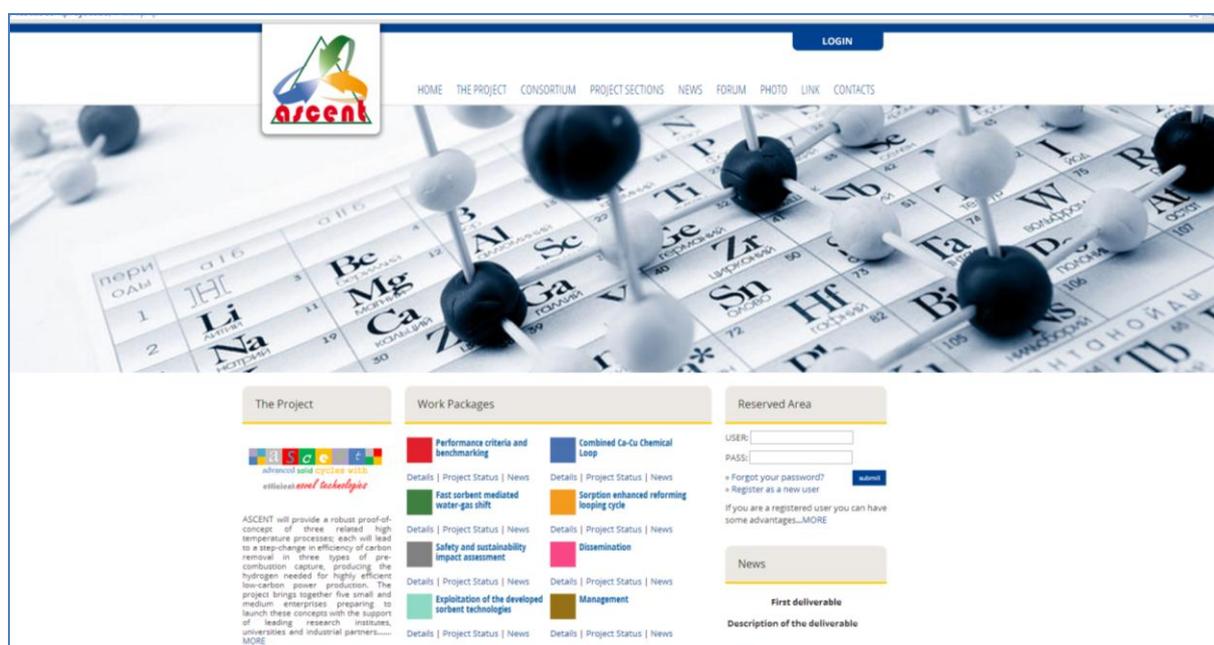


Figure 1.1 Homepage of the ASCENT website.

1.1 Management of project section and users' profiling.

Three profiles have been implemented:

- Administrator;
- Partner / WP Leader who grant the access to restricted area;
- Public user: the user can download dissemination material and public deliverables.

Each single sections is composed of two areas: one area where the administrator is able to upload pictures and change content describing sections and the other one named 'work area' which is useful to the Partners and WP Leaders to upload files which cannot be downloaded by public users. A user can require two or more profiles: (WP Leader of a work package and Partners in other one). The main features of this module are:

- Generation of new project section: (administrator);
- Generation of the profiles Partner and WP Leader: (administrator);
- Registration of the user to the project sections: registration form (all the users of the website);
- Publication of newsletters: (administrator);

- Archive of the old newsletter open to the website visitors (administrator);

1.2 Forum area: an example of collaborative area.

One of the aim of the dissemination is the developing of relation between the innovators and the users. Then, a local forum has been implemented for each single project sections as a collaborative area. This area can offer the chance to interact with the community and diffuse quickly the project and its results. The public user can post its opinion to a selected area of his/her interest or can post it to a global forum which is a common zone of each sections of the project. This area is accessible to the public users and it represents a powerful tool for communicating with the website visitors. The user can actively interact with the Partners and the WP Leaders in order to share opinions based on a generic commonality of interests.



Figure 1.2 Forum as a collaborative area of the ASCENT website.

This area will permit the consortium to interact with a larger audience in order to aware of important opinion leaders in order to actively participate to the discussion and enhance the diffusion of the project. This area will increase the **observability** of the project results which is recognised as one of the main element of a good dissemination plan.

The website, indeed, will disseminate the project among group of interest or potential end users and stakeholders which would benefit from ASCENT objectives and aims. The main objective of this Forum is to create a collaborative community based on the knowledge sharing to reach a mutual understanding. The implementation of the Forum as a local area of discussion related to each work package and focused on particular aspects of the project can also attract researchers, academics, scientists currently engaged in related EU projects.

The second objective of this area is to promote the commonality and sharing of interests which is a very important element since the registration to the website is optional. ASCENT website based on a common areas of interest will stand for a better chance in disseminating and diffusing among the audience. Particularly, by sharing and understanding past experience and needs of the user (which can be potential stakeholders) the rate of dissemination can be likely increased. Then this forum-based area will catalyse also peer-peer conversation with other colleagues in order to set-up peer networks which could accelerate the rate of technology adoption. Particularly the forum area will be used also to profile and identify opinion leaders, potential end-users and stakeholders by openly asking within a large audience whom they might seek for technologies similar to those investigated in the ASCENT project.

1.3 Work area

In this area the authorised users (Partner and WP Leaders) are able to upload preliminary files about the project documents which can be downloaded from a restricted area by the partners and WP leaders in order to not overload his/her e-mail boxes.

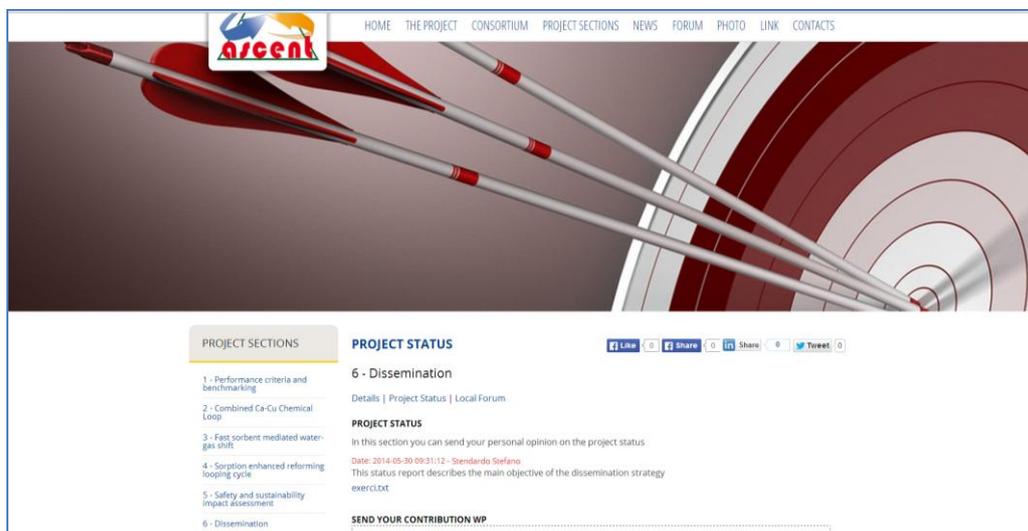


Figure 1.3 Work area as a restricted area of the ASCENT website.

This area represents an internally communication between the consortium of the project and will permit to have a common and shared database of the scientific and administrative documents. Each Partners and WP Leaders will be provided with username and password and hence can grant the access to the reserved area from which they can easily and quickly downloaded documents from the website.

1.4 News area

In this area the administrator will upload the news and the material which can be openly disseminated. After the internal feedback and evaluation procedure (as reported in the dissemination plan) is completed, the administrator will upload dissemination material in this area which will be treated as the public library of the website. Every available information will be showed with a title and a rich description to best represent and outline the content of the uploaded public document.



Figure 1.4 Public area as a common library of the ASCENT website for observable results.

In order to make them as relevant as possible the news and the dissemination material will be integrated with pictures. The definition of ASCENT messages and documents to be communicated is a critical issue because it will attract the targeted visitors' attention. The news area addresses another important element of the dissemination: **accessibility** of public documents. It is important for a potential adopter of the technology the understanding of the investigated technology. In fact, a clear knowledge of the innovation decreases the level of the uncertainty to which the newness is perceived.

1.5 *Mobile and instant dissemination*

As reported earlier, the ASCENT website has been conceived and design in order to be viewed via mobile devices as PC, Tablet, Smartphone. This particular feature will offer the chance to disseminate instantaneously the project results to highly targeted audience. The project dissemination performed via mobile devices favours a frequent interaction between the user and the website and the dialogue among the audience. The mobile dissemination permits also to increase the commonality of interests strengthening the communication between the ASCENT consortium and website users.



Figure 1.5 Sharing buttons embedded in the dissemination work-package.

Mobile dissemination strategy, as conceived here, represents the first step towards the instant dissemination: the website offers the chance to create links to the most common social networks (e.g. Facebook, LinkedIn and Twitter) via sharing buttons. This tool will permit to be followed by a larger group of users (followers composed of potential end-users and stakeholders) and to follow opinion leaders in a common vision to promote the observability and accessibility of the main project outcomes.

2. Key performance indicator (KPI) of the ASCENT website

As the website has been defined and launched into the Internet, it is important to measure the effectiveness of such a dissemination resource. For this reason, a set of right key performance indicators (KPIs) for the evaluation of the outcome of the website has to be defined and monitored during the lifecycle of the project. Since the objective of the dissemination is mainly the awareness of the project among a large audience, the following KPIs of ASCENT website have been selected: (i) number of active users, (ii) number of inquires and responses to publication which can be monitored via the Forum area presented in the chapter 1; other KPIs are the (iii) number of visits of ASCENT website monitored via Google analytics social interaction tracking which provides insights into the website traffic, (iv) number of contacts in social networks (mainly Facebook, LinkedIn and Twitter), (v) feedbacks from contacts and relative increase of the comments. KPIs also known as key success indicators will be used for the measurement to identify the success of the website at contributing to the attainment of the dissemination objectives.

2.1 Website management approach

As it is reported earlier, by the right utilisation of the KPIs valuable insights into the performance of dissemination are gained but more decisively, provide the strategic awareness needed to make the right decision at the right time. The KPIs enable the evaluation of the progress by checking the achievements against the objective of the dissemination plan. To this end, a monthly monitoring of the performance indicators will be performed.

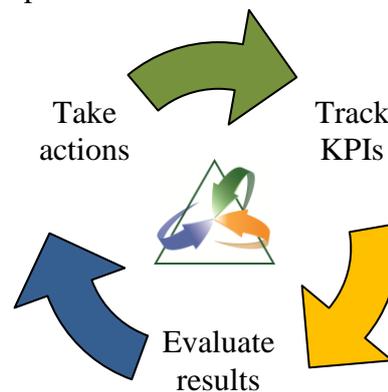


Figure 2.1 Website management approach.

In this manner, monitoring of KPIs permits to track the dissemination plan and review the results against the actual outcomes. The main action of the website management approach as depicted in Fig. 2.1 is the identification of possible improvement to further increase the dissemination extent of the planned activities. If the participation fulfils the expectation of the dissemination plan, the website is well structured as a dissemination channel: KPIs will continue to monitor and measure the effectiveness of the website. If the results of the comparison between the planned and actual outcomes during the monitoring phase are below the expectation (e.g. the number of the active users is decreasing, there is no response to the publications) possible actions are: (i) change the presentation and the format of the documents in the public area of the website, (ii) modify the content of the project which can be disseminated to the audience. Another possible solution could be that the selected KPIs do not represent deeply the dissemination website. The KPIs as success indicators could be made available by several feedbacks coming internally from the consortium members (using the periodic project status report pointing out at dissemination effectiveness) or externally via the opinion arising from the Forum area implemented in the ASCENT website.