

# SEVENTH FRAMEWORK PROGRAMME

THEME [ICT-2013.3.2]  
[Photonics]

## SPIRIT

Software-defined energy-efficient Photonic transceivers Introducing  
Intelligence and dynamicity in Terabit superchannels for flexible optical  
networks

Grant Agreement no. 619603

### D1.2

Website development and setup of social accounts

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SPIRIT

D1.2: Website Development and Setup of Social Accounts

**Abstract:**

This deliverable reports on the design, development and launch of the official SPIRIT project website as well as the setup of social accounts. The website is designed to allow world-wide knowledge of the activities and results of SPIRIT. The website address is [www.spiritproject.eu](http://www.spiritproject.eu) and is hosted and managed by ICCS/NTUA on leased shared servers. It includes a public and a private area. The public area includes sections on the project concept, objectives, technology as well as links to material that can be downloaded and viewed on-line. The private area is facilitated via the use of Collabtive, a project administration tool that allows for the efficient project management, the exchange of information among the project partners as well as the hosting of internal documents and reports. Additionally, social accounts are created in order to enhance the project's image and exploit the social media's features to advertise SPIRIT activities and scientific profile.

**Keyword list:**

Website, social accounts, project description, dissemination of results.

## Executive Summary

The SPIRIT web site has been created and already hosts all the information regarding the project and its partners, in the address [www.spiritproject.eu](http://www.spiritproject.eu). The site will be updated regularly by the site administrator who will be able to upload public documents, news and publications, in order to maximize dissemination of the achieved results and increase the project awareness. The site also provides link to the SPIRIT private area secure website, as a simple and efficient way for exchanging information, documents, and data between the project partners in a password protected area.

The structure of the SPIRIT webpage is the following:

- **Home**
- **Objectives**
- **Partners**
- **News**
- **Downloads**
  - *Public Documents*
  - *Publications*
- **Contact**

As the project continues to grow, the structure and the design of the website will be changed as necessary, so that it can always provide maximum usability to its users.

Moreover, social accounts advertising the activities and profile of SPIRIT were created in popular social media:

- **Facebook**
- **Twitter**
- **Youtube**
- **LinkedIn**

These accounts are to be populated in order to host videos, important public announcements etc. as the results and achievements of the project will come out in public.

## Table of contents

1.	Website Objectives.....	5
2.	Website development .....	5
2.1.	Website design.....	5
2.2.	Public domain content .....	7
2.3.	Collabative-User’s area and project organization tool .....	10
3.	Website statistics.....	11
4.	Social Media accounts .....	11
5.	List of Figures.....	12

## 1. Website Objectives

Today, the Internet has established its role as one of the most important resources of information exchange for industry and academia. SPIRIT aims to benefit from this technology for providing worldwide accessibility to its activities and its results via the publicly accessible website [www.spiritproject.eu](http://www.spiritproject.eu).

The primary goal of the SPIRIT web site is to promote the project and its scientific results to the international scientific and industrial communities as well as to the wider public. Specifically, the website targets to:

- Present the concept and objectives of the project
- Describe the technology and methods employed
- Present highlights and technical breakthroughs
- Inform about latest activities and events
- Provide easy access to the partners through the Collabitive tool for project organization and confidential information exchange

## 2. Website development

### *2.1. Website design*

The SPIRIT webpage is based on a plain and simple design (Figure 1), which is fast loading, browser compatible, and focuses on the content. All pages provide a header with the SPIRIT logo and additional links to the Europa site and the Seventh Framework Programme, as well as to social networking sites and professional user groups (Facebook, Twitter, Youtube and LinkedIn). The site is divided into six sections, which are accessed via a global selection bar that is located horizontally on the top of each page below the header. Sub-sections have been included under particular sections to ensure rational distribution of the online information and to facilitate browsing. The sub-sections are accessible through drop-down menus from the global selection bar.

The website was created so that content (dynamic and static) can be efficiently maintained. Specifically, articles, menu structure and even styling and formatting can be updated and re-arranged as required, giving the ability to upload new information, re-arrange content and provide a new browsing experience to visitors whenever required.

The project address is [www.spiritproject.eu](http://www.spiritproject.eu) and hosted on a server leased by ICCS/NTUA. Moreover, the dynamic scripting language used allows for an efficient update of content without the need for complete re-design of the webpage space. ICCS/NTUA acts as the website administrator and is responsible for authoring, editing and managing content of the website.



Figure 1: SPIRIT webpage design overview.

## 2.2. Public domain content

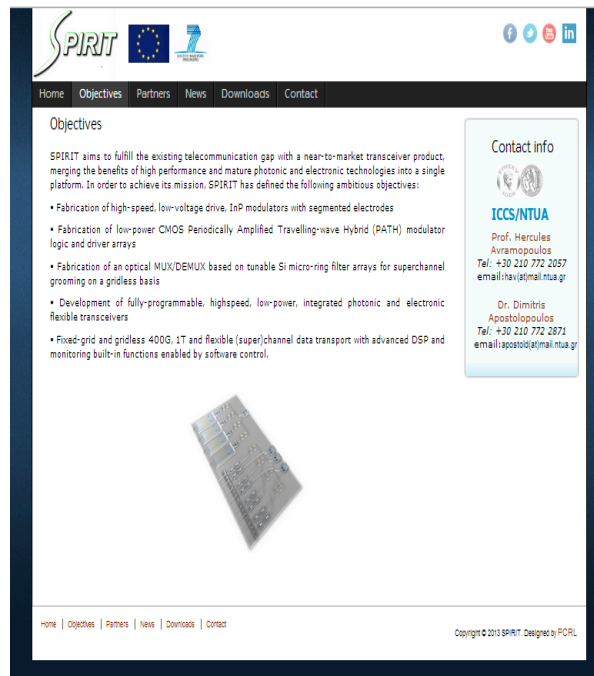
The current website structure is divided into the following sections:

- **Home**

The “home” section is designed to provide an overview of the project at a glance. This section serves as the “front page” of the SPIRIT website and special attention has been given to achieve an appealing yet simple design. Right below the global selection bar a slideshow has been introduced displaying photos relevant to the project that have been provided by the partners. The slideshow will be updated regularly with photos of the project results and components generated. Below this eye-catching graphic, a quick overview of the project is provided through the following elements:

- a “SPIRIT at a glance” article containing a headline sentence with the strategic objective of SPIRIT, the main facts regarding project duration, participating partners and EC funding,
- a snapshot of the latest news
- the main contact details (coordinator and contact info).

The “Home” section is shown in Figure 1. Additional elements accessible through the SPIRIT home page are the project workspace box that directs to the users area, i.e. the Collabtive environment, and finally the page footer that contains a smaller version of the main menu and the copyright information of the project website.



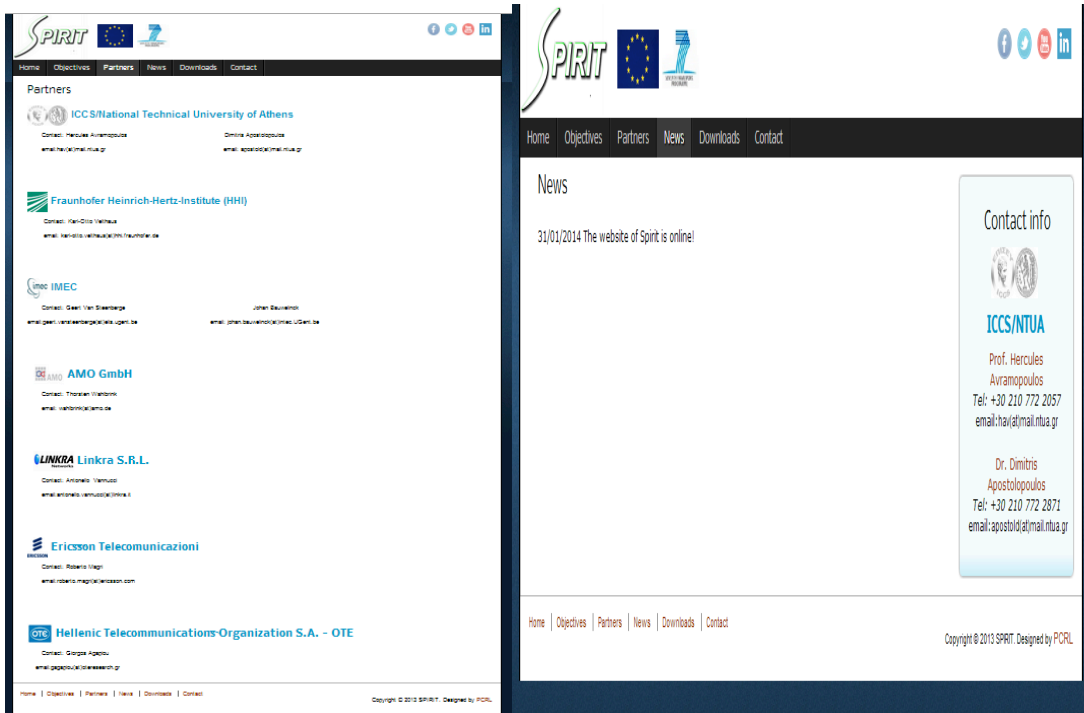
**Figure 2: The “Objectives” section.**

- **Objectives**

The “Objectives” section explains in simple wording the motivation for the project from the application perspective, and describes the main technological objectives of the project.

- **Partners**

This section lists the project participating organizations. The name and logo of each partner is given, acting also as a link to the partner’s website and followed by the contact details (partner, contact person).



**Figure 3: “Partners” and “News” section.**

- **News**

The “News” section includes news relevant to the project in the form of short, concise headings with additional links where necessary.

- **Downloads**

The “Downloads” section includes two subsections with relevant documentation of the project that can be downloaded:

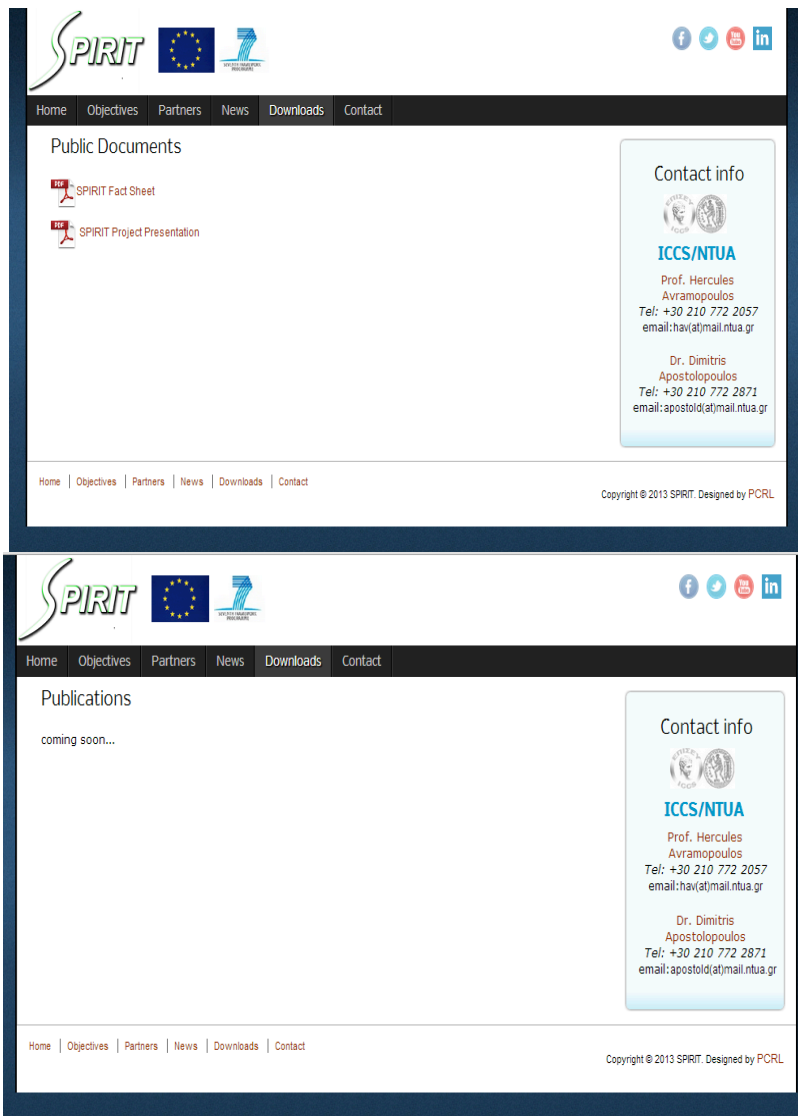


- *Public Documents*

This sub-section contains the official public documents of the project and is currently populated with the SPIRIT Fact Sheet and the SPIRIT Project Presentation documents as pdf links. It will be gradually enriched with all the official documents.

- *Publications*

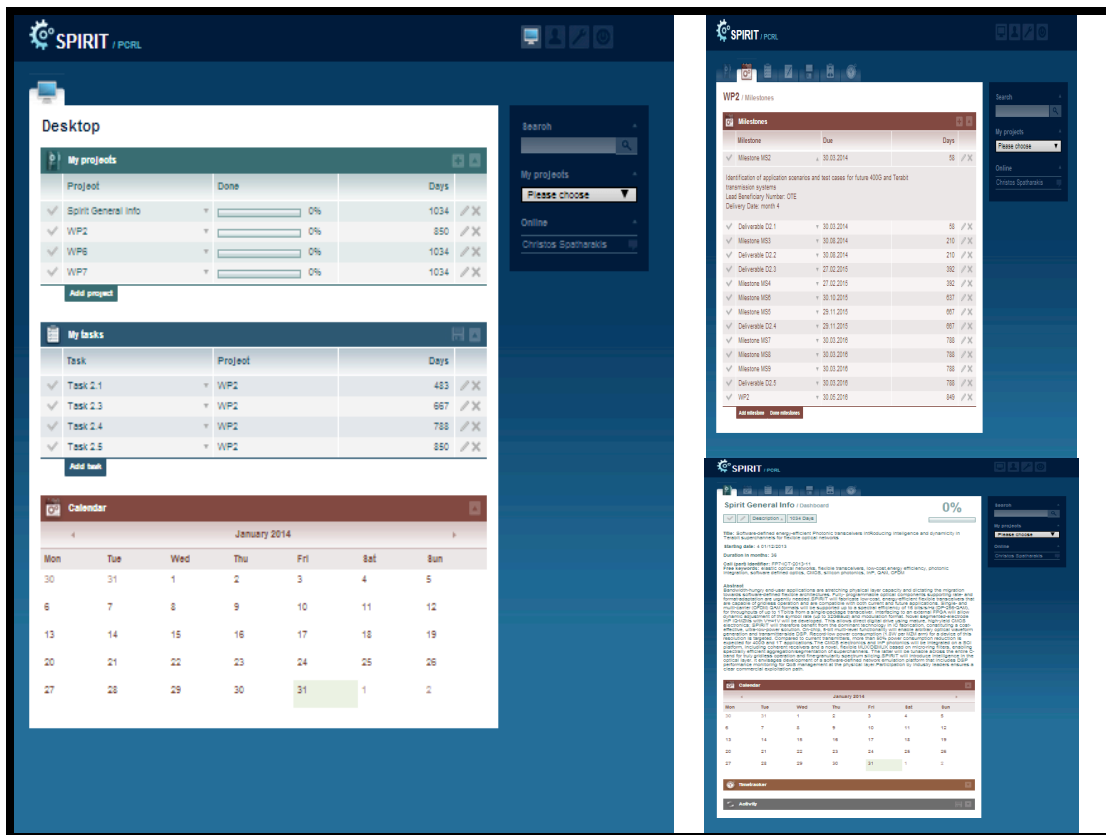
This subsection will list all the publications relevant to the project, addressable to different target groups, such as scientific publications and publications aimed for the wider public.



**Figure 4: “The subsections of “Public Documents” and “Publications” included in the Downloads section.**

### 2.3. Collabtive-User's area and project organization tool

The Private domain of the SPIRIT web page is restricted to registered users only. Once a user is authenticated through the login dialogue, they are directed to the Collabtive tool. Collabtive is a project administration and organization tool with many features such as project and task description, deliverables and milestones listing and assignment of the above for each user. Different groups of users (user “classes”) have been defined with different privileges and variable levels of confidentiality. More specifically, each user can access and in a certain level modify only work packages assigned to them. In these work packages they can see the relevant tasks, deliverables and milestones, have access to the related documents as well as the opportunity to accordingly exchange messages and comments accordingly. The website administrator has access to all the documents on the private area and is capable of adding, editing and deleting content. Only ICCS/NTUA has an administrator account.



**Figure 5: Collabtive environment- a preview of a user with access only to the work packages shown in the figure. There is also a preview of milestones list of WP2. Finally there is a preview of the general info section.**

There is also going to be a separate area for the Project reviewers. This area will be generated particularly for the project officer and the panel of experts to facilitate submission of project deliverables and ease the exchange of deliverables and reviews. It

## SPIRIT

### D1.2: Website Development and Setup of Social Accounts

will be a separate Collaborative project area with file directory visible only to the members of the section, i.e. the Project reviewers.

There is also a general info area accessible to all the collaborative users, containing all the basic information of the project as well as the Description of Work (DoW) and other important documents. Finally, there is a messaging tool that notifies via email all the users involved in the relevant task or WP, thus allowing for easier and quicker organization and communication.

### **3. Website statistics**

The project website visitor statistics is being collected using a statistics tool (Google Analytics). The tool provides visitor information, geographical information, page view numbers, entry/exit pages, average browsing times and many more parameters that can help analyse the impact of the website in due course of the project.

More importantly, the tool provides accurate visitor information by filtering out bots, crawling engines and administrator activity. The statistics tool is managed by ICCS/NTUA and the (confidential) data collected is distributed in consortium meetings for discussing the impact of the website.

### **4. Social Media accounts**

The project website is an important tool to make the SPIRIT news and accomplishments known to the public. As an additional way of interacting with the public and the scientific society several social media accounts are used. In the homepage of the website there are links to these accounts as shown in Figure 1. More specifically, the account is the following social media are created:

- *Facebook: so that SPIRIT can be easily accessible giving basic information, news and photos while the project is in progress*
- *Twitter: a twitter account is activated to share quick news and announcements relevant to the project*
- *Youtube: the Youtube account will mainly be used to upload the project video presentation as defined in deliverable D1.3*
- *LinkedIn: in this tool that links professional profiles, a SPIRIT account will connect the partners and members of the project with professionals, research institutes and companies active in the wider scientific and research area.*

## 5. List of Figures

<i>Figure 1: SPIRIT webpage design overview. ....</i>	<i>6</i>
<i>Figure 2: The “Objectives” section.....</i>	<i>7</i>
<i>Figure 3: “Partners” and “News” section.....</i>	<i>8</i>
<i>Figure 4: “The subsections of “Public Documents” and “Publications” included in the Downloads section. ....</i>	<i>9</i>
<i>Figure 5: Collabative environment- a preview of a user with access only to the work packages shown in the figure. There is also a preview of milestones list of WP2. Finally there is a preview of the general info section.....</i>	<i>10</i>