

# Website



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**Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

# 1 Website

## Background information

The project **i3 Impact Innovation Invest** is a 30 months Coordination and Support Action for “ICT 19-2015 Technologies for creative industries, social media and convergence” with direct support of the European Commission. In accordance with the Commission’s interest and the European Council’s conclusion that “Europe needs an integrated approach from research and innovation to market deployment”, our action will bridge a gap, increasing research projects’ outreach and impact.

i3 will identify promising solutions in the European social media research sector, and help their makers to evaluate technology and business potential for a viable go2market strategy. It provides tutor- and mentorship for entrepreneurial skills and access to business angels or investors, and facilitates the testing of solutions and business ideas through the Living Lab approach. i3 will establish an ecosystem through diverse engagement and community building activities, where (EU funded) research projects, innovators, investors, institutions, media and other stakeholders can connect and foster synergies. i3 will also be in a position to directly contribute to social media and convergence policy in the EU, by implementing a systematic policy review and a continuous policy dialogue.

This report concerns the website for the project, [www.i3project.eu](http://www.i3project.eu). The report will provide a short overview of the concept, design and include wireframes for the website.

## Website concept

The reasoning for the creation of the website is to deliver a platform that will be easy accessible for any parties that will be interested into reading about the project and engaging into its activities. During the implementation process the website will be regularly updated with news, gallery of photos and information for the press.

The overall design of the web site is meant to be a simplistic one, focusing the attention of the reader to the project background. The website is intended to attract audience in the sphere of social media research, business and startups, and encourage their participation in the project activities. Furthermore, the website will offer relevant stakeholders a convenient place where they can receive regular updates regarding the project activities, view photos from events and access articles that were posted in the media.

The core of the website is highlighting the elements of Impact, Innovate, Invest which are the pillars of the project. The website has included each segment in the top row where the reader can receive more detailed information about each subject.

The i3 project website is the key element for the Dissemination and Communication plan of the project. Therefore it will be focused on:

- Dissemination of information of project activities,
- Ensure the visibility of the project,
- Provide free access to all courses and materials produced during the project.

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## Website strategy to engage specific target groups

Since the project intends to reach different target groups, the website has been developed in order to address the specific needs of each target group. Together with the Dissemination and communication plan it is expected for the website to and engage the specified target groups to follow the project activities closely. The table below specifies the 5 target groups that the project will engage through its website and describe why they are engaged.

Why are the target groups engaged?	Informing about advancements in European social media research sector with focus on convergence	Improving the innovation capacity of European R&D results.	Assisting startups focused on innovation to launch.	Will foster creation of jobs by supporting the ideas of startups.	Disseminating the activities and results to the wider audience
Innovation oriented stakeholders	x	x	x	x	
Society	x	x	x		x
Business partners	x	x	x	x	
Private investors	x	x	x	x	
Media	x		x		x

To examine who are the target groups in more detail we have classified them in the following table:

Innovation oriented stakeholders	Society	Business partners	Private investors	Media
Innovation ecosystems and actors SMEs Agencies Hubs Research institutions	2 Policy makers NGOs Artists Research institutions	Companies/corporations groups	Angel groups or networks	Social media Innovation/Tech blogs TV

## Website design

The front page contains a short one sentence that provides the reader with an intro to the i3 project. In order to maintain the visitor's interest, the front page also features 3 buttons Impact, Innovate and Invest. By clicking one of those buttons the visitor will be directed to a page with more information. If the visitor is interested into reading more about the project he/she can click on the menu above.

## Wireframe 1. Front page overview

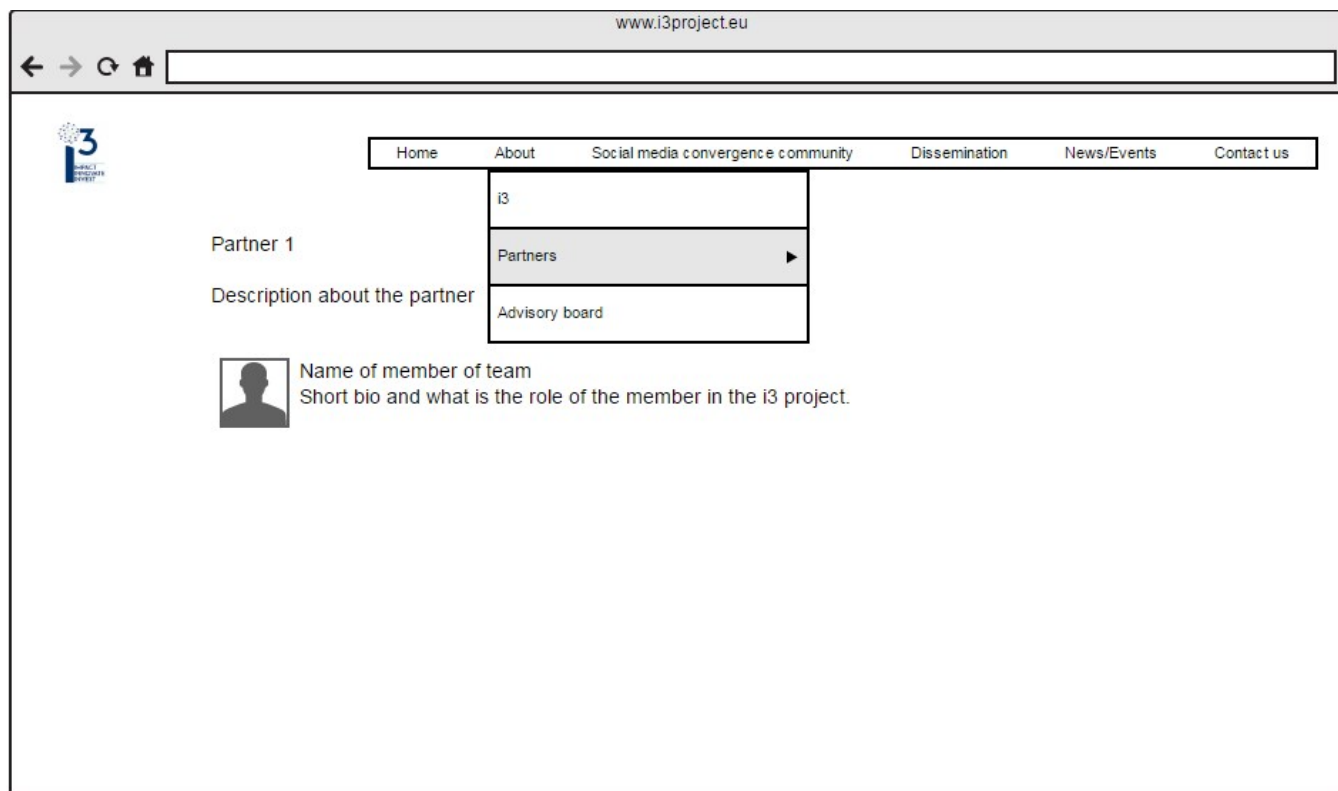


At the bottom of the page, the footer is divided into several sections that can be customized at any point. For the current needs, the footer contains information about the address and contact info for the project, social media icons and information that the project is funded by the European Commission.

If a visitor clicks on one of the buttons of Impact, Innovate or Invest he/she will be directed to page that will contain more information about that specific segment. During the later stage of website development a sidebar will be activated which will contain more information and links to research paper that are specific for that area.

The Partner section of the website offers an overview and short information about the partners of the project. Additionally, under the description of each partner, a team member will be added with a photo and a short bio.

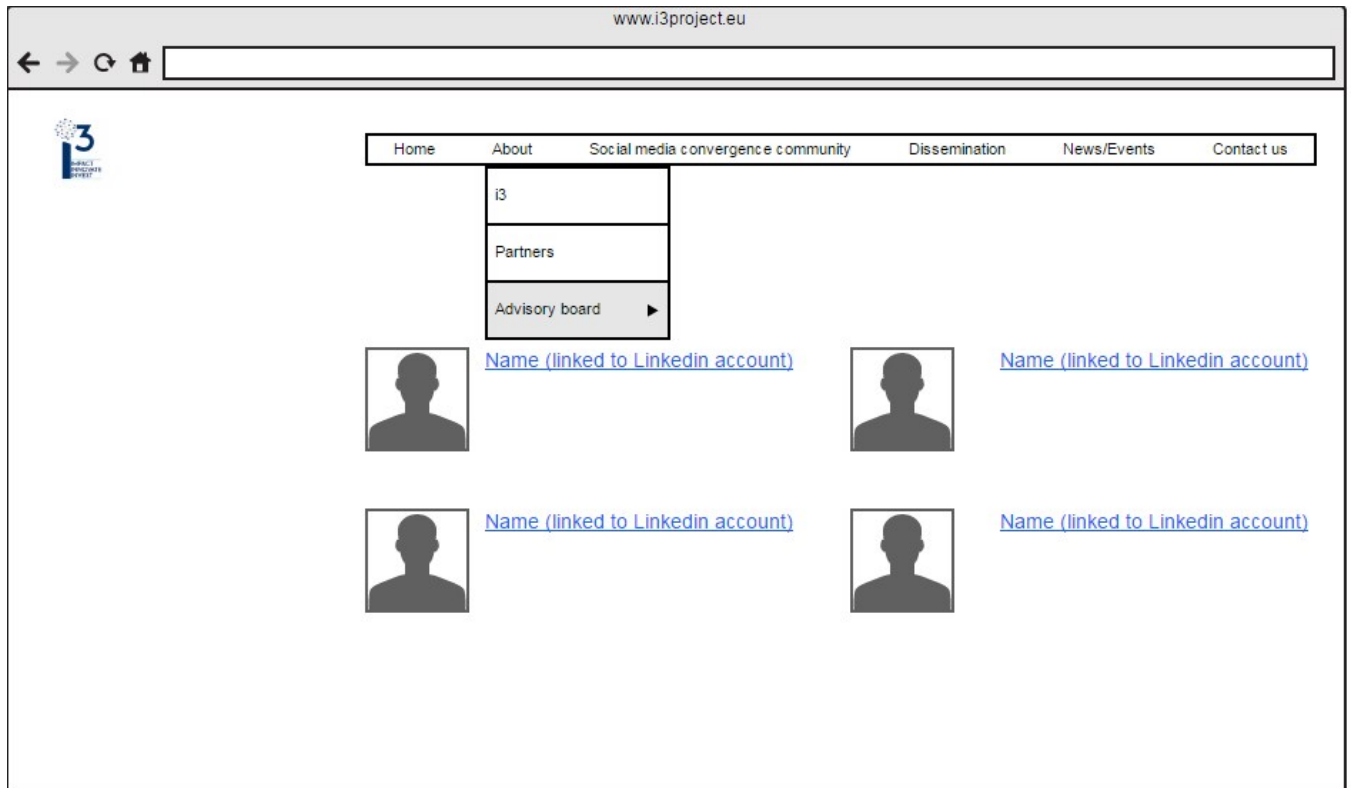
## Wireframe 2. Partner section



The advisory board section will have the information of all the members of the board. Each member will have a photo accompanied by a short biography, when clicked on the name. Additionally, their names will be linked with their LinkedIn accounts.



### Wireframe 3. Advisory board section



The Social media convergence community section features a list of ICT 19 projects. As mentioned in the Dissemination strategy, the I3 project will interact with these projects. Therefore the list provides a short description about each project, the start and end date and a link to the project's website.

## Screenshot 1. Social media convergence community

### SOCIAL MEDIA CONVERGENCE COMMUNITY

H2020 Projects	Description	START DATE	END DATE	
<b>ZIMMERSE</b> Creating and Delivering Shared and Personalised Multi-Screen Broadcast and Broadband Experiences	The project will innovate around the delivery of experiences that are created to be multi-screen in production yet delivered to be flexible across single and multiple-screens and responsive to the preferences of individual audience members.	01/12/2015	30/11/2018	<a href="https://2immerse.eu/">https://2immerse.eu/</a>
<b>MPAT</b> Multi-platform application toolkit	MPAT makes application development affordable and sustainable while creating a new eco-system for content creators, theme and plug-in developers alike.	01/12/2015	30/11/2017	<a href="http://mpat.eu/">http://mpat.eu/</a>
<b>VISUALMEDIA</b> Immersive and Interactive Real Time 3D Social Media Graphics Environments for the Broadcast Industry	Integrating content generated through social media with real-time 3D graphics capability specifically developed for the broadcast media sector	01/01/2016	31/12/2017	<a href="http://visualmediaproject.com">visualmediaproject.com</a>

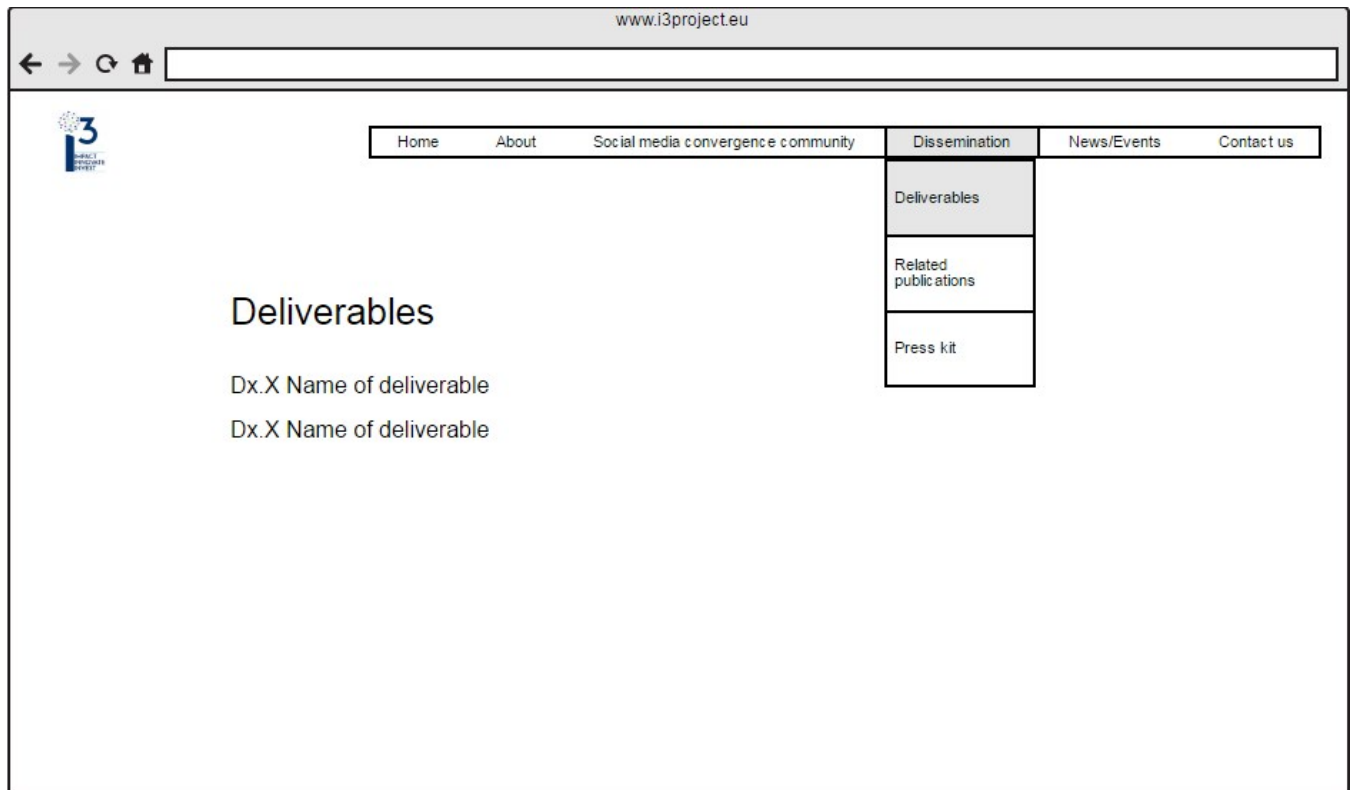
The Dissemination section will function as a place where all materials will be available for read and download. This section is divided in several parts in a dropdown menu: Deliverables, Related publications and Press kit. The section with deliverables will feature all the deliverables of the project. The Related publications section will feature items such as books, articles and reports that are related to the project activities.

In the press kit section, i3 will upload all official press releases with the most recent ones on top. This will provide media and other interested parties to have a quick access to the desired information which can be easily share on social media channels, print media and TV.

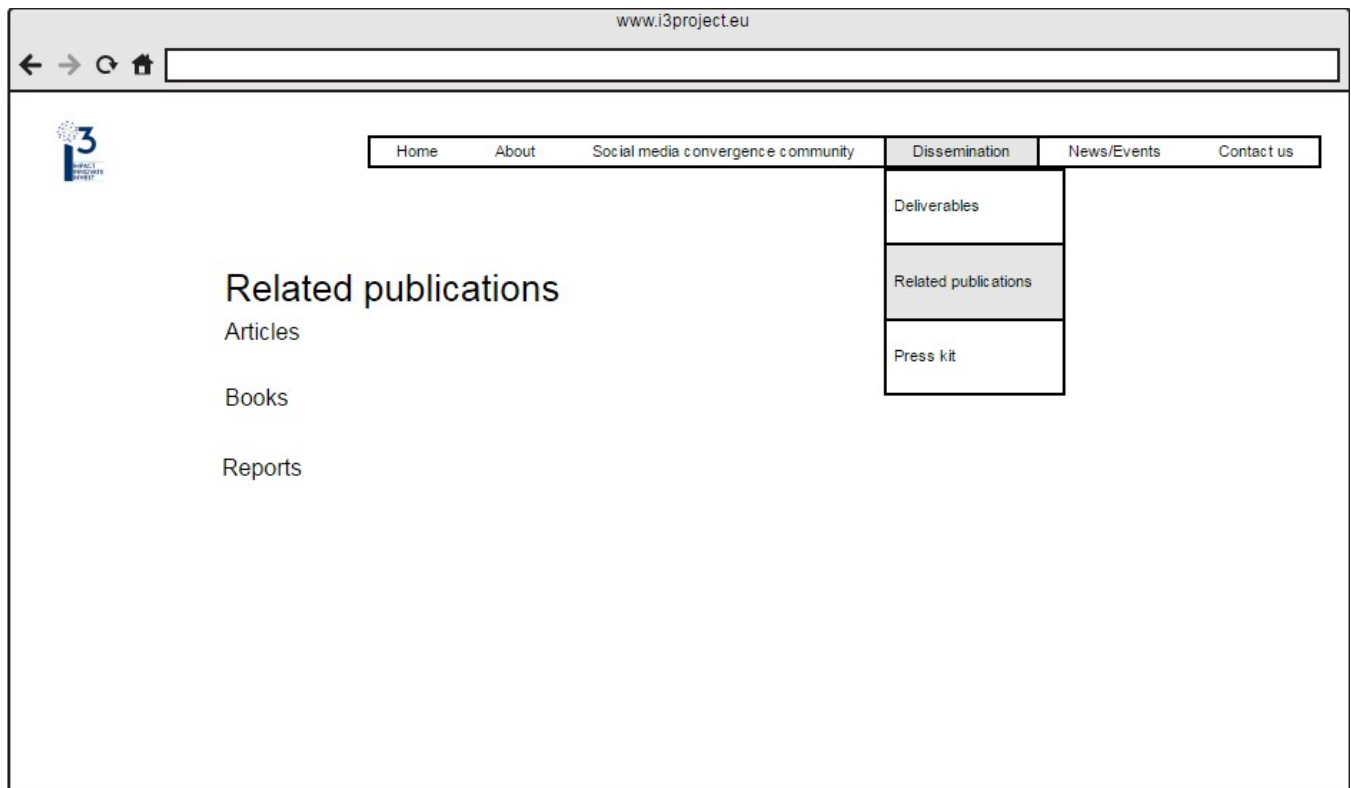
This section will also have high resolution files of the official project logo and the flyer for download. In addition this section will have links to the articles/information of project activities that will be posted on media channels.

The following wireframes will demonstrate how this section is planned.

## Wireframe 4. Dissemination section



## Wireframe 5. Related publications section



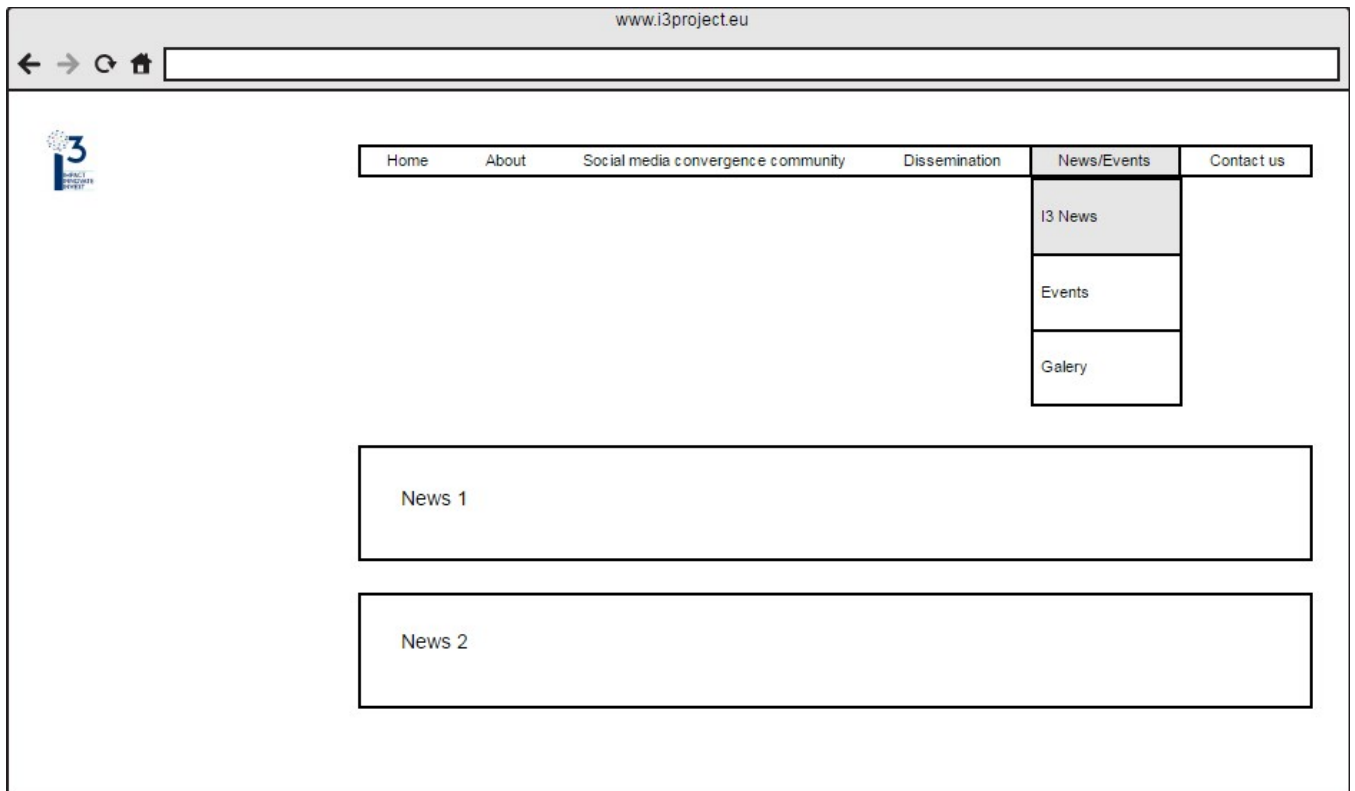
## Wireframe 6. Press kit section



The News/Events section is divided in 3 parts: I3 news, Events and Gallery. I3 news will list all the news like in Wireframe 6, with a photo in the preview so that it can capture the interest of the readers.

The events section will list events that are of importance of I3, since I3 will aim to organize its workshops around the time of those events so that it can gather relevant stakeholders. The event list will be updated on a biweekly level and it will feature events in area of social media convergence, innovation, entrepreneurship and media.

## Wireframe 7. News section



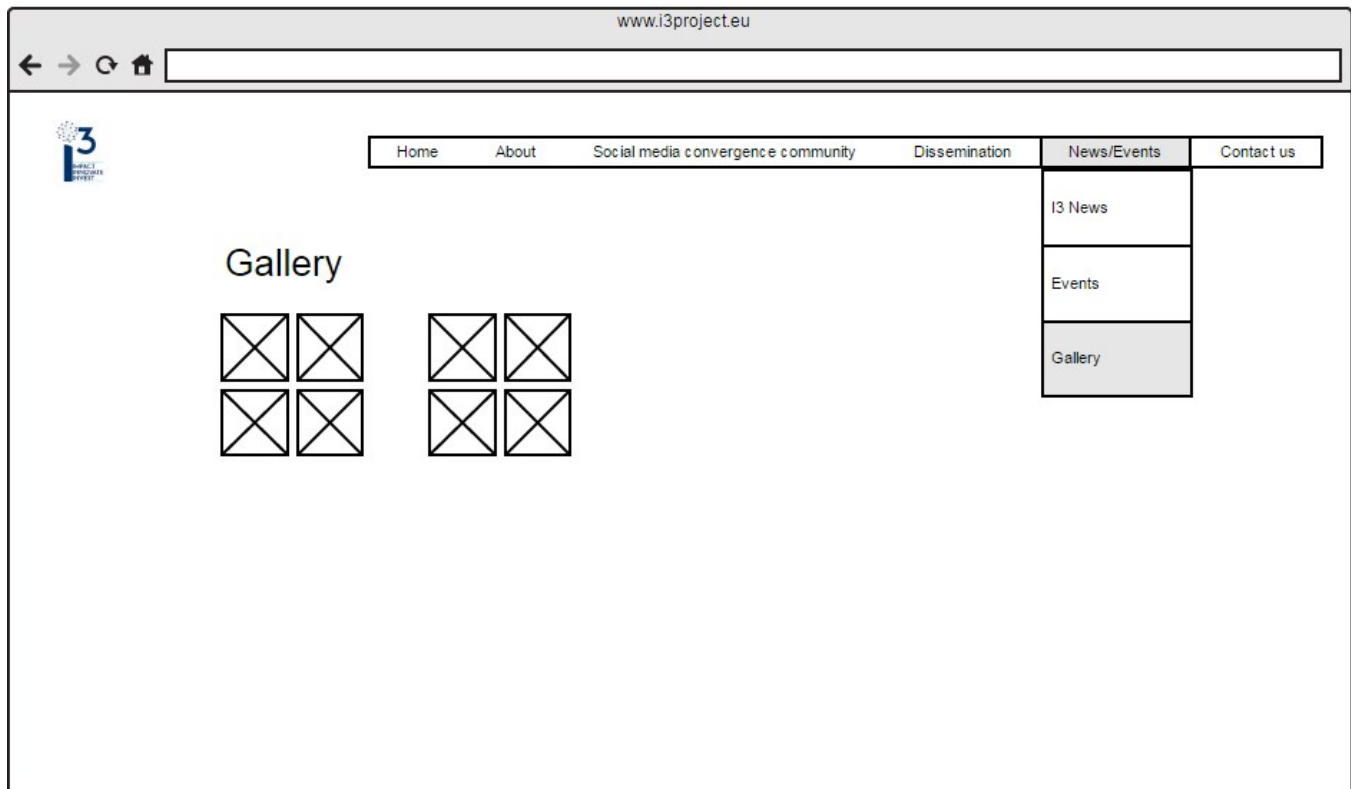
## EVENTS

EVENTS LIST		
Name of event	Location	Date
ICT Spring Europe	Luxembourg	May 10-11
Amsterdam Action Camp	Amsterdam	May 20-22
Open Innovation Conference	Amsterdam	May 23-24
Pioneers Festival	Vienna, Austria	May 24-25
Startup fest Europe	Amsterdam	May 24-28
Scaleup For Europe	Lisbon	May 25-27
TNW Conference	Amsterdam	May 26-27
Startup Europe Summit	Berlin	June 9-10
Arctic15	Helsinki	June 2-3
Bitspiration	Warsaw	June 6-7
Noah Conference	Berlin	June 8-9

## Screenshot 2. Events list

A separate section of the web site will have a gallery where all the photos will be arranged according to events and dates.

## Wireframe 8. Gallery section



## Newsletter

When a user visits the web site, a pop up will appear asking for the user whether he/she would like to receive a newsletter that will incorporate the news of the project activities.

## Communication with consortium

To ensure quality in the content of the website, the consortium will have weekly meetings through Skype or telephone until the website will be prepared to its full potential. All other related matters to the web site will be discussed during regular consortium meetings.

## Website development

On each Consortium meeting, a portion of the meeting will be focused on dissemination and communication activities. If there is a need for a separate discussion for a website meeting this will be arranged between the partners.

## Limitations

Following the project proposal it is envisioned that information about the i3project should be disseminated through the usage of the F6S platform.

*"Though the F6S platform, information about I3 project will be disseminated by means of a custom dedicated I3 page, newsletters, targeted communication tools to reach relevant actors, discussion boards and other tools, that helps to form a social circle around the I3 project and be able to engage with that social circle at any given time with any relevant action or event, organised by the project."*

(Section 2.2 Take-up of results and matchmaking with business world, page 18)

It was evident that a separate website is needed. A standalone website is better equipped to provide media channels and visitors with a place that can address the activities which will be carried out by the project. In this regard, the design of the website and implementation of technical changes to suit the needs of the project have resulted with a delay in the deliverable. However, since these main changes have been integrated, the expectations of delays in the web site development future stage are at a minimum.

The materials will be categorized by Theme and will have documents as .pdf files, videos and animations. This section will also have a search function which will enable users to quickly find the materials they needed.

# Sitemap

