



# e-shape

EuroGEOSS Showcases: Applications Powered by Europe

## **Deliverable 6.2**

### **e-shape website**



The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 82085

## **Abstract**

The main scope of this document is to provide a short description of the content and structure of the e-shape website. The main scope of the e-shape website is to disseminate information and raise awareness of the project's goals, activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections. The primary intention and goal is to reflect our project's mission and brand identity to our website.

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VERSION NUMBERING	
v0.x	draft before peer-review approval
v1.x	After the first review
v2.x	After the second review
Vfinal	Deliverable ready to be submitted

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STATUS		DISSEMINATION LEVEL	
S0	Approved/Released/Ready to be submitted	PU	Public
S1	Reviewed	CO	Confidential, restricted under conditions set out in the Grant Agreement
S2	Pending for review		
S3	Draft for comments	CI	Classified, information as referred to in Commission Decision 2001/844/EC.
S4	Under preparation		

## 1. ABBREVIATIONS AND ACRONYMS

<b>CMS</b>	Content Management System
<b>DOW</b>	Description of Work
<b>EO</b>	Earth Observation
<b>e-shape</b>	EuroGEOSS Showcases: Applications Powered by Europe
<b>EU</b>	European Union
<b>GEO</b>	Group on Earth Observations
<b>KPI</b>	Key Performance Indicator
<b>MySQL</b>	Open Source Database
<b>NVMe</b>	Non-volatile memory express
<b>SDG</b>	Sustainable Development Goal
<b>SLA</b>	Service Level Agreement
<b>PHP</b>	Hypertext Preprocessor
<b>PMT</b>	Project Management Team
<b>URL</b>	Uniform Resource Locator
<b>WP</b>	Work Package

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## 4. EXECUTIVE SUMMARY

The main scope of the e-shape website is to disseminate information and raise awareness of the project's goals, activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections.

The primary intention and goal is to reflect our project's mission and brand identity to our website. Grab the visitor's attention, provoke action and give them a reason to stay within the first few seconds.

This report provides a short description of the content and structure of the e-shape website. The website has been running since month 2 ([www.e-shape.eu](http://www.e-shape.eu)). It was initially launched earlier than the foreseen delivery date (month 3) in order to promote the objectives of the project and help partners to share their news and actions.

In a nutshell, we designed e-shape's website according to the following principles:

**Simplicity, Visual Hierarchy, Navigability, Consistency, Accessibility (responsive layout), User satisfaction.**

## 5. GENERAL OVERVIEW OF THE WEBSITE

The website serves as the primary gateway to all information, news and updates related to the various project activities. It has already been designed in a modern, professional and attractive way, allowing visitors / users to navigate across the various webpages easily and quickly. Several dynamic and static items have been foreseen to ensure a good balance of visual appeal and professional outlook. A dedicated HelpDesk webpage, is integrated in the website that facilitates and enhances the communication with users and with stakeholders interested in the project.

The navigation architecture of the e-shape website has taken into account the needs of the consortium members and the different dissemination/engagement targets (defined in D6.1). The front-end consists of a number of distinctive and dynamic content parts which are positioned accordingly to accommodate the content of each section. Furthermore, it will provide up to date information on project events and link to social media accounts (Twitter, Facebook etc.)

The website used interface design to make the operations become simpler and more comfortable. For a perfect user-experience it is adaptable to all screen sizes and resolutions, not only on desktop but also on mobile and tablet (touch screen devices).

As a general principle the e-shape website, and subsequently the Help Desk, is designed in an attractive and informative way with strong emphasis on user experience aspects.

The main elements included are:

**Logo & Header:** It has been designed to contain an Earth-Space based background concept, highlighting the EO nature of the project, together with the official logo(s) of the project and the Help Desk.

**Main Menu:** It is a burger multi-level menu, consisting of the following main menu entries and sub-menus:

About (project, methodology, team, resources), Showcases, Sustainability, On boarding, Outreach, News and Events, Contact,. Each of these entries leads to related sub-content.

**Modules:** These are blocks, which are positioned in different areas of each page, dedicated on enhancing the usability of the e-shape site in terms of special content access, information briefing on renewed and updated project material, the project news and the secured content sharing facilities.

**Main Content:** The main content area has been designed to allow the flow of the web content in a user-friendly manner via a single or multi-column frame template. It should be noted that in order to assist users in accessing the various web sections (e.g. Project Partners), specific modules inline to the content are used. The navigation architecture is presented in the next chapter, together with a brief description of the content for each webpage

## 6. CONTENT OF THE WEBSITE

The e-shape website (e-shape.eu) is designed to act as the main information gateway informing the user community (incl. the public) and stakeholders of the e-shape objectives and goals, thematic areas, current and planned activities, and outputs/achievements, partnering organisations and services of the project.

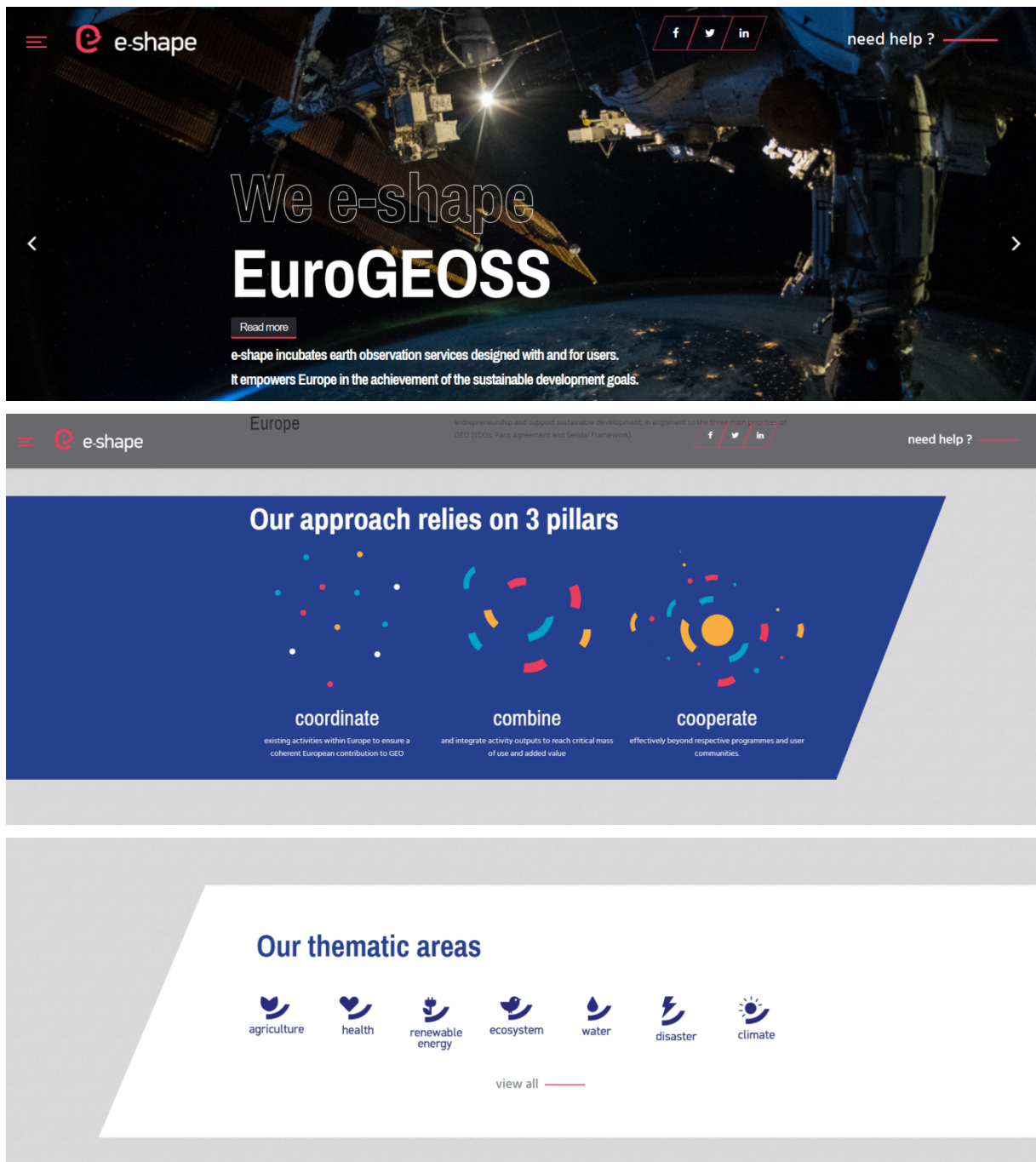
### 6.1 Homepage

The users navigate to the different pages of the website through a number of static and dynamic items presented in the homepage. The following sections have been implemented:

- Brief overview of the project's objectives and principles
- Visual overview of the showcases/pilots of the project
- Brief overview of the e-shape services
- Preview of main organisations, policies & directives that inspire us (GEO, EuroGEOSS, Copernicus, SDGs, Paris Agreement, Minamata Convention, Sendai Framework)
- Preview of the latest published articles and key current activities (provided with links to the relevant sections of the website)
- Easy access to Help Desk (Header & Footer)
- Clickable footer providing an additional route (besides the main menu bar) to access the various sections of the website.
- Scroll navigation button to easily navigate in a single click (applicable from all devices).

The homepage is a chance to attract visitors on our site and learn more about e-shape and its' services. The landing page is designed in a way that conveys the majority of information needed. It's the first thing visitors will see, and it can serve as a short "elevator pitch" letting the visitor know what e-shape site is about. Our website introduction content absolutely needs to be compelling.





## / SERVICES

## e-shape is a powerful tool for you

**Sustainability  
Booster**

IPR Office

eoMall

eoWiki

On-board

### Sustainability Booster

A toolbox of support services to develop their results towards applications that bring value to target users.

e-shape project delivers a boost to the European EO sector. To that end, a ground-breaking approach is implemented whereby a self-standing and, ideally, self-sustainable support office acting as a sustainability booster is set.

 Stay tuned →

## We support

**2** ZERO  
HUNGER**3** GOOD HEALTH  
AND WELL-BEING**7** AFFORDABLE AND  
CLEAN ENERGY**11** SUSTAINABLE CITIES  
AND COMMUNITIES**13** CLIMATE  
ACTION

## What Inspire us

**Sustainable  
Development Goals  
(SDGs)**

UNITED NATIONS

**Paris Agreement**

UNITED NATIONS

**Sendai Framework**

UNITED NATIONS



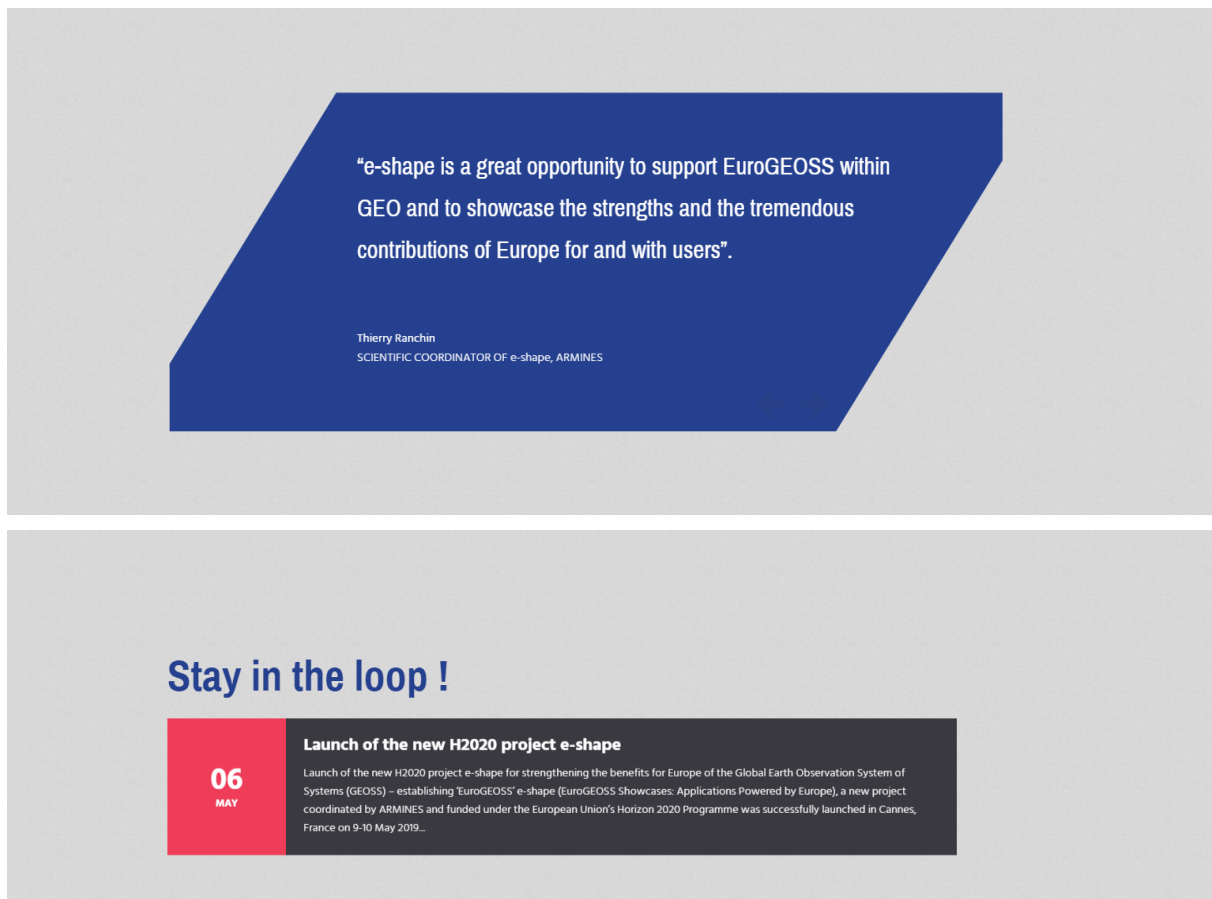


Figure 1: e-shape screen shots (Homepage)

## 6.2 Main menu sections

Menu navigation exists to help us find content and it should be simple and intuitive. When looking at e-shape website, the expectation is to navigate with ease and have a great experience, therefore the starting point was to figure out what kind of features the website offers and the hierarchy in which information should be displayed.

It was also important to consider the type of menu navigation, language and labelling. e-shape site may be science-specific however, it's important not to forget about the user and how they would interpret or understand what the project does.

A burger multi-level menu was developed since it seemed the perfect solution thanks to its compact size and ability to be tucked away in the top right or left hand corner and easy to navigate on mobile without taking up too much space. One of the biggest advantages of the hamburger menu is that it can help clean up the home page especially on mobile devices where there is limited amount of space to work with.

Furthermore, the burger menu is ubiquitous—found everywhere from apps, to websites, to computer software and video games. It's a simple solution, unassuming and optimizes user's experience.

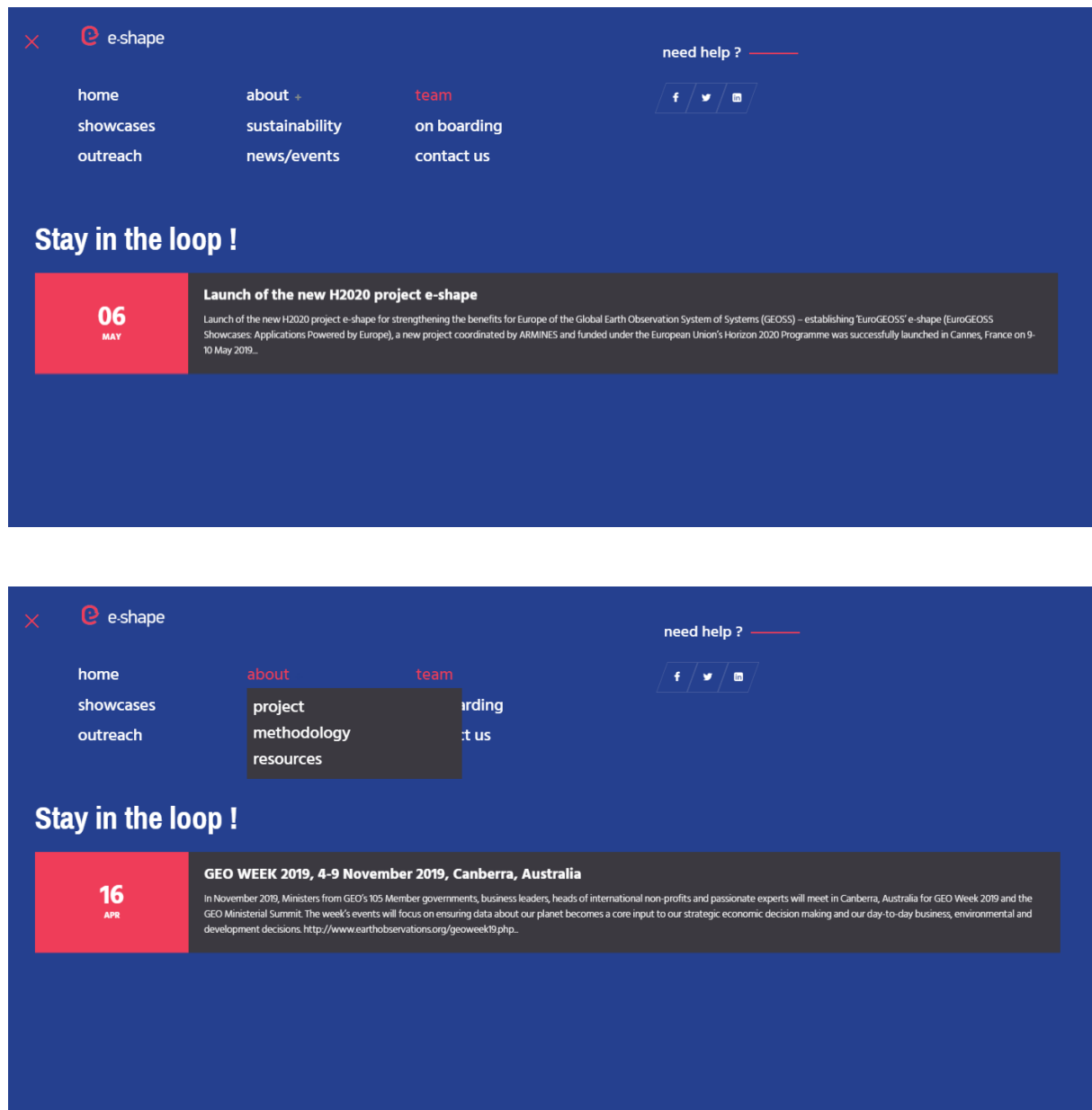


Figure 2: menu screen shots

## About

The Main Menu item “About” illustrates detailed information on e-shape project. This page presents the main goals, the objectives and the vision of the project. Additionally, it reveals the main funding information of the project.

Under the Main Menu Item “About”, sub-menus are available that provide more detailed facts of the project.

The main submenus are: Project, Methodology, Team, Resources

**Project** - The project summary section will provide a concise and accessible overview of the project’s activities. The text was developed on the basis of the project introduction document. This section presents the “work breakdown structure” allowing for external stakeholders to understand how the different activities are to be carried out, i.e. what are the specific objectives and timelines and the

responsible organisations for each of the tasks. Also presents the Management structure of the project.

**Methodology** - This section presents the main methods that e-shape will use in order to implement the project and to meet the user needs.

**Resources** - This section will provide access to the publicly available deliverables of the project and a list of useful links to relevant initiatives and organisations (e.g. GEO, other projects, Copernicus, etc.).

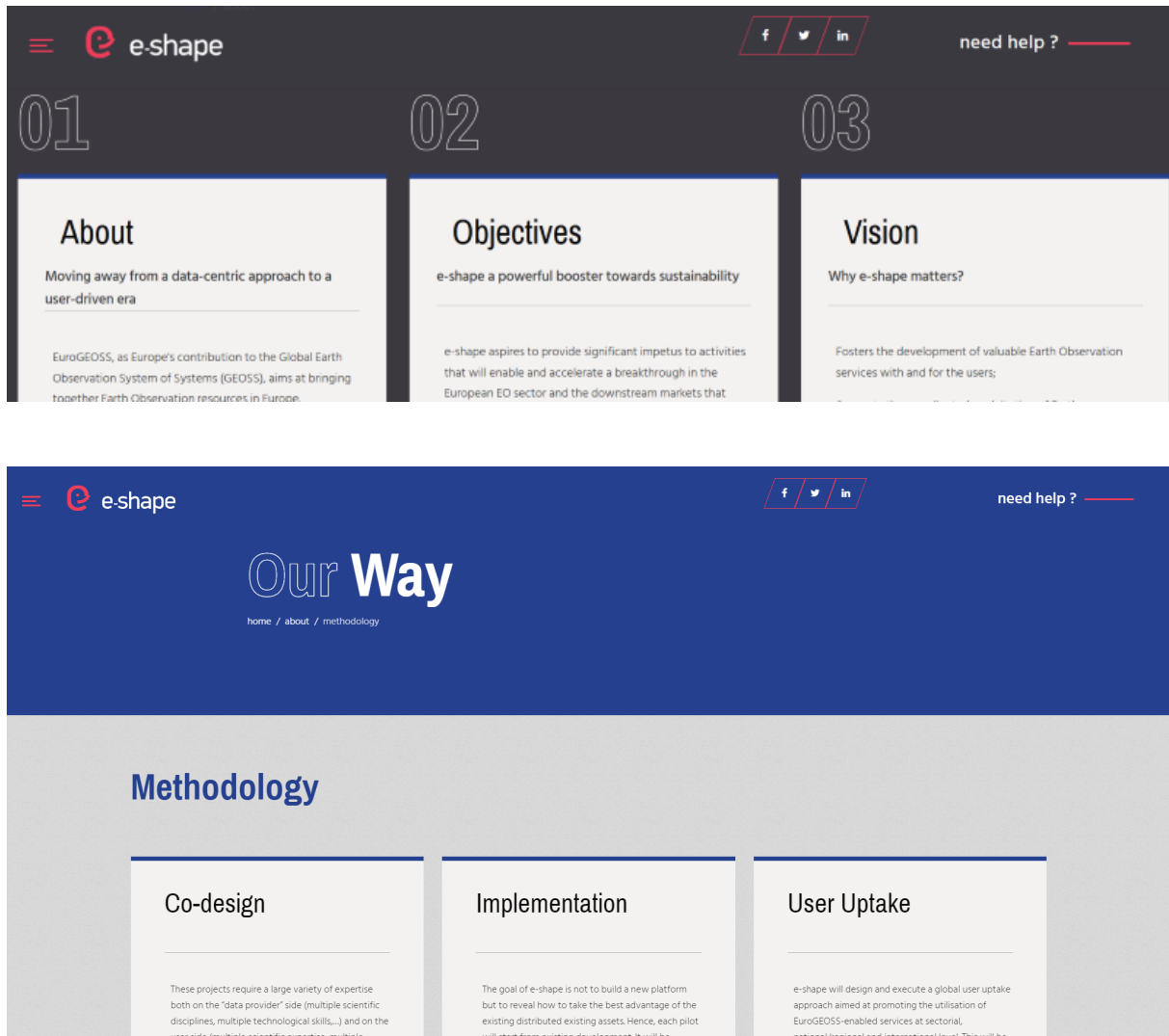


Figure 3: Screen shots from pages “about “and “project”

## Team

This page provides information concerning the profile of each of the partnering organisations that cover the whole project.

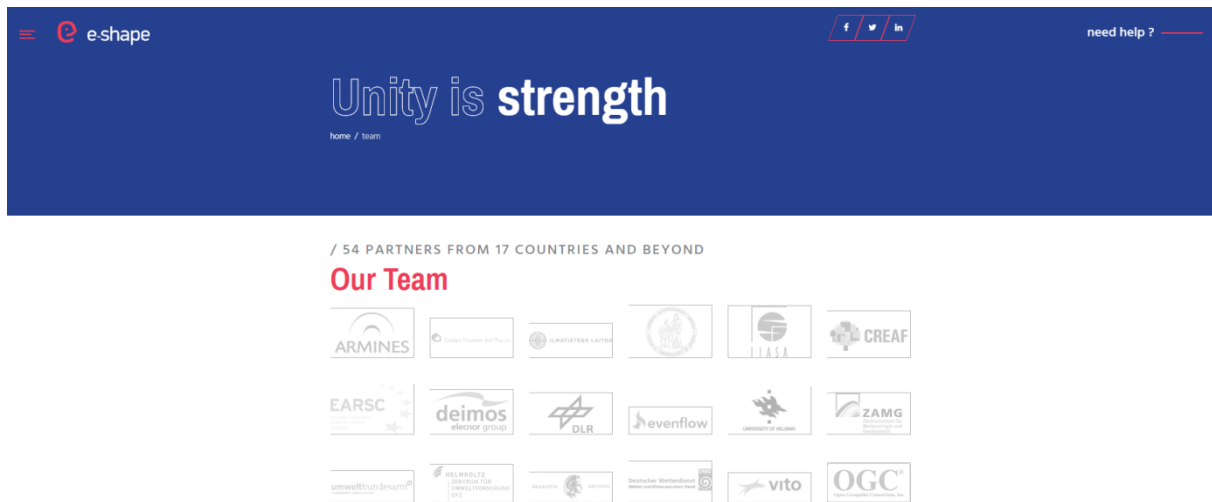


Figure 4: Team page

## Showcases

A dedicated main page for each e-shape showcase and their thematic approach is developed in an easily, directly, prominently and permanently accessible way.

7 thematic areas can be explored in detail aiming to give information about their vision, objectives, overall organizational goals but mainly the base of services that will contribute to the e-shape initiative.

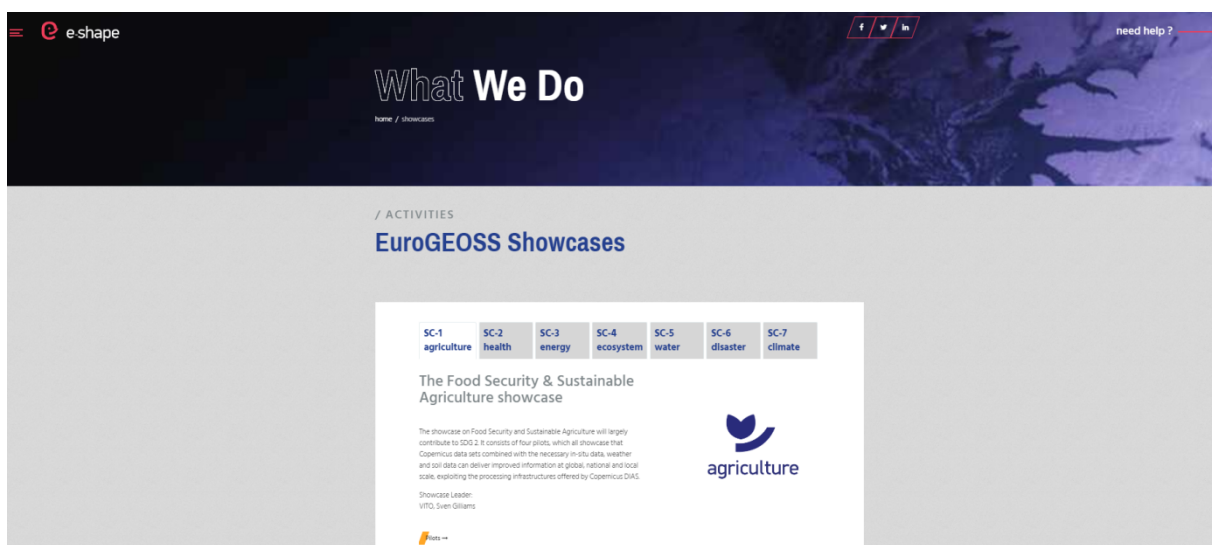


Figure 5: Screen shots from Showcases page



## Pilots

In the pilots' subpages the website provides insight regarding the activity and main objectives of each showcase pilot.

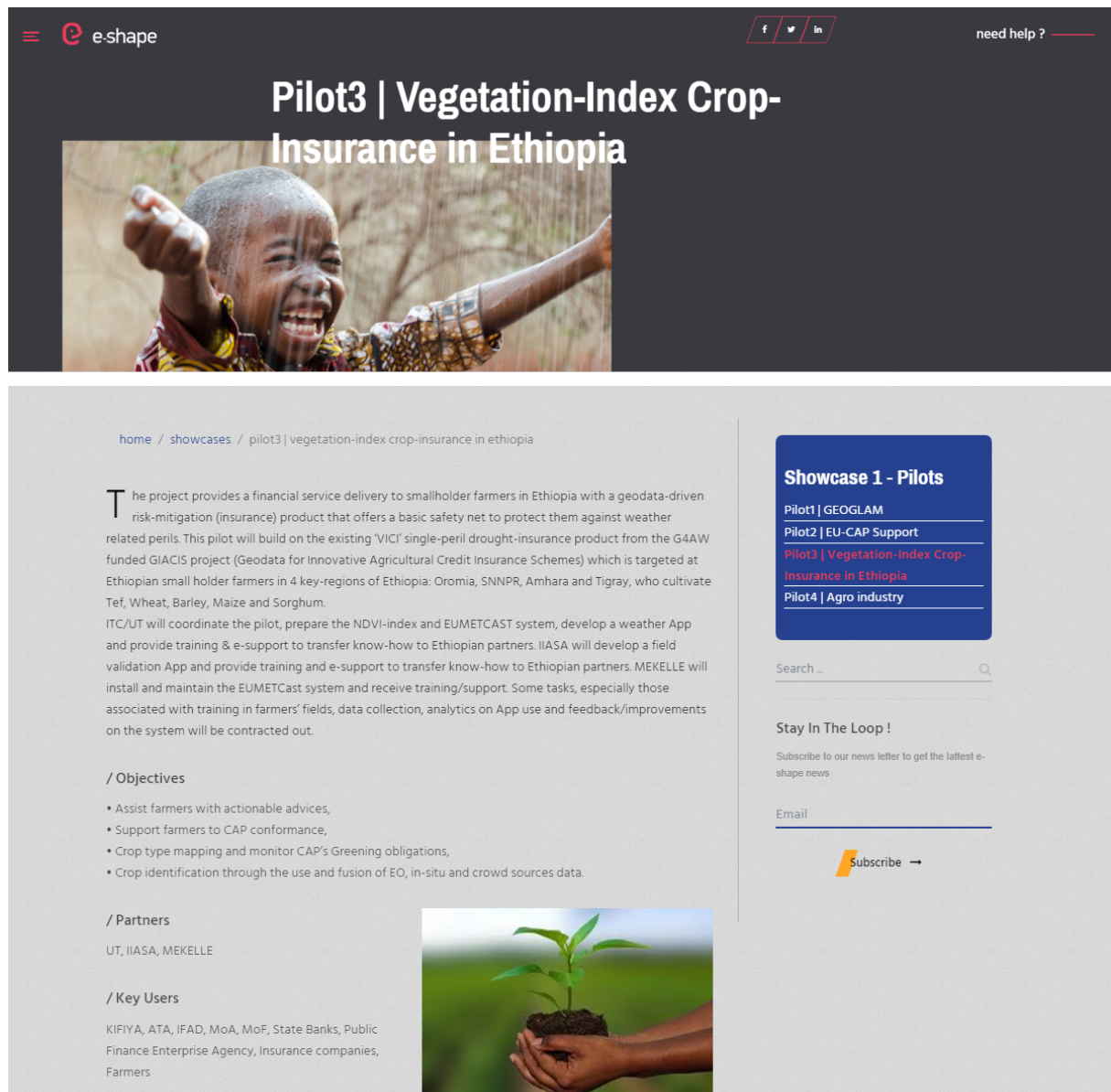


Figure 6: Indicative screen shots from pilots pages

## Sustainability

e-shape aims is to support the long-term sustainability and – where applicable – commercialisation of each pilot (both the original ones and those onboarded).

In this page different type of stakeholders can reach our sustainability services. Visual buttons will be the gateway to the internal pages for each of these services.

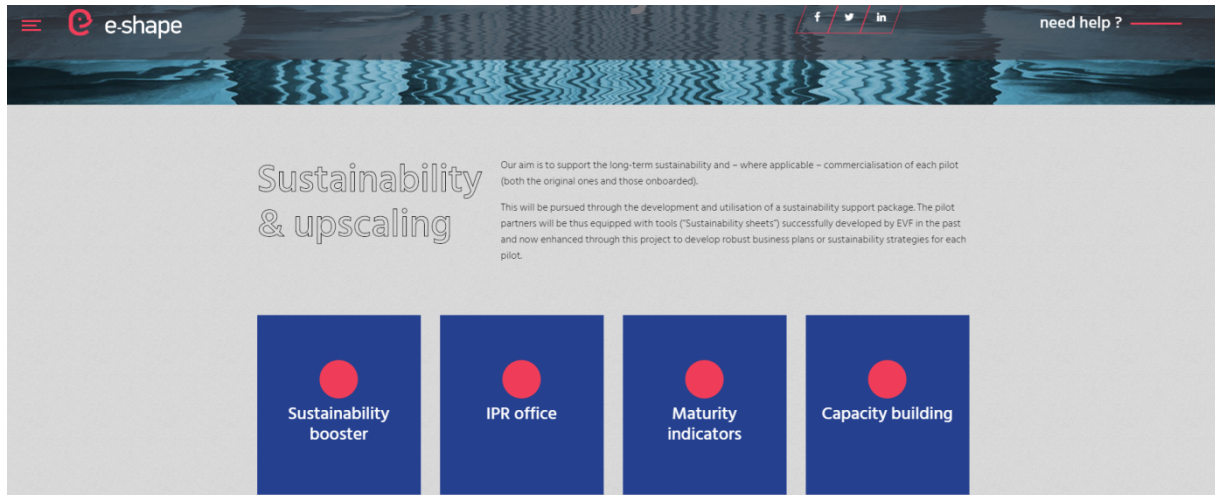


Figure 7: Screen shot from sustainability page

## On boarding

A key element of e-shape project is to on-board further pilots during the project. The core objective is the definition and refinement of the process for bringing new pilots into the EuroGEOSS landscape.

This page will present all the procedures of the on-boarding actions. For the time being, this page highlights the benefits of the onboarding process.

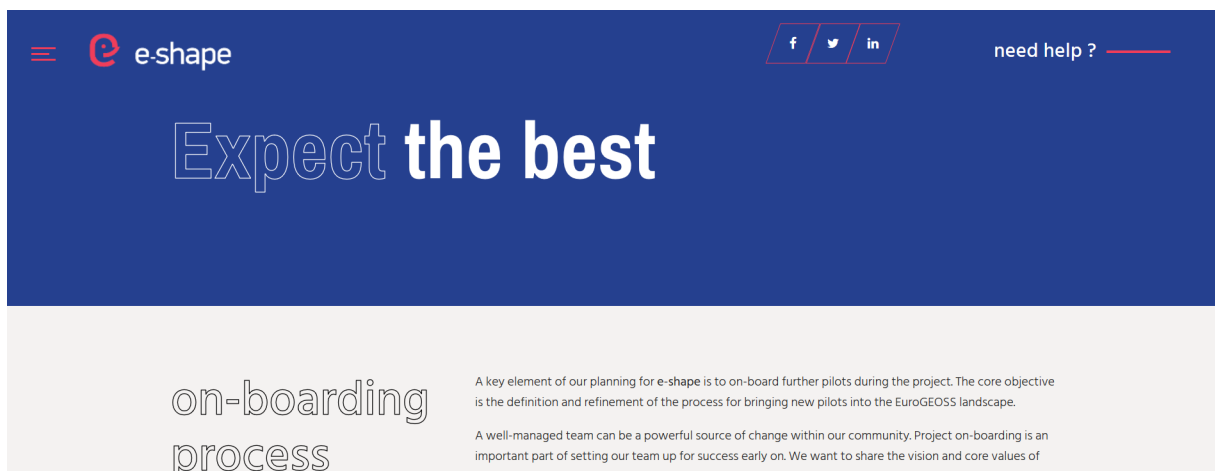


Figure 8: Screen shot from on-bording process page



## Outreach

Communication activities are central to the success and impact maximisation of e-shape. Through a dedicated section on the website, the various different stakeholders will obtain information on the dissemination activities (conferences, workshops, scientific publications, etc.) carried out by the project.

Furthermore this section will provide access to the various communication materials produced by the project including the project brochure, leaflet and newsletter.

Press releases and articles appearing in specialised magazines/journals and/or national media will be also included. Finally, a dedicated media gallery will allow external stakeholders to be informed about the project's activities and access photos or videos produced in the framework of the events organised or attended by the project.

Overall, this section is expected to maximise the visibility and impact of the project, through the efficient communication of the project's progress to the stakeholder community.

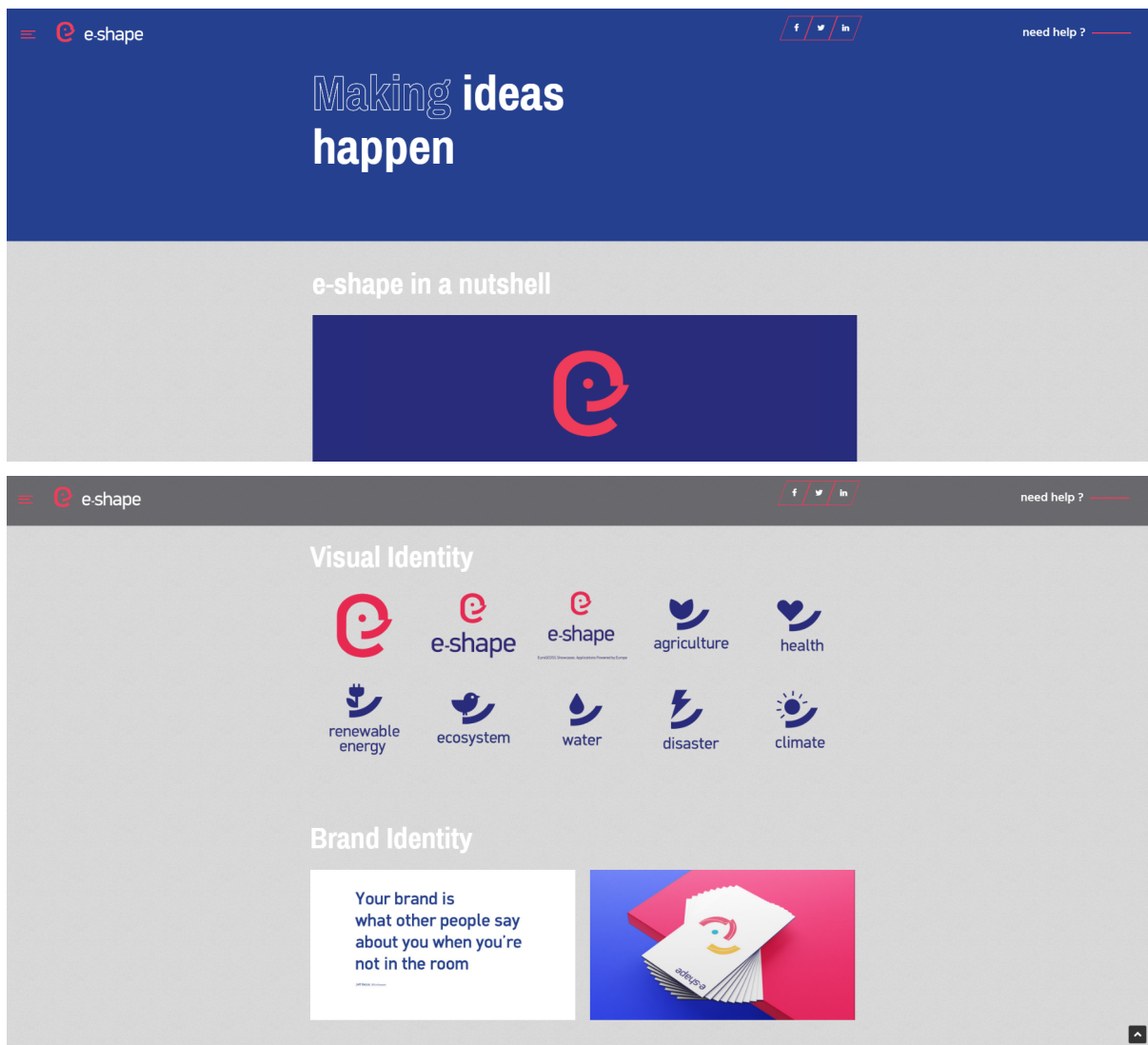


Figure 9: Outreach page screen shots

## News & events

A timeline of project related information will be provided through this item, focusing on the latest dissemination activities and other related information.

Additionally, all the highlights of the project (e.g. upcoming events, news, activities) will be announced through this section. This page will give more detailed information on announcements of workshops and special sessions in scientific conferences and meetings and announcements of activities open to the public (e.g. press conferences).

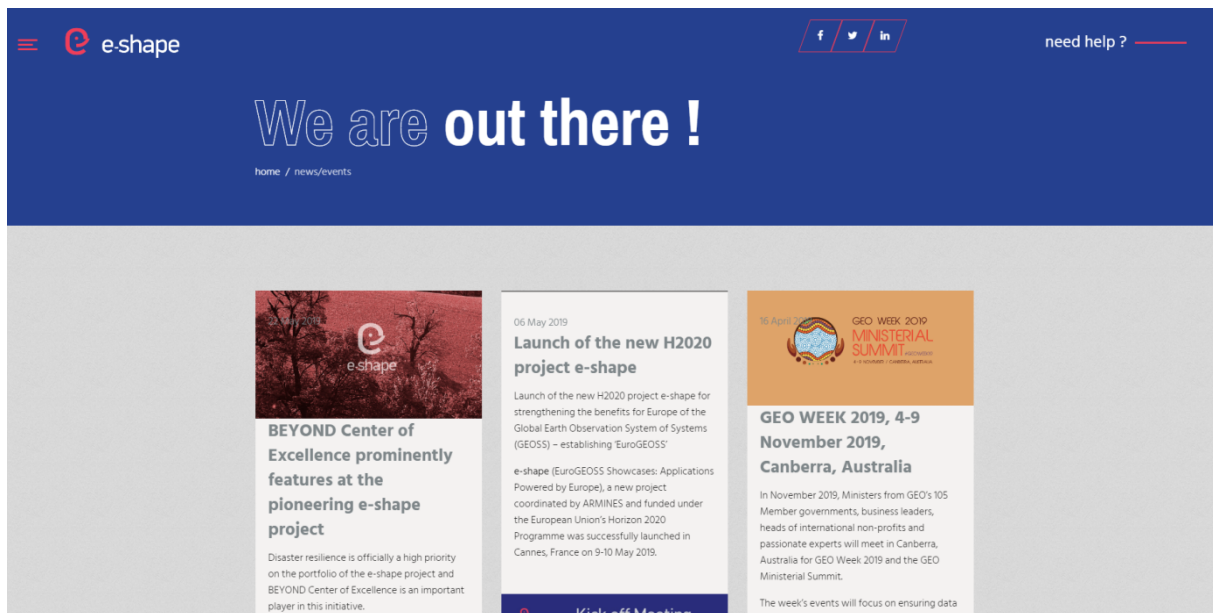


Figure 10: News & events page

## Contact

This page will give to the visitors all the contact information of the project. A contact form will be available in order easily and fast to communicate with e-shape team.

A part of this typical part of communication, Help Desk is the main communication tool between the project and the different type of stakeholders.

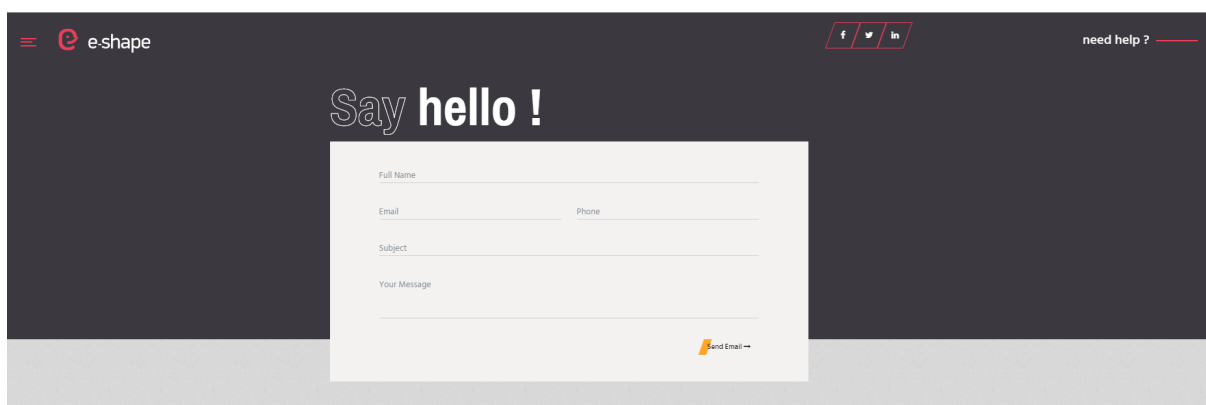


Figure 11: Contact us page

## 7. HELP DESK

Apart from classical communication and dissemination activities, a dedicated e-shape Help Desk will facilitate and enhance the communications with users and with stakeholders interested in the project. The Help Desk is a key element to reinforce the users' experience, to improve their satisfaction, to identify the potential gaps, the strengths and/or the weaknesses of each pilot and to transfer the information within the consortium for improve.

The e-shape Help Desk is a key tool for linking users with the pilot teams and to insure efficient and fruitful exchanges between "clients and service providers". The main goal of the platform's support service is to help the user to overcome the obstacles that may appear for each phase: initial uptake, integration, operation usage. The template that is used is a custom made based on a WordPress Template, adopting a design and color scheme used throughout the e-shape project, (i.e. leaflet, presentations) allowing for balance between professionalism and attractive graphic features.

It will accomplish this by providing an open line of communication to answer any question coming from a stakeholder interested in using any of 27 pilots, to engage externals and target audiences as well as to coordinate this engagement within the project team. The system will be managed by a human element and supported by IT tools. The system will be optimised ensuring user satisfaction through a positive and effortless user experience.

Commonly asked questions with corresponding answers will be made available on the project website. A ticketing platform will streamline consortium coordination and ensure that incoming requests/ questions are in a timely manner to the most appropriate individual/ group in the consortium in a timely manner.

Please see the D6.3 for more information about the Help Desk Strategy and the technical specifications.

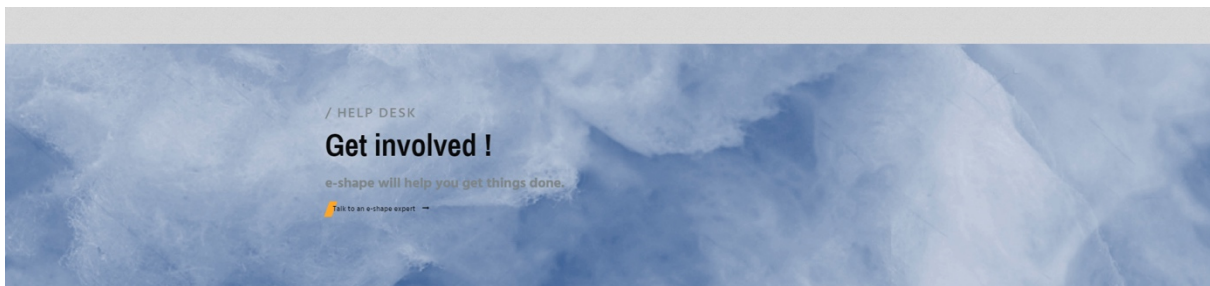


Figure 12: Help Desk - homepage screen capture



The top screenshot shows the e-shape Help Desk Knowledge Base page. The header includes the e-shape logo and navigation links: Knowledge Base, Community Forums, FAQ, Submit A Request, and Login. The main content area displays a list of articles, each with a title, view count, and date. A sidebar on the right shows the KB Category list.

The bottom screenshot shows the e-shape Help Desk Tickets page. The header includes the e-shape logo and navigation links: Knowledge Base, Community Forums, FAQ, Submit A Request, and a user profile link for Fanis Mahmalat. The main content area displays a list of tickets, each with a subject, user, date, time, and priority. A sidebar on the left shows the Filter Requests menu.

Figure 13: Indicative screen shots from Help desk page

## 8. FOOTER

A website footer provides site visitors with a sense of consistency, as the same information will appear at the bottom of every single one of your site pages. Due to evolving user behavior, creating a sense of consistency is increasingly important.

To maintain visitor engagement, secondary site navigation is a must-have footer item (even if it duplicates our header menu) therefore, Informative and enticing information is included. A well-crafted, cohesive website footer can have a greater impact on user engagement than any other area of our site.

Transparency and informing the public about how their data are being used are two basic goals of the GDPR. e-shape website, will include a privacy notice template that will be adapted to the project.

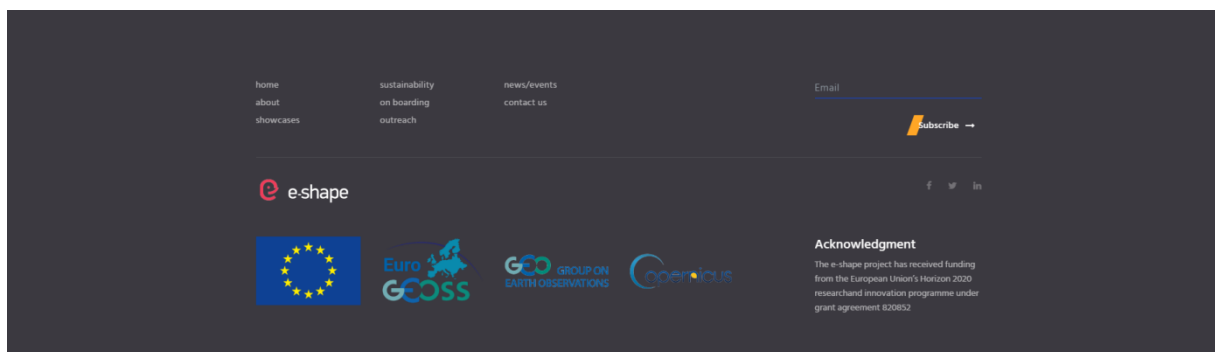


Figure 14: Screen shot from the footer page

## 9. TECHNICAL INFORMATION

### Domain name

The e-shape.eu domain name is registered by ARMINES/Centre Observation, Impacts, Energie/MINES and the URL is <http://e-shape.eu>.

### Web hosting

The e-shape website is hosted on one of the best hosting providers in Greece with 2h Ticket SLA Support, on a dedicated, state-of-the-art Virtual Private Server with increased resources and NVMe disks, achieving the highest reading and writing speeds. Hosting service guarantees uninterrupted 24/7 system availability.

### Design of the website's template

The e-shape website is foreseen to be updated and expanded periodically throughout the project's lifetime and hopefully beyond. For this reason, it was necessary to build a robust, versatile and consistent design intended to be used as a building block for the entire website.

The template that we used is a custom made based on a Joomla Commercial Template, built specifically for the e-shape website, adopting a design and color scheme used throughout the e-shape project, (i.e. leaflet, presentations) allowing for balance between professionalism and attractive graphic features.

Some of the features implemented due to the Joomla platform on the e-shape website are the following:

- The navigation menu, is a powerful menu module which provides functions above and beyond the capabilities of the default Joomla menu, providing exclusive menu item options such as custom module drop-downs.
- The graphic customizers allowing for real-time, live changes on the website's design and layout, at times circumventing the complex code needed.
- The responsive layout adapts automatically to the viewing device's width, such as mobile, tablet or desktop, without the need for a separate layout or content.
- The content control module is a revolutionary extension designed to give an incredible level of control over the presentation of the site content. Sophisticated content filters, robust layout modes and options, integration with multiple content providers, and a streamlined no-nonsense interface all contribute to a powerful yet user friendly experience from start to finish.
- The use of multiple plugins, who integrate seamlessly due to the design of the platform, granting useful attributes to the website.

### CMS platform

Considering the dynamic nature of the project and the high demands in terms of content administration and updates, the use of a Content Management System application was deemed appropriate for the implementation of the e-shape website. To that end, the well-established Joomla CMS on latest and stable version was selected. Joomla is a free and open-source content management system (CMS) based on PHP and MySQL.

**Databases**

Joomla uses PHP (programming language) to store and retrieve data from the MySQL database. The information stored in database include: posts, pages, comments, categories, tags, custom fields, users, and other site options such as site urls etc.

**3rd Party modules, Plugins and Components**

A number of components that contribute to the dynamic and interactive nature of the website, enhance the user experience and improve the usability of the system were implemented into the website.

## 10. FORESEEN UPDATES & INTEROPERABILITY FACILITIES

At present, several of the planned functionalities have been implemented into the website. Thus, several of the pages are already available with content that is primarily stemming from the Technical Annexes. However, as the project progresses and more activities kick off, several updates are foreseen.

This will concern first and foremost upgrading the text to make it more attractive and user-friendly for the different types of users. Other than such content upgrades, the e-shape website will be an environment that is dynamically refreshed and curated so that all external stakeholders can stay up-to-date with the latest developments, news, events, milestones, etc. of e-shape.

A team, consisting of the communication and dissemination manager, members of the PMT, showcase and pilot leaders, will be responsible for regular content updates, further facilitated by augmented functionalities as the website becomes a portal.

In any case, the website is an ongoing process that will have to keep up with user demands and the communication team will constantly work into the on-going web strategy and support.





**END OF DOCUMENT**