D8.1 OPTIMAI Website

9 April 2021

OPTIMAI

DOCUMENT SUMMARY INFORMATION

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Work Package	WP8		
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Lead Beneficiary	CARR		
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1. Introduction

"An effective website design should fulfil its intended function by conveying its particular message whilst simultaneously engaging the visitor. Several factors such as consistency, colours, typography, imagery, simplicity and functionality all contribute to good website design"
– Feeling Peaky, 2018

The Modern Website

Today's websites are much more advanced in both design and functionality than those of five, ten or twenty years ago. Through improved technologies optimising website performance, a greater understanding of the public's approach to web-browsing and an improved comprehension of what an engaging website should look like, the philosophy of web design has changed dramatically. The best modern websites are simple, easily-navigable and contain all relevant information in either the homepage or within a single click of it. Websites engage visitors with a striking visual identity and dynamic elements, compelling them to browse further via a coherent structure, streamlined navigation and well-presented content.

OPTIMAI activities that have influenced the website development

Since the OPTIMAI kick-off meeting occurred in early February 2021 there have already been concepts and inputs towards some of the visual and verbal identities in terms of the OPTIMAI brand name, typeface, layout, tag-line, logo, colour palette and tone of voice which have been developed in conjunction with project partners and which were initially presented at the project kick-off. In addition, the OPTIMAI Twitter and LinkedIn accounts and project website were recently to coincide and support the project website. All these products have components of the OPTIMAI brand, indicating that brand identity of OPTIMAI is already developing and is being put into practice.

The layout of the OPTIMAI Website, its structure and the information included within was discussed at length at both the project kick-off meeting and subsequently among project partners. Partners were engaged at all times in the development of the project website, with feedback being sought and partners providing content and information which contributed to the structure of the OPTIMAI Website at launch and which will continue to inform ongoing iterations of the website as it is developed.

As project activities take place over the coming months, partners will be encouraged to contribute further to the development of the OPTIMAI Website through blogposts and by providing news and updates on the status of their work within the project. All of this information will be uploaded on the website which will continue to evolve and receive regular updates over the project's lifetime.

1.1 Document Outline and Purpose

This deliverable describes the development of the OPTIMAI Website including its core structure, layout and content from the period of its launch, including planned future updates.

In this report, each page of the project website will be identified with its purpose, content to date and future use, emphasising the all-encompassing nature of the OPTIMAI Website as a tool for the communication, dissemination and exploitation of the OPTIMAI Project.

1.2 Intended readership

D8.1 OPTIMAI Website consists of a core component of all future project activities. All external communications and dissemination activities will be displayed on the OPTIMAI Website as they are carried out and as such, this report is important for members of the project consortium.

It should also be of interest to the European Commission H2020 project team, those involved in future technology for European manufacturing and research projects operating in the same domain as OPTIMAI. D8.1 will also benefit the general public as it will provide insight into the structure of the OPTIMAI Website, and the philosophy behind its development.

1.3 Relationship with other OPTIMAI Deliverables and Tasks

Due to the scope of the OPTIMAI Website and its role in communicating all major project developments, research, activities and outcomes, D8.1 is related to all other tasks and Deliverables within the OPTIMAI Project.
The website serves as a hub for all external engagement and will host all project outcomes, feature regular news and updates on OPTIMAI's development and crucially, will serve the purpose of exploiting the project's end-results, the OPTIMAI instruments and tools.

At a minimum, all OPTIMAI Deliverables will be uploaded to the project website for the purposes of project transparency and information-sharing after the Deliverables have been approved by the Project Officer. These uploads will consist of the entire Deliverable report for Public Deliverables and a high-level Executive Summary for Confidential Deliverables, in line with best practice in other H2020 projects.

2 OPTIMAI Website Structure
2.1 Landing Page

Figure 1: OPTIMAI Project Website landing page - https://optimai.eu/

The landing page welcomes visitors to the OPTIMAI Website with a bright, uncluttered layout including the project title, tagline and a dynamic background element. Drop-down menus have been put in place which currently bring visitors to the section of the landing page most relevant, but in future iterations, allow navigation easily away from the landing page to find the information most relevant to visitors. Crucially, it will be possible to reach every page of the current website in just one click from the landing page as the website continues to be developed with simplicity and ease of access in mind.

The landing page in its presentation is structured to capture visitor's attention and provide them with all the information they need to continue browsing. The 'About OPTIMAI', 'Project Partners' and 'Contact OPTIMAI' sections have been identified as being of most immediate relevance to the majority of site visitors and as such, dynamic elements have been introduced positioning these pages at the front of the project website and they have taken priority in this early website development stage.

2.2 ABOUT OPTIMAI

ABOUT OPTIMAI

Industry is a crucial pillar of the European economy, accounting for 80% of EU exports and providing jobs for one-in-five European citizens. European industry has a long tradition in innovative, high-quality manufacturing but expanding globalisation has resulted in increased competition from emerging markets in China and elsewhere, posing a major challenge for European industry.

Against this backdrop, the OPTIMAI project aims to create a new European industry ecosystem, focused on the development of new solutions to optimise production, reduce defects and improve training to safeguard European industry for generations to come.

The outcomes of the OPTIMAI project will contribute to helping the EU overcome the challenges posed to the European industrial sector, capitalising on the unmatched potential for scientific knowledge and innovation capacity already existing within EU member states.

OPTIMAI will see the development of highly innovative technologies for European industries, integrating these new solutions across a wide variety of industry domains and developing new training activities that will boost human performance in industry across Europe.

Among the new solutions to be developed within the OPTIMAI project include:

> A multimodal sensor network allowing for smart, secure data collection on production lines
> AI methodologies to allow for the early detection of defects in the manufacturing chain
> An intelligent marketplace for the profiling, indexing and repurposing of defective parts
> Digital twinning technologies to allow for the virtualization of the production process
> A context-aware Augmented Reality environment using AR glasses to optimize production.

These technologies together will be presented as the OPTIMAI Decision Support Framework. Workers in the industrial sector will then be trained and the OPTIMAI solution will be put to the test in three demonstration pilots which will take place across the project's lifetime.

Led by CERTH-ITI, the OPTIMAI consortium consists of experts in technology, research, ICT, hardware, software and manufacturing from across the EU. There are 16 partner organisations representing 8 countries throughout Europe.

Figure 2: OPTIMAI Project Website landing page – About OPTIMAI

As visitors scroll down the landing page, they will find a brief, high-level description of the OPTIMAI Project which puts the project into its global and European context and identifies its central goal. This section is kept deliberately short as it serves just to very briefly answer some important questions that first-time visitors will have e.g. What is OPTIMAI? What does OPTIMAI hope to achieve and what will its achievements rules in? Why is OPTIMAI important?
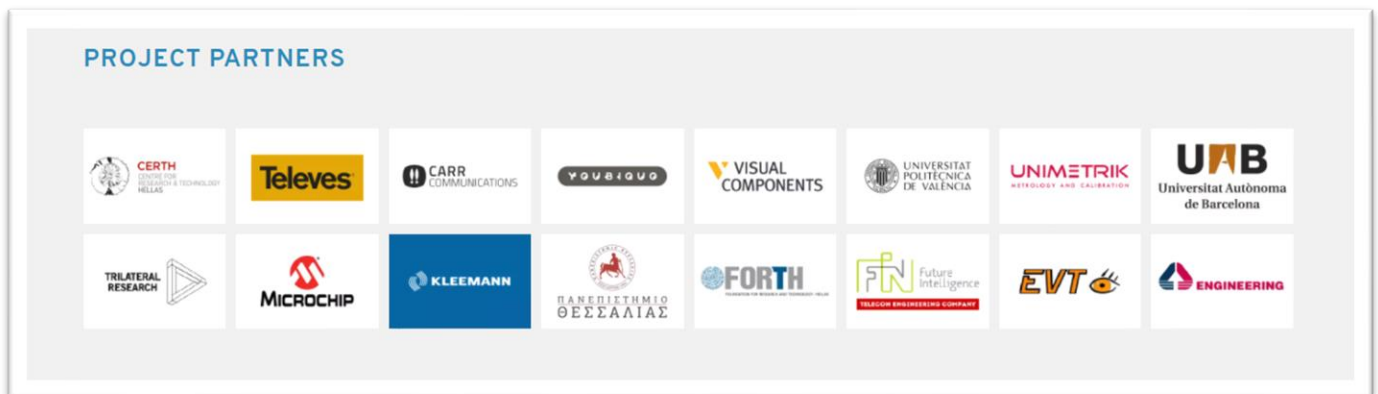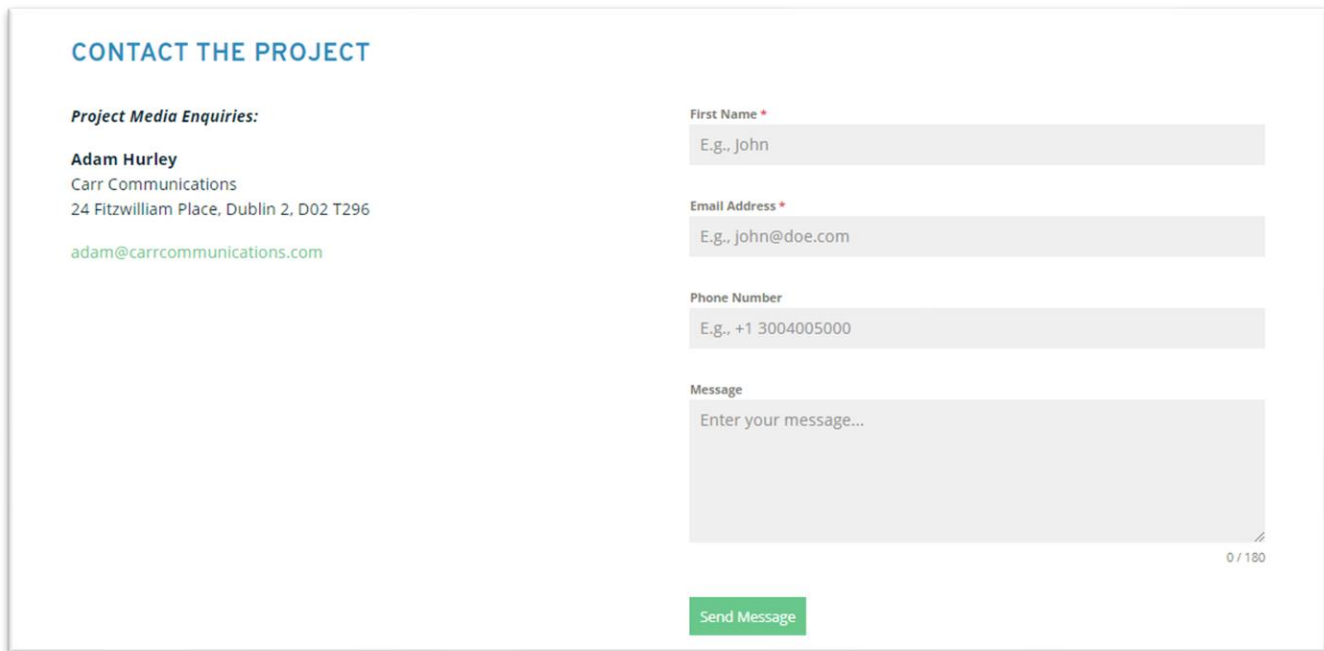
2.3 OPTIMAI Project Partners

Figure 3: OPTIMAI Project Website landing page – Project Partners

Beneath the section describing the OPTIMAI Project, there is a slideshow featuring the logos of each partner involved in the project. This is an important element of the landing page as OPTIMAI partners will use their existing networks to carry out many of the tasks described in the DoA and will develop new opportunities for project communication and dissemination through the development of new networks related to the project. As the project partners bring to the project their own experience, expertise and networks, visitors to the website will be encouraged to see names that they recognise, which serves to enhance the trustworthiness of the OPTIMAI Project for first-time website visitors, or those who have been directed to the website by project partners.

Currently, this section links through to the website of each project partner. In recent weeks partners have provided content describing in more detail their role in the OPTIMAI Project with a brief description of their own organisation and their background and expertise. This information will be used to develop individual pages for each partner organisation which will be integrated into a future iteration of the OPTIMAI website in the coming weeks.

2.4 Contact

CONTACT THE PROJECT

Project Media Enquiries:

Adam Hurley
Carr Communications
24 Fitzwilliam Place, Dublin 2, D02 T296

adam@carrcommunications.com

First Name *
E.g., John

Email Address *
E.g., john@doe.com

Phone Number
E.g., +1 3004005000

Message
Enter your message...

0 / 180

Send Message

Figure 4: OPTIMAI Project Website landing page – Contact the Project

The OPTIMAI Website also features a contact page to allow ease of communication between external stakeholders and interested parties and the OPTIMAI Project. Currently, this section features the name and contact details of the WP8 Communication and Dissemination Manager, for media purposes.

3 Future Developments of the OPTIMAI Website

The OPTIMAI Website will evolve and mature throughout the lifetime of the project as tasks are completed, technological innovations developed and as new Deliverables are published upon their submission.

As the project continues in its conceptual development phase, the objective of the website is to act as a repository for all currently available information on OPTIMAI and to generate initial interest and understanding in the project, its ambitions, objectives and activities as they are carried out.

The end of the OPTIMAI homepage currently links to the project's LinkedIn and Twitter accounts which will also share relevant information on the project once key milestones are met and activities get underway.

The process of updating the OPTIMAI website will be ongoing, with the website monitored on a daily basis and news, updates and new information posted as they become available. Input will also be sought from partners in providing up to date news on their activities as part of the

OPTIMAI consortium and in providing blogposts on key milestones in the development of the technical solutions as agreed under the DoA.

4 Conclusions

The OPTIMAI Project Website is developed with a view to the future brand development and communication and dissemination strategy for the OPTIMAI Project.

The goal of the website is to serve as a repository for all OPTIMAI related activities, research and outputs and to engage key stakeholder groups (and members of the public and scientific community more generally) with the OPTIMAI Project.

As the project is at an early stage, much of the information contained within the current iteration of the OPTIMAI Website is descriptive and forward-thinking, as it plans for activities and innovations that will take place in the future.

As the project progresses, the OPTIMAI Website will be continually updated in a way that best engages visitors and attracts attention to the instruments and tools which will be developed as part of the OPTIMAI Project.

By keeping to the original aims of the website at the start of its development, namely constructing a portal for OPTIMAI which would be visually attractive, easily-navigable and informative to identified stakeholders, the OPTIMAI Website has already begun to establish itself as a unique identifier of the OPTIMAI brand and as a future repository for all OPTIMAI outputs and information.

5 References

Feeling Peaky (2018) 9 Principles of Good Web Design. Retrieved 25 March 2021
https://www.feelingpeaky.com/9-principles-of-good-web-design/