



## Project Webpage

### DELIVERABLE 7.1

**Grant Agreement number:** 723082

**Project acronym:** STREAM-0D

**Project title:** Simulation in Real Time for Manufacturing with Zero Defects

**PROJECT COORDINATOR:** INSTITUTO TECNOLÓGICO DE ARAGÓN

**PARTNERS:**

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## 1 Executive Summary

This report accounts for the activities performed so far for the design and publication of the STREAM 0-D project website, as expected in the framework of Work Package 7. As per the Description of Action, the project website is the fundamental tool to be used for disseminating and maximising the project visibility amongst both the general audience and specific target audiences. The web-site has been published in the following domains: [www.stream-0d.com](http://www.stream-0d.com) and [www.stream-0d.eu](http://www.stream-0d.eu).

On one side, the website is intended to provide a general overview of the project objectives, activities, and results; on the other side, it has to attract and facilitate liaison with important project stakeholders, in particular possible future customers of the STREAM-0D technology, both in its current and possible future new applications.

In order to reach these objectives, it is crucial to produce contents related to smart manufacturing industry, simulation and modelling techniques, and production efficiency that can attract sectoral readers and experts, thus providing visibility to the website and the STREAM-0D project (and future brand).

The current version of the website has been designed keeping these needs in mind, so to prepare the ground for the regular updates and new contents which will be regularly added during the project development.

## 2 The new STREAM-0D logo

The first activity has been related to the design of a new project logo. The main reason for changing the original logo used in the Description of Action lies in the missing correspondence between the naming in the logo (STREAM) and the official project name (STREAM 0-D). The update was also suggested both for aesthetics reasons and for involving all the Consortium Partners in the decision-making process. The latter was considered important for acknowledging that each Partner is important when dealing with communication, thus stimulating their commitment and proactivity.

We designed three alternative versions of the logo (see Figure 1). We then uploaded them in the Basecamp management tool and asked the partners to express their preferences.



Figure 1. The proposed logos

The first version of the logo had been created by the communication department of the coordinator ITAINNOVA. We liked the logo, the use of two colours (blue and red) – also referenced by two words in the payoff – and the graphic representation of the first letter of the naming – which hints to a complex object made up of perfect fitting triangular

components (i.e., the zero defect outputs of our implemented solution). We therefore decided to propose a new version of this logo, complemented with the letters for completing the naming (“-Od” added to the previous version in the DoA).

The second logo is a variation of the main conceptual features of the latter. The chromatic approach is dominated by different shades of blue and violet. In this case the naming is very clear, since no letter is reproduced through a graphic representation, but just by a sans-serif font. The last letters of the naming are reproduced in a smaller size to add dynamism and contrast to the overall look and feel. The graphic element is separated from the naming, and positioned just above in the middle, contributing to the almost square format of the logo. The element is inspired by the triangular shapes of the previous logo, but in this case there is a clear message of discontinuity, by passing from the isolated and sparse shapes on the left to the well-ordered and fitting elements on the right. The message refers to the benefits ensured by the STREAM-OD solution, that is the elimination of sparse useless waste products in favour of compliant and good-fitting products’ components.

The last logo follows a different approach, that is the willingness to convey streamlined shapes, modern design, and functional objects. The graphic representation of the first letter is all about this, also reminding of a screw shape, which clearly connects the logo to the industrial sector, in particular the automotive sector.

After votation from the partners, the preference went to the second logo. Compared to the other two, this one is surely the most readable, fresh, and clean one. Furthermore, the naming is easily intelligible, while the graphic “S” letters in the other two logos make the naming more difficult to interpret.

The new STREAM-OD logo has been the basis for the chromatic choices which provide consistency in the website.

### **3 The website**

#### **3.1 Overview**

The STREAM-OD website has been conceived with the following main objectives:

- Provide a reliable picture of the project objectives, activities and results, thus highlighting the institutional, academic, and research value of the European-funded project STREAM-OD;
- Prepare the ground for the transition from a research-oriented venture to a start-up commercializable product, with a clearly defined and positioned brand, a mission, a vision, and a value proposition to be clearly communicated to the intended customers.

Since the first version of the website, these two separated but complementary souls need to co-exist, with a mixture of elements stressing the research value and others already anticipating the path towards commercialization.

We therefore chose a general look and feel related to the industrial and manufacturing sector, with bold and blocky graphical elements (for instance, the menu buttons, the introductory graphic element of each chapter, the arrows, and so on), complemented by a fresh, essential and minimalist deployment of the content.

Colours are reduced to a bare minimum: the blue of the logo is the chromatic *leitmotiv* which keeps both the different pages and the sections within each page consistent. Everything has been conceived for conveying a streamlined and modern look and feel.

The website has been registered in the main domains of interest (.eu, and .com). Furthermore, a specific e-mail address has been created (info@stream-0d.com) for interacting with the website visitors. The mail is managed by the communication and dissemination partner, Day One. The website has been optimized to be accessible through the main browsers currently in use (Google Chrome, Mozilla Firefox, Safari and Internet Explorer), as well as through smartphones and tablets.

## 3.2 The elements

### 3.2.1 Header

The header contains basic elements of the website: the project logo, the main menu, as well as two other elements aimed at facilitating contact with the site visitors – the mail address for getting information on top right, and the blue “Contact us” box on the right, which redirects the user to a form for asking info (the form is sent to the very same info@stream-0d.com address as an e-mail). Finally, on top right there is a search tool, which will be particularly useful for the users when the contents of the site increase in correspondence with the advancement of the project.

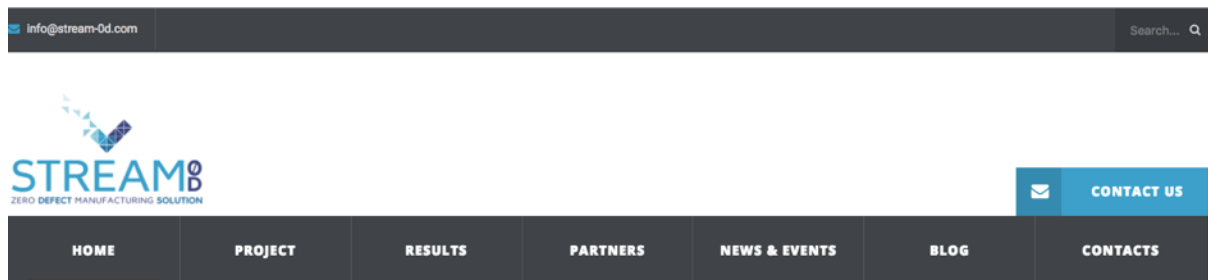


Figure 2. The web-site header

### 3.2.2 Footer

The footer of the website contains the acknowledgement to the European Union, with the Union flag. Then it contains links to some key pages of the website (Home, Project, Partners, News), as well as three sections: one dedicated to the latest news published in the site, one to the categories of the news and events, and the last one to the Contacts.

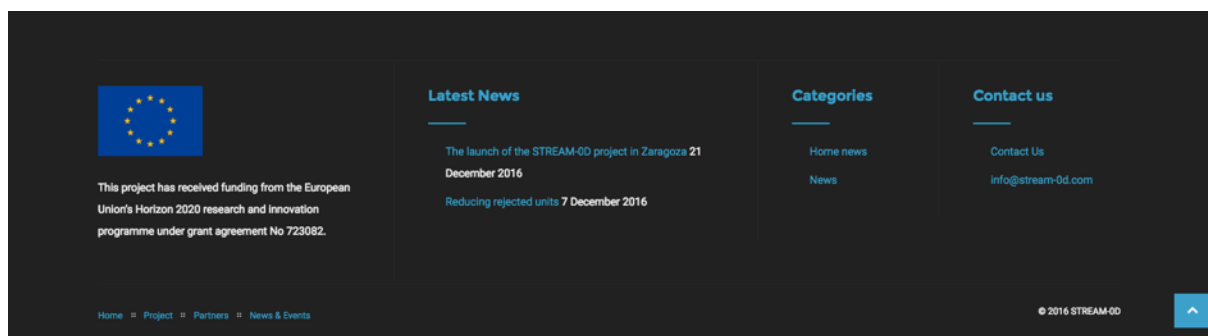


Figure 3. The web-site footer

### 3.2.3 Main menu

The main menu mirrors the web-site tree. It is composed of seven buttons, each redirecting to a specific page:

- Home
- Project
- Results
- Partners
- News & Events
- Blog
- Contacts

The pages are described in the Chapter below.

## 3.3 The web-site pages

### 3.3.1 Homepage

The homepage is composed by the main highlights of the entire website. It begins with a slider made up of three images, each complemented by a pay-off and a short description of a specific feature of the intended end-product.

It follows a brief description of the project and the benefits that it will provide to the manufacturing industries.

The page ends with a slider containing all the partners logos.

In the first update of the website, also the highlights of the last news & events will be added in the Homepage.

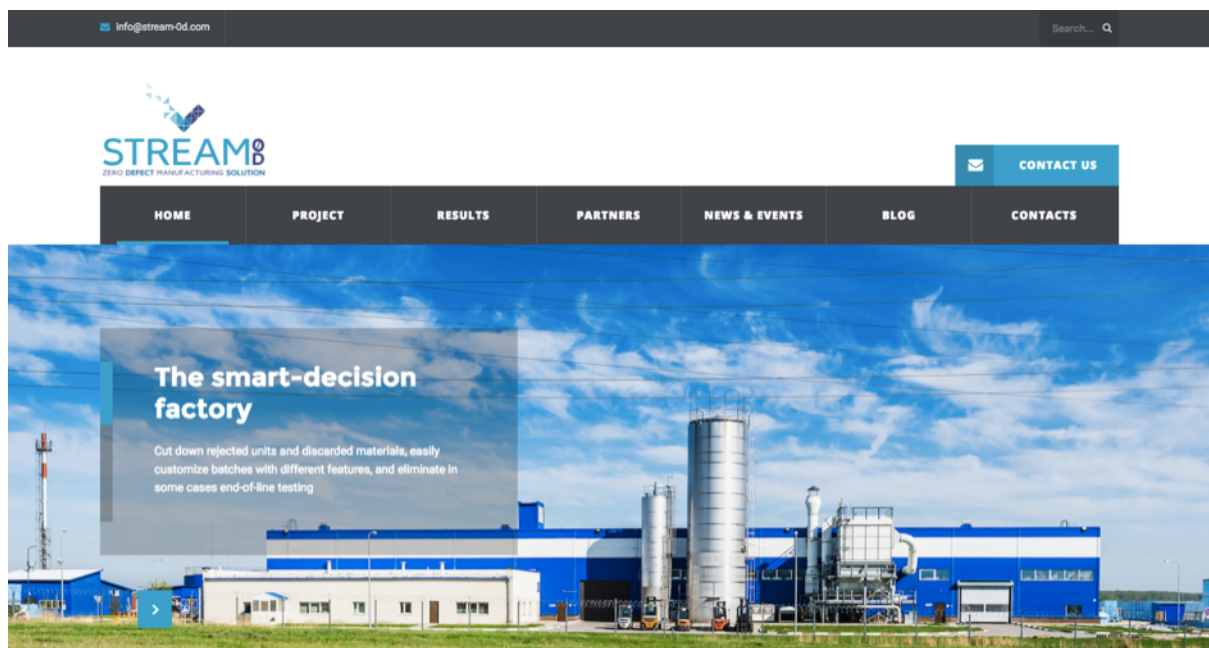


Figure 4. The home page

### 3.3.2 Project

The Project page is a high-level description of the STREAM-OD project. It is divided into four pages, which are available through a side menu on the left:

- **OVERVIEW:** a general description of the project.
- **OBJECTIVES:** a description of the main goals of the project.
- **NETWORK:** the links to the websites of the stakeholders which are being involved in a partnership or collaboration with the STREAM-OD project.
- **RESOURCES:** downloadable documents which can be useful to disseminate the project (presentations, brochures, posters, etc.).

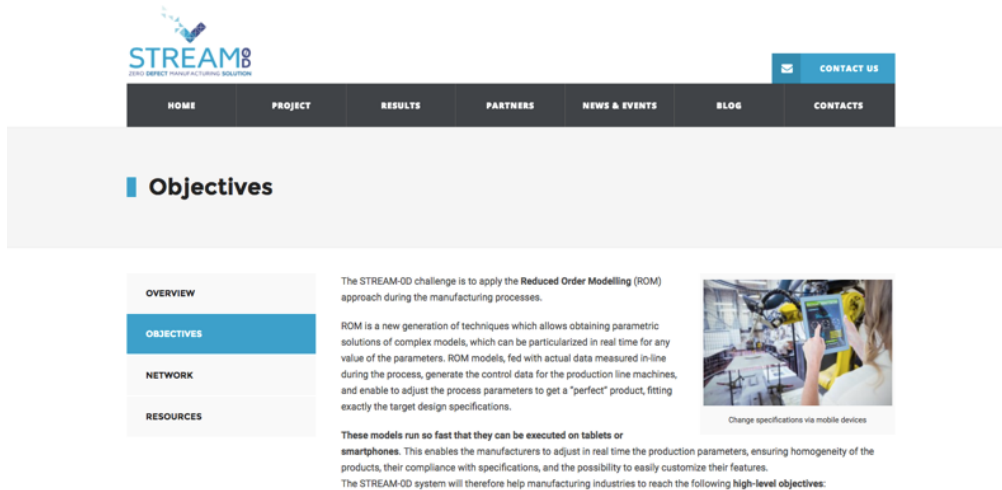


Figure 5. The Project page

### 3.3.3 Results

The results page is intended to provide regular updates of the project activities and results.

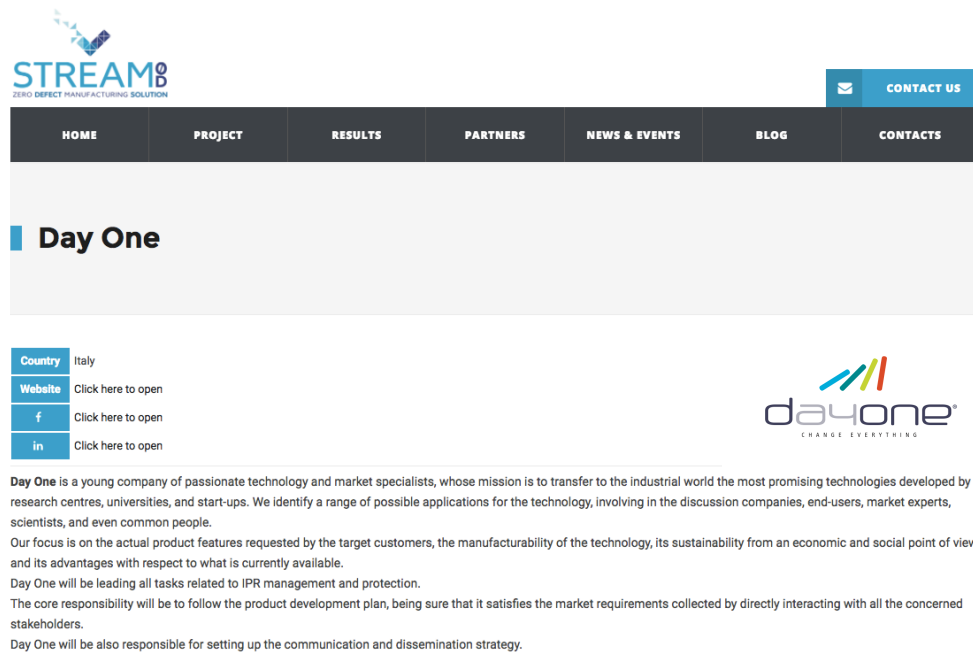
### 3.3.4 Partners

The Partners page displays the logos of the ten project partners.



Figure 6. The Partners page

By clicking one of the logos, the visitor lands on a page dedicated to the related partner. The page contains contact information about the partner (clickable website, Facebook page, LinkedIn page, etc.), a brief presentation of the partner, and a short description of the role of the partner in the project.

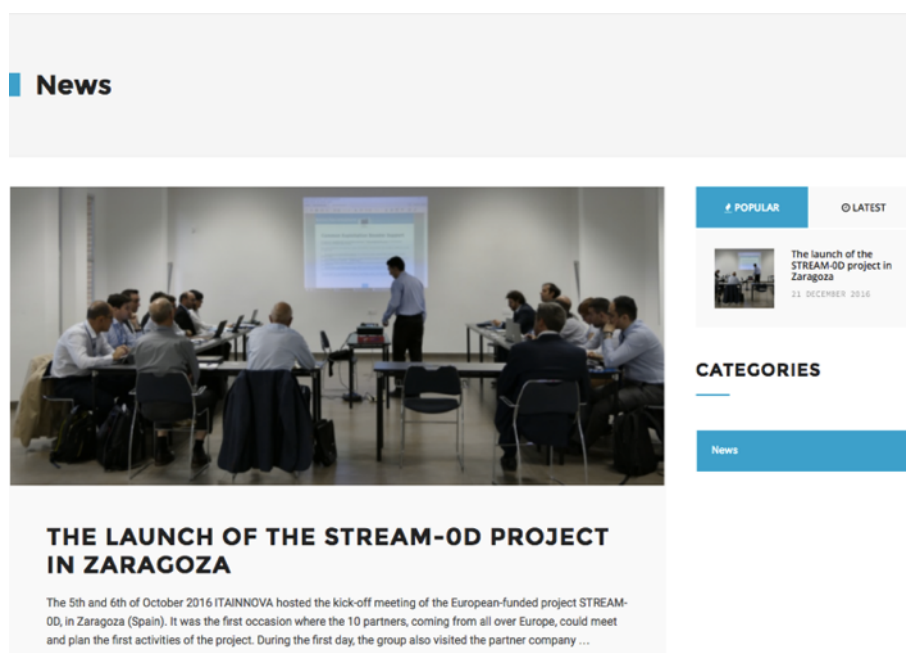


The screenshot shows the 'Day One' partner page. At the top, there's a navigation bar with links: HOME, PROJECT, RESULTS, PARTNERS, NEWS & EVENTS, BLOG, and CONTACTS. A 'CONTACT US' button is also visible. Below the navigation bar, the page title 'Day One' is displayed. A table lists contact information for Day One, including Country (Italy), Website (Click here to open), Facebook (Click here to open), and LinkedIn (Click here to open). To the right of the table is the Day One logo with the tagline 'CHANGE EVERYTHING'. Below the table, there's a paragraph describing Day One as a young company of passionate technology and market specialists, whose mission is to transfer the most promising technologies developed by research centres, universities, and start-ups. It mentions their focus on actual product features requested by target customers, the manufacturability of the technology, its sustainability from an economic and social point of view, and its advantages with respect to what is currently available. It also states that Day One will be leading all tasks related to IPR management and protection, and that the core responsibility will be to follow the product development plan, being sure that it satisfies the market requirements collected by directly interacting with all the concerned stakeholders. Finally, it mentions that Day One will be also responsible for setting up the communication and dissemination strategy.

Figure 7. The Day One Partner page

### 3.3.5 News & Events

This page contains all the news of the project. The news are subdivided into several categories: News, Events, Media, Press releases, Interviews, and Videos. The news are showcased starting from the latest ones. The reader can sort the news by category, by the latest ones, or even by the most popular ones (those which were clicked by more users).



The screenshot shows the main News & Events page. At the top, there's a navigation bar with links: HOME, PROJECT, RESULTS, PARTNERS, NEWS & EVENTS, BLOG, and CONTACTS. A 'CONTACT US' button is also visible. Below the navigation bar, the page title 'News' is displayed. The main content area features a large image of a group of people in a meeting room, with a presentation screen in the background. Below the image, the headline 'THE LAUNCH OF THE STREAM-0D PROJECT IN ZARAGOZA' is displayed. The text below the headline describes the kick-off meeting of the European-funded project STREAM-0D, held in Zaragoza (Spain) on the 5th and 6th of October 2016. It mentions that 10 partners, coming from all over Europe, met to plan the first activities of the project. To the right of the main content area, there's a sidebar with a 'POPULAR' and 'LATEST' section, showing a thumbnail for 'The launch of the STREAM-0D project in Zaragoza' dated 21 DECEMBER 2016. Below this, there's a 'CATEGORIES' section with a 'News' button.

Figure 8. The main News & Events page



By clicking the title or the image of the news, the user accesses the related news page. At the end of each news the user can leave a comment or like the news. Later on also the possibility to share the news via the most important social media will be added (Facebook, LinkedIn, Twitter, etc.).

### 3.3.6 Blog

The Blog page is currently under construction. The plan is to involve both internal and external experts in the technical and scientific sectors related to the project, and ask them to produce short blog articles on a selection of topics. The website is flexible enough to showcase text and images articles, video-interviews, infographics, or whatever other media is deemed useful for conveying the articles contents.

### 3.3.7 Contacts

In this page we provide the user with the most important contact person of the project. Contacts are subdivided in groups: Coordinator & management; Work Packages Group; and End Users Group. For each contact the following information is provided: name, role in the project, address, e-mail, LinkedIn contact and other information.

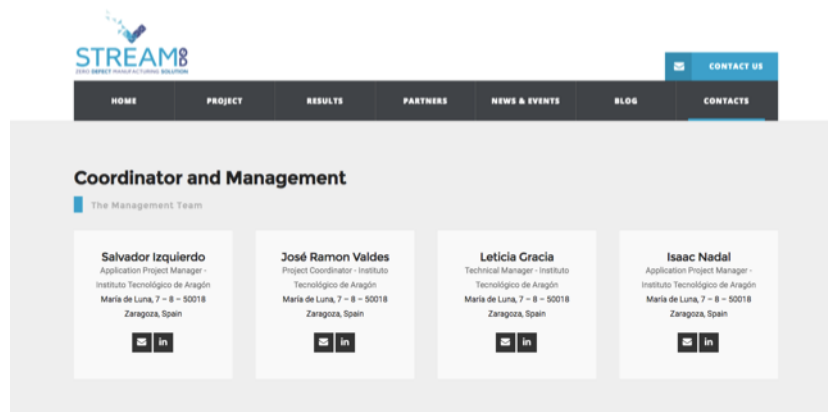


Figure 9. The Contacts page

At the end of the page there is a form that the visitor can fill in for contacting the project management.

**Contact us**

Fill in the form

Name and Surname (required)

Email address (required)

Subject

Message

Send

Figure 10. The Contact Form

## 4 Additional features

The current version of the website has to be considered a preliminary page for showcasing the main STREAM-OD features. The website is intended to receive regular updates. In particular, the following actions will be put in place during the project development:

- HEADER: link to the social media pages of the project, once they are active – Facebook, LinkedIn, Twitter, YouTube, etc.
- HOMEPAGE: section with highlights of the most recent news.
- PROJECT, NETWORK section: logos of the project partners with links to their websites (End-Users and sectoral Industrial Associations, Institutional Bodies, Research and development projects with similar aims of STREAM-OD).
- PROJECT, RESOURCES section: Constant upload of the main dissemination material (brochures, presentations, posters, etc.).
- RESULTS: regular updates of the project results.
- NEWS & EVENTS: regular updates of the contents related to the project.
- BLOG: editorial plan and delivery of the first articles.
- HOMEPAGE: in the homepage we will also add potential new use cases and applications of the technology, so to attract new potential customers. Furthermore, we will link the website with future surveys directed to crucial stakeholders, in particular possible end-users (manufacturing industries, technology providers, production line systems providers, etc.). Possible tools for the surveys could be Google modules or Limesurvey.

Specific actions aimed at disseminating the website will be carried out:

- SEO with page description and titles for improving the position in the Google search engine tool.
- Increase external links to the website, mainly coming from partners' websites, other stakeholders' websites, social media pages, etc.
- Constant links between the project social media pages and the website pages, especially through the blog and the news pages in the website.

The web-site does not include a private area for the project management, because a specific tool with its own access area (Basecamp 3) has been selected for the project internal communication and management.

The future updates of the STREAM-OD web-site will be reported in the mid-term reports of the project and in the other deliverables of Work Package 7.