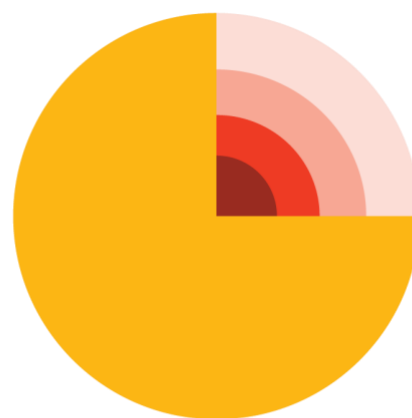




ChEESE

Deliverable D7.1 Project Website



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ChEESE-2P Deliverable

D7.1 Project Website

Document Information

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Abstract

The purpose of this document is to elaborate on the design decisions made for the ChEESE official website, which has been established to provide information and increase accessibility to both partners and the general audience. This report serves as a supplement to the demonstration deliverable D7.1

I. Copyright

Copyright Members of ChEESE collaboration, 2023/2026.

II. Delivery Slip

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III. Version control

Version	Date	Description of change	Author/Partner
V1	13/02/2023	Initial draft	Varvara Vedia

IV. List of Acronyms

Acronym	Description
D7.1	Deliverable 7.1 Project Website
D7.2	Deliverable 7.2 Communication and Dissemination Plan

GEO3BCN - CSIC	Geosciences Barcelona
GDPR	General Data Policy Regulations
SEO	Search Engine Optimization
SVG	Scalable Vector Graphics
UI	User Interface
UX	User Experience
WP1	Work Package 1: Project Management
WP7	Work Package 7: Dissemination, Outreach, and Community Building

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1. Executive summary

The European High Performance computing (HPC) Centre of Excellence for Exascale on Solid Earth (ChEESE) aims at addressing the multiple challenges posed by geohazards and accurate predictions with the help of exascale computers. The main target audience of the project consists of European organisations responsible for managing operational monitoring networks, as well as hardware developers, industrial partners, public institutions, and high-performance computing centres.

In order to enhance transparency and make the project, its outcomes, and progress easily accessible to the public, it's essential to develop a communication plan and, most importantly, a central hub for information in the form of a website. The website has been created to continuously update as the project advances, featuring up-to-date and relevant information about the research progress.

This document provides an overview of the current version of the website, which can be accessed at <https://cheese2.eu>, and outlines the thought process behind its design and implementation.

1.1 Relation to other deliverables

The ChEESE website serves as the primary source for all external communications, including public deliverables, updates, informational materials (such as brochures, leaflets, and posters), presentations, and promotional videos developed as part of the project.

This deliverable supplements Deliverable 7.2, the Communication and Dissemination Plan (D7.2), which provides a more comprehensive examination of the target audience, the tone and style of ChEESE branding, and the overall Communications Strategy.

2. Introduction

The objective of the ChEESE Dissemination, outreach and community building (WP7) is to maximise the visibility and impact of the project and aid the partners in exploiting its results.

To fulfil the goals of WP7, it's essential to have an engaging website to showcase the project's advancements and keep stakeholders informed, including current collaborators and communities interested in topics such as geosciences and digital twins.

In addition to the website, there is a private Intranet maintained by the Project Management Work Package (WP1) that contains additional information. Both the website and Intranet resources will be continually updated throughout the duration of the project to meet the needs of the Consortium. However, the Intranet is not accessible to the public and is intended only for internal communication.

2.1 Technical Background

The first version of the ChEESE website was launched in February 2023 and is managed by Geosciences Barcelona (GEO3BCN - CSIC), which is responsible for updating the site with new content, such as news, events, publications, and press impacts. The website was created using WordPress, and the domain was acquired by GEO3BCN - CSIC.

The WP7 will use Google Analytics to monitor the website statistics and make adjustments to increase its visibility.

3. General Objectives

The technical objective for this task is to develop a modern, user-friendly website that aligns with the latest web development standards. The specific goals of WP7 in this deliverable are:

- To create a user-friendly website
- To design a visually appealing site that reflects ChEESE corporate image
- To provide an intuitive and responsive website for all users
- To offer easy access to ChEESE marketing materials and branding
- To provide the latest news and updates about the project
- To facilitate knowledge sharing and access to project results and publications
- To disseminate ChEESE research advances through effective SEO and proper indexing
- To share the project progress, event calendar, and final public documents

The website will feature comprehensive and up-to-date information about the project's objectives, Consortium, work plans, and current status.

3. Current Structure and Organization of the Website

The ChEESE website complies with the European General Data Protection Regulation (GDPR) and includes a Cookies Policy and Legal Advice page, which can be accessed through the footer.

The header and footer remain consistent throughout all sections of the website, with the header featuring the ChEESE logo and serving as a navigation menu. The footer displays recognition of funding from the EuroHPC research and innovation program and complies with the design guidelines set by the European Commission. It also includes links to ChEESE's social media channels.

The key components of the website include:

- [Homepage](#): The first page that any visitor to the site will see. Currently, the homepage provides quick access to different parts of the website and gives a general idea of the project's main features.

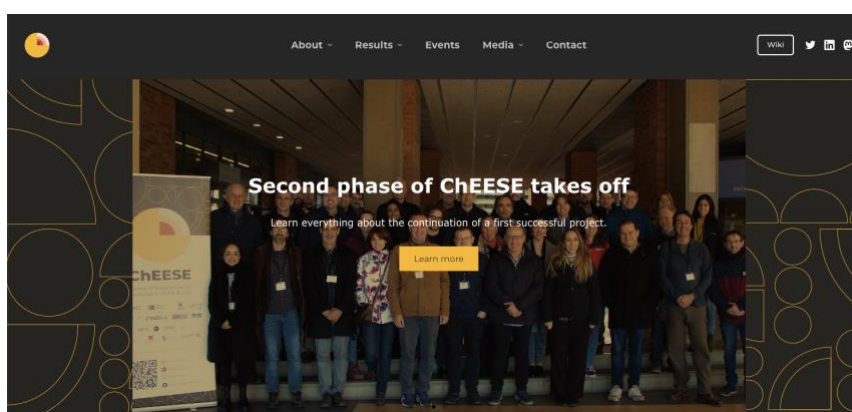


Figure 1. Desktop screen of the "hero" section of the home page. The "hero" is the central piece of the page and is a slider with the latest news of the project.

- About: which provides important information about the project and its structure.
 - [Project](#): showcases the project's goals, objectives, and methodology.
 - [Workplan](#): outlines the action plan and various work packages of ChEESE.

- [Partners](#): highlights the members of the ChEESE Consortium and includes links to each partner organization's website, as well as information about the Coordinating Entity and project leaders.

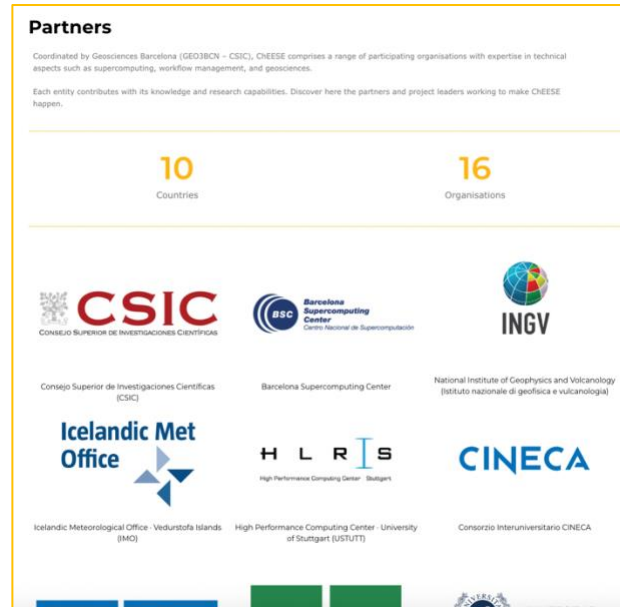


Figure 2. Screen of a section of "Partners".

- [Equality and diversity](#): This section provides information on ChEESE commitment to equal opportunities for underrepresented minorities in the scientific community and explains the Equality Committee that has been established to help. It will be updated with news about related events and workshops.
- **Results**: All project outcomes will be gathered on this page
 - [Publications](#): The Publications page will feature an index of all ChEESE open access publications.
 - [Deliverables](#): This page will offer access to all ChEESE public deliverables.
- **Events**: This page displays a review of past and upcoming events where ChEESE has or will be presented.
- **Media**: This section encompasses all external dissemination content, including:
 - [News](#): An updated section with posts relevant to the project, the latest social media updates, and press releases.
 - [In Press](#): Press and media clippings about ChEESE.
 - [Branding](#): A communications toolkit with easy access to ChEESE corporate image.

- [Contact:](#) A direct communication channel with the project's coordination team and basic information about how to reach them.

4. Design Approach

The website aims to provide a user-friendly and appealing experience in terms of its text and visuals. To achieve this, we have designed an attractive and responsive interface that takes into account the following:

- **Accessibility:** The website includes alternative text for images and graphics, making it accessible for users with cognitive impairments who may choose to disable images. Additionally, most images are presented in Scalable Vector Graphics (SVG), which is a user-friendly image format for assistive technologies (W3C, 2020).
- **Readability:** The non-visual information presented on the ChEESE website is written in concise sentences to ensure clarity and understanding for the reader. This approach also supports search rankings, user engagement, and retention.

Please note that the UX and UI of the ChEESE website will continue to evolve through an iterative design process. WP9 will closely monitor user behaviour and make improvements as needed.

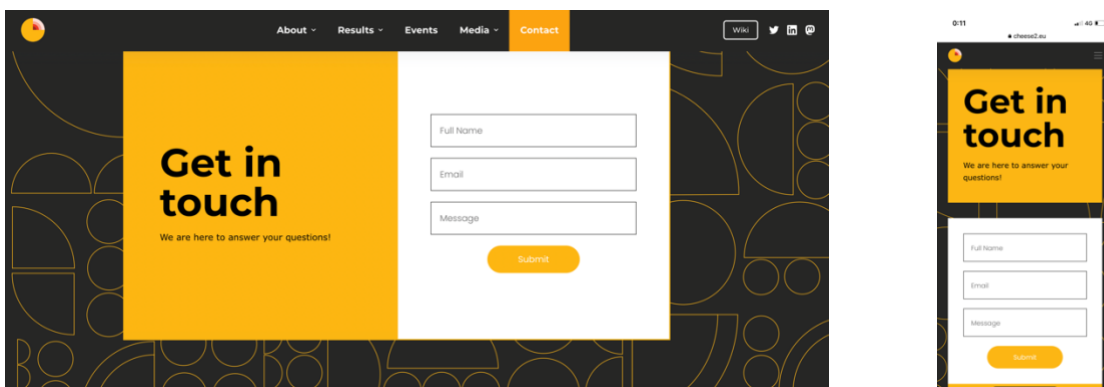


Figure 3. Example of a responsive page: Desktop version (left) and mobile version (right).

5. Content Plan

The website serves as a primary means of spreading information and raising awareness about ChEESE's research. To ensure its success, the website needs to attract relevant traffic through Search Engine Optimization (SEO).

The principles of usability, accessibility, and readability are aligned with comprehensive SEO. Nevertheless, the team in WP7 will work to enhance the website's credibility and relevance by consistently updating it with relevant content that incorporates keywords pertaining to the HPC and geoscience field. These keywords have been optimized to appeal to both users and search engines.

6. User Experience and Engagement Monitoring

To track the effectiveness of the ChEESE website, the team uses Google Analytics as a visitor statistics monitoring system. The website's key performance indicators (KPIs) will be outlined in the Communication and Dissemination Plan (D7.2) and the findings will be incorporated in the Dissemination Report (D7.5). The data will be analyzed on a quarterly basis to devise new strategies for maximizing impact.