



PROJECT

LIFECHAMPS: A Collective Intelligence Platform to Support Cancer Champions

GRANT AGREEMENT No.

875329

DELIVERABLE

D1.1 – Project Website

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This deliverable does not include tables.

ABBREVIATIONS LIST

Abbreviation	Meaning
CMS	Content Management System
EU	European Union
IT	Information Technology
QoL	Quality of Life

1 EXECUTIVE SUMMARY

The LifeChamps website (<https://lifechamps.eu/>) is the main web presence point for the project to other institutions and the general public. The website is envisaged to provide access to updated news on the project progress. It will be used as a dissemination tool making available to the public all public deliverables issued by the consortium and accepted by the EC, and therefore, all its achievements, as well as the informative materials edited (i.e., presentations, publications, etc.). Moreover, it will be a place for delivering up-to-date news and events of the project, as well as other related content. This document is an accompanying report of D1.1 describing the website of the LifeChamps project.

2 INTRODUCTION

LifeChamps project website will significantly contribute to the wide dissemination of the project. This report is complementary to the delivered website and aims to provide a brief description relevant to: i) technical implementation details, ii) different website sections, iii) design and usability of the website, iv) accessibility measures taken, v) a plan that the consortium will follow to keep the website operational during the project's life and beyond, and vi) project logo.

The overall technical objective of this deliverable is to create a modern and user-friendly website by following the latest online standards in web development. More specifically, our aim is the following:

- Create a high level of user-friendliness and user experience on the website;
- Develop a clean and appealing visual identity based on the existing style guide;
- Provide an intuitive-to-navigate website for all users available for the most popular Internet browsers.

This report contains the following information sections: i) Website technical details, ii) brief overview of the different website sections, iii) accessibility options, iv) the envisaged operational plan of the website and iv) planned future updates.

3 WEBSITE

The LifeChamps project website is designed and maintained by the Aristotle University of Thessaloniki (AUTH). It is officially available for the public since January 2020 and will be maintained for at least two (2) years beyond the completion of the project, expected in 2022.

The main objectives of the LifeChamps website are:

- Inform the public and the various interested stakeholders about the project's scope, objectives and progress.
- Enable the consortium receiving feedback from interested parties through its contact form.
- Boost the dissemination of scientific articles, reports and demonstrations of the project results.

- Provide continuous updates relevant to cutting-edge advances concerning cancer treatment, quality of life (QoL) and frailty.

The website works as a main public dissemination tool making available the project published results. The public section provides the following content:

- General information about the project.
- Description of all consortium members taking part in the project.
- Information about titles, leaders and objectives of all work packages.
- Description of events organized within the framework of the project.
- Press releases and promotional material.
- Information about publications of the project's results
- Information about granted patents.
- Public deliverables.
- Recent news about the project.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme.

3.1 TECHNICAL DETAILS

The LifeChamps website has been developed using the WordPress platform (ver. 5.3.2) [1]. It has been deployed on a Plesk web server that supports MySQL databases and PHP and is hosted on the high quality, efficient and reliable servers of the IT Centre of Aristotle University of Thessaloniki (<https://it.auth.gr/en/authnet>).

WordPress is a free and open source content management system (CMS) maintained and developed by a community of 60.000.000+ users and developers and it is distributed under the terms of the GNU GPLv2 (or later). Wordpress platform has been selected for the LifeChamps project website development mainly for the following reasons:

- It's use is simple and easy for all consortium members, since no prior coding experience or knowledge is required.
- It stays up-to-date with state-of-the-art technologies, latest trends and user needs.
- It is flexible, forwards compatible and provides high level of customization with multiple plug-in solutions.

3.2 WEBSITE SECTIONS

The website structure consists of: (i) the main navigation menu which is located at the header and contains links to the website pages, (ii) the content area which contains the content of each page and (iii) the footer section.

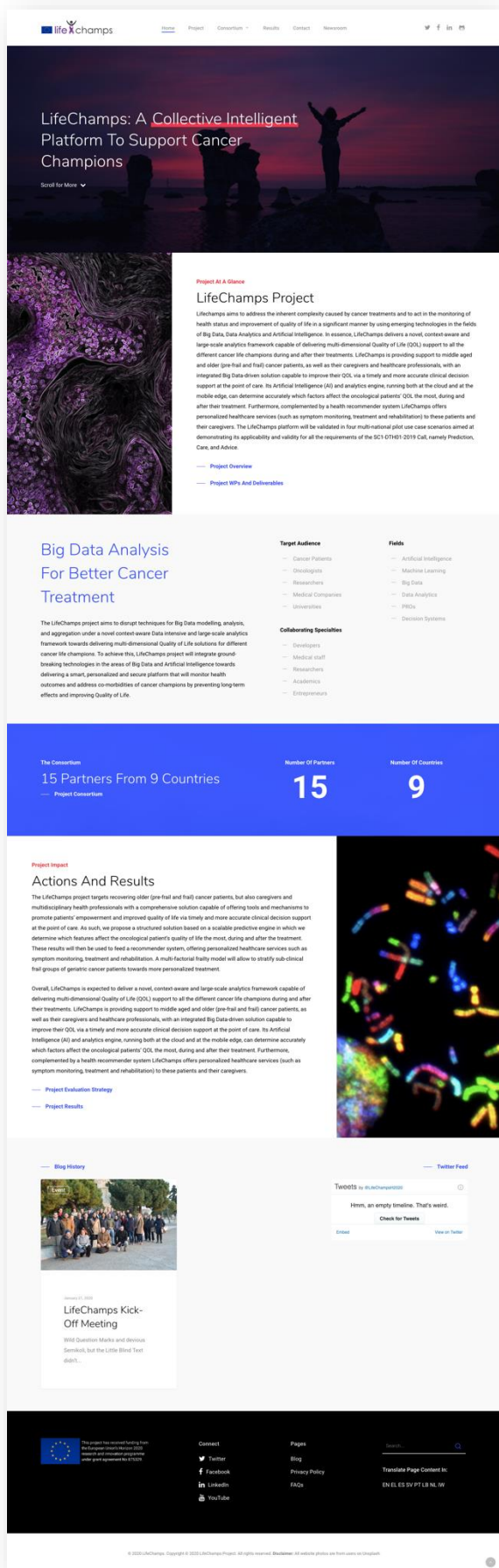
3.2.1 HOME PAGE

At the top of the home page there is an aesthetically pleasing image with the project's full title that welcomes the visitors. Below that, there is a brief overview of the project followed by a section about big data analysis techniques. Brief details about the

consortium by providing key numbers are presented, while information about the expected results and the actions of the LifeChamps project are subsequently shown. At the bottom of the home page there is a blog section, consisting of the three latest news/events articles and also the LifeChamps' Twitter feed (see **FIGURE 1**).

3.2.2 PROJECT PAGE

This page contains a detailed and analytic overview of the LifeChamps project. At the bottom of the project page there is also a tabbed section where additional information about the project is presented. These tabs embody the following: (i) administrative details about the horizon proposal, (ii) details about project's evaluation procedure and methodology, (iii) a visual presentation of the project's progress and (iv) a detailed work plan overview with all work packages and their tasks. Page information provides a project insight that aims to allure the visitor and answer his/her questions about the LifeChamps project.



1. HEADER

2. WELCOME BANNER

3. PROJECT OVERVIEW SECTION

4. BIG DATA ANALYSIS SECTION

5. CONSORTIUM SECTION

6. ACTIONS AND RESULTS SECTION

7. BLOG SECTION

8. FOOTER

FIGURE 1 WEBSITE'S HOME PAGE

3.2.3 CONSORTIUM PAGE

The consortium item on the main navigation menu contains a drop-down menu which groups all pages that are relevant to the project's team and consortium. In detail, the drop-down menu consists of the following subpages.

3.2.3.1 Consortium subpage

A page dedicated to the project's consortium. A hotspot image at the top depicts a map of Europe, in which the partners' countries are in blue color. Interactive pins are used to show contact details for each partner on hover. The page's next section includes a list of all partners in the consortium and briefly refers to the expertise that they bring into the project. For each partner, the logo, their role into the project, a description, an indicative list of expertise and a link to their website are given. At the bottom, the consortium strengths are presented.

3.2.3.2 Team subpage

This subpage presents in detail all individuals that participate in the LifeChamps project. Special distinction has been made for the project's leadership team and for the work package leaders.

3.2.3.3 Advisory board subpage

A project cannot be successful without the appropriate guidance of those who know the project's domain. This page will provide, in the next release, the needed information about the project's advisory board.

3.2.3.4 Associated partners subpage

This page will contain details and information about the project's associated partners. This list will incorporate organizations, medical societies, patient associations etc., that will provide the needed information to the project's consortium, know-how, guidance and feedback.

3.2.4 RESULTS PAGE

This page will provide download links and progress information for all the public deliverables of the project. A list of all the produced scientific publications with all the needed links will be also provided.

3.2.5 CONTACT PAGE

A contact form that can be used to send a message to the coordinating team (AUTH). The coordinator's personal contact details are also available in this page.

3.2.6 NEWSROOM PAGE

A page for the project's dissemination. Newsroom page contains links to (i) the three latest news/events articles of the blog, (ii) the press kit page and (iii) the project's YouTube profile page. Press kit page is still an under-development page, since the needed information isn't ready yet.

3.2.7 FOOTER

The Footer section contains (i) links to the project’s social media profiles, in order to increase the project’s popularity and maximize user engagement, (ii) links to other website pages, (iii) the European Union (EU) emblem along with funding acknowledgment and copyright information and finally (iv) a search field that enables the user to search the website for a specific term.

3.3 WEBSITE COLORS

The defined color palette contains colors that represent passion and love (red), calmness and responsibility (blue) and finally creativity and wealth (purple). All of the above colors are intense but at the same time strict, giving the appropriate style to the website. The color palette is used in the same way in all pages of the website in order to create a consistent image.

The color palette contains the following colors (**FIGURE 2**):

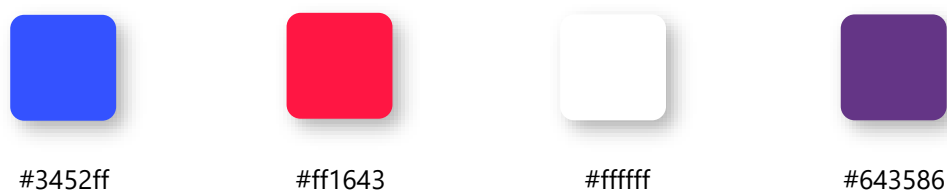


FIGURE 2 COLOR PALETTE

3.4 ACCESSIBILITY

The LifeChamps website design follows state-of-the-art technologies and latest trends in order to be attractive to both the scientific community and the interested parties (doctors, patients, etc.). The website’s layout has been designed to be simple and user friendly in order to be accessible for any type of user and especially for older ones, considering the fact that the major target group is people over 55 years.

As far as the typography is concerned, the Roboto font is used. Roboto [2], [3] is a widely used neo-grotesque sans-serif typeface family developed by Google, which has a readable shape since the elegant contrast of its strokes makes the body text easy to read and is simple, yet sophisticated. The entire font family has been licensed under the Apache license. Different font sizes are used for emphasis in targeted areas, starting from 16px, in order to achieve better readability.

The official language of the website is English, but it is translated in all partners’ languages (Dutch, Greek, Spanish, Portuguese, Swedish, Hebrew and Luxembourgish) via the Google Language Translator plug-in that has been installed. Although the translation is not optimum, as it is based on Google’s translator engine, it achieves to convey the basic information related to the objectives and activities of the project.

Moreover, the website has followed a responsive design that allows it to adjust to the device it is accessed from, whether it is a smartphone, tablet or desktop computer, and provide visitors the best possible user experience (see **FIGURE 3**).

3.5 OPERATION PLAN

Increasing website traffic

In order to keep visitors returning to the LifeChamps website, it is essential to keep the website's content up-to-date, by updating it at least once a month in order to reflect each time the project's current state. Also, all partners should use the website's link in order to communicate and share any information relevant to the project, documentation, announcements, upcoming events, links, etc.

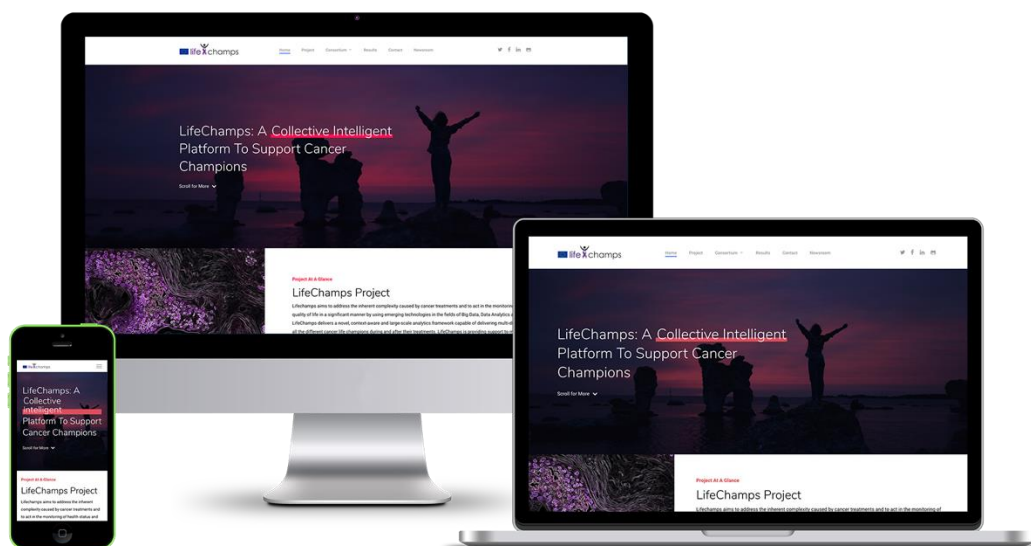


FIGURE 3 WEBSITE RESPONSIVE LAYOUT

Responsibility for the implementation and maintenance of the website

Aristotle University of Thessaloniki is responsible for the design and maintenance of the website throughout the project's duration plus two years after its completion.

Procedures and frequency of website's updates

The website will be continuously updated by Aristotle University of Thessaloniki with project news and information provided by the project's partners. Authorized managers from the Aristotle University of Thessaloniki team are also responsible for collecting content from all partners to be used at the blog section of the website. The LifeChamps partners are also invited to contact Aristotle University of Thessaloniki team when possible inaccuracies, bad functioning, or out-of-date information are observed in the website.

General agreement on website's information intended to be published

LifeChamps website already existing content is implemented with the support of all project's partners. Moreover, partners will be frequently asked to provide their own contributions, in particular to the parts concerning the consortium details and

information, proceedings of workshops and events, press releases and promotional procedures, etc.

Consistency in published information

Provided and published information shall be understandable by the interested parties but without any loss in its' content. Therefore, prior to any online publication of content to the website, AUTH will check this information and may ask for any revision by the authors of the candidate website entries. Visual consistency in published information is also a key factor for better user experience, thus information (in the website or in the blog section) will be published by the same partner (Aristotle University of Thessaloniki).

3.6 LOGO

The project logo cleverly uses the international cancer awareness logo in order to visualize a cancer champion figure. The cancer awareness logo was introduced by Charlotte Haley, who had battled with breast cancer [4]. The first concept was a peach-colored ribbon. Since then, many different types of cancer ribbons were designed, each with their own symbolic color. LifeChamps logo uses the lavender ribbon which represents cancer awareness. Figure's hands are creating a semi-circle visualizing in that way feeling, sensitivity and positivity.

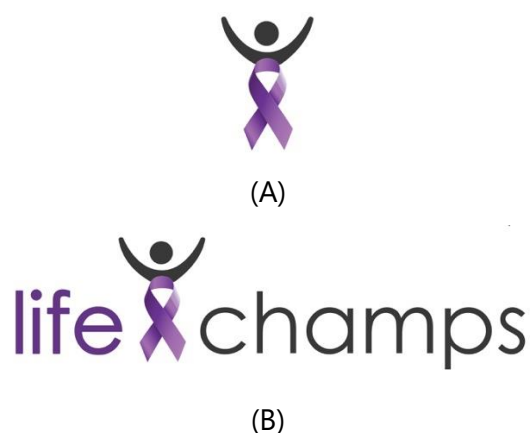


FIGURE 4 THE PROJECT LOGO: (A) ONLY THE ICON, (B) THE ICON ALONG WITH THE PROJECT ACRONYM

There are two versions of the logo; one that includes only the figure (see **FIGURE 4 (A)**) and one that includes the figure and the project acronym (see **FIGURE 4 (B)**). In the second logo version, acronym words are colored with the colors of the figure, representing the connection between the cancer ribbon and the word "life", while the celebrating figure with the word "champs" are black colored.

3.7 FUTURE UPDATES

Within the next months the following updates are planned:

Newsletter addition

For those who want to stay informed about the LifeChamps project progress and activities, a GDPR compliant newsletter service will be established. User consent will be achieved by the use of an informative checkbox. Every three (3) months, as well as after major releases of the project, a newsletter containing the most important news related to the project will be sent via email to all subscribers.

Complete the development of the press kit page

Press kit page at its final form will include lists of press releases and project's promotional material (brochures, posters, presentations, etc.) organized by year and/or language.

Complete the development of the privacy policy and FAQs pages

Content for these pages is still under development, and once completed will be added to the corresponding pages.

Add links to project's social media profiles

4 REFERENCES

[1] <https://wordpress.org/>

[2] <https://en.wikipedia.org/wiki/Roboto>

[3] <https://fonts.google.com/specimen/Roboto>

[4] https://en.wikipedia.org/wiki/Pink_ribbon
