



**3rD-LIFE**  
[www.3rd-life.eu](http://www.3rd-life.eu)

## Website description

Deliverable 6.1 Project website  
Work Package 6: Dissemination and Exploitation

## 1. TABLE OF CONTRIBUTORS

---

VERSION	CONTRIBUTOR	COMPANY	COMMENT	DATE
1.0	Małgorzata Rycharska	one2tribe	First version	10.12.2011
2.0	Małgorzata Rycharska	one2tribe	Additional info, changes	17.01.2011

## 2. TABLE OF CONTENTS

---

1. TABLE OF CONTRIBUTORS .....	2
2. TABLE OF CONTENTS.....	3
3. IDEA .....	4
4. INFORMATION ARCHITECTURE .....	5
4.1. WEBSITE STRUCTURE .....	5
4.2. CONTENT.....	6
5. USER INTERFACE .....	7
6. ART STYLE.....	8

### 3. IDEA

---

The main goal of the 3rd-Life website is providing a solid communication platform for dissemination activities, meeting the needs of various dissemination target groups.

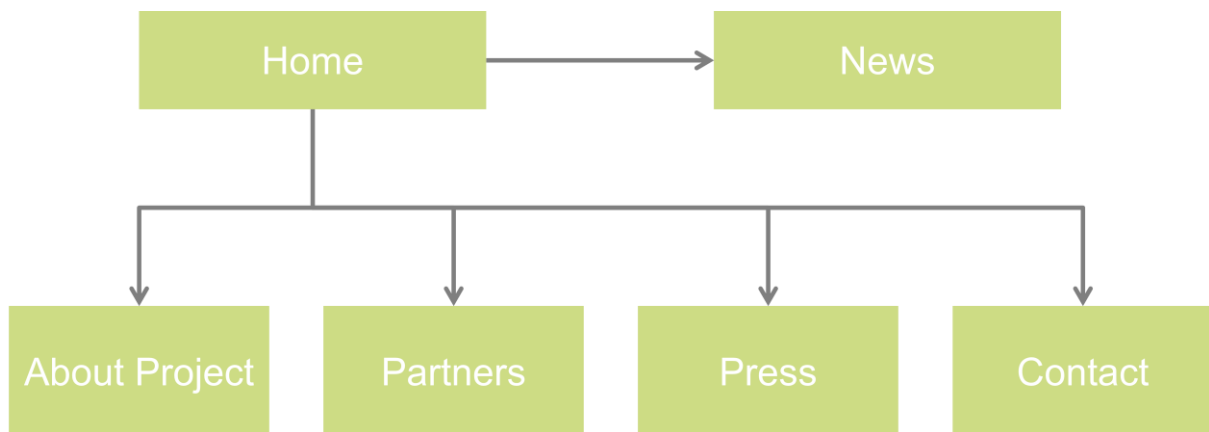
The website contains information regarding project's basics and progress. It is addressed to media, commercial partners and potential end-users.

The interface has simple and accessible layout, an intuitive navigation, and it can be viewed by any web browser.

## 4. INFORMATION ARCHITECTURE

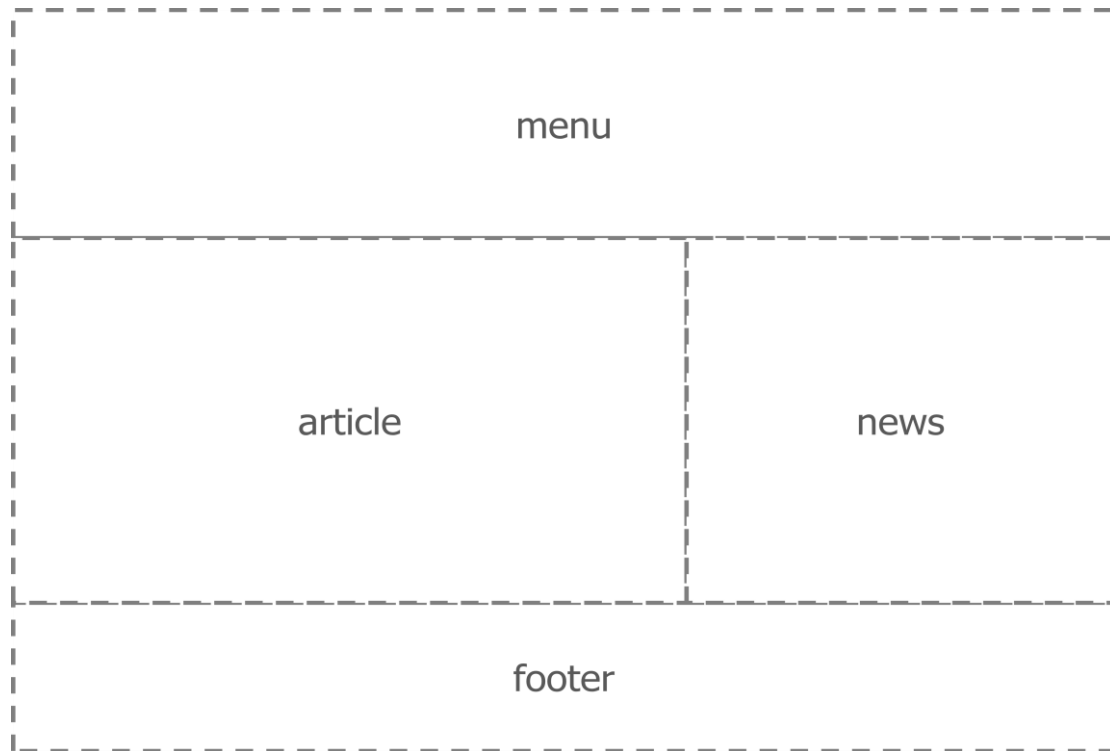
---

Website information architecture allows quick access to the most important information: project's description, news, and contact info.



### 4.1. WEBSITE STRUCTURE

The website is divided into four fields. This layout is fixed for every page. The topmost field contains menu, middle ones contain article and news box, and on the bottom of each page there is a footer with contact info.



## 4.2. CONTENT

**About Project** – basic information and the project’s goal.

**Partners** – information about participating companies.

**Press** - press kit and links to publications on the project.

**Contact** – contact info, with forms for users.

**News** – actual news on the project.

## 5. USER INTERFACE



### 3rD-LIFE

The general objective of the project is to improve the quality of life of ageing people, providing them with a virtual tool for interacting with other users and taking part in virtual activities.

This will be achieved through the development of a 3D virtual environment (based on existing 3D platforms) especially adapted to ageing people. With only a computer and an internet connection, they will be able to, from their own homes and with their own voices, communicate with other users, make audio and video calls to real world terminals and have a more joyful and active life thanks to e-learning tools, cognitive games and other applications that will be implemented.

The users will be represented by avatars, therefore accessibility, usability and navigation will be among central points of attention. The target group is principally people from 60 to 75 years old and without specific impairments or cognitive problems.

#### News

##### 3rD-LIFE on ALL Forum 2011!

3rD-LIFE will be presented during the Ambient Assisted Living Forum 2011, 26-28th of September in Lecce, Italy.

More information about the conference:

<http://www.aalforum.eu/>

----- [read more](#)

Contact Us

[home](#) | [about project](#) | [partners](#) | [contact](#) | [press](#)  
Copyright © 2011 3rd Life

## 6. ART STYLE

---

Website has mild, soft colors, as in logo. The main color is white, with bits of grey and green.

1. Dark grey



DARK GREY  
R: 73 G: 73 B: 73

2. Fresh green



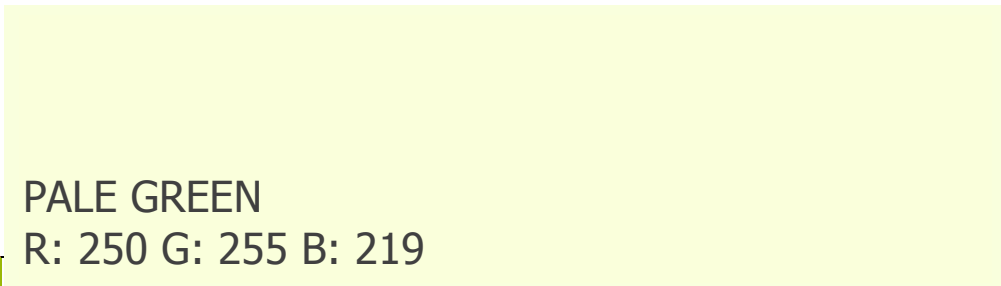
FRESH GREEN  
R: 152 G: 183 B: 9

3. Light green



LIGHT GREEN  
R: 205 G: 220 B: 132

4. Pale green



PALE GREEN  
R: 250 G: 255 B: 219