

## Project website



### "Gamified Collaborative Platform for the Promotion of Sustainable Care and Independent Assisted Living"

AAL Programme Project No.	AAL 2014-1-079
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Leader of this internal report	Singular Logic
Deliverable nr.	D.4.2
Deliverable name	Project Website
Dissemination Level	Public
Contact name	Francisco Ibáñez
Abstract	This report presents the website especially created for the project. Throughout the document the main layout and contents will be detailed.
Version	Final



## EXECUTIVE SUMMARY

This report is part of Work Package WP<sub>4</sub> of the MyMate collaborative project. The general goal of this report is to present the project Website and provide its basic functional description. The MyMate Website is available at the following address: <http://www.mymateproject.eu/>.

The Website is an important pillar of the overall dissemination strategy of the project MyMate. The main objectives of the Website are:

- To inform the general public –industry, academia and the non-specialist citizen – about the concept of project MyMate, innovations and activities, via
  - Presenting MyMate’s main concepts, the partners, and the main results.
  - Delivering MyMate promotional material (e.g. information leaflets),
  - Providing news about the project and publication of deliverables.
  
- To constitute a communication and information exchange tool for the partners of the project as well as the general public, via
  - Interconnecting with various social networks,
  - Supporting an electronic archive for the community that will store different types of public documents (e.g. public deliverables).

The MyMate Website is implemented within Task T<sub>4.1</sub> “Direct and indirect dissemination activities” in WP<sub>4</sub>, as described in the project’s Description of Action.

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## 1. INTRODUCTION

Clearly, the Website is one of the most important tools for the dissemination of project results. It is an informational centre for the project, it is a virtual community, and it is at the heart of the project's dissemination activities.

More specifically, the Website ensures the delivery of the promotional material of the project, a calendar of events and their outcome, and so on. Moreover, it ensures information spreading, within the consortium, as well for the general public, via an electronic archive that can store different types of documents.

In other words, the Website supports cooperative work between the partners of the consortium and beyond, by disseminating project objectives, innovations, and achievements and furthermore by popularizing the project ideas among a wide community of potential users and stakeholders. It actually links together people who are interested in the project.

## 2. OBJECTIVES AND TARGET AUDIENCE

### 2.1 Goals of the website

A first goal of the Website is to give public information about the objectives of the MyMate project and its participants, promoting that the project is funded under European Commission's Ambient Assisted Living (AAL) programme. This is necessary among other reasons to contribute with the transparency required for R&D projects developed with public funds managed by the European institutions. Since the European society is paying the effort, it has the right to be informed about the correct usage of the public money, to know who will receive it and which benefits are expected to be returned to the society.

A second goal is to share knowledge and experiences with the community of technicians and researchers, care and assisted living centers, marketing trend analysts and survey analysts involved in the domain to which the MyMate project relates. This exchange of information should be beneficial for all parties, since the synergies produced during the exchange of knowledge could accelerate the work process and improve the quality of the results, and eventually produce unexpected benefits in different domains.

A third goal is to share with the potential end-users and stakeholders of the MyMate system the project's goals, allow them to provide inputs for the definition of requirements or to participate in different tasks during the development of the system, and to keep them informed about the project progress and results.

A final goal is to prepare the potential market for the resulting product and services that are expected as outcome of the MyMate project.

### 2.2. Website audience

A first set of users will be the members of the consortium developing the MyMate system. Devoted to them, the Website should provide a common image about how the project has to be presented to external parties. It can also contribute to the internal team cohesion, if all members feel that the site represents them and they have a chance to contribute to its contents.

A second set of users are the members of the European Commission that should supervise the work and the way how information will be presented to the general public, since it will also be perceived as an indirect product of the European Institutions who have responsibility to keep the public informed.

A third group of Website users are the potential beneficiaries of the MyMate system: older people, who would like to be part of a networked community with a human face and real human contact, informal carers, who would embrace this opportunity to keep active, make a valuable contribution to their local community and receive rewards and recognition for their efforts, and care providers, who would like to reduce the cost base for the care centre. They will get to know

more about the goals of the project, get information about how to collaborate and get updated information about the project status and to know when the solutions will be available for use.

Finally, we have to take into consideration commercial organisations who may be interested in knowing how MyMate could be competing with their products or services, or may be interested in participating in the future exploitation and commercial activities.

### 3.- TECHNICAL RESOURCES

#### 3.1. Domain

The selected domain for the project is <http://www.mymateproject.eu/>.

#### 3.2. Technical Description

The MyMate Website consists of two distinct and totally separated functional parts: the Front-end (which will be referred to, simply as the “Website” later on), and the Back-end.

The Front-end is the actual site that a Web visitor sees when s/he accesses the URL <http://www.mymateproject.eu/>, while the Back-end is the administrative interface of the MyMate Website.

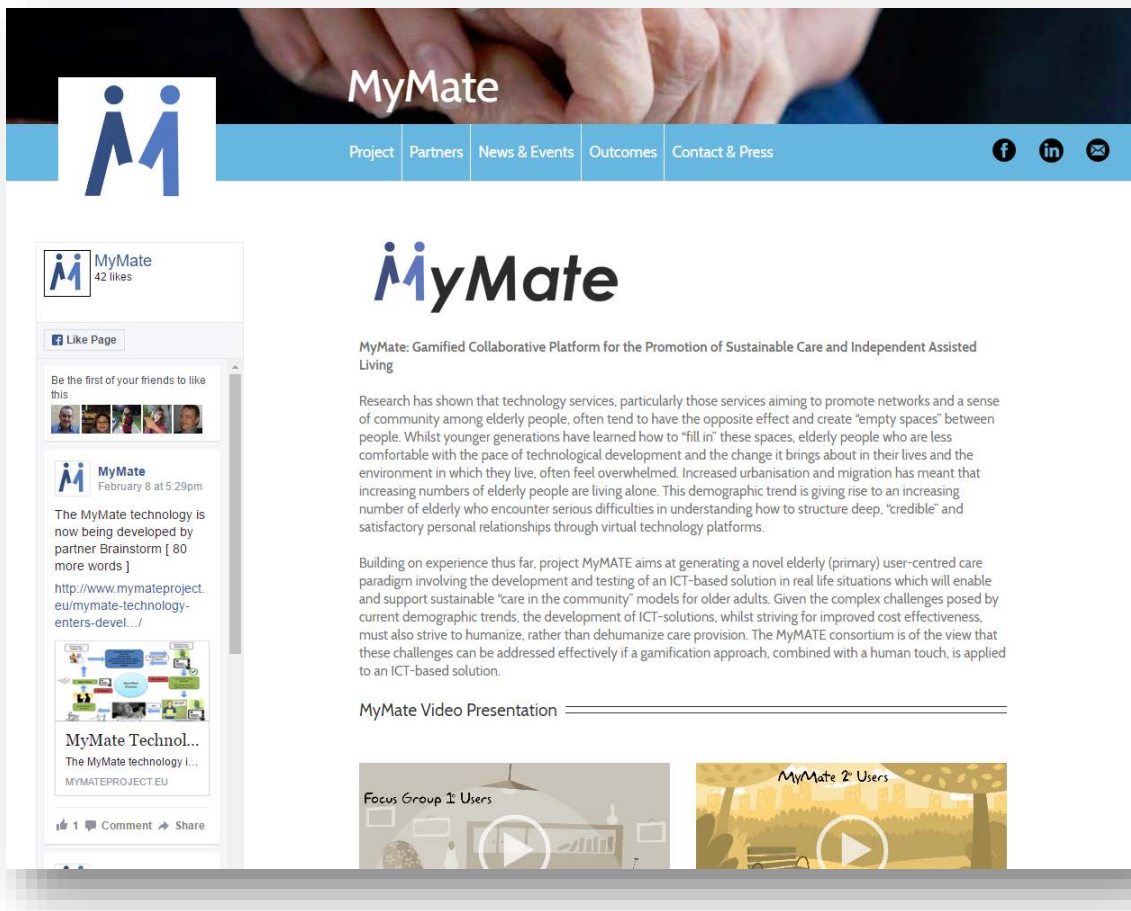


Figure 1. Home page

The latter can be also accessed by using a Web browser – through a Web interface that is – but its URL is different and the access is only allowed to authorised users.

The Back-end is powered by Wordpress content management system. A Content Management System (CMS) is a software package installed on a Web server providing online edition and management of the Website contents.

## 4. THE WEBSITE

### 4.1 Frames

The Website is visually, logically, and functionally divided into separate frames.

The header section, horizontal menu and footer section frames are all static frames and appear in the same form throughout the Website in each and every page, except for the header section which only disappears when scrolling down.

- First Frame: the header section.

The header section (Figure 2) is located in the upper part of the Website and it depicts the logo, the title of the project and a background image. On the right side, the website provides the social network icons to share the site content.



**Figure 2. The header section**

- Second Frame: the navigation menu.

The navigation menu shows the website sections in which the website is divided:

- ✓ Project: this section briefly explains the overall idea of the project.
- ✓ Partners: it lists the partners participating in the project and their home website URL.
- ✓ News & Events: latest news regarding the project and forthcoming events.
- ✓ Outcomes: latest and public results will be published within this section as the project reaches the different milestones.
- ✓ Contact & Press: the contact information of the leaders of each area is provided in this section in order to enable those interested in, to get deeper information on any aspect of the project. A further information form is included as well to get additional feedback from website visitors.

This bar is static, regardless of what section the visitor is watching.



**Figure 3. Menu bar**

- Third Frame: the footer section.

The footer section is also fixed, but it is only appearing when the visitor scrolls down to the bottom of the page. It contains the acknowledgement and origin of the project funding, the



contact details of the project coordinator, the list of project partners and the subscription form to request the periodic Newsletters and other remarkable information.

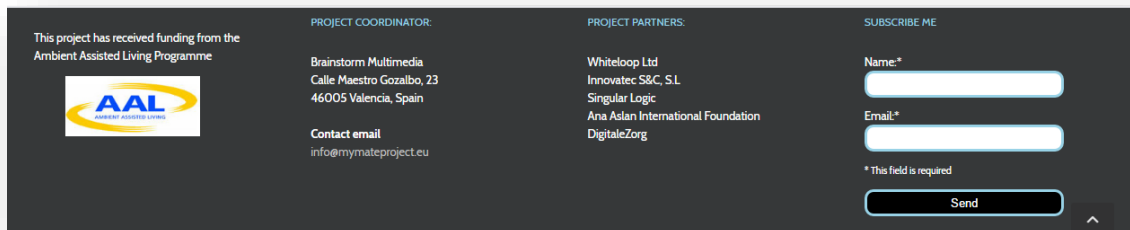


Figure 4. The footer section

## 4.2 Pages Description

### 4.2.1 Home page

The home page is divided in some subcategories. Firstly, this section presents the mission and vision of MyMate, summarising the main goals of the project. In second place, the home page presents the two user perspectives with some summary videos prepared for the project. Finally, this page provides a small preview and headlines of the latest news concerning the project.

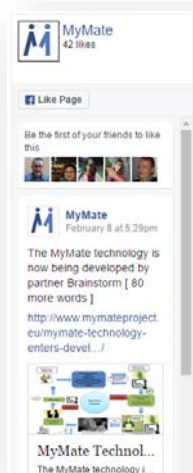


Figure 5. News on Twitter section

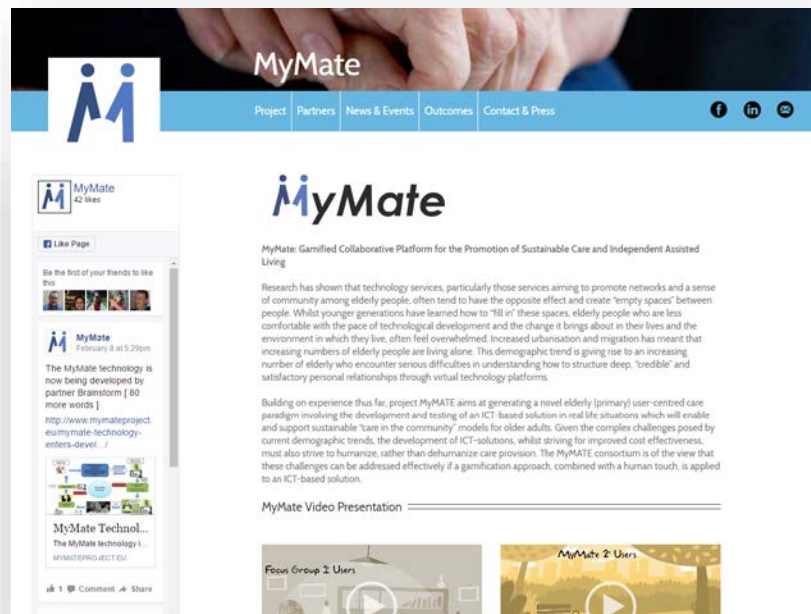


Figure 6. Home page view

## 4.2.2 Project Page

The “Project” page can be accessed by clicking on the corresponding button in the horizontal menu.

This page contains a short description of the overall concept and the stated objectives while a visual diagram of the project system is depicted in order to make it more understandable for the general public. In addition, a brief presentation explaining the project scope is available in order to the visitor get to understand perfect the ambition of this initiative.

**PROJECT**

Project MyMATE will develop a platform and content management system capable of addressing the different needs of the individual elderly user. (e.g. medical, pharmaceutical, bio-monitoring and physical characterization, evaluation of emotional state, physical activity, leisure activities, etc.). As illustrated in the following diagram, unlike existing paradigms and approaches which use virtual visualisation techniques like avatars, the MyMATE environment will involve a community of elderly volunteers, coordinated from the elderly care centre/care providers, acting as “human sensors” responsible for providing the interface with the system in the elderly primary user’s home, thus providing the emotional and “human face” to the structure. An innovative gamification approach will lie at the heart of the MyMATE solution.

Many elderly people, when they reach the age of retirement, are in perfect health, have a wealth of expertise and a desire to make a positive contribution to the society in which they live. After a careful selection process which will adhere to all regulatory requirements, professional care coordinators at each elderly care centre, (called tertiary users in the MyMATE environment), represented by 3 user partners in the consortium, will select and train elderly volunteers, (secondary users), who will implement the “missions” specified by those professionals responsible for coordinating care interventions, e.g. conversation and accompaniment visits, bio-physical data collection, medication schedules, leisure activities and physical exercise routines, etc.). The selection of volunteers will be made taking into account a range of criteria such as personal profile, abilities, skills, time availability and mandatory regulatory/physical requirements, the nature of which differ depending on the location of the users involved. For example, in the UK, working with elderly people would require secondary users to undergo a criminal records check.

Missions will be organized by the ICT-solution using a “matching” system assisting in establishing “harmonies” between profiles of people. The system will also include processes for controlling “good and best practices” of volunteers. All this will be constantly monitored and managed by competent professionals at elderly care centres. The “informal caregivers” (volunteers) will be supported remotely by the “formal caregivers” in this sense the “informal caregivers” will provide the necessary human contact which the elderly primary user needs to ensure a better quality of life. Equipped with mobile devices and specific applications required to carry out mission activities, volunteers will enter into the MyMATE system the relevant data necessary to complete each mission assigned.

In order to establish the MyMATE Community the “performance process in missions” will be subjected to Gamification procedures that, through a system of rewards included in the platform, will encourage and recognize the participation and contribution of elderly volunteers to improve the situation of physical and psychosocial health of primary users in their environment. This dimension of the project will be organised and managed by the MyMATE joint venture using the revenue streams from the sale and maintenance of the MyMATE platform and will involve an on-line prize catalogue which will detail the prizes on offer that can be exchanged through accumulating required levels of rewards/credits.

**System Architecture Diagram:**

- Formal Care:** Recruits, Selects & Assesses; Manages & Coordinates (Elderly Care Centres); Increase Motivation & Engagement.
- Volunteers (Elderly Informal Caregivers):** Mental & Physical Health Assessments (Early Retirement); Home Sensors (Presence & Status of Physical and Emotional Status); Report Filling; Physical Measures (Stress, Mood, Pressure, Temperature, Pulse, Oxygen); Physical Exercise; Conversation & Company.
- Informal Caregivers (Volunteers):** More Sustainable and Cost-effective Monitoring System; Gamified Monitoring Platform; Daily Missions; Game Mechanics (Points, Awards, Virtual Assets, Points Challenges, Missions, Prizes).
- Primary Users:** Elderly People with a Need of Support; Gamified Monitoring Platform; Daily Missions.

**Footer Information:**

- PROJECT COORDINATOR:** Brainstorm Multimedia, Calle Maestro González, 23, 46005 Valencia, Spain. Contact email: info@mymateproject.eu
- PROJECT PARTNERS:** Whiteoog Ltd, Innovative S&C, SL, Singular Logic, Ara Aalen International Foundation, DigiteoZorg.
- SUBSCRIBE ME:** Name\*, Email\*, \* This field is required. Send

Figure 7. Project section

## 4.2.4 Partners

A graphic presentation of the consortium composition is depicted in this part, where the visitor will be able to access easily to each partner website through their own URLs.



Figure 9. Partners list section

#### 4.2.5 News & Events

There will be updated information regarding the latest dissemination initiatives undertaken by project partners. Clicking on each piece of news the reader will be able either to access to the content or sharing it via the social networks.

The consortium is totally committed to become as active as possible providing content for this section since needless is to say that project online visibility lies dramatically in the periodic release of news.

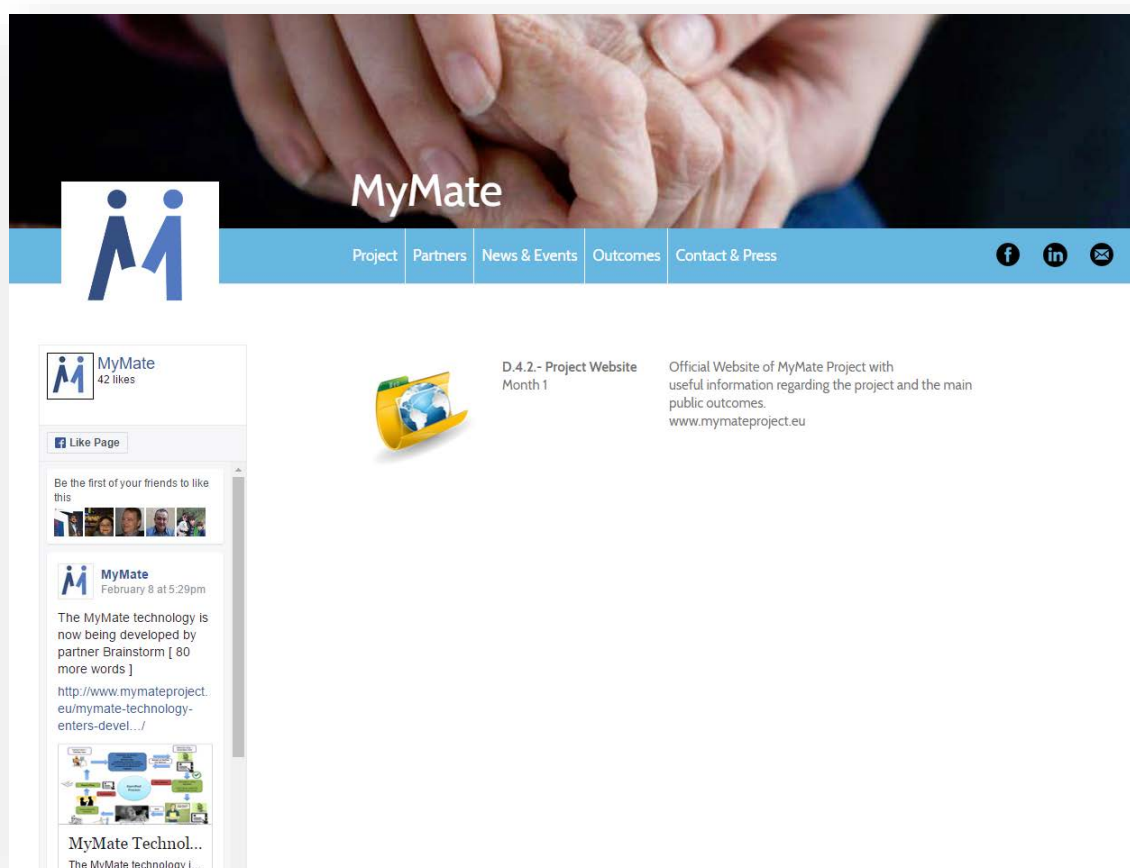


Figure 10. News & Events section

## 4.2.6 Project Outcomes

With the purpose of disseminating project results agreed to be published according to IPR restrictions, the consortium is committed to duly upload the related deliverables on the website after their approval by EC, making them accessible for the general public. The documents included in this section will be all downloadable.

Further interesting outcomes may be also published on this section fostering the visibility and the impact that this results can achieve in an open media like this.



*Figure 11. Project outcomes area*

## 4.2.7 Contact & Press

People interested in getting further information about the different project areas, make any query/comment or else join our Online Community should visit this section where contact details of project leaders are duly indicated. Moreover, a Contact form is provided so that users can share their opinions/questions with the project consortium, what is an optimal way for obtaining priceless feedback from users.

The screenshot shows the MyMate website with a navigation bar (Project, Partners, News & Events, Outcomes, Contact & Press) and social media icons. On the left is a Facebook widget for MyMate (42 likes) with a post from February 8 at 5:29pm. The main content area is titled 'CONTACT & PRESS' and lists project coordinators, technical coordinators, and dissemination coordinators. It also includes a 'Press Material' list and project funding details. A contact form on the right contains fields for name, email, subject, and message, with a 'SEND' button.

**CONTACT & PRESS**

**Project Coordinator:**  
Dr. Francisco Ibáñez (Brainstorm)

**Technical Coordinator:**  
Mr. Jim Playfoot (WhiteLoop)

**Dissemination Coordinator:**  
Ms. Elena Morant (InnovaTec)

**Press Material:**  
-Prophetic Logo  
-FactSheet and Project Presentation  
-Press Release  
-Poster

MyMate is a 36 month project which runs from 1-Nov-2015 to 31-Oct-2018

The total project cost is 1.855.700 Euro. The EC contribution is 1.087.480 Euro.

This project has received funding from the European Union's AAL Programme with project number AAL 2014-1-079

**Contact:**  
info@mymateproject.eu

Brainstorm Multimedia  
C/ Maestro Gozalbo, 23  
46005 Valencia, Spain  
www.mymateproject.eu

Your Name (required)

Your Email (required)

Subject

Your Message

**SEND**

**Facebook Widget:**  
MyMate 42 likes  
Like Page  
Be the first of your friends to like this  
MyMate February 8 at 5:29pm  
The MyMate technology is now being developed by partner Brainstorm [ 80 more words ]  
http://www.mymateproject.eu/mymate-technology-enters-devel...  
MyMate Technol...  
The MyMate technology i...  
MYMATEPROJECT.EU  
1 Comment Share

Figure 12. Contact form and project details

## 5. CONCLUSIONS

This deliverable is a report based on the Project Website <http://www.mymateproject.eu/> being compiled in correspondence to the approved Document of Action of the project.

The MyMate Website was created within the first month of the project and will be gradually reviewed by the Project partners. Being finally published to the general public during the first months of the project lifetime. The Website will be continuously maintained during the Project lifespan while its content will be periodically updated, expanding the website features and content.

This Website presented in this report has the main goal of:

- ✓ Informing the general public and final users about MyMate Project and spread the results that could be achieved under this initiative and beyond.
- ✓ Building an On-line Community around the Project website where stakeholders, potential final users, academia and general public could be able to find useful and interesting information providing a tool where to exchange information.
- ✓ Linking to all MyMate related Web spaces.