



Deliverable 5.3

Website and initial dissemination material

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Project Acronym: NOAH
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With Support of:



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In the first phase of the project our goal is to provide a complete and comprehensive pallet of instruments to disseminate the contents of the project.

Target

First priority is the analysis of the target.

This first part is directed to the UE stakeholders, partners, and stakeholders of the partners.

The project, in fact, has not at the moment a product to communicate to the final targets but only documents and explanations of the status of the project.

Instruments

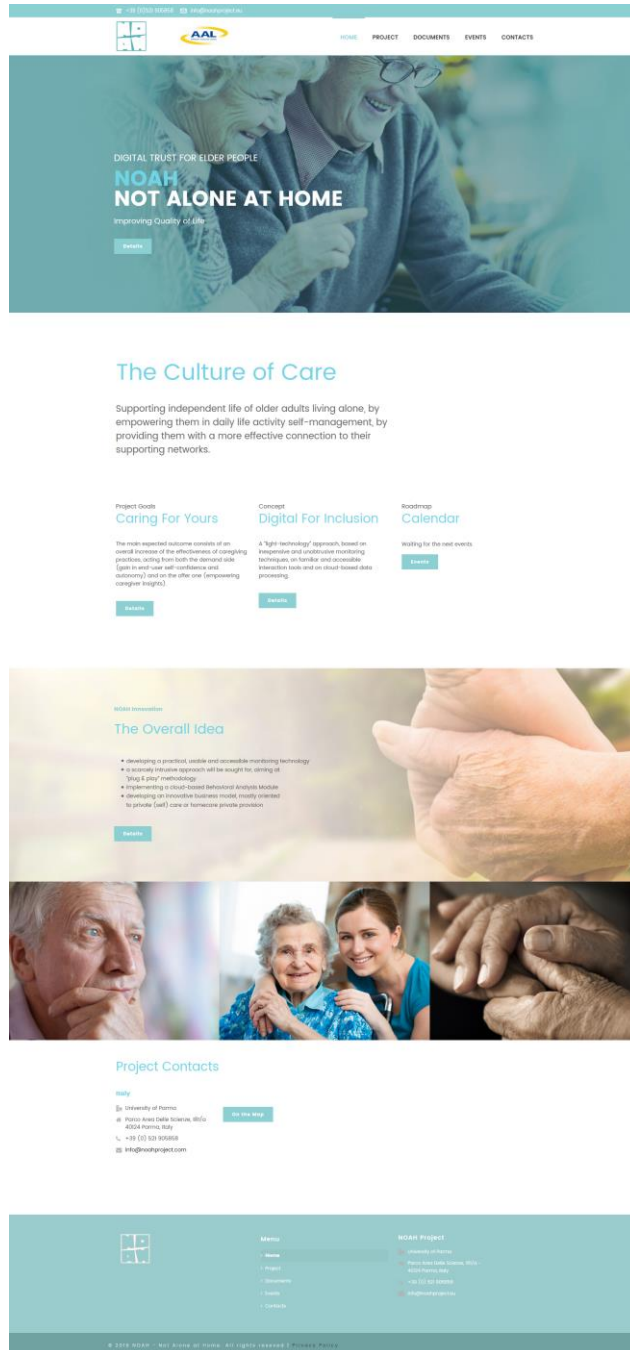
At the moment the only instrument needed is a website where the partners can store all the relevant information and documentation concerning the status of the project.

Design and communications aspects

The present target are the stakeholders. Our choice has been to design in any case a good website, with an initial study relating to the future communication to the final targets.

This choice is important to us also relating to the first pages of dissemination. The awareness of the quality of the project, a clear idea of the final targets and to inspire towards a possible better life we can provide the final targets are important goals to achieve in the first phase.

Here the example of the graphic project of the home page:



Architecture

The architecture is at the moment very easy.

The website consists of basic sections with POST pages and attached documents.

The actual main sections are:

- Project
- Documents
- Events
- Contacts

One important goal on the website architecture is the attempt to communicate the concept of the project in the main pages of the website. The user can understand the project without having to read all project documents.

Technology

CMS platform

We choose to use Wordpress as CMS platform.

It's perfectly fitted to the need of the project. Aicod has a great experience configuring it and adapting the CMS features to the need of the content plans.

Wordpress is an open solution based on open source software that is easily moveable in case of necessity to news server farms (considering also the future cloud the project will use for the app).

Technical checklist applied to the website publication:

- * HTML: Check the page title, meta-tags and OG
- * HTML: Screen Share
- * URL: Control redirects and domain aliases
- * Mail: form control addresses and pages
- * Browser Compatibility Check
- * Deleted users, accounts, and test content
- * Check operation of the modules / services
- * Legal: corporate data Presence in Home (VAT number, etc.)
- * Legal: Presence privacy texts, informative cookies, etc. disclaimer.
- * Legal: Enable cookies banner
- * Check 404
- * Presence favicon
- * Inserting Google Analytics
- * IP anonymization in Google Analytics
- * Replace URLs for SEO
- * Backup Activation
- * Activation Alert / Monitoring

SEO

On this first part we activate a first SEO strategy, very soft and based on simple keywords connected to the project:

The key keywords families are based on:

- elders care
- digital inclusion
- elder monitoring
- monitoring home technology
- European heart project

Reporting

We use Google Analytics to have standard sessions reports.

Dissemination active actions

No active actions are planned in this first phase of the project.

Future assessments

The website configuration is ready to develop further content sections and page templates to be able to manage any dissemination need of the project.

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Documentation

