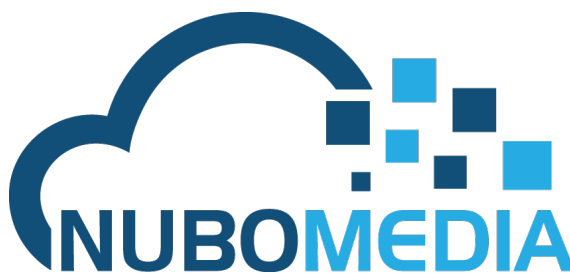


D1.2	
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Author	URJC
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Status	Draft



D1.2 NUBOMEDIA WEB PAGE

Project acronym:	NUBOMEDIA
Project title:	NUBOMEDIA: an elastic Platform as a Service (PaaS) cloud for interactive social multimedia
Project duration:	2014-02-01 to 2016-09-30
Project type:	STREP
Project reference:	610576
Project web page:	http://www.nubomedia.eu
Work package	WP1
WP leader	Luis López
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Lead editor:	Luis López
Planned delivery date	31/03/2104
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FP7 ICT-2013.1.6. Connected and Social Media



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Version	Date	Authors	Sections Affected
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1 Executive summary

This document describes the design and implementation of the initial project website, including aspects such as the following

- Description of the strategic objectives to be fulfilled through the website.
- Description of role of the website on the NUBOMEDIA dissemination strategy.
- Description of the website structure.
- Description of website relationships with the social channels used for reinforcing social awareness.
- Description of the technologies and tools used for creating the website.

The project website is accessible at <http://www.nubomedia.eu>

2 Strategic context and objectives

The NUBOMEDIA website has been created with the objective of becoming the information exchange point among the different stakeholders involved on the NUBOMEDIA project, which includes the project partners, the European Commission, other national or international research projects, companies and individuals interested in the generated technologies and citizens. Fig.1 actually shows the main stakeholders as listed previously.

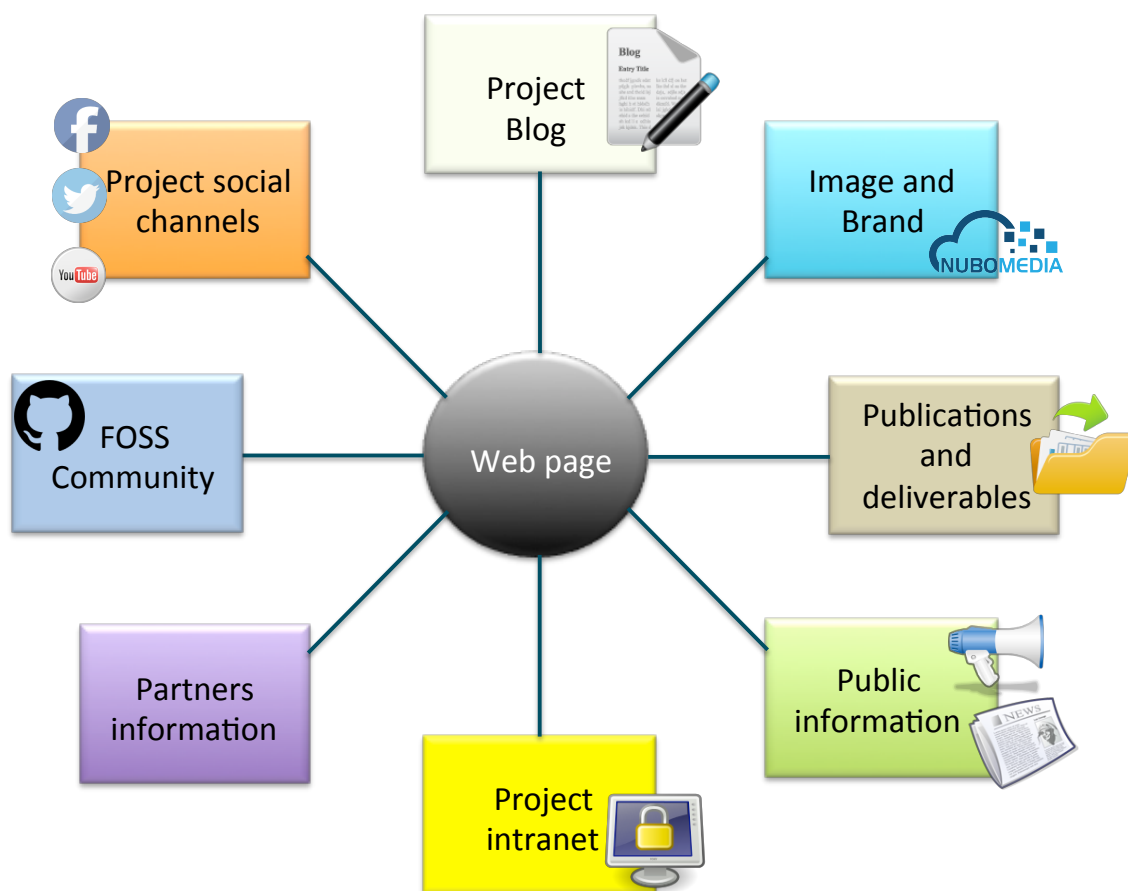


Figure 1. Strategic objectives of the NUBOMEDIA web site, which must act as information hub for all the involved stakeholders including partners, European Commission, users and citizens.

For this reason, the website must provide a number of capabilities like:

- Act as a vehicle for dissemination of NUBOMEDIA Image and Brand

- Serve as information hub and single entry point to project information for all kinds of stakeholders including project partners and the European Commission.
- Inform target audiences of the overall project vision and progresses.
- Serve as vehicle for gathering feedback from all kinds of stakeholders.
- Adapt in a flexible and agile means to transmit the relevant information at any time.
- Serve as echo chamber of project activities.

3 NUBOMEDIA website target audience

NUBOMEDIA website must satisfy the communication requirements of the project in relation to different stakeholders, including the following:

3.1 Project partners

In relation to project partners, the following information requirements must be satisfied by the web page:

- Partners must be able to find hyperlinks and references to all internal project management tools and procedures in a simple and seamless way from the website.
- Partners must be able to find the appropriate reference information of the project (name, GA reference, call, summary) that is frequently required for creating deliverables or publications.

3.2 European Commission

In relation to the European Commission, Project Officer, or other EC designed stakeholders, must be capable of finding the following information in the website:

- Reference information about the project (name, reference, call summary) in a seamless and direct way.
- Information or hyperlinks to the resources providing evidence about project execution status.
- Public document deliverables in a downloadable and user-friendly format.
- Public source code deliverables in a well-structured software repository.

3.3 Other FP7/H.2020 projects

The creation of collaboration activities with other EC funded initiatives is of special importance for NUBOMEDIA. For this reason, one of the main target audiences of the website are people involved in other FP7 or H.2020 projects. Those people should be able to find, in a simple and seamless manner:

- Reference information about the project.
- Project technological vision and roadmap.
- Licensing information about project deliverables.
- Public documentation deliverables in a downloadable and user-friendly format.
- Public source code deliverables in a well-structured repository.

3.4 Corporate or individual developers

NUBOMEDIA aims at building a whole open source software community and ecosystem. This requires the communication of relevant information about the project in

a direct and seamless manner to developers and potential users of the exposed APIs. The NUBOMEDIA website again must act as information hub for that community making possible for developers to recover the following information:

- Project technological vision and roadmap.
- Licensing information about project deliverables.
- Public documentation deliverables in a downloadable and user-friendly format.
- Public source code deliverables in a well-structured repository.
- Reference developer documentation.
- Tutorials and training documentation.
- Examples of applications and services.

3.5 Citizens

NUBOMEDIA web page must also serve as central hub for communicating project results to citizens and society in general. This needs to be achieved through a double mechanism. First, providing information in understandable terms to citizens connecting to the website. Second, providing the appropriate information to journalists or other disseminating agents, so that project vision and results are spread through other information mechanisms. In relation to this, the NUBOMEDIA website needs to satisfy the following requirements:

- Provide an attractive look and feel suitable for catching attention of visitors.
- Provide project vision and benefits in plain and understandable language.
- Provide project technological vision and roadmap in publishable format.
- Provide reference information about the project in publishable format.
- Describe project results and benefits for society in plain and understandable language.
- Provide summaries of project results and milestones in publishable format.

4 NUBOMEDIA website structure

For providing the communication requirements mentioned in sections above, we propose a website structured in the following sections (the main menu of the page will reflect this structure):

4.1 Project

This section contains information related to the project itself such as vision, objectives, progresses and activities. It should contain, at least, the following:

- Introduction to NUBOMEDIA technologies and vision.
- Relevant reference data of the project.
- Project rationale, objectives and roadmap.
- Project partners' identification and links.
- Hyperlinks to internal management tools.

4.2 Documents

This section contains relevant documents published in the context of the project, which should include

- Public deliverables
- Scientific and technical publications
- Press releases

4.3 Community

This section should contain relevant information for community stakeholders, which should include contributors, developers (using NUBOMEDIA APIs for creating applications) and final users (using NUBOMEDIA enabled applications) This section should contain information such as the following:

- Community communication channels (e.g. mailing lists)
- Licensing schemes
- Access to source code
- Access to training material
- Access to reference documentation for developers

4.4 Blog

We plan to use the NUBOMEDIA blog as the flagship channel for providing dynamism and communicating all the latest information to the community of stakeholders. For this reason, we propose the Blog entry to be at the root of the web site structure.

4.5 Contact

Contact information should also be accessible in a straightforward manner so that any stakeholder wishing to communicate with the project can do it without difficulties.

4.6 Social channels

In addition to the blog, the NUBOMEDIA website should also provide links to more agile social channels. In principle, we consider twitter as our first and mandatory option. In the future, and if it's considered useful, additional social channels (e.g. Facebook, Google +, LinkedIn, etc.) could be also used.

5 NUBOMEDIA home page structure

The NUBOMEDIA home page is the first page visitors will visualize when accessing the website. Considering that it must provide a professional and high-tech corporate and branding image and, at the same time, act as information hub for the rest of contents, the home page represents the key element for generating interests to visitors. For this, the home page has been designed with the following layout, which is also shown in Fig.2:

5.1 Top Bar

Top bar provides the project reference (following the FP7 EC GA numbering scheme) as well as a link to the available social channels, which include (at the time of this writing) the Twitter channel and the Kurento GitHub repository (the Kurento project will be incorporated as background for NUBOMEDIA).

5.2 Main bar

This bar contains the NUBOMEDIA logo (corporate image) as well as the Main Menu. The Main Menu responds to the site structure presented in section above.

5.3 Slider

The slider is the main graphical element of the home page. It contains a visual conceptualization of the project represented as an animation designed for capturing visitor attention to the main capabilities of NUBOMEDIA. It also contains a slide reinforcing the co-founding support of the European Commission to the project.

5.4 Content

This part represents variable content, which may be modified dynamically as the project progresses. In principle, it contains a feed with the news reported through the project blog.

5.5 Social Channels Bar

This bar is in charge of providing direct access to the social channels, which include, at the time of this writing, the Twitter account and the Kurento GitHub repository (the Kurento project will be incorporated as background for NUBOMEDIA).

5.6 Footer

The footer provides contact information, a news feed as well as the web site licence.

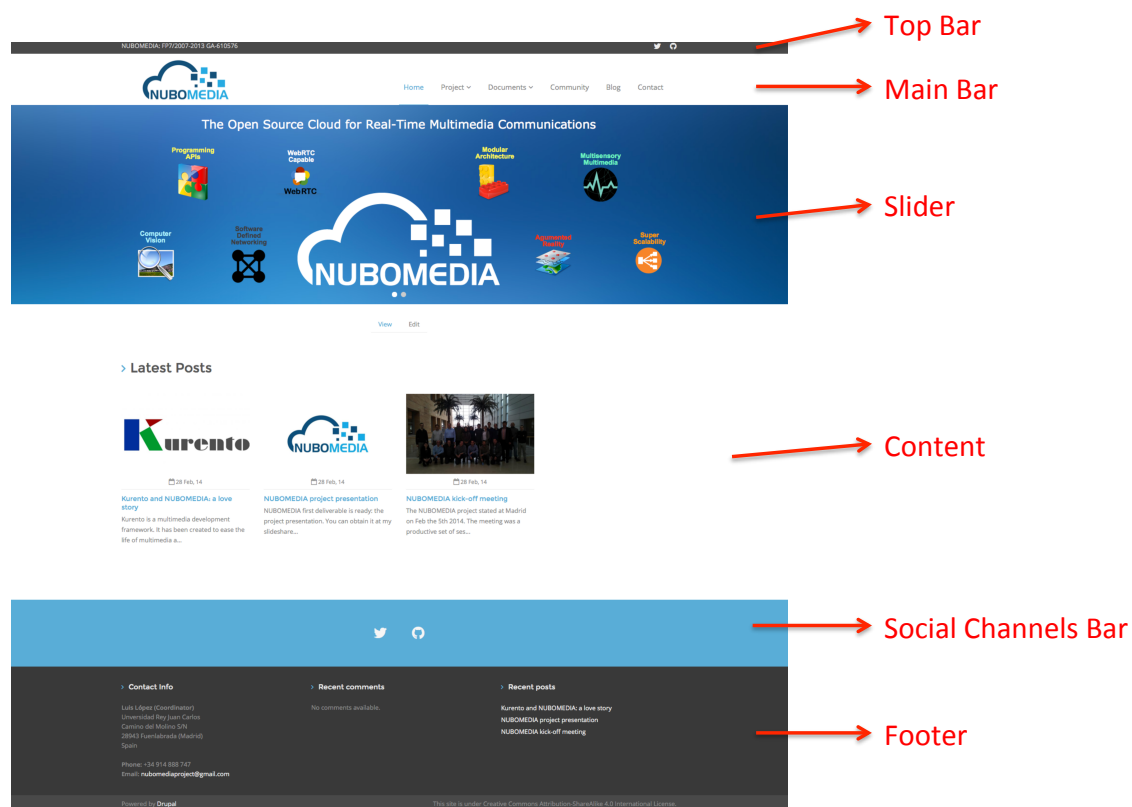


Figure 2. NUBOMEDIA home page layout and structure.

6 NUBOMEDIA web site technologies and tools

The NUBOMEDIA website has been created using the Drupal Open Source Software CMS