D7.2
Project Website and Social Media

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 953432.

WP7 Communication and Dissemination

D7.2 Project Website and Social Media

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Project acronym:	FitDrive
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Partners contributed:	ITCL, MDH, ADSYS, UNISAP, EFA, SECURETEC, XEE, EPDA, ASELSAN
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Executive Summary

This deliverable intends to provide an in-depth description of the project's website and social media, key elements of the communication and dissemination toolbox that characterises the FitDrive project.

The document outlines the general features of the project's website, emphasising specific aspects such as the objectives, layout and design, and structure.

The initial version of the website will be gradually integrated with additional content, as the project proceeds with its further development.

The document is related to *Deliverable 7.1 – Project Identity*, where the communication tools were defined and presented in strong connection with the website's design that, at the time of the publication of Deliverable 7.1, was still under implementation. Two months after – date in which this deliverable is due – the website has been completed, with a view to delivering a consistent, distinctive, and recognisable project image that will be used throughout the lifespan of the project.

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1.Contents

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2. Website

2.1. Objectives of the Website

The project website has been designed to meet the following objectives:

- Showcase information about the project identity and objectives
- To publish and display the project progress, technologies, and results outside the FitDrive consortium
- Share project updates, news, and results
- Communicate important information to the relevant stakeholders or external users to ensure large awareness of the research community behind the project
- Enable users to share their feedback, opinions, and submit queries and requests if any
- List relevant events such as workshops, trade fairs, conferences that partners will attend on behalf of the project
- Store all the public deliverables, scientific publications and project collateral documents and put them at the disposal of the FitDrive stakeholders and external users.

In line with the project objective of creating a web platform that can bring the broader community of stakeholders closer to the project research-area, the website has been designed with the aim of delivering a user-friendly experience facilitated by responsive design and constantly updated content of the project's development.

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2.2. Design and Structure

Inscribed in the following URL, www.fitdrive.eu, the website incorporates many elements that are also featured in all the communication and dissemination tools: the FitDrive logo, the EU flag and the distinctive colours that underlie the FitDrive branding identity.

More specifically, a fixed layout is presented in every page of the website. It is made of:

- A header, located in the upper section and displaying the following elements - the logo placed on the top-left side of the page, a central horizontal menu listing the different website sections, and the social media icons of LinkedIn and Twitter located on the top-right side of the page.
- A footer, placed in the lower section, and divided into three main frames: the top one contains the EU flag, located at the centre of the page, vertically followed by the statement informing about the EU funding programme the project is ascribed to. The social media icons fill the third frame and dominate the bottom of the page, together with the copyright label.

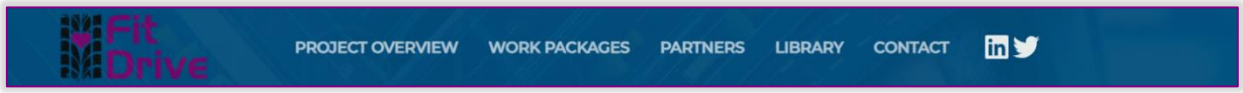

Figure 1: Header of the FitDrive website

Figure 2: Footer of the FitDrive website

The horizontal menu, located in the website header, specifies the categories in which the informative content is structured. The sections listed are the following: home, project overview, work packages, partners, library and contact information, where:

- The home is the landing page

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- The project overview provides a detailed description of the project identity
- The work packages page illustrates all the stages of the project development and completion
- The library represents a repository for all the project's public deliverables, documents, papers, videos, media coverage and additional useful material
- The contact section clarifies the contact points for any project-related queries or information.

2.2.1. Home

The home page showcases the main highlights of the project. It provides basic information on the FitDrive vision, mission, objectives, and the expected impact. It welcomes the visitors with a cover image intended to display the two faces behind the FitDrive concepts: the technological breakthrough that the project aims to achieve, and the benefits it will bring to the life of professional drivers. Therefore, a dual perspective can be read in its features. On the left side, several drivers are driving their vehicles endowed with the newly developed upgraded system, while being monitored by the technological sensors of the roadside controls. The shape of the road eventually blends with the picture of a professional driver – located on the right side - visibly altered by stress or fatigue, and therefore unable to drive.

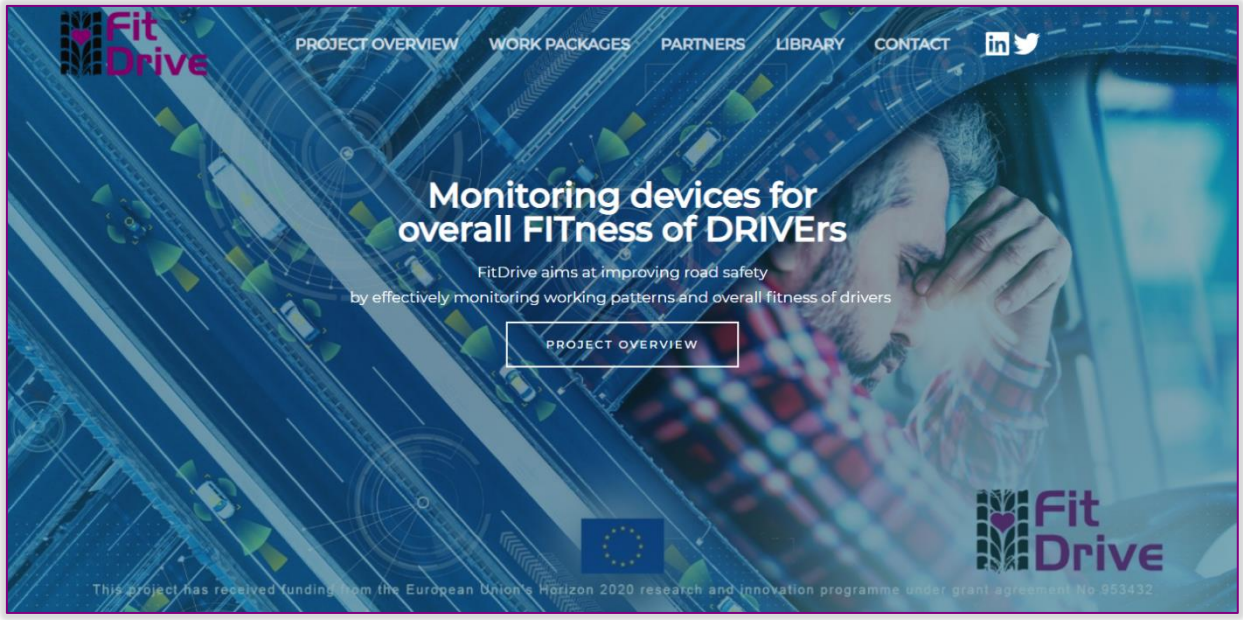

Figure 3: FitDrive Home page cover image

The landing page has at its core a main frame with a brief overview of the principles at the basis of the project: the vision, the mission, the overall objective, and the expected impact behind it, coupled with pictures visually illustrating the main concept pillars. Links to social media are also provided and will be better analysed in Chapter 4.

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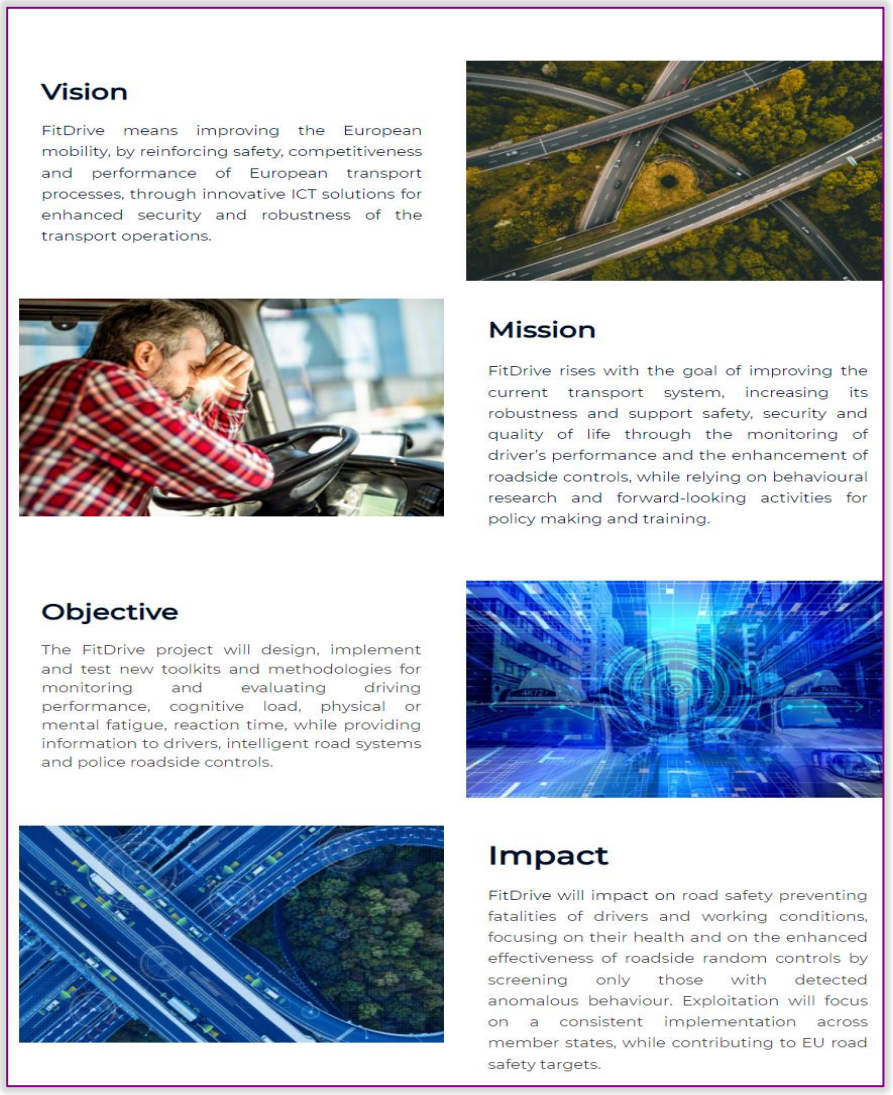

Figure 4: FitDrive home page body

The following section displays a slide bar listing the project partners of the FitDrive Consortium, followed by a horizontal frame with three pictures briefly outlining the project scientific, technical and impact objectives. The lower part is devoted to periodical updates, according to the availability of potential feed like news, events, announcements, public deliverables, etc., in need of being highlighted. In this regard, the Twitter feed has also been added to showcase the visual presence and increase online project visibility.

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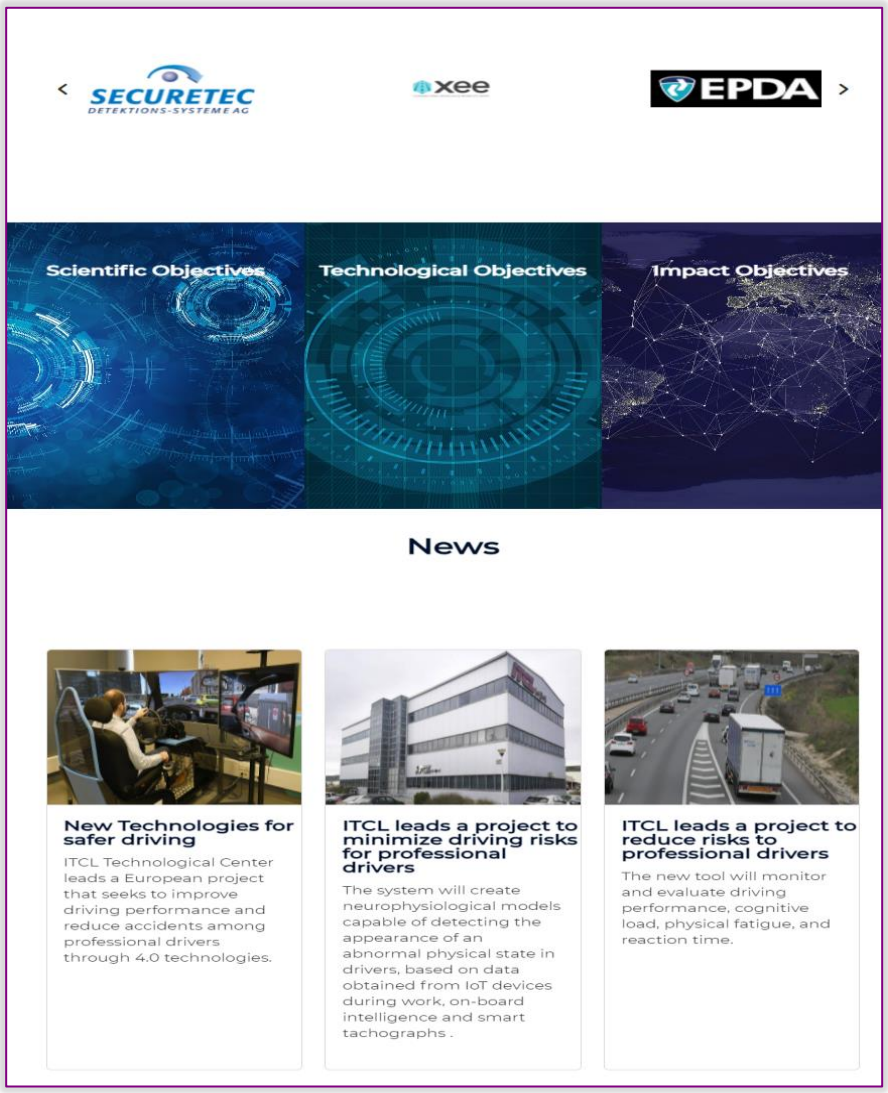

Figure 5: FitDrive home page body

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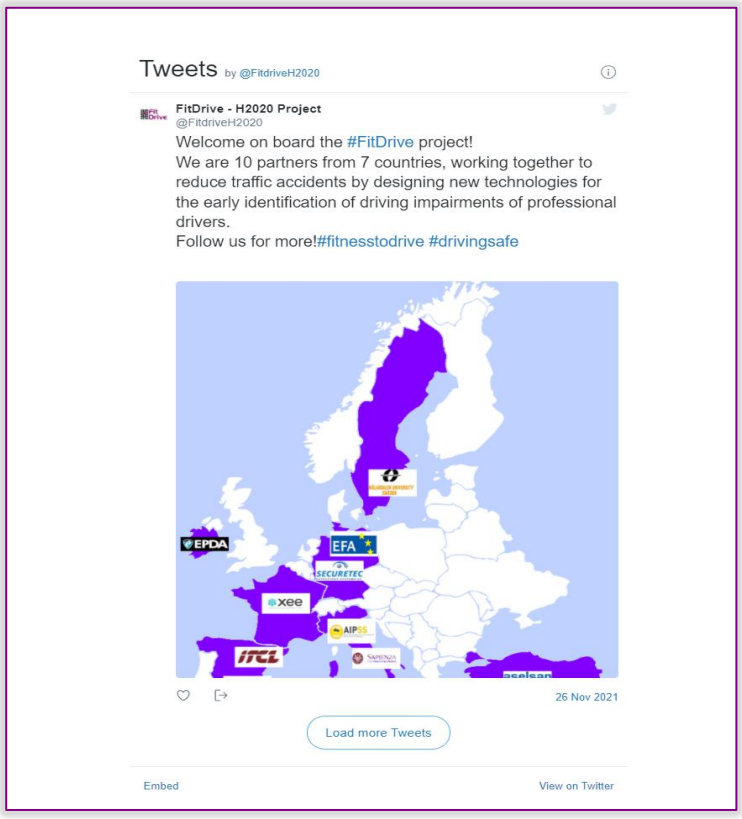

Figure 6: FitDrive Twitter feed

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2.2.2. Project Overview

The project overview provides more detailed information of the goals the project intends to pursue. The content available in the project overview page is displayed in the following textbox:

FitDrive will create a "personalized" driving profile of the driver considering physiological parameters, vehicular parameters, and other contextual/lifestyle/job related information.

Then, the system will profile the average driving behaviour of that specific driver so in the future it will be able to detect deviations from such a profile and also to associate different kind of deviations to the most probable cause: fatigue or other medical or physical insurgent impairments.

The system then provides a suite of interventions to combat the onset of fatigue and to identify those who are fatigued. At the same time information for the creation of fatigue management plans in the company will be studied.

FitDrive relies on a multidisciplinary and ambitious consortium of relevant entities able to cover all the required research areas in a well-balanced way, based on their expertise, prior collaborations (EU H2020 SIMUSAFE project, constituting the base for the research to be developed in), and state-of-the-art technical background in order to provide the desired impact.

Figure 7: FitDrive project overview text

2.2.3. Project Objectives

This page has been created to deliver very detailed insights into the project objectives. Therefore, three main sections stand out, each of them showcasing a specific type of objectives envisaged for the project development: scientific objectives, technical objectives, and impact objectives.

Scientific objectives:

- Develop synthetic neurophysiological models able to detect the onset of abnormal drivers' fitness (e.g., mental overload, fatigue, alcohol), analysing the concomitant variation of specific physiological parameters (brain, heart, ocular activity, skin sweating and facial expression).
- Develop an Artificial Intelligence (AI) system that using biometric, positional and contextual data will create an "individual profile" of the driver usual behaviour. AI will be then able to monitor the user while driving, detect eventual anomalous behaviour and recognize its most probable cause.
- Perform test in a set of simulators to collect data related to professional drivers in standard and altered conditions, to have a large database to feed AI.
- Design and develop a new set of drugs/impairing substances screening device for police roadside controls with a sensitivity of 95%, and sensitivity of 90% at 100 ng/ml THC and 75ng/ml Metamphetamine, specifically studied to noticeably reduce the time needed (less than 2 minutes) and to be applied jointly with the indications provided from the cloud-based system.

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Technological objectives:

- Integrate information from the vehicle on board intelligence (speed, acceleration, steering, braking, use of gears), from the driver using non-intrusive IoT devices (i.e., biometrics, smart band) and other sensors, the tachograph, the user personal background and the environment.
- Develop a cloud-based system to collect, store and process the data gathered from heterogeneous data sources, connect the different AI components and deliver information using web-based user interfaces and portable devices (i.e., smartphone, tablets).
- Improve and customize, even developing specific add-ons, the Controller Area Network (CAN Bus) infrastructure equipping most of the recent cars: this device will collect CAN data from the vehicle, provide geolocation, driving contextual data, act as Bluetooth bridge for the drivers' wearables (non-intrusive IoT devices), environmental sensors, eye trackers, cameras and provide external communication with the cloud platform through long distance network (2G, 3G, 4G).
- Develop smart tachographs to retrieve professional data with new crypto algorithms additional authenticated secure Global Navigation Satellite System (GNSS), additional features for remote early detection facilities (DSRC) and Bluetooth interface.
- Integrate all the parts with a focus on interoperability, reliability, acceptability, ethics and security.

Impact Objectives:

- Create a network of partners and associates in academia and industry and a vibrant innovation ecosystem (start-ups and SMEs) for the quick market uptake of the technologies. Establish interactions and collaborations that will last beyond the project end. Establish a network of associates interested in building research collaborations, evaluating outputs, participating in events, and exchanging information.
- Create new training modules for Professional drivers and for road patrols based on the tests.
- Use the results in the definition of a new fitness to drive regulation and other related regulation.
- Define and propose new operational standards at European level for a proper use of FitDrive solutions during the roadside controls and for medical periodic screenings of the professional drivers.
- Create a complementary funding/commercial interest from the public and private sectors to ensure the sustainability, expansion, and adoption.
- Communicate and disseminate the results to all relevant stakeholders with target-oriented actions.
- Foster the application of FitDrive tool to investigate and prevent other effects of altered conditions.

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2.2.4. Project Work Packages

On this page, the work packages for the FitDrive project are listed and described in a way that better defines all the tasks and activities involved at every stage of the project development.

FitDrive is composed of 8 work packages:

WP1: Project Management; management of activities at the project level.

WP2: Driver behaviour/ impairment cause alignment; performing the necessary information to obtain data to feed the algorithms in WP3. Simulation tests will obtain driver profile.

WP3: Driver performance AI and Multimodal machine learning development will perform multivariate data analytics based on heterogeneous data sources (WP2) using AI and multimodal machine learning algorithms to create different models in driver behaviour.

WP4: Interoperable ICT framework (IoT cloud) and Fit-devices development will develop the hardware of the project focussing on the Interoperable IoT/Cloud Framework development, heterogeneous data sources connectors & data fusion middleware development, and On-board Vehicle Data Devices.

WP5: Tests and Evaluation. Two additional types of experimental tests will be run during the project in order to test the initial algorithms and the system intelligence, to improve and to refine them considering the bias between simulated and real conditions.

WP6: Training & Exploitation At the conclusion of the research cycles, impact solutions will be prepared accordingly with the knowledge gained during tests analysis. Three activities will be included: i) Training Modules Creation; ii) Standardization will carry over the gained knowledge to create recommendations for safety and sustainability measures related to regulation and enforcement; and iii) Exploitation activities of the FitDrive devices.

WP7: Communication and Dissemination all the necessary tasks for the creation, adoption and validation of successful dissemination and Communication strategies.

WP8: Ethics requirements: this work package sets out the 'ethics requirements' that the project must comply with.

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2.2.5. Project Partners

This section is dedicated to the consortium around the FitDrive project.

Opening the page, a picture portraying the map of Europe highlights the seven countries (coloured in purple) that are involved in the project, together with the logos of the ten partners placed in the respective nations.

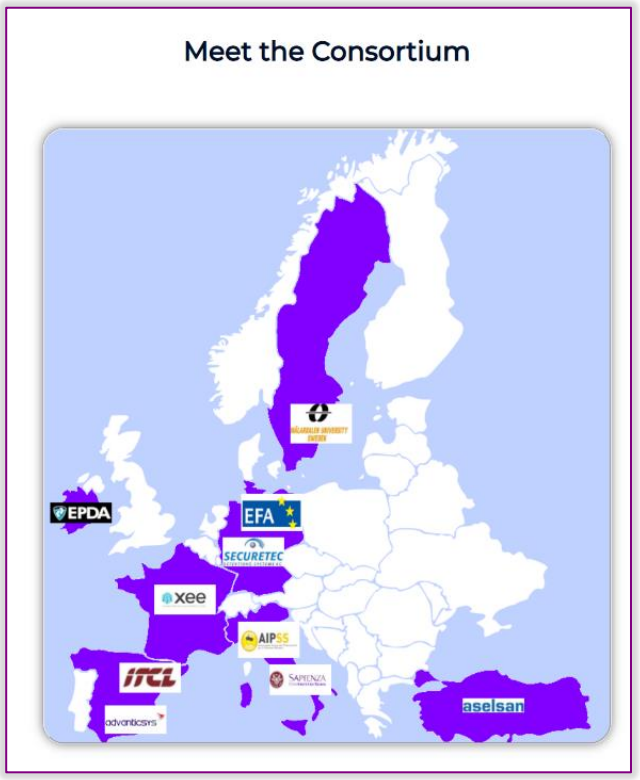

Figure 8: Picture of the map of Europe with countries and partner logos highlighted

Each of the partners is then presented more in detail with an incorporated short description, highlighting their identity, expertise, and role in the project.

2.2.6. Project Library

The library acts as a repository for all the public deliverables, publications, scientific papers, videos, and online articles. Currently, the media coverage is the only section listed, showcasing the existing online articles that present the FitDrive project. The library will soon be updated with further material.

2.2.7. Project Contact

The contact page provides the website visitors with all the necessary information to get in touch with the project consortium. As reference contact points, the coordinating partner ITCL and the

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Communication and Dissemination partner AIPSS, whose contact person's details have been presented.

2.3. Technology

The website is powered by WordPress (https://wordpress.org). The theme version currently used is "Astra" which has been upgraded with additional engaging and eye-catching features including a sticky menu, animated elements, template boxes, slide bars, motion and additional effects.

2.4. Roles and Permissions

Administration rights for the website maintenance and upgrade are restricted to the dissemination WP leader AIPSS. Project partners will make sure that the WP leader will be provided with all the content that is intended to be published on the website.

Based on the needs at the initial stage, the following roles and set of permissions are implemented:

- Guest – Any visitor, no registration and log in required – This is the standard visitor role that has access to all public content (majority of the portal)
- Site Owner – AIPSS technical manager (registered user) – Access to server administration and users' roles and permission management
- Site Administrator – AIPSS manager (registered user) – Access to the whole site management tools, including site settings, structure, and application's configuration
- Site Editor – AIPSS project and communication department staff (registered user) – Access to completely set of editing tools for content, including create new content, add new content to pages and Document and Media database.
- Editor – Partners of the project, if needed for specific tools (registered user) – Access to in page content editing tools (such as news and articles)

2.5. Management Process

Website coordination and maintenance are carried out by AIPSS, which is the partner in charge of the content collection, preparation, and editing, supported by all partners and their contribution.

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2.5.1. Content Updating Process

As mentioned, FitDrive Web page programming offers the possibility to update the website and submit specific content to it.

Considering the durability as a criterium, a dual perspective can categorise the content as being classified as static or dynamic.

The static content is envisaged to require none of very few updates during the project lifespan, while dynamicity applies when the content is subject to regular or periodical updates to engage with the users and keep the website up to date.

In the **static content** the following elements of the abovementioned fixed layout are included:

- Home page main header – logo of the project, social media icons, primary menu
- Home page footer – EU identity and funding reference, social media icons, legal notice (copyright label)
- Project overview, objectives, work packages, and partners are updated only in case of exceptional major changes occurring during the project implementation

The **dynamic content** is categorised in two levels, based on the envisaged updating needs and timeline:

- Regular update, once per month – for news, events, homepage articles
- Periodical update, for key events, milestones, deliverables – envisaged for the home page and library sections

The editing process is managed through an editorial plan, shared with the partners, that includes other communication channels (social media, partners communication tools, etc.)

The content will be updated as soon as new information will become available to the WP leader.

2.5.2. Editorial Process

The editorial process is organized in four main steps: content collection, content selection, verification (validity and quality), review and publication to the portal for the external public.

In line with the dissemination plan and strategy, AIPSS will set up a system that will enable partners to share relevant content to the project. The content can be generated by all project partners.

Besides the project's deliverables, scientific articles and papers, the dissemination plan envisages the collection of the following type of content:

- News about project's activities and other relevant content related to transport, behavioural aspects, technological tools – all partners, including AIPSS
- Updates on resources and deliverables – WP leaders

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The final version of deliverables, publications, presentations, and other relevant material will be published without further editorial process. Once the information is shared by the partners and the WP leader AIPSS, the project manager and communication officer can proceed to:

- Select (if needed) and organise the content in the editorial plan, for website and other media
- Prepare and publish the content on the website, as well as the link to other versions in other media
- Regularly inform the partners on the possibility to share the content on their own channels
- At all steps, ensure quality control in compliance with the principles of accuracy, impartiality, integrity, independence, fairness, privacy, copyright protection, and accountability.

2.5.3. Monitoring and Analytics

In order to have a better understanding of the impact of the website, we will exploit Google Analytics, a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO).

This tool will be used to assess the usage and reach of the website, analyse user interactions with the website, while reporting impact. The data will be monitored every three months and used to redefine and optimize the communication strategies (if needed) and to report data insights.

Examples of relevant analytic metrics are:

- Audience Overview – Sessions, users, page views, by period
- Audience Location – Sessions, views, by country
- Audience Behaviour – New vs returning users, frequency, engagement by period
- Acquisition Overview – channels, users, conversions, by period

2.5.4. Terms and Conditions

The website will use standard terms and conditions, as other websites managed by AIPSS. These terms are displayed in the footer of each page. The legal notice under analysis includes copyright for information and all the website material. It will be periodically revised and updated by AIPSS based on any needed update of related regulations.

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3. Social Media

The project has two social media accounts: LinkedIn and Twitter. They both emulate each other, using the same imagery from the project website and project logo, respectively for the banner and profile picture.

Figure 9: FitDrive LinkedIn banner

Figure 10: FitDrive Twitter banner

The LinkedIn and Twitter page match in style, colours, and images, to ensure that all visitors will receive a consistent image of the project's identity across all social media, tools, and communication platforms.

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4. Conclusions

This deliverable illustrates the website design of the FitDrive project in all its features. The website has been conceived to showcase a well-structured and coherent image of the project, in line with the communication toolbox. It results in a virtual platform that will be used by the consortium partners to showcase the project progress and connect with all the relevant stakeholders.

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