

ELIPTIC website

www.eliptic-project.eu

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SUMMARY SHEET

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Deliverable Title	ELIPTIC website
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Abstract	The ELIPTIC website is active on www.eliptic-project.eu . The webportal will serve as a main communication tool with regular updates, links and a download section of all relevant project documents. This deliverable describes the procurement process, general approach, content, structure, features, functions and how the website will be monitored.
Keywords	Website, social media, interactivity, dissemination
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DOCUMENT CHANGE LOG

Version	Date	Main area of changes	Organisation	Comments
0.1	06-01-2016	First draft	UITP	
1	26-01-2016	Final version	UITP	

PARTNER CONTRIBUTION

UITP is leader of the document.

Company	Sections	Description of the partner contribution
UITP	Entire document	UITP is leader of the document
Bremen SVUB	Entire document	Review of document



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[Rupprecht Consult](#) [Entire document](#) [Review of document](#)

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1. Executive Summary

Deliverable 6.2 refers to the production of the ELIPTIC project website, which is available at <http://www.eliptic-project.eu/>. This document describes the procurement process, general approach, content, structure, features, functions and how the website will be monitored.

2. Procurement process

This process was started by creating technical specifications and a layout for the website. The technical specifications and layout contained a description of the website features such as user-friendly and intuitive website or subscribe to the project newsletter through the website. The layout showed where each feature is to be included on the homepage, header and footer.

The technical specifications and layout was then sent to five web and graphic designer companies in Belgium and the UK: Peak Sourcing, Typi Design, Websiteprojects, Morris & Chapman and Threerooms.

UITP then collected four proposal offers from Peak Sourcing, Typi Design, Websiteprojects and Morris & Chapman. Based on a price/quality ratio it was judged that Websiteprojects had the best proposal. The proposal was then signed on 4 August 2015.

3. General Approach

The dedicated ELIPTIC project website, which can be accessed at <http://www.eliptic-project.eu/>, is the project's main gateway to the outside world, providing information on ELIPTIC objectives, partners, methodologies, results, publications, news, upcoming events and success stories. The website attracts attention thanks to many interactive elements and images. It features the 11 ELIPTIC use case sites as an inspiration for other cities across Europe. The website addresses all target audiences, including the general public, the expert audience of public transport practitioners, policy and decision makers. Great care is taken to provide information in a clear and understandable way without use of any technical jargon.

The website is user friendly for both editors and visitors. What concerns the editors, the updating process is user friendly and does not require specialised skills as the Drupal content management system allows for the easy creation of new pages, inclusion of new text, image and video content. Visitors can freely navigate through the website thanks to its logical and intuitive construction.

The website is in English but offers a Google translate option. It includes links to dedicated ELIPTIC pages on social media, i.e. LinkedIn and Twitter. The website could also include a password protected non-public area which allows participants to register for ELIPTIC events.

4. Content and Structure

The homepage follows the following structure:

- ELIPTIC Logo and tagline
- Menu linking to the website's respective pages
- Rolling banner with electric public transport images
- Subscribe to newsletter
- Latest news



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- Events
- Links to social media: LinkedIn and Twitter
- Twitter feed with latest tweets
- CIVITAS 2020 branding
- Google translate option
- Legal disclaimer
- Site map

A screenshot of the homepage is included below:



Figure 1: Homepage

The 'About ELIPTIC' page gives a summary of the project. Other pages in this category describe the project's Vision, Objectives and the ELIPTIC User Forum. ELIPTIC in brief provides users a quick overview of the Scope of the project, Duration, Budget, Coordinator and the 33 Partners. A Contact form is also included which sends a message to info@eliptic-7

project.eu

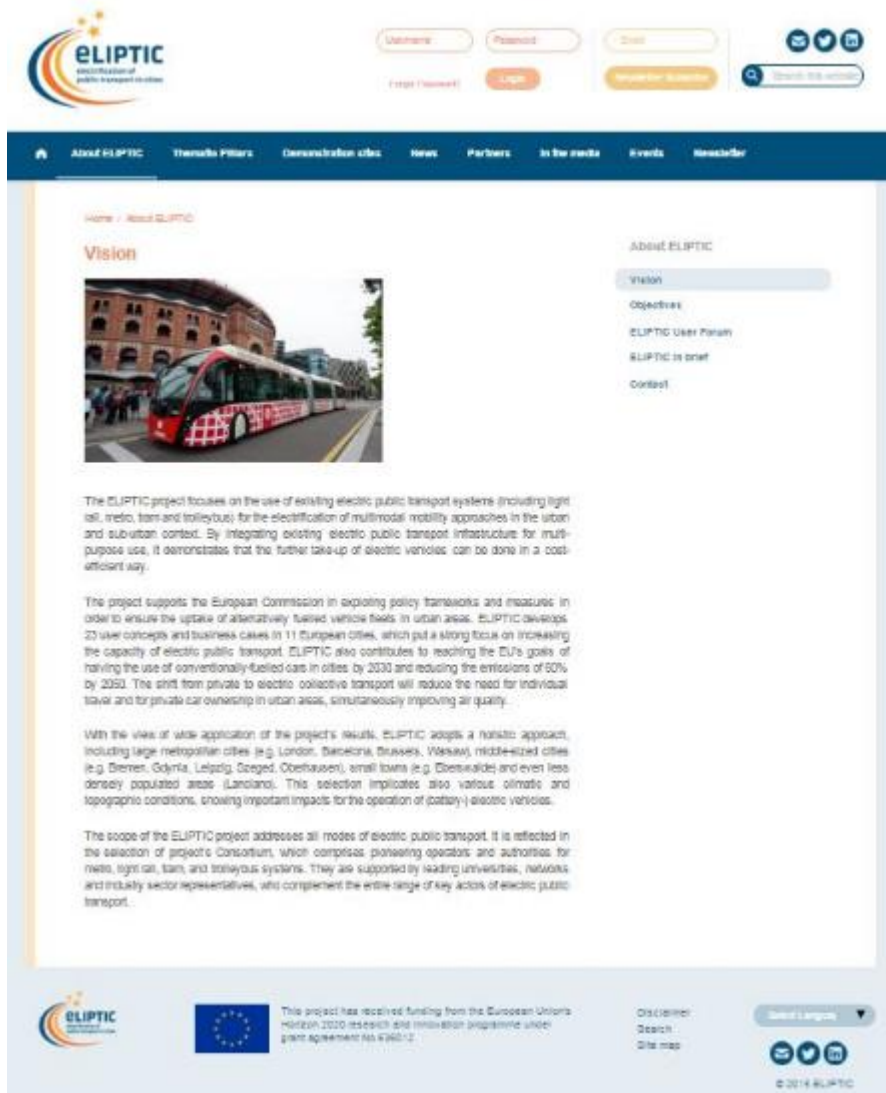


Figure 2: Vision page

Under 'Thematic Pillars', first a short summary of the pillars are given. By clicking on a pillar they are explained in further details. From the detailed pages it is possible to navigate to the respective Use Cases of each thematic pillar.

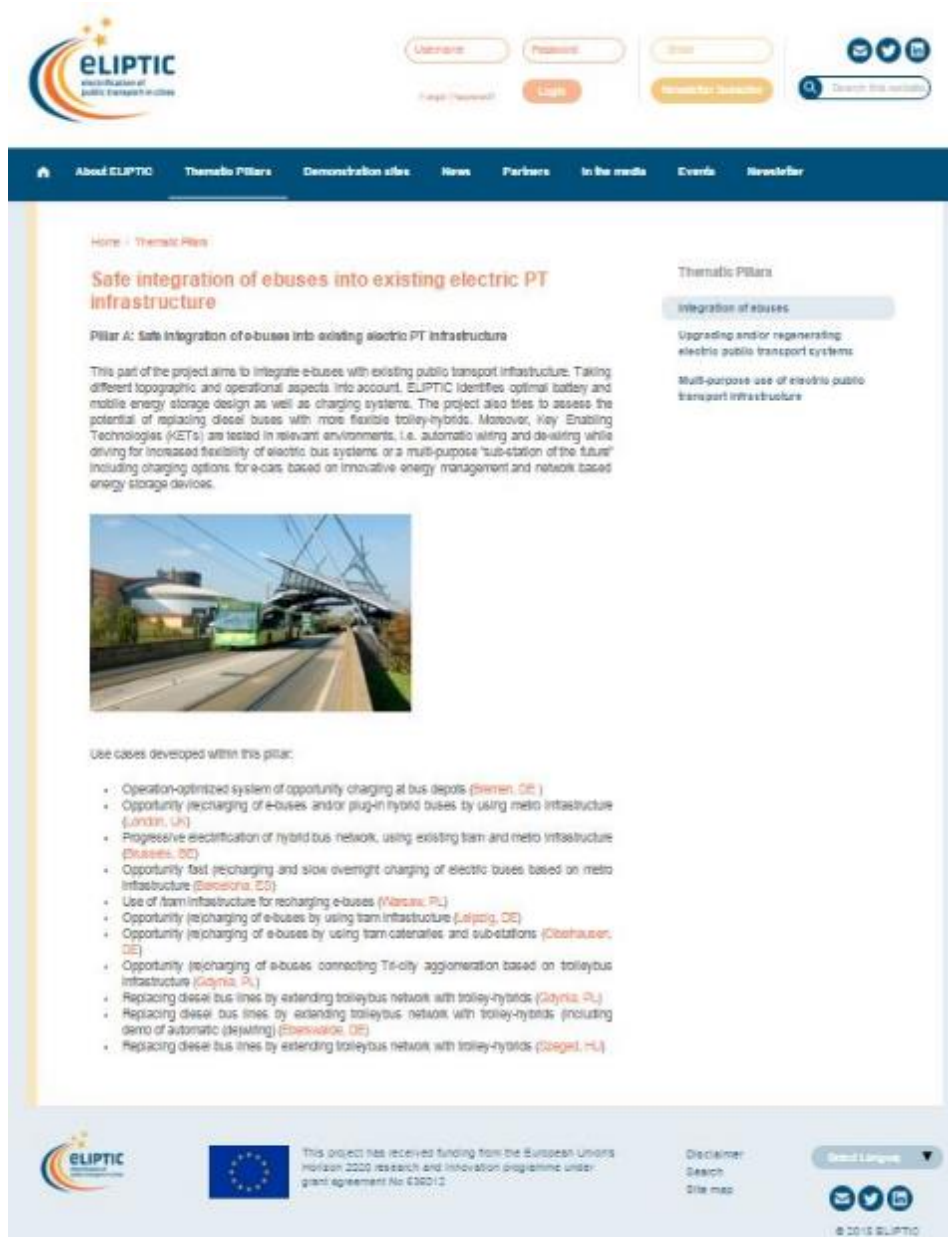


Figure 3: Example of Thematic Pillar page

Under 'ELIPTIC Use Cases', a map is shown with the 11 ELIPTIC Use Case sites in Europe. By clicking on a city, the user finds a general description the city, the public transport situation and the lead partner in the city. A description of the Use Cases are provided.



Figure 4: Use Cases page

Under 'News', the latest project news is gathered in chronological order. The articles are added regularly in order to keep interest for the project high.

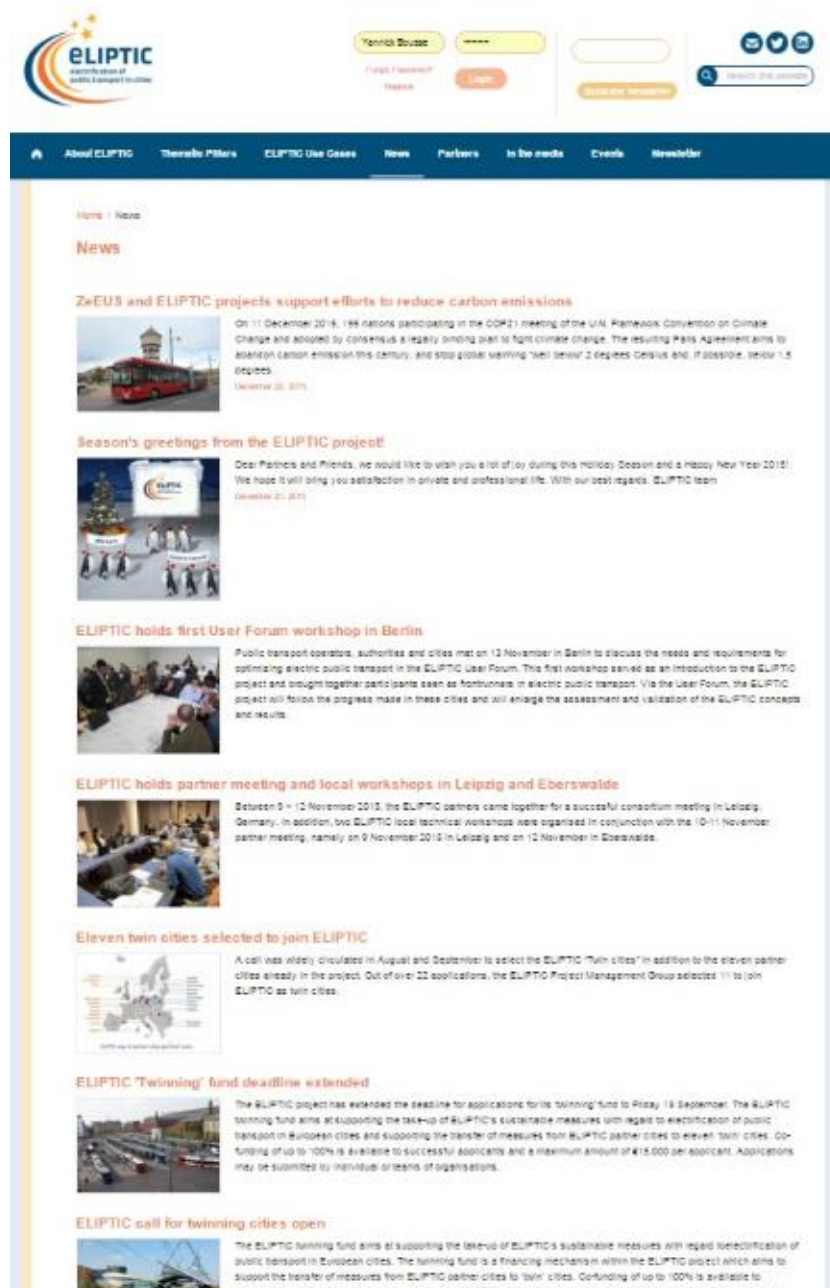


Figure 5: News page

The 'Partner' page provides the logos of all ELIPTIC consortium members. By clicking on the logo the user is taken to the website of the partner.

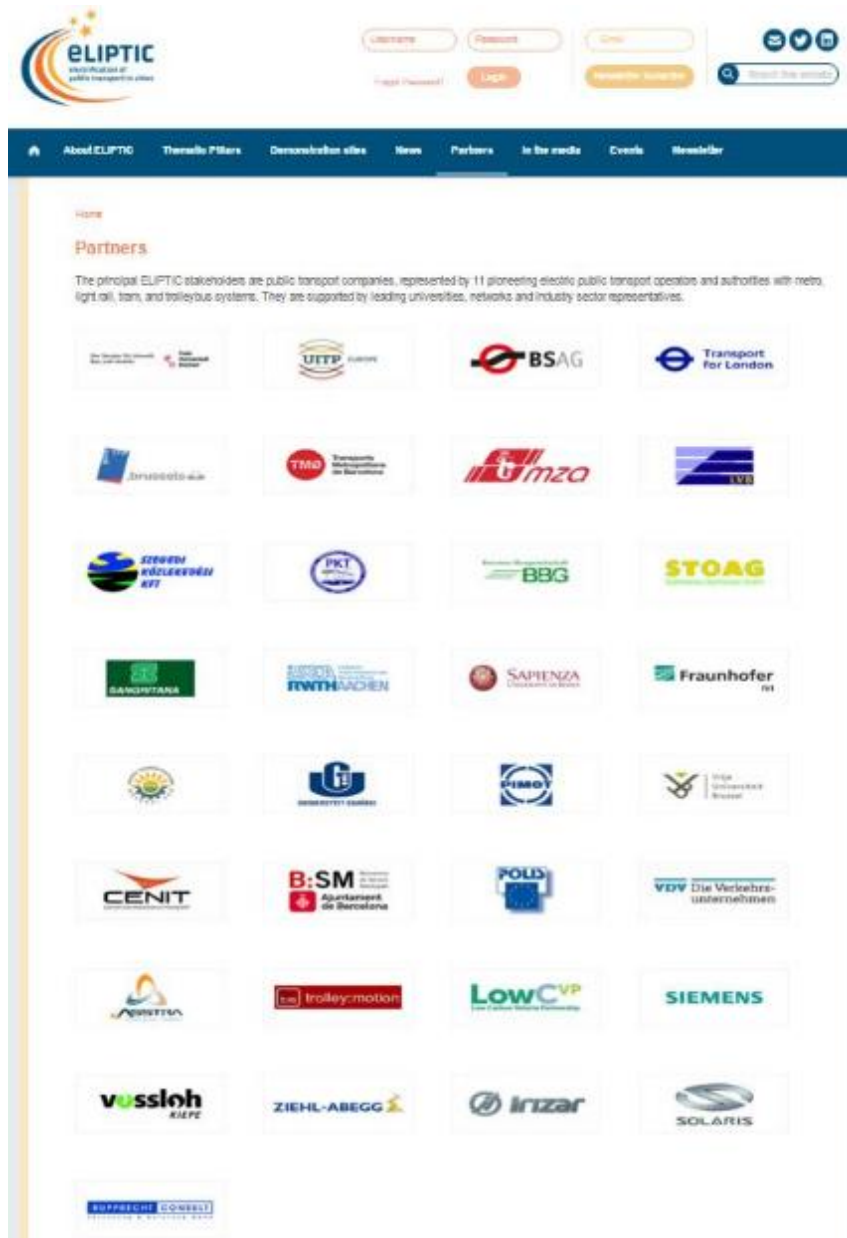


Figure 6: Partners page

The 'In the media' page allows users to search by year and language for articles written about ELIPTIC. The user can also download the article or follow the link to original article.



Figure 7: In the media

The 'Events' page advertises all ELIPTIC related meetings, workshops, and conferences that are organised.

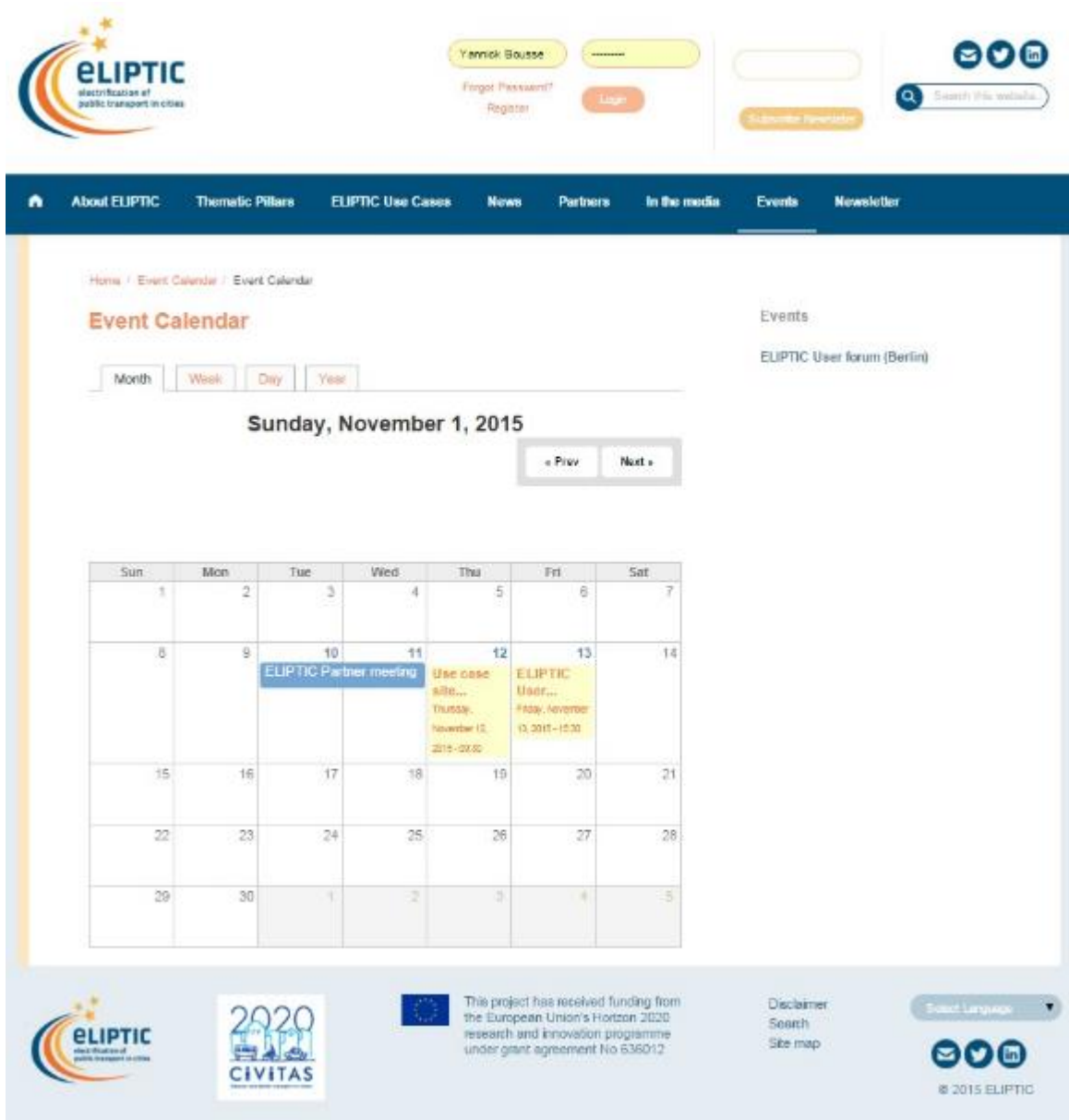


Figure 8: Events Calendar

Via the Newsletter page it is possible to register directly to the ELIPTIC Newsletter.

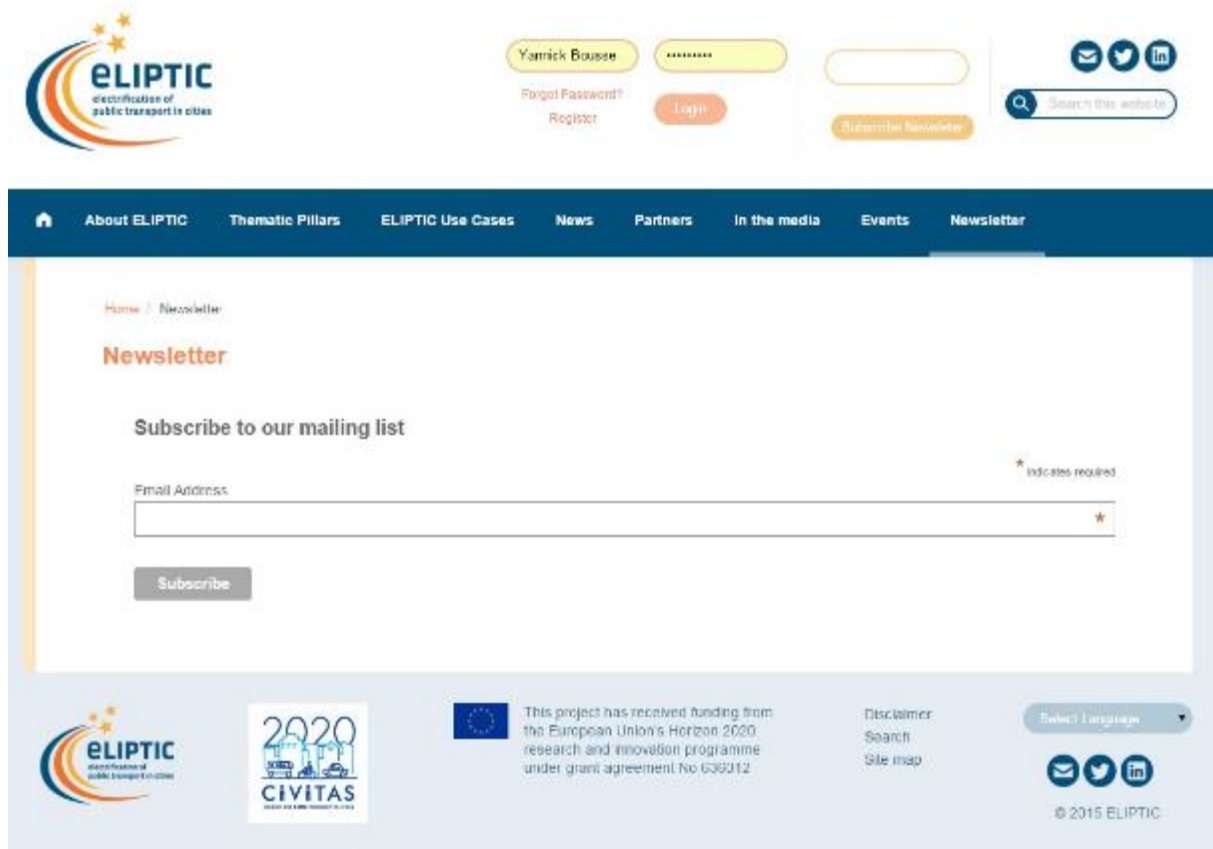


Figure 9: Newsletter

5. Additional features and functions

The website will also integrate the following features and functions:

- Social media: LinkedIn and Twitter
- Web statistics
- Newsletter subscription function
- Google translate button
- Search engine

6. Monitoring

The ELIPTIC website will be regularly monitored by Google Analytics software in order to provide detailed information about website traffic (no. of sessions, new and returning visitor ratio, average time of the visit, geographical range of the audience etc.). The website performance - based on updated data - will be reviewed and discussed regularly during internal project management meetings or telephone conferences. Statistics will be provided on demand to project's partners and included in Dissemination Reports.