Deliverable D7.1

Public Project Web Site and Updates

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The partners in ELITR are:	- Univerzita Karlova (CUNI), Czech Republic - University of Edinburgh (UEDIN), United Kingdom - Karlsruher Institut für Technologie (KIT), Germany - PerVoice SPA (PV), Italy - alfatraining Bildungszentrum GmbH (AV), Germany
Partially-participating party	Nejvyšší kontrolní úřad (SAO), Czech Republic

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Copies of reports and other material can also be accessed via the project's homepage:

http://www.elitr.eu/

Contents

1 Executive Summary

This deliverable consists in a report on the Public project Web Site, which will be the first communication channel to the broad public. The goal is to introduce the ELITR project with its goals and approaches in an understandable way to the broad audience, with a particular focus on improving awareness about the potential of Spoken Language Translation (SLT). We hope to improve visibility in search engines by regularly publishing content in form of updates and press releases and to keep followers on track and engaged.

The website has an irreplaceable role in dissemination strategy. It has the function of informational and promotional tool, e.g. refers users to multiple events and workshops, where they can either try out or at least see ELITR's technology in action. At the moment, the website shows the current development of the project and the information about members of the consortium (each partner and some of its team members) and, in the future, it will contain downloadable materials, relevant publications and news.

This deliverable touches on different areas, such as:

- General topics: overall website's goals and objectives (Section 2) and target audience (Section 3);

- Website implementation: structure and contents with sections description (Section 4) and website maintenance.

2   Web Site Goals and Objectives

Since the project website will be the main channel for dissemination, it is very important to be as clear, informative and engaging as possible. The main users of the website will probably not be from the research community, therefore the language style must be adjusted.

The ELITR's project website supports both desktop and mobile experience, and it has been created to:

- Raise awareness to the project objectives, promote project activities, as well as introduce project's research results;

- Increase ELITR project visibility among scientists and researchers, preferably on international scale;

- Involve businesses and general public in its research and innovation activities, as well as in organized events;

- Ensure that there is a shared hub, where all interested parties can access publicly released research publications, deliverables and related data.

3   Target Audience

The ELITR website is a public platform freely accessible to all internet users. However, specific segments have been identified to let the consortium target their main users:

- Members of Supreme Audit Offices or Supreme Audit Institutions;

- European organizations involved with documents translation, selection of European software standards, and the results of Horizon 2020 research projects;

- Scientists and researchers working in the fields of machine learning, deep learning, Natural Language Processing and related fields;

- Scientists and researchers working in the field of automatic speech recognition, spoken language translation, machine translation and automatic minuting;

- Persons and organizations working in the field of language translation, e.g. professional interpreters;

- Persons who require language translation and automatic minuting for private or professional purposes;

- Representatives from the industry who are interested in the project results;

- Representatives from the hardware or software industry;

- Representatives of different kind of associations, for example from deafness organizations;

- Other stakeholders;

- General public.

It is extremely important to define the right target audience, because our message will be mainly tailored on these specific segments. What identified target users have in common is their needs regarding spoken language and regarding the understanding of foreign languages (and therefore need for a reliable translator) or their interest in language technologies. We need to keep in mind, that the majority of users will be from general public, so it is legitimate to think that they will have just a vague knowledge of the mechanisms behind our technology. Instead, for advanced users (e.g. researchers), there will be published specific deliverable written in academical and therefore more technical language.

4 Web Site Implementation

There are some basic requirement for the website, such as structure, readability, compatibility with different browsers, usage of the EU logo and regular maintenance.

The ELITR project website can be found on the Internet under the domain name `elitr. eu`. To prevent confusion (especially linked to the social media accounts - Twitter: `ElitrOrg`, Instagram: `elitr_org`), the consortium has also purchased the domain `elitr.org` and prepared a redirection back to the original `elitr.eu`. The actual web server for the domain is maintained by CUNI.

It is important that the website will provide clear and understandable information in effective manner, with accent to user-friendly and pleasant interface.

User's first impression

We have tried to make the website design fresh and attractive, with an emphasis on user-friendly interface. We hope that ELITR website homepage will catch user's attention, making him or her curious and eager to learn more while he/she keeps reading. Except for the homepage, there is always logo of the European Commission (EC) in the right sidebar. This should indicate to the users, that ELITR is a trustworthy project.

The content of the website is structured in a well-organized way, so that users could easily find all the necessary information.

Home page structure

Homepage is, from the branding and promotional point of view, the most important part. It is colourful, it has short paragraphs with corresponding graphical contents and the vertical layout is simple but never boring. It emphasizes the key features of the ELITR project and contains several links, which redirects users to corresponding sections. In the header, there is a **Navigation Menu** and on the bottom of the page a **Contact Form**, which includes:

> Address: Charles University, Malostranské nám. 25, 118 00 Praha 1, Czech Republic
> Contact: +420 951 554 289 || info@elitr.eu

In between there are several sections:

- The main **Cover picture with a Motto**. Both elements are meant to capture the essence of ELITR project. The motto goes: "*Many languages, one voice*". Having a strong, simple and easy to remember key phrase is, from the marketing point of view, crucial, because in few words it expresses the most important message;

- The section **About Us** describes to users, what is our overall goal and why it's that important. From this section users should feel the importance of what we are trying to do. So the goal here is to increase their positive attitude towards ELITR project;

- Following is the section **Elements**, which shows key features and describes them in one sentence. A link drives users to detailed and dedicated pages where they can learn more;

- Next section is very important, because it shows the **Language Focus** of the project, i.e. the planned level of technological support that will be created for each of the languages within ELITR. Starting from this concise graphical summary, users see immediately to what extent we cater for their language of interest;

- Next part is generally know as "**Call to Action**" and it is used to engage, which is very important for multiple reasons. First one, it helps project promotion - it gets people talking and thinking about given topic and maybe even spreading awareness in our case about SLT, between their friends or colleagues. And second one, they may come to some of the events to really try out our technology and help us with the necessary research;

- Of course, everyone wants to know not only what given projects do and what are their goals and objectives, but mainly the final impact. That's why the section **Impact** points out four main areas where we expect to have the biggest improvement of current state;

- In the next-to-last ***Representatives of our Collaboration*** section there are pictures with a very brief introduction of leading members of key consortium bodies. One representative per partner plus the head of administrative personnel. We have included photographs, because it's our opinion that let the users have a look at the faces behind the project will increase its credibility and give it a more tangible and human touch.

Navigation system

The navigation in the top menu is fairly straightforward. It divides pages into related sections:

- ***The Project*** contains three pages:

  - Overview - sums up the everything important about project, including keywords, objectives and expected challenges.

  - Scope (Languages) - The language scope is also important, because not to all European languages will be given the same attention. Within project, languages are divided into three categories: languages with primary focus, covered and experimental. In this section are also listed what are the official EU languages and which languages belongs to the EUROSAI group.

  - Technologies - In the ELITR project there will be four different technologies employed: Automatic Speech Recognition (ASR), Spoken Language Translation (SLT), Machine Translation (MT) and Automatic Minuting (AM).

- The section ***Team*** is divided into two subsections:

  - Team - as every project, ours stands and falls with the people working on it. That is why we want to make sure our users feel comfortable. In this page, they can find short paragraphs about main researchers, entrepreneurs and specialists working in ELITR project.

  - In the following page Partners there are brief descriptions of involved partners - universities: Charles University (Czech Republic), the University of Edinburgh (United Kingdom) and Karlsruhe Institute of Technology (Germany), commercial companies: PerVoice (Italy) and Alfatraining (Germany) and third linked party: the Supreme Audit Office of the Czech Republic.

- Over the time the section ***Results*** will become the most important one. Currently, it contains:

  - Events, a short description of upcoming events with links,organized by ELITR or which involves our participation.

  - Page Deliverables, this is going to be updated over the time, as will project progress.

  - Background is currently the last page, where are listed relevant publications, on which project ELITR builds.

Advertisement

ELITR's website is 100% non-commercial and in the future will not contain any type of advertisements. The only exception are promoted events for project dissemination purposes.

Readability

In order to make the content of the website easily readable, except for the homepage, all pages have white background with text displayed in black colour. KoHo font (belonging to the Sans-Serif group) has been used, it gives a pleasant look while it keeps high readability.

Multimedia content

The multimedia content, such as photographs, images or diagrams will illustrates certain points helping and making easy the understanding and making reading more interesting. Of course, all the images published on the ELITR website will be either produced by the project

partners, purchased or are in the public domain. There are also links to the social media, such as Iwitter and Instagram.

Compatibility with the most popular Internet browsers

The website interface has been carefully tested in the most popular Internet browsers (Internet Explorer, Microsoft Edge, Opera, Mozilla Firefox and Google Chrome) as well as on mobile devices and adjusted to look similar as much as it is possible.

Usage of logos

There are multiple logos on ELITR website. In the page Partners have been used logos of each partner. The project logo and the logo of European Commission (EC) are used on all pages, except for the homepage. They are placed in the right sidebar. The logo of EC is followed by a text which states: "This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 825460." and this is consistent with the guidelines of the EC.

Regular maintenance

Statistics will be collected on the number of pages visited, materials downloaded/viewed and total website users on a regular basis. During the project lifetime the website will be regularly updated. Related news and events will appear in corresponding sections. The responsible partner for maintenance of the ELITR project website is Charles University, as the coordinator of the project. However, all other consortium partners will participate by providing content or advice in specific fields of the project.

After the end of the project, the maintenance of website will be minimal. With all the relevant material uploaded, e.g. links to publications or public deliverables, the main purpose of the website will be transformed into pure informational resource. No news or events will be added anymore. Accordingly to Grand Agreement, this website will be kept available online at least for five years after the end of project.