

Proposal for information dissemination

EESI2 web site renovation and improvement

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Abstract: This is an internal report proposing improvements of the EESI2 web site.

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	X

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Context

The European Exascale Software Initiative (EESI) is building a European vision and roadmap to address the challenges towards the use of a new generation infrastructure of Exascale computing in 2020. The main players of the initiative involve a large ecosystem of scientists and potential users. Workgroups have produced reports in multiple industry and scientific domains and a global vision with some recommendations have been established.

A new dissemination plan has been written that encompasses an improved powerful web site implementation. This implies a better integration and access of EESI2 results on the web site and the development of an improved site.

This document refers to the renovation of the EESI web site in order to meet the dissemination objectives.

1. Web project description and objectives

The first version of EESI2 web site has enabled to make content available to the EESI community members. Whereas this content is very rich, it lacks the design that can make the user happy through an easy access to project results.

The web project objective is to structure and optimise this current version, promote both the objectives of the EESI project and disseminate its findings.

1.1 Method

Changes undertaken and further recommendations are based on the current site statistics (ref. current-google-analytics.pdf), and on web user experience principles that can be summarized as follows:

- Create a user interface that put visitor first, not the project, ie the way a visitor thinks, wants to navigate and finds what he wants
- Adapt the aesthetic to the function, consistent with the visitor standards
- Make it easy to understand and use
- Engage people through interaction and feedback

The web project has reached the stage where the focus is to build such a user-oriented site in order to meet the abovementioned communication objectives.

This means that the structure and content of the site will provide a more user friendly and intuitive experience, while being coherent and consistent with EESI project structure.

Later a new run of analytics will help improve access, ergonomomy and content of the pages and segments that appear to be of main interest to the visitors.

The EESI project covers multiple application domains. Most of visitors will come to the portal with a “central” idea in mind. The stakes are to provide the appropriate organisation so that the desired information is accessed without submerging the visitor from the home page.

The review of the present version of the web leads to the following main comments:

- The information delivered is raw. It is easy to lose time before reaching what is looked for.
It is essential to prioritize key messages so that what is important, such as results of the project or recommendations, is made obvious.
- The information is dense. It requires some effort to get the value of the project. This limits the audience profile to the EESI expert contributors or scientists.
Web design studies have shown the incredibly important role of white space to reading and understanding.
- The page design is suited for a web site project oriented.
Esthetism, originality, creativity, and beauty can be improved to fit a user oriented web site.

1.2 Recommendations for site improvement

The solution retained for the project is to concentrate efforts on the content and easy navigation. It mainly concerns the page layout and key segments access.

The improvements to the browsing experience can be conducted in three domains:

- Visual hierarchy
- Illustration and graphics
- Texts highlights

1.2.1 Visual hierarchy

In this domain, the work will be to organize the pages according to key words that are the main entry points to the information the end-user may be interested in. Such keywords refer to the Exascale ecosystem and project.

The objective is to define the list of words or illustrations that would lead to the exact information in less than 3 clicks.

A successful web site will propose only few options so that beyond the first attraction, people can actually remain active and interested, and get what they want. “Less is more”.

Given the nature of the project, it could be useful to organize the first level entry by generic interest (end-user oriented) rather than specific interest (project/ work package).

Such organization can be represented with menu entries, directly accessible from any page or section, notably on the Home Page, as follows:

- **About:** project and consortium information
- **Challenges:** Exascale challenges information. This obviously includes the roadmaps and deliverables of most of EESI work groups.
- **Recommendations:** key findings of EESI: vision and recommendations
- **World-wide collaborations:** highlights of EESI achievements and world-wide collaborations, mainly BDEC
- **Resources:** documentation and information from EESI and its ecosystem

The following table illustrates the typical breakdown that can be adopted behind the Home Page, and the relation to the EESI project structure

About	Challenges	Recommendations	World-wide collaborations	Resources
Who we are (WP1) Consortium	Applications (WP3) Technologies (WP4)	Recommendations (WP7)	BDEC (T2.4 - T8.4)	Downloads
EESI context	Cross-cutting issues (WP5) Education (T2.2 - T2.3)			Exascale projects
				Software maturity (WP6)
				Studies & Initiatives
				Co-design centre
				News & Events (WP8)

This is described in the next chapter.

1.2.2 Illustration and graphics

A key element in communication is the visual identity, based on illustration, graphics, colours, fonts. It makes the project or sub-projects easy to recognize among others.

The graphical creation is an important part of the web design to make it accessible and easy to browse. Illustrations are directional cues to find what the user wants without effort, and also an important factor to inspire emotional attachment, and eventually increase audience.

Nevertheless, the balance between content and container depends on the adaptation to the function and standards. The main bulk of EESI project audience is made of scientists, experts and European Commission stakeholders, used to rich content. The objective is to give access to the information and disseminate, not to create an organisation image.

Therefore the proposal is to slightly amend the illustration and graphics of the site to provide the space needed to make the deep content easy to access, clear and quick to read.

Beyond the hierarchy of the site, the modifications suggested mainly focus on the layout pages. This is organised on a “grid base” so that information appears simple, clear and tidy. The Home page is where the editorial line of e-communication is made obvious, without words. It is the page where illustration is key to engage the audience, make people visit pages and come back.

The Home page is the minimum to be updated in the EESI web site.

Other illustrations can be proposed. For example, each segment of the site (eg workgroup, main entry) could have a specific visual item that may make the target interest easily recognizable.

Illustration and graphics will be inspired by the EESI global visual identity that is not changed at this stage.

It will define the ambiance of the project: deep thoughts made available to anybody, quality and premium information that can't be found without effort elsewhere.

The illustrations is either provided by the consortium (HD format, images relevant to the project), or by the graphist from free of rights sources. In such case, illustrations are not relevant to the project but to the look and feel of the site.

The EESI project could benefit of up to 3 main illustrations/ graphics that will be deployed over all pages if the graphic designer is integrated into the project.

Later, the visual identity could be transformed to make EESI universe more recognizable, notably the Europe territoriality of the project (including the logo if the project is continued in the next years).

The next chapter will present such suggestions.

The modifications have a slight impact on the integration code of the site.

1.2.3 Text highlights

This domain is where more efforts should be done to make the web site really accessible to an external audience external to the EESI project, particularly profiles such as European Commission or enterprise users.

This task can be time consuming. The suggestion is to proceed to the redesign of the web site by iterations:

- extraction of documents, information and deliverables, as they are on the current EESI web site
- incorporation into the proper pages according to the pre-defined hierarchy

This first work could be improved later by complementary actions (not planned presently):

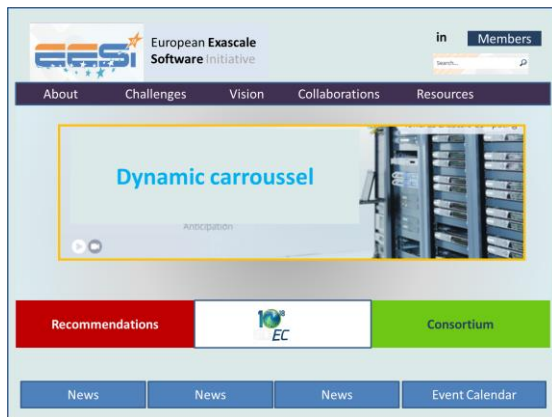
- Extraction of key words from main documents to highlight messages. Such key words can be displayed with different fonts, or other visual item.
- Some headlines can be created using the keywords. Texts will remain dense, but more readable as eyes will be able to scan quickly pages to find what interest the user.
- Rewriting some extracts of executive summary when available, with contribution of the Work package leaders, to make a short explanatory paragraph directly accessible on pages or segments. Such text would be more understandable and clear to non scientific profiles. It has to be noticed that this iteration is costly as it requires a substantial amount of work.

This report focuses much more on the web site design rather on the content itself and particularly on the text. However the content itself is key. The project produced a lot of written documents that can be a very good base to extract concise and direct important information. This step not detailed in this report must not be forgotten. It is expected that such adequate information will be provided later allowing a second iteration on the web site design allowing a much powerful web site.

2. Web improvement details

2.1 Home page

The Home page typical layout that is the base of the brief to the graphic designer can be represented as follows:



This page must be pure, simple and clear to provide efficient service.

EESI mission should be visible: Research for achieving Efficient Exascale Applications.

The page encompasses several zones, and segments where information can be retrieved.

Some section of this page is immediately visible without scrolling, to any visitor, whatever the access mode (PC, cell phone, tablet, etc.)

The film existing on the present web site will be kept.

The page identifies the project by its logo and a tag line in order to distinguish the site from similar acronyms.

The menu bar has a limited number of options with self-understanding meaning to let the visitor identify quickly what is behind.

A large part of the Home page is animated by the **carroussel** which appears when the film is not running. This segment rolls out permanent or opportunistic messages that are estimated to be first-rank information: flash animation, keywords or texts of the project, the vision, the software maturity methodology tool. Upcoming events, achievements, awards, can be inserted when opportunity arises. The content of the carroussel is created using current existing documents already at that place, or using internal links to other segments of the web site.

The carroussel offers interaction with the visitor by providing a direct access to pages or segments of the related information

Findings of the EESI project or other key information have a short-cut route from this Home page: recommendations, BDEC, and consortium.

The bottom of the first screen of the Home page introduces the latest News and Events that are of interest to many visitors, users or contributors.

The Home page is made of keywords and short sentences to keep the user-friendly and visitor attraction as described above. The other part of the Home page or segment content is accessed indirectly by pointing on images, keywords or sentences. Such sections of the web site have a more traditional look through appropriate layout.

2.2 List of other web pages and segments

Pages of the web site are organized in sections that can be accessed directly from anywhere using the menu bar. Sections are information contained in one or several pages and can be accessed in maximum 2 clicks from any page. It takes usually the form of an image or text box with a self understanding meaning. The hierarchy of the site will provide whenever possible access to important information in maximum 3 clicks from any place.

« **About** » This is where the visitor will know what the EESI project precisely covers.

The « who we are » section presents the project, mission and ambition, organisation.

The « consortium” section introduces partners and their implication in the project. Logos bring the quick recognition. This segment is accessed directly from the visible section of the Home page without scrolling, and through the “About” hierarchy.

The “context” includes the history of the project. It is where the integration of EESI1 is done, and archives recalled.

Other subsection can be later developed whenever relevant to the management of the project and consortium members.

“**Challenges**”: this page contains information related to the work packages and tasks activities. The subsections encompass all material related to the scientific, societal, economical or environmental challenges.

The hierarchy of presentation is similar to the structure of the project:

- Applications
- Technologies
- Cross cuttings issues
- Education

Each subsection contains the general description and texts of the EESI1 or EESI2 project reports as they are, except from Education where the relevant chapter will be extracted as it is from the work package report.

This first work could be improved later by complementary actions (not planned presently):

- Headlines could be inserted using executive sections of the reports. Some sentences can be added to build a self comprehensive subsection.

- Short introduction paragraphs would be written as condensed summary. This requires quite an amount of time spend on the deep content with a strong involvement of the work packages and tasks leaders.

“Collaborations”: this page presents the world-wide activities of the EESI project, namely the BDEC contributions and findings. The content retrieves texts of the material created by the EESI members. Additionally this segment links directly to the Exascale.org web site where the BDEC project is hosted.

“Vision”- This page is where the EESI presents its core findings. The content is based on the two recommendation reports called “2013 vision” and “2014 vision”.

« Resources »- This section is a fast-access comprehensive repository to all results of the EESI project and Exascale ecosystem information:

- Downloads
- Software Maturity Tool
- Exascale European projects
- Co-design centre
- Studies and initiatives
- News and Events

This Resources page is important to highlight the richness of EESI project activities.

The selection of keywords, documents and links will optimize Search Engines positioning, increase leads and visitor interest.

The **Downloads** sub-section includes all deliverables of all tasks and work packages.

The **Software Maturity Tool** gives access to the related web site. It also includes a short text to explain the benefits of the methodology, using the work package report.

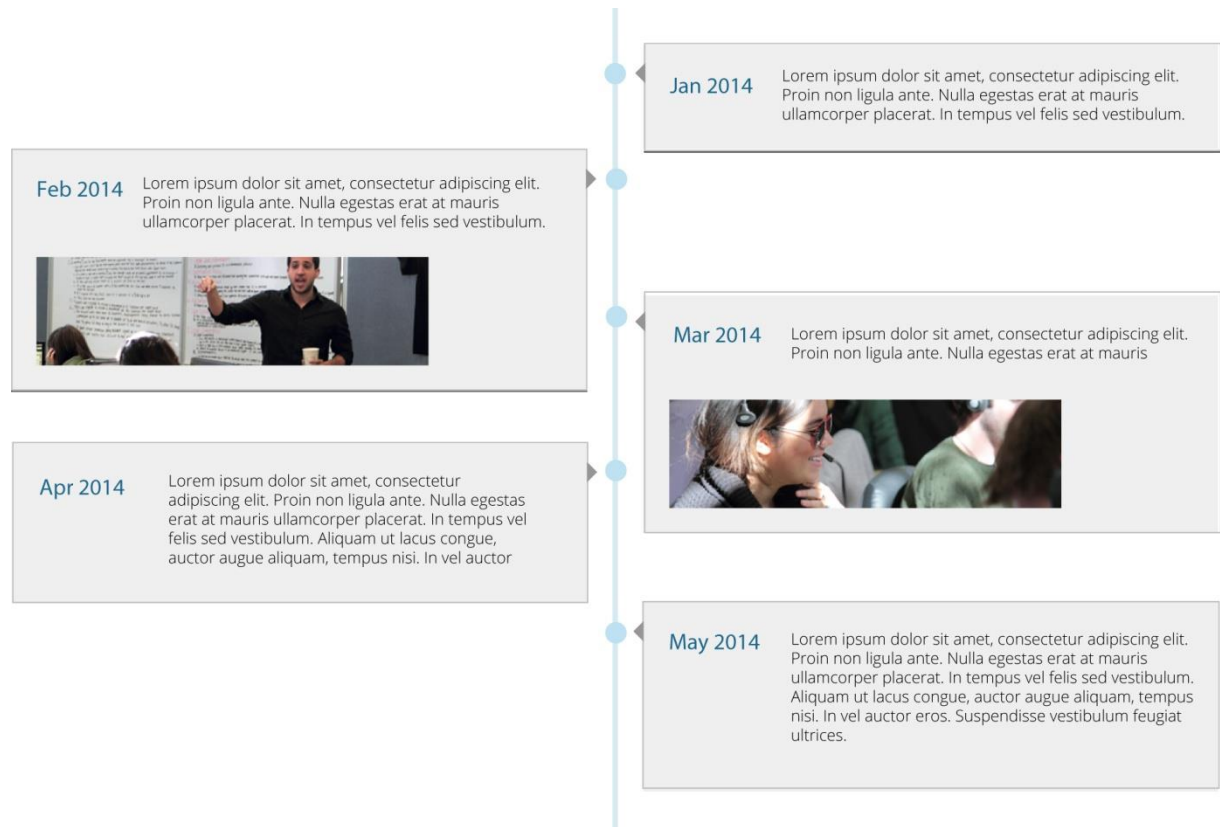
The **Exascale European project** segment links to relevant sites (Mont Blanc, Cresta, Deep...)

The **Studies and initiatives** and **Co-design centre** encompass directly the task findings.

The News and Events archives press articles, news and events material as they are on the current site. The most recent articles, news or events are also presented at the bottom of the Home page.

The layout of the segment can take the form of a timeline as follows:

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Each item could have a short description being the first meaningful sentences of the document.

Specific photos or media logo should be inserted whenever possible to illustrate the item and increase the Search Engine Optimization, and project visibility.

Social media such as **Twitter** or **LinkedIn** are good media to support the performance of the dissemination project. Articles and news that are of public interest could have sharing capability so that visitors can use the link through their social media account and become dissemination vectors.

A profile of the project, with appropriate content and visual identity items, could also be created on each platform, to increase project awareness. However this is not yet included in this web redesign project proposal.

3. Web design team

The web project is supported by a project team that provides the required skills to build an effective communication:

- Communication expert with marketing experience to deliver effective content
- Web designer with background in web ergonomics, search engine optimisation, analytics and open source development
- Creative director who turns ideas into visual items
- EESI2 dissemination contact person, coordinating the overall work

4. Web project summary

The project is about the EESI web site redesign as a communication project. It is managed by experts in their domain to leverage existing content to quickly improve the quality of the web site.

The project has started with the building of the editorial line:

- redesign the web structure to make it user-oriented
- focus on the simplification of the Home page
- enhance illustrations and graphical effects, keeping most of the current visual identity
- work use existing material but concentrate on fast-access to project results
- complementary actions will be considered after some monitoring period using Google Analytics

However a good container cannot replace good content but only value it. Therefore it is important that while the web site will be reshaped, some efforts being done in parallel on the content itself to extract critical valuable information that could be put later adequately on the new web site.