FInest – **F**uture **In**ternet **e**nabled optimi**s**ation of **t**ransport and logistics networks

D10.1

Public project website

Project Acronym	FInest
Project Title	Future Internet enabled optimisation of transport and logistics networks
Project Number	285598
Workpackage	10 Dissemination, Exploitation, Standardization
Lead Beneficiary	KN.
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Dissemination Level	PU
Contractual Delivery Date	30 June 2011
Actual Delivery Date	30 June 2011
Version	1.0

Abstract

The FInest website provides the single point of entry for access to all relevant public information concerning the project, including general information about the project, news and events concerning the project as well as public project results.

The website is hosted by UDE and available at http://www.fi-ppp.eu.

Document History

Version	Date	Comments
V0.1	10-06-2011	First draft
V0.2	16-06-2011	Second draft
V1.0	30-06-2011	Initial release

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Acronyms

Acronym	Explanation
V1.0	First draft
CMS	Content management system
CSS	Cascading Style Sheets
EU	European Union
FI PPP	Future Internet Public Private Partnership
HTML	Hypertext Markup Language
PHP	PHP: Hypertext Preprocessor
RSS	Really Simple Syndication
SQL	Structured Query Language
UDE	Universität Duisburg-Essen

1.   Overview of the FInest Website

The FInest website – available at http://www.fi-ppp.eu – serves as the single point of entry for access to all relevant, public information about the FInest project. Information on the website includes general information about the project, news and events concerning the project as well as public project results such as deliverables, presentations and publications. In addition, the website introduces the project consortium and provides pointers to related projects in the FI PPP program and broader EU context.

1.1.   Design and Implementation Goals

In designing and implementing the FInest website, the FInest team has pursued the following key objectives:

- Clean, well-arranged and integrated design

- Transparent structure

- Easily readable contents that cover the most important facets of the project

- Reusable, well-formed and extensible code blocks

- Barrier-free coding and conformance to the HTML standard

- Easy to understand for the general public as well as integration of contents for professional audiences

1.2.   Implementation Technology

The current version of the website consists of a set of static HTML pages that has been set up in month 1 of the project to provide an early online access to basic information about the FInest project. Within the next three months the website will be migrated into a content management system (CMS) to overcome the disadvantages of the current solution (e.g., time-consuming updates and missing dynamic contents). The FInest team has selected the Drupal CMS for this purpose. The Drupal CMS was selected for the following reasons:

- Successful and proven open source project, supported by a large and active developer community

- No proprietary licensing fees, many 3rd party extensions and add-ons available

- Modular and scalable architecture

- Powerful and flexible template engine

- Search engine friendly and standards-compliant HTML/CSS

- Functionalities like dynamic taxonomy system for categorizing content, user registration and profiles, role-based permission system, RSS feeds, browser-based administration area etc.

- Written in PHP based on Apache and MySQL

The existing HTML pages will serve as direct input for the Drupal design template. The current website structure and contents will also be preserved.

1.3. Website Structure

The structure of the website is designed to provide direct access to basic information about the scope of the FInest project; information such as project details and project partners. Furthermore, the website also provides access to project results such as deliverables, presentations and publications.

To provide the visitor with a basic understanding of the transportation and logistics domain, the website is linked to two partner websites that provide tutorials and movies on logistics and transportation.

Related projects and projects in the FI PPP context are linked directly from within the main menu.

The website also features news and events related to the project

Through the contact page the project coordinator and the website administrator can be contacted.

The figure below shows the home page of the FInest website on June 10th 2011. The key features presented to the visitors of the website are highlighted.

Figure 1 – Screenshot of the FInest website (June 10th 2011)

2. Website statistics

The website employs "Google Analytics" as a tracking and statistic tool. As soon as the tool has collected sufficient data, the following table will be employed to show key performance indicators for the FInest website:

Table 1 – Web statistic of FInest website

Indicator	Value
Visits	
Page Views	
Unique Visitors	
Page Rank	

Visits count the individual sessions initiated by all users who navigate to the website. If a visitor is inactive for more than half an hour, it will start a new session. Every user who leaves the site and returns within this time won't count as a new visitor.

A *page view* is defined as a view of any page of the website. Each time a user reloads or re-visits a page, this will count as an additional page view.

The number of *Unique Visitors* represents the number of unduplicated visitors for an entire date range. Multiple visits from the same user are only counted once.

The *Page Rank* is an algorithm patented by Google that aims to measure the importance of a page on the web. The basic principle followed by the algorithm is based on the assumption that a page is more important the more other pages link to it.

3. Planned Features

An initial version of the website has been set up in month 1 of the project. It is planned to be updated during the next 3 – 9 months of the project by introducing the features described below:

Table 2 – Road Map for Finest website

New Feature	Description
Technical Framework	Migrate the currently static HTML pages into a Content Management System
Calendar	Integrate a conferences and event calendar of relevant forums that target the FInest topics and update it regularly

News	RSS feeds for new (e.g., reports from workshops, conferences and FInest as well as FI PPP related events)
Events	RSS feeds for events (e.g., announcement of Finest and FI PPP and related events)
Public Deliverables	Present Public Deliverables (e.g., organized by work packages) / Project Results
Site Map	Integrate a Site Map Functionality that gives an overview of the website
RSS syndication from EC	Syndicate RSS feed from FI PPP website
Search	Integrate a search functionality
Accessibility	Make use of Drupal's built-in accessibility feature

4. Summary

The Finest project website currently covers general information about the project, including aim and approach, project results, project partners, news and events. Additionally, the site provides links to other related projects and learning material on transport and logistics.

At the beginning of the project the main goal concerning the website was to provide the information about the project and its associated activities as soon as possible. Therefore, the website was implemented in month 1 of the project based on static HTML pages.

Considering multiple design and implementation goals the plan is to migrate the website into a CMS within the next 3 – 9 months to simplify the administration of the contents and to extend the website with several functionalities like dynamic contents, RSS feeds, site search, calendar etc..