SEVENTH FRAMEWORK PROGRAMME

Collaborative project

Mobincity

Smart Mobility in Smart City

FP7-314328

D8.2 Project Web Site

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1   Introduction

The aim of the MOBINCITY project Web Site is to present MOBINCITY project and promote internal and external dissemination. MOBINCITY Web Site supposes a node in the network with links to others stakeholders, events, etc. Furthermore, it encourages collaboration by demonstrating how it generates added value and will serve as an information platform of MOBINCITY's outcomes.

2   Main Sections

Main sections of MOBINCITY Web site are described below:

2.1   HOME PAGE

This section is the home page of MOBINCITY website. It appears when www.mobincity.eu is loaded in the web browser. HOME PAGE serves as a presentation of the Web, and contains different parts:

- **Lateral Menu:** with diverse subsections such us *Deliverables, Publications and Dissemination Material, Synergies with other projects or Links of interest*. This specific Menu will be described later in this document.
- **Resume:** It contains a brief synopsis of MOBINCITY's objective and a graphical scheme of its operation and structure.
- **Flyer:** MOBINCITY Flyer will be available through a banner not only on the main page of the project, but in all sections of the website.
- **Latest News:** From MOBINCITY HOME page it will be possible to analyse the latest news related to the project, associated to articles, workshops, results, etc.

Figure 1. MOBINCITY Home Page: Main Sections (in green), Lateral Menu and Resume.

Figure 2. MOBINCITY HOME PAGE: Graphical scheme, MOBINCITY Flyer and Latest News.

2.2 ABOUT MOBINCITY

This section contains two main parts:

- **SUMMARY:** It shows a more detailed introduction to the project and general and specific objectives description.

Figure 3. ABOUT MOBINCITY: Summary.

- **WORK PLAN:** It shows Workplan structure and a brief summary of every WP.

Figure 4. ABOUT MOBINCITY: Work Plan.

2.3 CONSORTIUM

This section list and describe participants of MOBINCITY project, involving 13 partners from 5 different countries (Spain, Germany, Slovenia, Italy and Croatia) that are represented in a map.

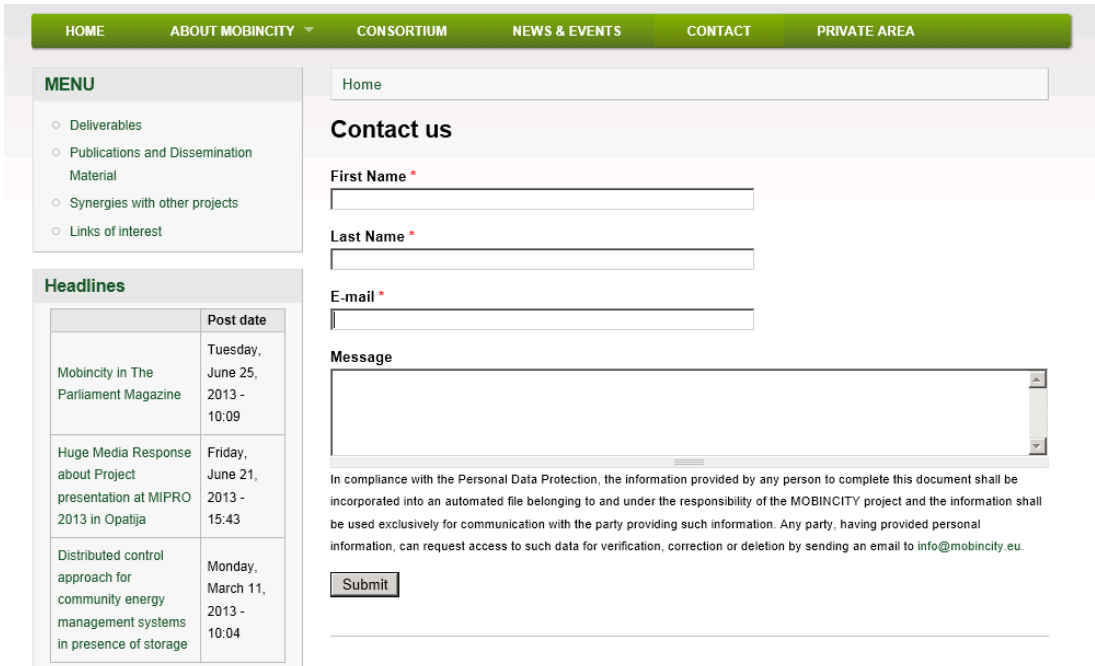Figure 5. CONSORTIUM section.

2.4   NEWS & EVENTS

This section contains principal news and publications in relation with MOBINCITY project. Thus, MOBINCITY partners will publish relevant or interesting news associated to MOBINCITY's topics. This section might include a newsletter registration form (if newsletter is published).

Figure 6. NEWS & EVENTS Section.

2.5 CONTACT

This section shows a contact form for everyone interested in getting more information about the project.

Figure 7. CONTACT Section.

2.6 PRIVATE AREA

This section is a restricted part for internal project communications, e.g.: sharing drafts, deliverables and notes from meetings.

Every partner has a Username and a Password.

Private area has a Navigation Menu (left side) for Document Management. It has a submenu with three different options:

- Reports
- Recent Folders
- Top Folders (Data Structure)

It is important to highlight, Data Repository of Private Area, which is distributed as follows:

- Managerial Information
    - o Contractual Docs
    - o General Docs

o   Minutes

o   …

- Technical Information.

- Financial Information (procedures): for official reports. Partners will use different folders with adequate permissions.

- Events.

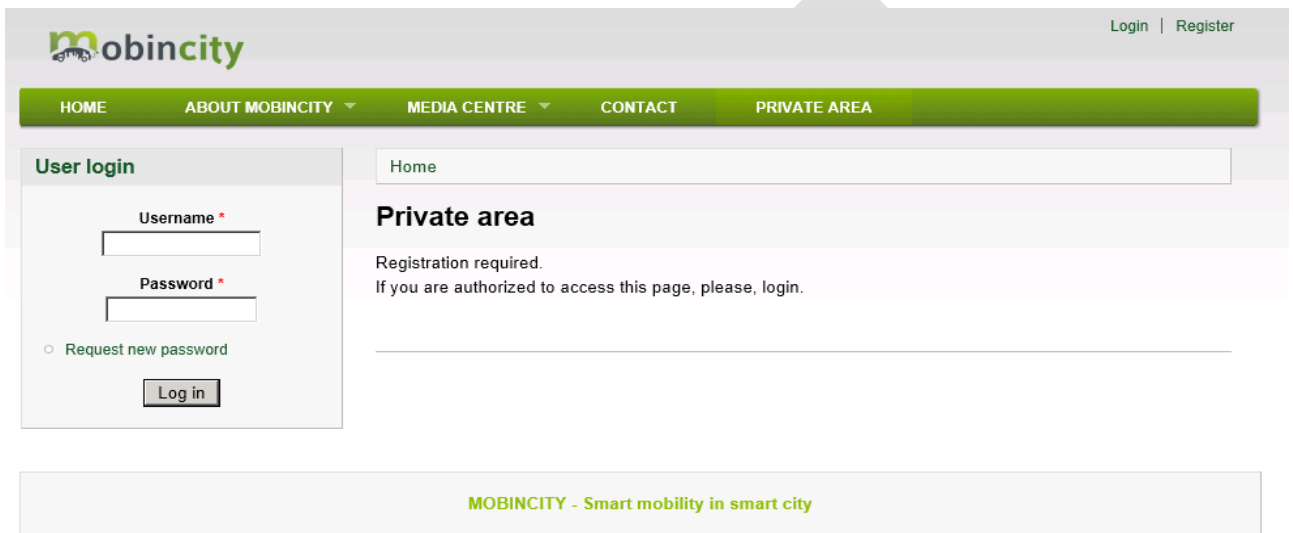- Work packages: specially oriented to deliverables.

Figure 8. Private Area.

Figure 9. Data Repository.

3   New features and updates

This section highlights the main changes presented in the project web, in order to produce a greater external impact and a better dissemination of the MOBINCIITY results. These new features are analysed and described below:

3.1   NEW LATERAL MENU

This Menu, located at the left side of the MOBINCITY website, is composed of the following sections:

- *Deliverables:* It shows MOBINCITY project public deliverables for interested stakeholder.
- *Publications and dissemination material:* this part shows main publications and dissemination material that has been developed in the project.
- *Synergies with other projects:* This section contains the most relevant European projects (approved in FP7) thematically related to MOBINCITY, including:
- *Links*: Finally, the last section contains main news, articles or information related directly or indirectly to MOBINCITY and Green Cars Sector.

Figure 10. DELIVERABLES section.

Figure 11. PUBLICATIONS AND DISSEMINATION MATERIAL section.

Figure 12. SYNERGIES WITH OTHER PROJECT section.

3.2 MOBINCITY Flyer

This chapter refers to the implementation of a banner directly associated with the MOBINCITY Flyer. It will be accessible from any part or section of the website and it is located in the right side of MOBINCITY website, below the lateral Menu. MOBINCITY Flyer will be downloaded if we click on the banner:

Figure 13. MOBINCITY FLYER banner.

3.3 Latest News

Another main improvement of the MOBINCITY website is the quick overview of the *latest news* related to the project. In this sense, there will be a Latest News list, accessible through the HOME page. More-over it has been designed a Table List that shows the headlines of the latest news, allowing direct access to them. Finally, news will be accessible through the corresponding section NEWS & EVENTS.

Figure 14. LATEST NEWS List in HOME PAGE.

4   Website Progress

MOBINCITY website www.mobincity.eu has been designed in the first six months of the project and has been updated deeply after first review project meeting, according to EC recommendations, as we can see in this document. Relevant information like events, public results or news on MOBINCITY and its related projects are available. MOBINCITY project web site will be reviewed at least every month and updated whenever necessary.

Supplementing the project web site the project will also be promoted on at least one social network in order to address a wider public. The possible media can be:

- An own page on facebook
- A discussion group on Xing or LinkedIn

Finally it is important to note that **it is foreseen the development of an introductory video**, which will explain the main targets and operation of MOBINCITY. This action will be implemented in the web during the next months (probably December 2013 or January 2014).

5   Statistics

The following figures show main user statistics of the project website:

Summary					
Reported period	Year 2013				
First visit	01 Jan 2013 - 09:06				
Last visit	28 Oct 2013 - 02:55				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 1895 Exact value not available in 'Year' view	3972 (2.09 visits/visitor)	34368 (8.65 Pages/Visit)	158371 (39.87 Hits/Visit)	2.51 GB (662.77 KB/Visit)
Not viewed traffic *		8688	9948		48.03 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Figure 15. Summary of Main Category Statistics (Year 2013).

Monthly history

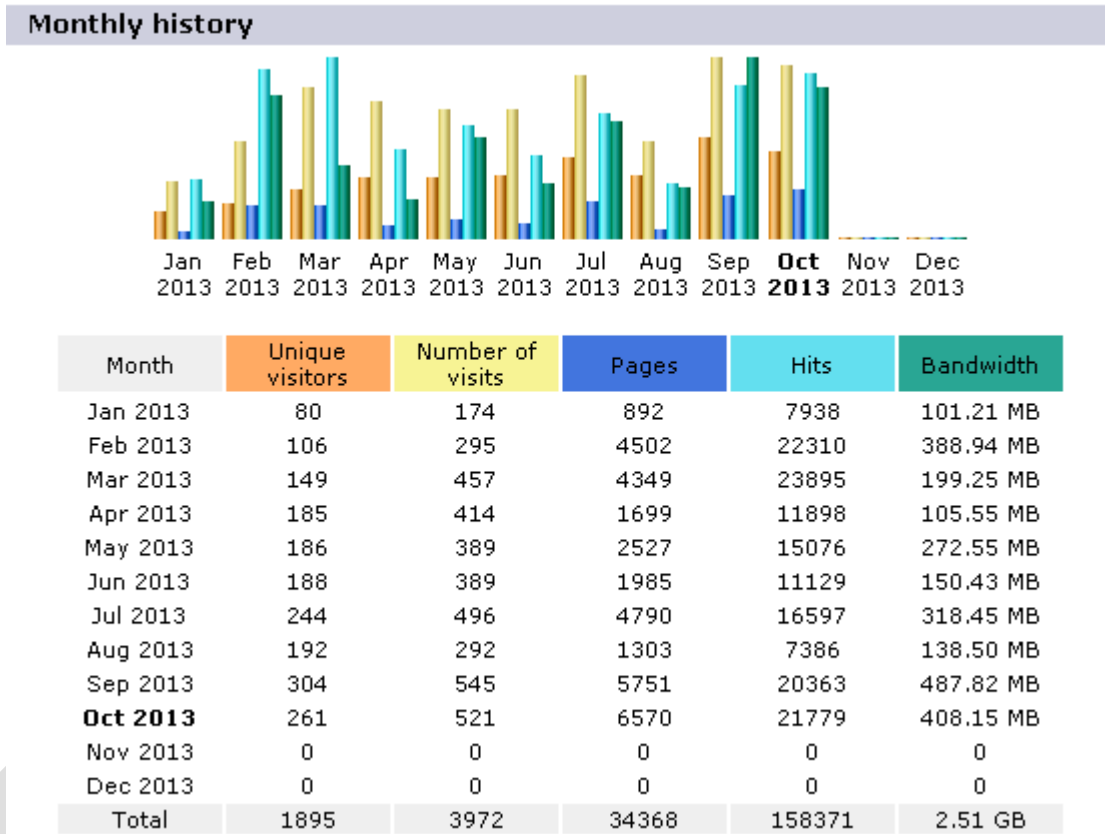| Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	80	174	892	7938	101.21 MB
Feb 2013	106	295	4502	22310	388.94 MB
Mar 2013	149	457	4349	23895	199.25 MB
Apr 2013	185	414	1699	11898	105.55 MB
May 2013	186	389	2527	15076	272.55 MB
Jun 2013	188	389	1985	11129	150.43 MB
Jul 2013	244	496	4790	16597	318.45 MB
Aug 2013	192	292	1303	7386	138.50 MB
Sep 2013	304	545	5751	20363	487.82 MB
Oct 2013	261	521	6570	21779	408.15 MB
Nov 2013	0	0	0	0	0
Dec 2013	0	0	0	0	0
Total	1895	3972	34368	158371	2.51 GB

Figure 16. Monthly history.

Countries		
🇪🇸	Spain	es
?	Unknown	unknown
🇮🇹	Italy	it
🇸🇮	Slovenia	si
🇩🇪	Germany	de
🇭🇷	Croatia	hr
🇧🇪	Belgium	be
🇺🇦	Ukraine	ua
🇺🇸	United States	us
🇬🇧	Great Britain	gb
	Others	

Figure 17.Countries (in order of importance according to the number of accesses to the website).

This last picture shows transnational impact of MOBINCITY project website.

6 Conclusions

- MOBINCITY website is fully operational, well established and plays a central role in the communication strategy of the project.
- MOBINCITY website has been improved according with EC recommendations, especially in relation with the next concepts:
    o Structure and Format of the website has been modified and corrected.
    o Improvements to reinforce effectiveness of MOBINCITY website.
    o Introduction of several figures and diagrams to explain MOBINCITY concepts properly.
    o More details over the project concepts in different sections.
    o Publications and finalized public deliverables has been uploaded
    o MOBINCITY FLYER is more accessible (banner).
    o More visibility of Latest News and relevant events.
    o …
- A particular effort will be done in the next period to promote external results, updating News and Events section, with particular attention to latest news, workshops, articles, current information…
- MOBINCITY website is a perfect tool for Internal and External Dissemination, and is in constant evolution.
- Next progress actions will be oriented to social media channels and to develop an introductory video to promote and explain better MOBINCITY objectives and operation.