



BABYLUX

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Type of Action	Pilot B
Project Title	An optical neuro-monitor of cerebral oxygen metabolism and blood flow for neonatology
Acronym	BabyLux
Project n.	620996

D6.2 - PROJECT WEBSITE

babylux-project.eu

Work Package	WP6
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1. Executive Summary

The deliverable 6.2 presents the project website. In this document we provide an overview of its structure and main features, together with some screenshots. Fondazione Politecnico di Milano (FPM) has designed the website and has coordinated the effort of all project partners to realise the communication tool.

The BabyLux website provides a brief, but impactful description of the project and of its main activities. The website presents the same coordinated image and style of other communication materials realized - Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc. - making the project instantly recognizable on the web and in print.

The BabyLux website has been released on March 24th, 2014 and it is available at the URL address: <http://babylux-project.eu/>. It is in English language.



2. Introduction

The BabyLux website has been released on March 24th, 2014 and it is available at the URL address: <http://babylux-project.eu>. Fondazione Politecnico di Milano (FPM) has designed the website and has coordinated the effort of all project partners to realise the communication tool.

Nowadays, internet websites represent one of the primary media for the dissemination of project's activities. As a consequence, the design and setup of the BabyLux website has been one of the first tasks after the kick-off meeting. The dissemination actions are addressing a broad public and expert groups and communities, stakeholders, end-users, and intend to build a particular community around the project.

Dissemination through the website aims at raising:

- awareness (making the project's work known), to reach awareness of the BabyLux motivation and reasoning behind the project objectives, concepts and the relevant results achieved
- understanding (enter in discussion), when the target group addressed understand enough the concepts and look for the results to be applied to their problems
- action (influence), to receive feedback towards the project results.

The website has been developed by a sub-contractor using the platform CMS Joomla (php open source) based on DB MySQL PHP with hosting on a Linux server. The website template is built with a responsive design to fit into any screen size available.

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It contains a quick access to the private area on box.net, a cloud system to connect teams and to share and storage the project documents. The BabyLux website is in English language.

Hereafter, an overview of the website is provided following the site map at the different levels. Screenshots are also provided.

3. The Project Website

The BabyLux website offers information, data and multimedia materials about the project, its partners, and the designed research. The two sections, Multimedia and Press Room will allow visitors to view, and download, the press releases, press review, newsletters, news, videos and photos related to the project. Previous and forthcoming activities of the project as well as other relevant news and videos on project topics will be available regularly on the website.

The website template is built with a responsive design to fit into any screen size available. Responsive web design (or "RWD") is a type of web design that provides a customized viewing experience for different browser platforms. A website created with RWD will display a different interface depending on what device is used to access the site. For example, a responsive website may appear one way on a laptop, another way on a tablet, and still another way on smartphone. The template comes with rtl (right to left) support, Image Slider and accordion menu, and Google Fonts. The domain name 'babylux-project.eu' has been acquired for 5 years.

All project partners contribute to the structure and contents of the website and moderates the content.

Some screenshots of the home page is shown in Figure 1, Figure 2, Figure 3 and Figure 4.

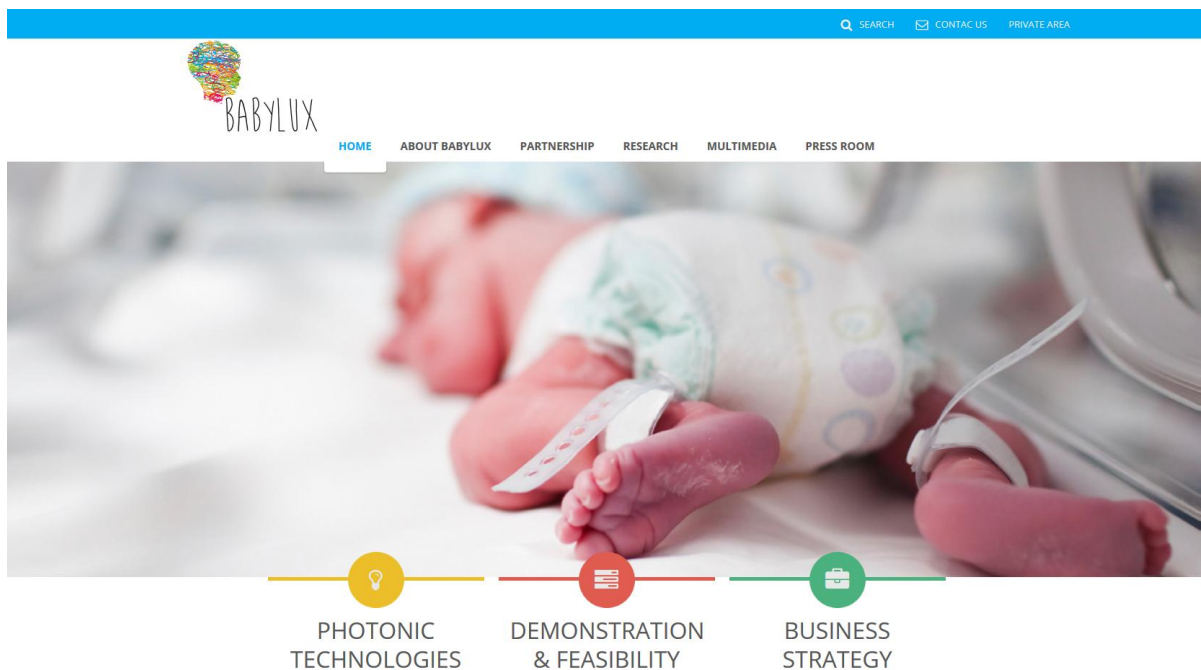


Figure 1 Screenshot of the home page



Figure 2 Screenshot of the home page

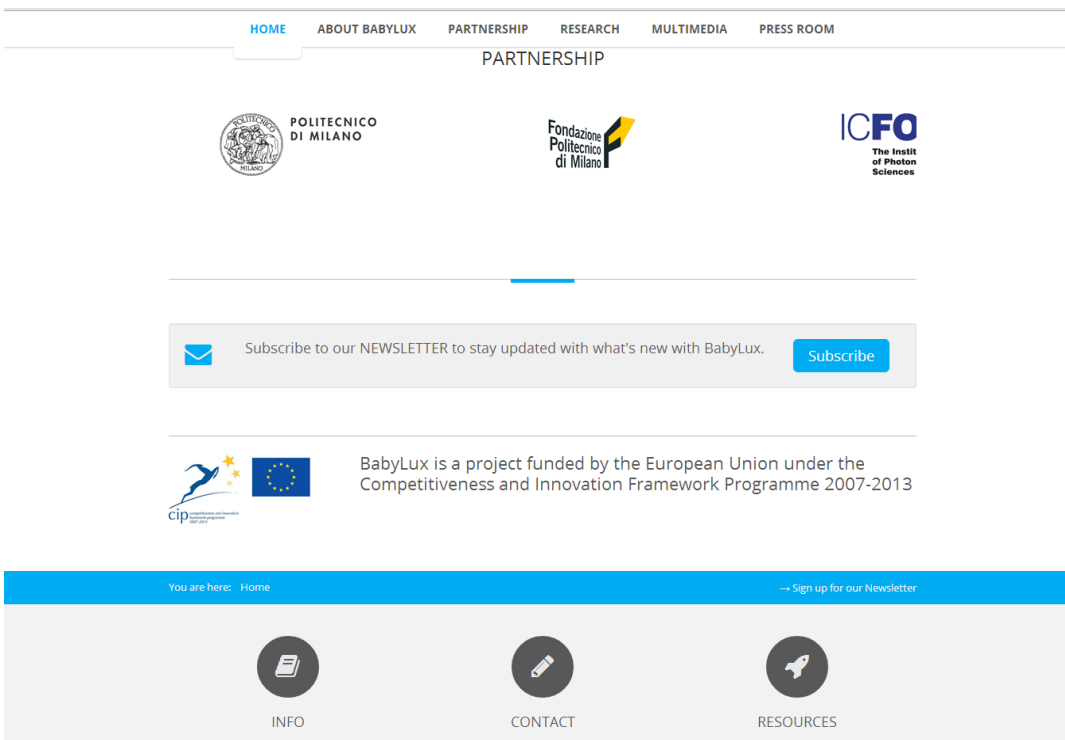


Figure 3 Screenshot of the home page

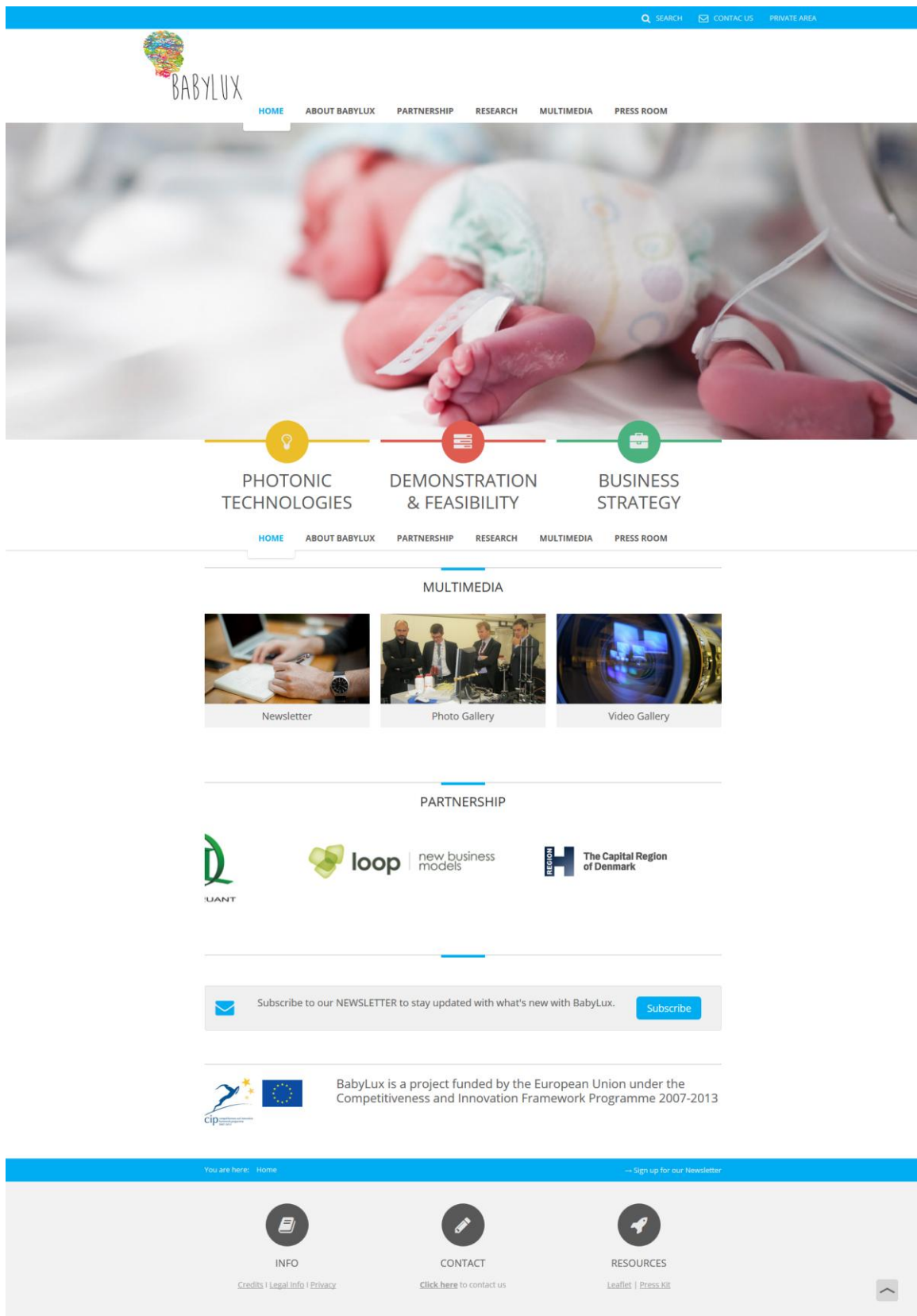


Figure 4 Screenshot of the home page

The web site has several sections devoted to present the project to external visitors. Figure 5 shows the information architecture of the BabyLux website.

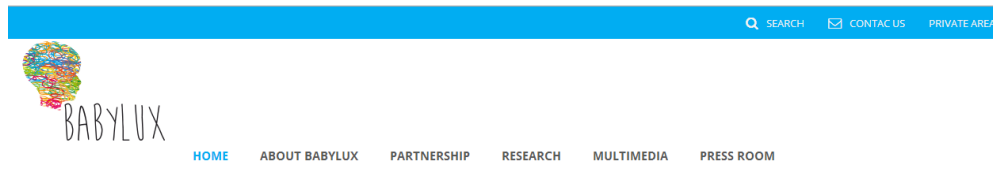


Figure 5 The information architecture of the BabyLux website

Information Architecture Details

- **HOME PAGE**

The home page shortly introduces the BabyLux project and gives the relevant information. The BabyLux home page provides a brief but impactful description of the project and of its objectives. The central slide show is dedicated to a set of images, automatically scrolling on the video, which have the goal of attracting the attention of the web surfer. More generally, the website is structured to enable a quick access to all the sections -detailed description of the project, partners, research, multimedia, press room- through a navigation bar in the upper part of each page. Icons, pictures, layout, colors and contents are very emotional and attractive for the web surfer.
- **Project**

The section contains 4 sublevel pages: Overview, Objectives, Background and Milestones. The main objectives and goals, data and foreseen activities of the project are here described.
- **Partners**

A brief description of the project partners, their logos and the link to the respective website are here available.
- **Research**

The section contains 3 sublevel pages: Photonic Technologies, Demonstration & Feasibility, Business Strategy. The 3 main topics of the research of BabyLux project are here described.
- **Multimedia**

The section contains 3 sublevel pages: Newsletter, Photo Gallery, Video Gallery. These pages include the newsletter of the project -BabyLux will produce 2 electronic newsletters/year-, pictures of meetings, events, labs, the project video and various video interviews.
- **Press Room**

The section contains 3 sublevel pages: News, Press Releases, Press Review. The “news page” shows general news and events about the project, partners, etc., i.e. internal meetings, the latest project results. Moreover, significant conferences, events, and projects related to BabyLux will be announced. The other two pages will allow visitors to view and download the press releases and press review of BabyLux.



Service Menu

- **Search**
A quick access to the website contents.
- **Contact Us**
This section enables people to easily get in touch with contact people of the project.
- **Private Area**
A quick access to the reserved area implemented on box.net.

Mega Footer Menu

- **Info**
Here, there is the link to Credits, Legal Info, and Privacy pages.
- **Contact**
Here, there is a quick access to the contacts page.
- **Resources**
Here, there are available some project materials: leaflet and press kit.
- **Social Network Icons**
Here, there is a quick access to your favourite social networks.

Google Analytics is active and will be used to analyse visitor traffic and get a complete picture of the audience: number of hits; number of unique visitors; traffic sources; location.

The **YouTube channel** is active and here we will add all project videos.

The URL is: <http://www.youtube.com/user/BabyLuxProject>

The **Google Plus page**, related to the YouTube channel, is active.

The URL is: <https://plus.google.com/u/0/113677848902583032786/posts>