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WP7	Communication, Dissemination, Training and Exploitation of the results
D7.1	Website and project logo

VOCORDER: Towards the ultimate breath analysis -based continuous healthcare

VOCORDER CONSORTIUM

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[1] **R** = Document, Report, **DMP** = Data Management Plan, **OTHER** = Other
[2] **PU** = Public, **SEN** = Sensitive, limited under the conditions of the Grant Agreement

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EXECUTIVE SUMMARY

Deliverable 7.1, a key component of the VOCORDER project, encompasses the development and presentation of the project's website and logo, both of which are integral to the project's identity and communication strategy. This public deliverable represents a strong visual and digital presence for the project. The development of both the logo and the website is guided by the objectives of clarity, accessibility, and alignment with the project's innovative character. This deliverable not only serves as a public representation of the VOCORDER project, but also as a crucial tool in engaging and informing a global audience about the project's progress and achievements in the field of health monitoring technology.

1. INTRODUCTION AND SCOPE

VOCORDER aims to develop innovative components based on disruptive technologies that aim to render breath analysis testing a holistic, highly efficient health monitoring apparatus that can be seamlessly integrated into everyday life. The purpose of this deliverable (D7.1) is to present project logo and project website. The information provided on the website is an outcome of the dissemination partner NEURALTECH/ METIS BALTIC for the overall input coordination, all VOCORDER project partners' contributions and the METIS BALTIC for the technical setup and design realization. Project logo is realized by METIS BALTIC.

1.1 Purpose and target audiences

The purpose of the VOCORDER project website is to serve as a central hub of information and resources related to the project. The website will also support the exchange of information among project partners and with the project target audiences. Information provided on the website will also display the ongoing status and the results of project.

Target audiences for the VOCORDER project are aligned with the Quintuple Helix innovation model adopted by the European Commission, hence the project website caters to a diverse range of stakeholders. The target audiences include researchers and academics, industry professionals, policymakers, and the broader community, including patients and healthcare providers. This approach ensures a comprehensive engagement with all sectors involved in the innovation process.

1.2   Relation to other activities in the project

The website is built upon the information gathered from all VOCORDER partners.

All information is represented in the project website is marked as "Public" in the grant agreement and thus accessible to all audiences. Confidential information regarding to the project progress and development is presented in the internal file managing system, where it is accessible by all project partners.

2. DESCRIPTION OF TECHNICAL WORK

The VOCORDER project's official website, accessible at www.vocorder-project.eu, went live in the project's third month. Project website plays a crucial role in facilitating internal project coordination and external dissemination efforts, ensuring easy access to all interested parties, making it an invaluable resource for both project members and the general public who are interested in our progress and initiatives.

Throughout the project's lifecycle, the website's content will be dynamically updated and enriched. Regular updates will include news about the project, summaries of meetings, highlights from event participation, and insights into ongoing research and development activities. Additionally, the website will serve as a repository for downloadable materials that represent the project, including scientific publications and various dissemination materials.

Project website also features active links to our social media channels: X (formerly Twitter), LinkedIn, and Facebook. These links not only enhance VOCORDER online presence but also provide additional avenues for engaging with a wider audience, fostering community interaction, and promoting the project's achievements and milestones.

In summary, the VOCORDER website is designed to be a comprehensive, user-friendly, and regularly updated portal, supporting both the dissemination of project information and the engagement with our diverse audience. The detailed description of the website contents and all involved information can be found in the following sections.

2.1   VOCORDER logo

The VOCORDER project logo plays a vital role in establishing and reinforcing the brand identity of our initiative. As the visual cornerstone of this project, the logo encapsulates the essence of VOCORDER's innovative approach to health monitoring through breath analysis.

The project logo is shown on Figure 1 VOCORDER logo. It is simple and easily readable, which should insure high recognition of the project brand and memorability. The simplicity of the logo also symbolizes the core value of the project – making continuous health monitoring through breath analysis easy and accessible to all.

Figure 1 VOCORDER logo

The project logo, when appropriate, will be accompanied by the associated image depicted below: Figure 2 VOCORDER . This image gives hint to the Volatile Organic

Compounds (VOCs) found in the human breath and which are the main target of the project.

As analysis of VOCs is the cornerstone of the VOCORDER project, it was important to have a visual representation of them either in the logo or in the accompanying images to enforce the connection between the project and its goals in the target audiences.

Figure 2 VOCORDER accompanying image

The logo and the accompanying image not only sets the tone for the project's visual narrative, but also provides a consistent and recognizable theme across all platforms and materials, enhancing the overall impact and recognizability of the VOCORDER brand.

2.2 Website design

The website design of the VOCORDER project is a seamless extension of its distinct brand identity rooted in the project's logo and the accompanying image depicting VOC molecules. The color palette, dominated by shades of light blue, white, and black, echoes

the project's focus on clarity, innovation, and precision. Light blue, often associated with health, tranquility, and trustworthiness, sets a serene yet professional tone for the website. This is balanced with white, ensuring the site feels open, clean, and uncluttered, which is essential for user-friendly navigation and readability. Black is used strategically to accentuate and ground the design, providing a strong visual anchor. Overall, the website's design harmoniously blends these colors with graphical elements inspired by the logo and VOC molecules, creating a visually cohesive and engaging online presence that perfectly mirrors the pioneering spirit of the VOCORDER project.

2.3   Website structure

The VOCORDER project's website is intuitively designed to offer effortless navigation across a comprehensive array of information, organized into several key sections:

- Home: Serving as the welcoming front door of the website, this section introduces visitors to the essence and mission of the VOCORDER project.

- News: A central hub for the latest updates and ongoing developments within VOCORDER, ensuring all stakeholders stay informed and engaged.

- About: Delving into the heart of the project, this section includes:

  - Project Overview: Providing a thorough breakdown of VOCORDER's objectives and ambitions.

  - Work Packages: Offering insights into the diverse research and development areas that form the backbone of the project.

  - Consortium: Detailed information about the collaborative network of project partners and their specific roles.

- Resources: A treasure trove of knowledge and findings, featuring:

  - Scientific Publications: A collection of academic papers and research articles generated from the project.

  - Dissemination Material: Various informational resources, like posters and leaflets, aimed at spreading the word and understanding of VOCORDER's progress and breakthroughs.

- Public Deliverables: Easily accessible results and outputs that showcase the tangible achievements of the project.

- Contacts: Direct contact details for the project coordinator, facilitating communication and engagement with interested parties.

Each section of the website is crafted to provide a clear, informative, and engaging user experience, reflecting the innovative spirit of the VOCORDER project.

2.3.1 Website header

The header menu plays a crucial role in website design, serving as the primary navigation tool that guides visitors through the site's content. Its consistent presence across all pages of a website is vital for providing a seamless and user-friendly experience. This consistency ensures that users can easily orient themselves and navigate to different sections of the site no matter where they are.

Figure 3 Website Header

The Vocorder website header appears to be thoughtfully designed for easy navigation and consists of the following menu items.

1. Home: This link directs users to the main page of the Vocorder website, featuring an overview of the project and its primary focus areas.

2. News: This section is devoted to blog posts and articles highlighting the latest achievements, updates, and developments within the Vocorder project.

3. About: This critical part of the menu provides a description of the Vocorder project, encompassing its mission, vision, and objectives. Additionally, it includes sub-menu links for more detailed information on work packages and their descriptions and the consortium, that contain short description of the partners and links to their official websites.

4. Resources: A valuable section for researchers, students, or anyone interested in the project's scientific aspects which contains scientific publications, dissemination materials and public deliverables.

5. Contacts: This section is essential for those who wish to reach out to the project team. It includes contact form.

This structure provides a comprehensive and user-friendly navigation experience, ensuring that visitors can easily find detailed information about the project, its progress, and how to engage with or follow its developments.

2.3.2   Website footer

The website footer is an essential element in web design, often used to provide important information that is consistent across all pages. In the case of the VOCORDER project, the footer's inclusion of funding acknowledgments plays a key role in transparency and credibility. It offers a space to recognize and credit the sources of financial support, which is crucial for academic and research-based projects. This not only adheres to the EC standards of disclosure but also builds trust with the audience by showcasing the project's backing and legitimacy.

VOCORDER is co-funded by the European Union under grant agreement 101115442.

Figure 4 Website footer

2.3.3   Website landing page

The landing page of a website serves as the initial point of contact and sets the tone for the visitor's experience. It's crucial in making a strong first impression and effectively conveying the core message of the site. For the VOCORDER project, the landing page

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is particularly significant in showcasing the project's essence, objectives, and the support it receives.

Figure 5 Website - Landing page 1

As can be seen in Figure 5 Website - Landing page 1 the first section of the landing page features the VOCORDER project's header menu and a video. The video is a creative representation of the Volatile Organic Compounds (VOCs) found in breath, linked to the project's focus. Accompanying this video is a brief description of the Vocorder project, providing visitors with an immediate understanding of the project's aims and scope.

Figure 6 Website - Landing page 2

The following part of the landing page highlights the consortium section, displaying the logos of the project partners. It visually represents the collaborative nature of the project and the diversity of organizations involved. The beginning of the resource section can also be seen at the lower edge of the Figure.
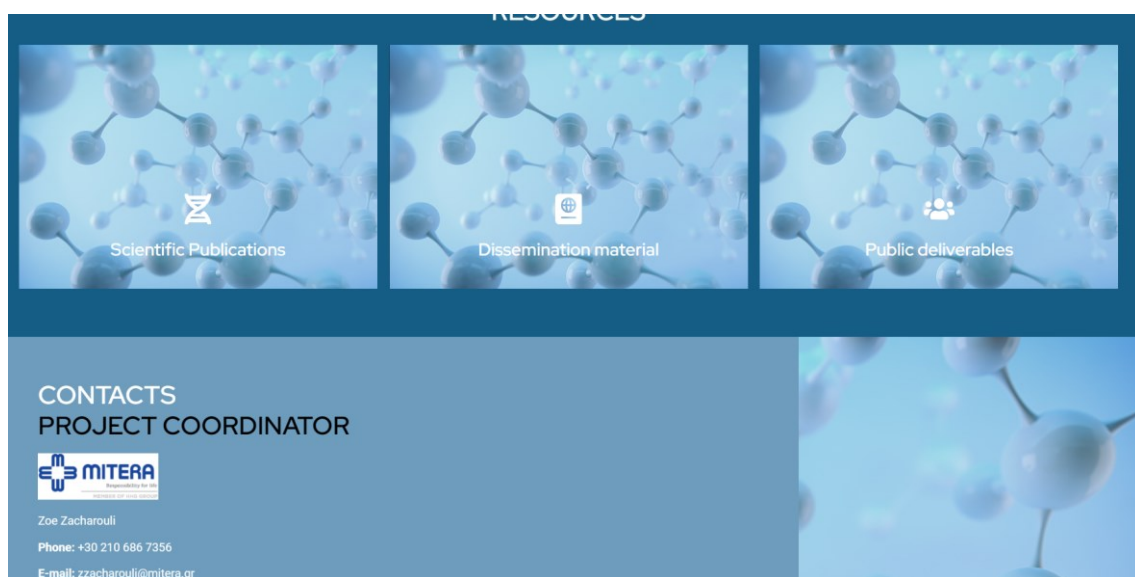

**Figure 7 Website - Landing page 3**

This segment presents the continuation of the resource section, featuring links to scientific publications, dissemination materials, and public deliverables, offering valuable resources for those interested in the project's research and outcomes. Additionally, it includes the contact section, providing direct contact details for the project coordinator, facilitating communication and engagement with the project team.

The landing page also provides links to the official social media accounts of the VOCORDER project.

Overall, the landing page of the VOCORDER project is thoughtfully designed to engage visitors immediately, offering a blend of visual appeal and informative content that highlights the project's key aspects and encourages deeper exploration of the site.

2.3.4 Website About section

The "About" section of the VOCORDER website provides a comprehensive overview of the project, detailing its aims, mission, vision, objectives, and the innovative technology that is developed. As can be seen in the Figure 8 Website - About section, this section contains an array of information describing the project, including strategic, scientific, and technological objectives.
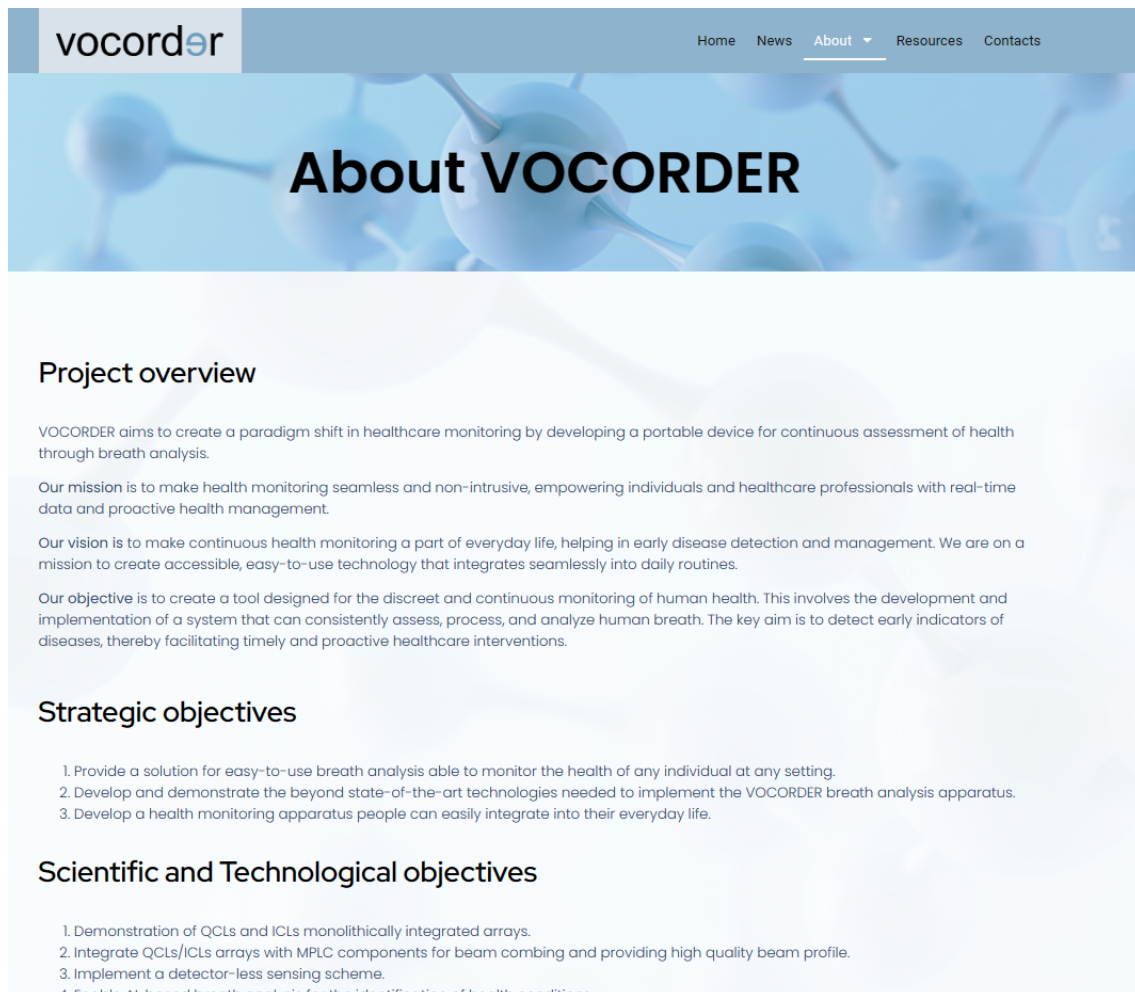
Figure 8 Website - About section

Overall, the "About" section presents VOCORDER as a project with a clear and impactful vision, combining advanced technology and user-centric design to transform the landscape of health monitoring.

2.3.5 Website Newsletter subscription section

The VOCORDER Newsletter Subscription Form is an important component for engaging and informing interested parties about the project's progress and breakthroughs. As can be seen in the Figure 9 Newsletter subscription form, the form is designed with clarity and simplicity in mind, ensuring a user-friendly experience.

Figure 9 Newsletter subscription form

The form is straightforward, asking for basic but essential information: Name, Surname, E-mail, and Company. This ensures that the newsletter is personalized and relevant to each subscriber.

The inclusion of a checkbox for agreeing to the terms and conditions is a standard practice, ensuring compliance with legal requirements and establishing trust with subscribers by transparently handling their data.

Overall, this subscription form is a vital tool for the VOCORDER project to build a community of interested individuals and organizations, keeping them engaged and informed about its significant contributions to health technology.

2.4 Website access

The VOCORDER project's website is accessible at www.vocorder-project.eu. The choice of this domain name is a deliberate one, closely aligning with the project's identity and its European roots. 'vocorder-project' directly mirrors the project's name, VOCORDER, creating an immediate and clear connection for anyone seeking information about the project. The addition of the '.eu' top-level domain underscores the project's affiliation with the European Union, highlighting its continental scope and relevance.

Incorporating the project name within the domain is a strategic decision, enhancing the website's visibility in search engine results. This makes it easier for interested parties to discover and access the information on the website. The inclusion of the word 'project' in the domain name further clarifies that this site is specifically about the VOCORDER project, effectively distinguishing it from other websites with similar names or domains. This careful consideration in domain naming ensures that the website stands out as the authoritative source for all things related to the VOCORDER project.

2.5 Website accessibility

The accessibility of the VOCORDER website across various devices is a critical aspect of its design and functionality, ensuring that all users, regardless of the device they use, have a seamless and engaging experience. Here are key elements that contribute to its device accessibility:

1. Responsive Design: The website employs a responsive web design, meaning it automatically adjusts and reconfigures its layout and content to fit the screen size of the device being used. This ensures that whether a visitor is accessing the site via a

smartphone, tablet, laptop, or desktop, the content is displayed in an optimized and readable format.

2. Touchscreen-Friendly Navigation: For devices with touchscreens, such as smartphones and tablets, the website is designed with larger, easy-to-tap buttons and links. Menus and interactive elements are also touch-friendly, providing a smooth navigation experience on touch devices.

3. Fast Loading Times: Recognizing that mobile devices, especially when using cellular data, may have slower internet connections, the website is optimized for quick loading. This involves compressing images, minimizing code, and employing efficient content delivery networks (CDNs).

4. Cross-Browser Compatibility: The website is tested and optimized for compatibility with a wide range of web browsers, including those commonly used on mobile devices like Safari, Chrome, and Firefox. This ensures consistent functionality and appearance across different browsers.

5. Accessible Media: Videos and multimedia elements are optimized for different devices, ensuring they play smoothly on both desktop and mobile platforms. This may include adapting the file format or resolution for mobile optimization.

6. Legible Font Sizes and Readable Content: The website uses dynamic font sizes that adjust according to the device, ensuring that text is legible on smaller screens without the need for zooming in.

7. Minimalist Design Approach: A clutter-free, minimalist design is more effective for smaller screens, ensuring that the website's essential information and navigation remain the focus without overwhelming the user.

By prioritizing these aspects of design and functionality, the VOCORDER website ensures that it is accessible and user-friendly for visitors using any type of device, thus reaching a wider audience and improving user engagement.

2.6   Website analytics

The VOCORDER project website has Google Analytics installed, which will be primarily used in shaping the project's dissemination and communication strategies. By analyzing

the data collected, such as visitor demographics, behavior patterns, and engagement metrics, our dissemination and communication managers will gain valuable insights. These insights will inform strategic decisions, helping to tailor content, outreach activities, and user engagement effectively. Furthermore, the statistics gathered through Google Analytics will be instrumental in compiling comprehensive reports for the European Commission. They will provide tangible evidence of the website's reach and impact, aiding in the tracking and evaluation of Key Performance Indicators (KPIs) related to the project's visibility and outreach. This data-driven approach will ensure that project`s dissemination efforts are not only targeted and efficient but also aligned with the project's overarching goals and compliance requirements.

2.7   Website Search Engine Optimization

For the VOCORDER website, several SEO (Search Engine Optimization) optimization strategies were employed to enhance its online visibility and reach. These strategies are essential to ensure the website ranks well on search engine results pages, thereby attracting more visitors and effectively disseminating information about the project. Key SEO strategies likely include:

1. Keyword Optimization: Identifying and integrating relevant keywords related to breath analysis, health monitoring technology, and related scientific research. These keywords are strategically placed in website content and meta descriptions to improve search engine ranking for those terms.

2. Quality Content: Dissemination and Communication managers will provide informative, engaging, and regularly updated content about the VOCORDER project. High-quality content not only attracts visitors but also encourages other websites to link back to the site, which boosts SEO.

3. Mobile Optimization: Ensuring the website is mobile-friendly, with a responsive design that adapts to different screen sizes. This is crucial as search engines like Google prioritize mobile-optimized websites in their rankings.

4. Page Load Speed: Optimizing the website's loading speed by compressing images, leveraging browser caching, and minimizing code. Faster loading times improve user experience and are favoured by search engines.

5. URL Structure: Implementing a clean, logical URL structure. This not only helps search engines crawl the website more efficiently but also enhances the user experience.

6. Social Media Integration: Using social media platforms to promote the website and its content. Social media links and sharing options can increase visibility and drive traffic to the site.

By employing these SEO strategies, the VOCORDER website will be well-positioned to achieve higher rankings in search engine results, making it more accessible to those interested in innovative health monitoring technologies and the project's specific focus.

3. CONCLUSIONS

The VOCORDER project's website stands as a highly user-friendly and accessible online hub for the public. Its design emphasizes ease of navigation and the provision of informative content, making it a frequently visited resource for those interested in our work. Technologically, the website is built on a state-of-the-art framework, with its backend components regularly updated to ensure optimal performance and security.

Functioning as a central platform for information dissemination, the website plays a vital role in the project's planning and communication strategies. It facilitates effective collaboration and information exchange among the project partners enabling them to efficiently execute their responsibilities and publicly showcase their results. The website not only highlights the ongoing achievements and progress of the VOCORDER project, but also serves as a testament to the project`s commitment to transparency, engagement, and the dissemination of knowledge.