



## Robust Automated Driving in Extreme Weather

Project No. 101069576

### Deliverable 9.1 ROADVIEW website

WP9 – Communication, dissemination and exploitation

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## Partner short names

HH	Halmstad University
accelCH	accelopment Schweiz AG

## Abbreviations

D	Deliverable
EU	European Union
GDPR	General Data Protection Regulation
IP	Intellectual Property
SERI	State Secretariat for Education, Research and Innovation
UKRI	UK Research and Innovation
WP	Work Package

## Executive summary

As part of work package (WP) 9, task 9.2, 'Multi-channel and multimedia communication', this deliverable presents the ROADVIEW project website, describing its main objectives and structure, its technical implementation and the strategy for maintaining the website throughout the project's duration and following its completion.

## Objectives

The project website is a powerful tool to communicate, inform about and raise awareness of the project's objectives and progress, enabling the ROADVIEW consortium to easily reach out to all its stakeholders. Tailored to the various stakeholders of ROADVIEW, the website provides up-to-date, consistent and comprehensive information on the project.

## Methodology and implementation

The ROADVIEW website was created using WordPress and the website builder plugin Elementor. As it is securely hosted on accelCH's web server, GDPR compliance is ensured. The website's appearance was customised according to ROADVIEW's visual identity as defined by accelCH.

## Outcomes

This deliverable consists of the project website available online at [www.roadview-project.eu](http://www.roadview-project.eu). The website serves as the main source of information for stakeholders on the objectives, progress and results of the project. The information displayed on the website will be continuously updated and expanded to complement the given content with new findings and results.

## Next steps

The next steps for the website include regularly posting project-related news as well as creating new areas on the website to announce relevant events, share outreach material and report on project results and outcomes as they become available. Furthermore, the website URL will be included in all communication, dissemination and exploitation material relevant to the project.

## 1 Key facts

The ROADVIEW website mainly aims to raise awareness of the project's endeavours and progress. It also functions as a central platform to disseminate project results to the scientific community and to communicate its outcomes to the automotive industry, end users of the project outcomes, policymakers and the general public. Here are some key facts:

- The ROADVIEW website address is [www.roadview-project.eu](http://www.roadview-project.eu)
- The website was first launched on September 26, 2022
- accelCH created and currently maintains the website using WordPress
- The project website is securely hosted on accelCH's web server
- The website links to the project's social media channels, Twitter and LinkedIn.

## 2 Objectives

Designed to be easily accessible and user-friendly, the project website serves as a wide-reaching means of communication and engagement with all ROADVIEW stakeholder groups. By developing and maintaining the ROADVIEW website, we aim to:

- Increase awareness of the ROADVIEW project and its network
- Communicate the project's progress
- Inform about planned project-related activities
- Share the project's results and outcomes
- Increase the project's impact

The specific objectives are not only to provide a source of information but also to create an interactive platform for exchange with the various stakeholder groups, including the scientific community, the automotive industry, end-user groups, policymakers and the general public as well as within the project's network. This will be achieved by including engaging audio-visual material that clearly and effectively communicates the project vision, endeavours and results to a wide audience and by providing regular news and continuously updated content.

### 3 Strategy

The website functions as a focal point for all stakeholder groups of ROADVIEW. They can find information on the partners involved in the project, the technological and scientific details behind the development of reliable in-vehicle perception and decision-making systems for connected and automated vehicles, the project's progress and key achievements, as well as project-related events. The five main stakeholder groups identified for ROADVIEW are shown in Figure 1.

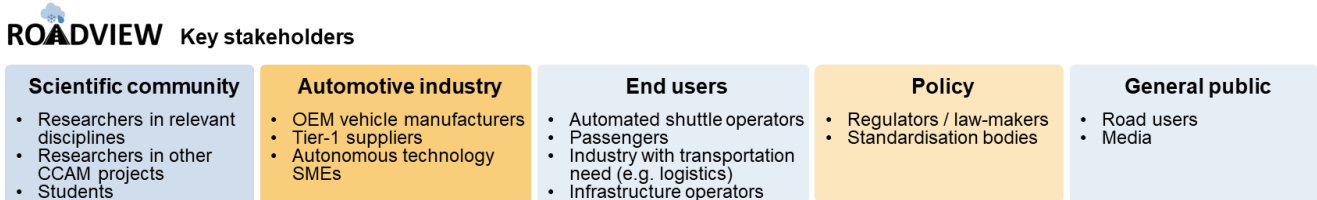


Figure 1 Stakeholders of the ROADVIEW project

The ROADVIEW website aims to keep all its stakeholder groups involved and interested in the project throughout its entire duration. This will be achieved by promptly communicating the project's newest results, regular and timely updates on news and events, and enhancing engagement opportunities through event registration functions, when appropriate. The content of the web pages will be specifically tailored to different target groups.

The current website content was developed in collaboration with ROADVIEW's coordinator, Prof. Aksoy (Halmstad University (HH)), whose input and feedback have been valuable contributions. Feedback received both via the website contact function and through direct input from the partners will continue to help shape the website content and structure. This will be a helpful means to guide project communication strategies and the project itself towards achieving maximum impact among all its stakeholders.

### 4 Technical implementation

The ROADVIEW website created with WordPress is implemented in a way that allows easy maintenance and provides an appealing experience to its users. As it is securely hosted on accelCH's web server, GDPR compliance is ensured.

#### 4.1 WordPress

The website was created using the content management system WordPress and a website builder plugin called Elementor. WordPress offers flexible and professional layouts, a user-friendly interface for ease of editing and numerous additional plugins to integrate interactive features and adjust the website to the project's needs. Thanks to the tool's flexibility, the design and functionality of the website can evolve throughout the project and continuously adapt with ease.

As a default feature, WordPress offers responsive designs, i.e. website layouts that adapt to different screen sizes depending on the device used. Thanks to this feature, the ROADVIEW website is easy to navigate on a small screen and can be conveniently accessed from any device.






#### 4.2 Theme

The website's theme was customised by accelCH according to the project's visual identity. This comprises the corporate colours (Table 1) and a selected font set: Jura is used for headers, while Cairo is used for



body text and other smaller text. Headers, buttons, links, and visual elements like boxes all follow the ROADVIEW colour scheme to create an identifiable and consistent appearance.

**Table 1 ROADVIEW corporate colours**

1		CMYK 16, 7, 0, 45 RGB 100, 121, 140 HEX #64798C	4		CMYK 0, 45, 55, 5 RGB 242, 128, 102 HEX #F28066
2		CMYK 16, 7, 0, 15 RGB 176, 198, 217 HEX #B0C6D9	5		CMYK 0,16, 47, 5 RGB 242, 200, 121 HEX #F2C879
3		CMYK 9, 4, 0, 0 RGB 232, 244, 255 HEX #E8F4FF			

### 4.3 Images and graphics

To increase the visual appeal of the website, images and graphics are used to help illustrate the given information. This includes i) various photos used for website headers as well as to highlight text in between text blocks, ii) visualisations of information, e.g. of the various modules ROADVIEW aims to develop and of the expected impact of the project, and iii) various icons. Furthermore, the ROADVIEW logo is a core element displayed throughout the website. Logos of partner organisations and profile photos of team members were provided by the respective partners, while other illustrations and graphics were created explicitly to be used within the ROADVIEW project. More visuals will be created and added throughout the project.

## 5 Structure

The website is currently structured as described in the following sub-sections, in line with the strategy, aims and objectives described above. However, this structure and the individual web pages are subject to evolve over time and will be adapted as the project develops. The present section follows the structure of the website's main navigation menu, starting with the homepage, followed by the other pages, and concluding with the footer.

The main navigation menu allows the viewer to easily reach the key pages of the website, currently including 'Home', 'Challenges', 'Work Plan', 'Technology', 'Impact', 'Consortium', 'News', and 'Contact'. As the project progresses, new pages will be added to the menu to accommodate further relevant content, such as research highlights, publications and other project material.

The funding acknowledgement is displayed in the footer throughout the website, which also includes the copyright and links to the privacy and cookie policies, social media channels and the contact page.

### 5.1 Homepage

The Homepage is the landing page for first-time access to the website through entering the URL in an internet browser, a search engine, or a link on a different website (e.g. partner websites). When browsing through the ROADVIEW website, users can easily return to the homepage by clicking on the ROADVIEW logo in the header, as is common practice for many modern websites.

The homepage enables the viewer to immediately gather an overview of the project, through the descriptive project title and brief description on an illustrative background (Figure 2). Directly below this, the visitor is provided with some key facts about the project and an informative quote from the project coordinator.

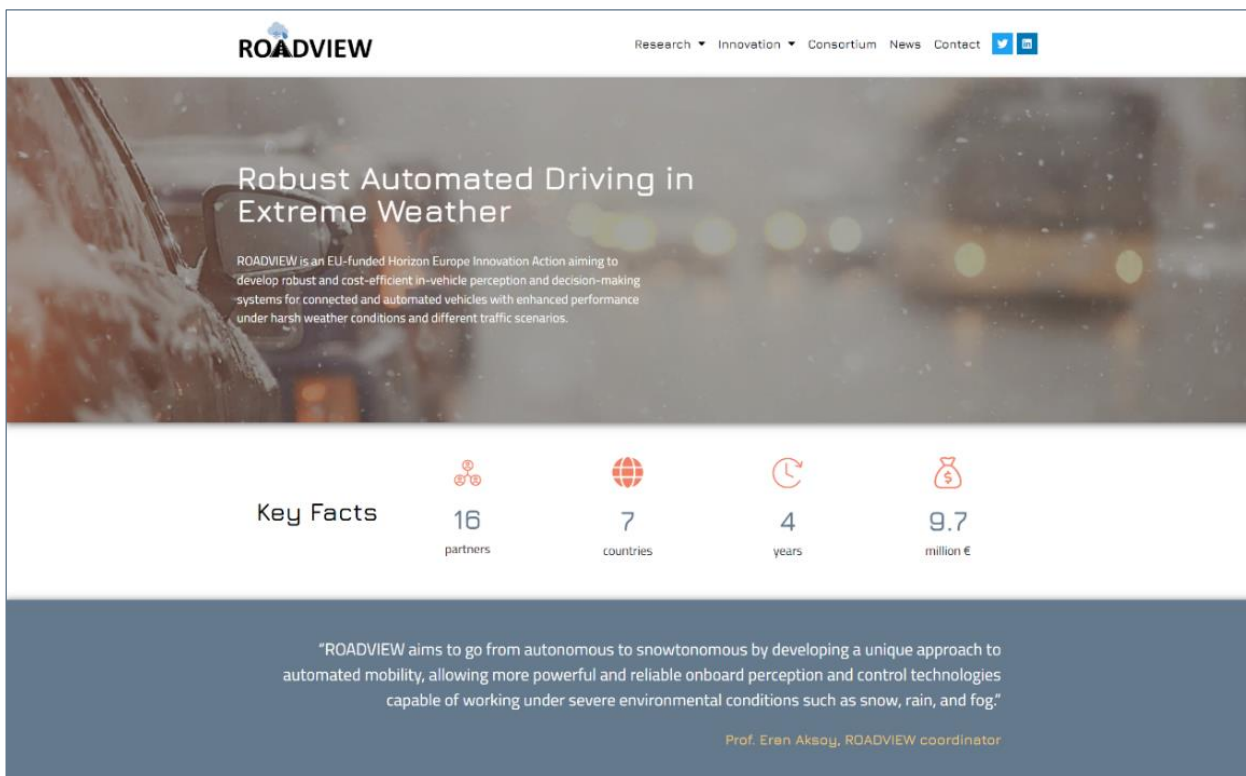


Figure 2 Upper section of the ROADVIEW website homepage

This is followed by a 'Latest news' section in the form of both a Twitter feed and news items posted on the website (Figure 3). The homepage also prominently shows hyperlinked buttons to the 'Technology' and 'Impact' pages, conveniently guiding the visitor to these key pages as they scroll through. The logos of all partners are displayed at the bottom of the page.

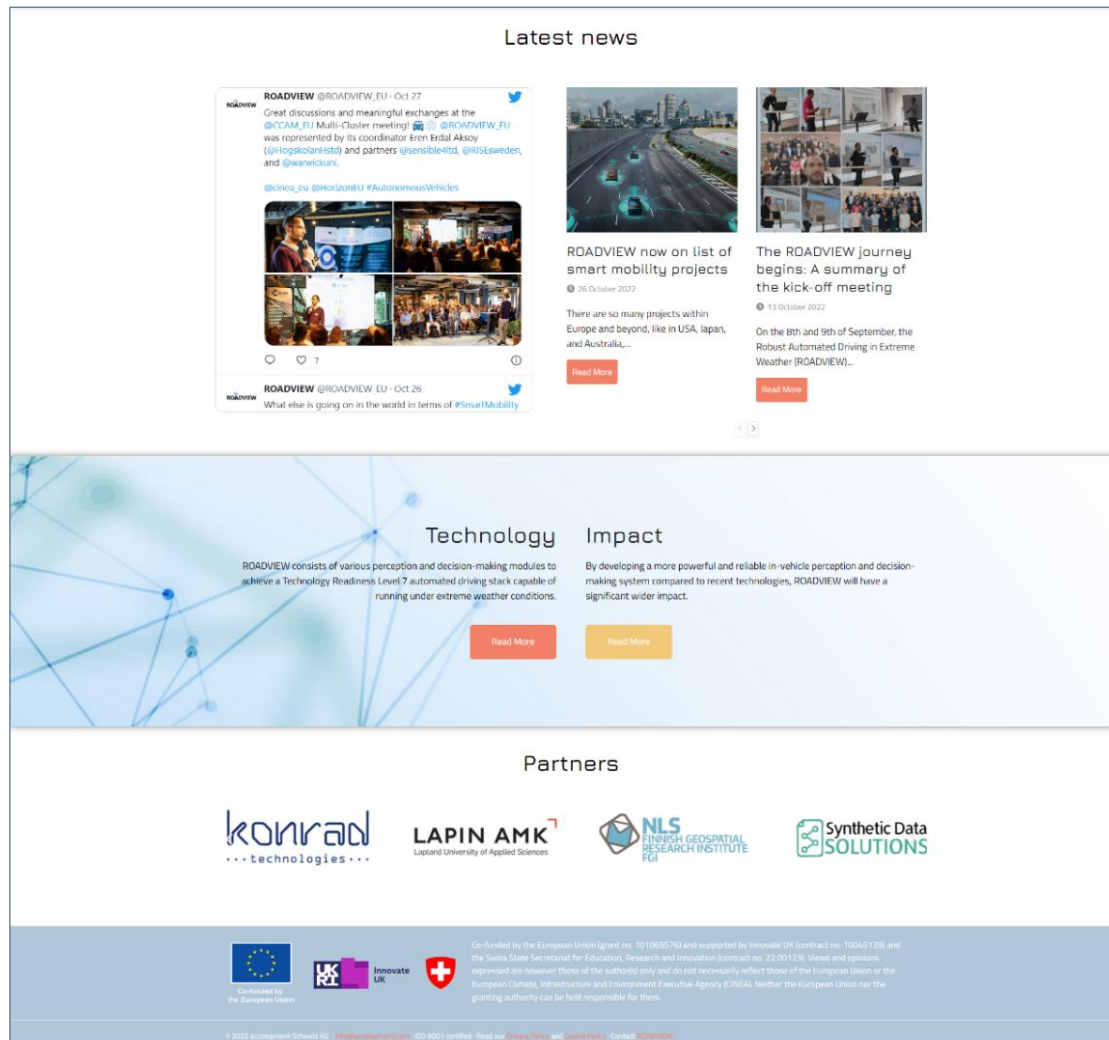


Figure 3 Lower section of the ROADVIEW website homepage

## 5.2 Research

When hovering over the 'Research' main navigation menu item, its submenu with the two pages 'Challenges' and 'Work Plan' appears. Together, these pages summarise the ROADVIEW project's motivation, objectives, and work plan.

### 5.2.1 Challenges

This page has two sections: 'Weather conditions' and 'ROADVIEW's solutions' (Figure 4). It explains why there is a need for a project like ROADVIEW, what problems ROADVIEW aims to solve and how it aims to achieve that. A key message is highlighted in the middle of the page through image overlay text with strong colour contrasts.

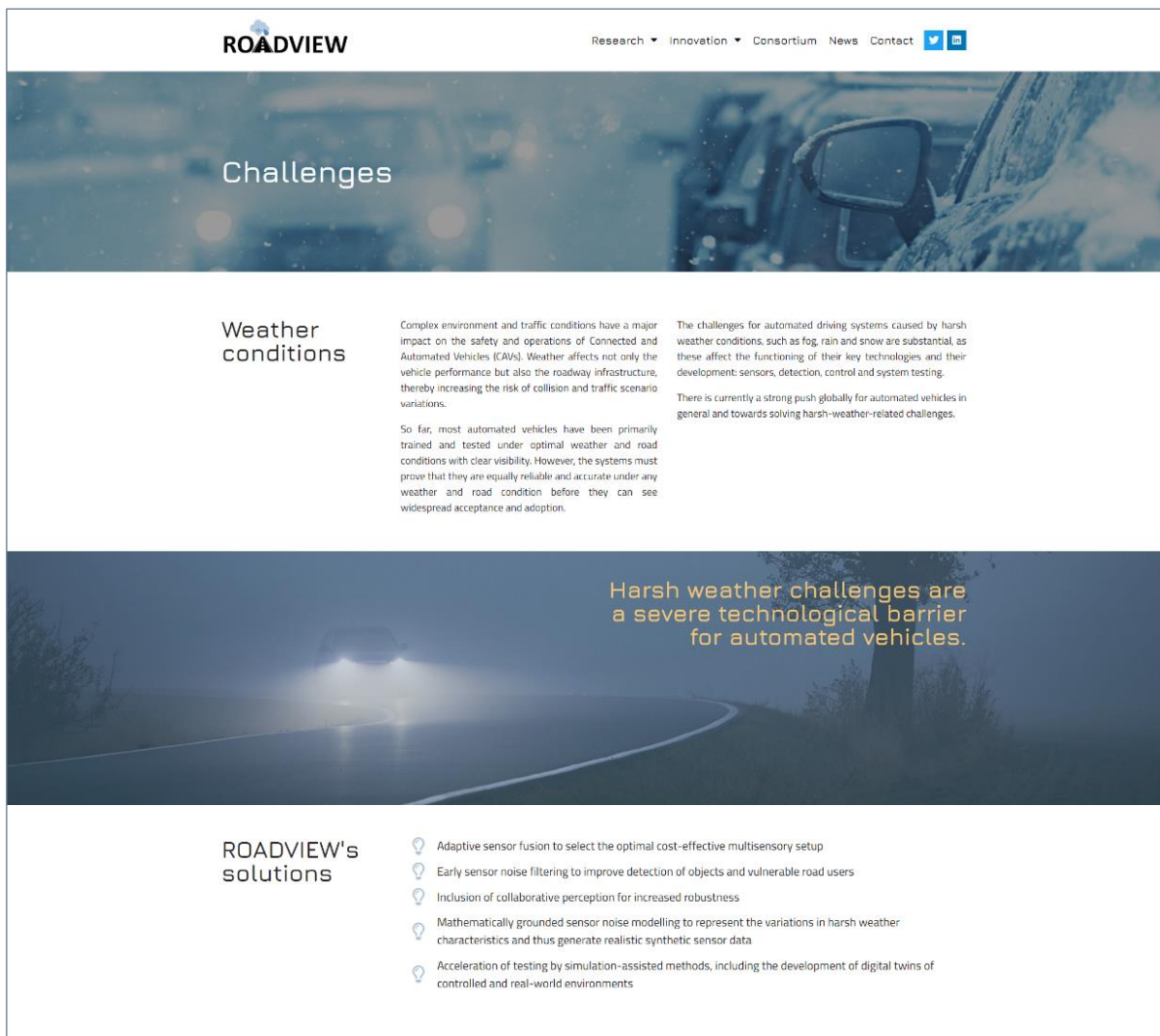


Figure 4 The ROADVIEW 'Challenges' page

## 5.2.2 Work Plan

This page provides an overview of the work packages in ROADVIEW, including their main tasks within the work plan (Figure 5).

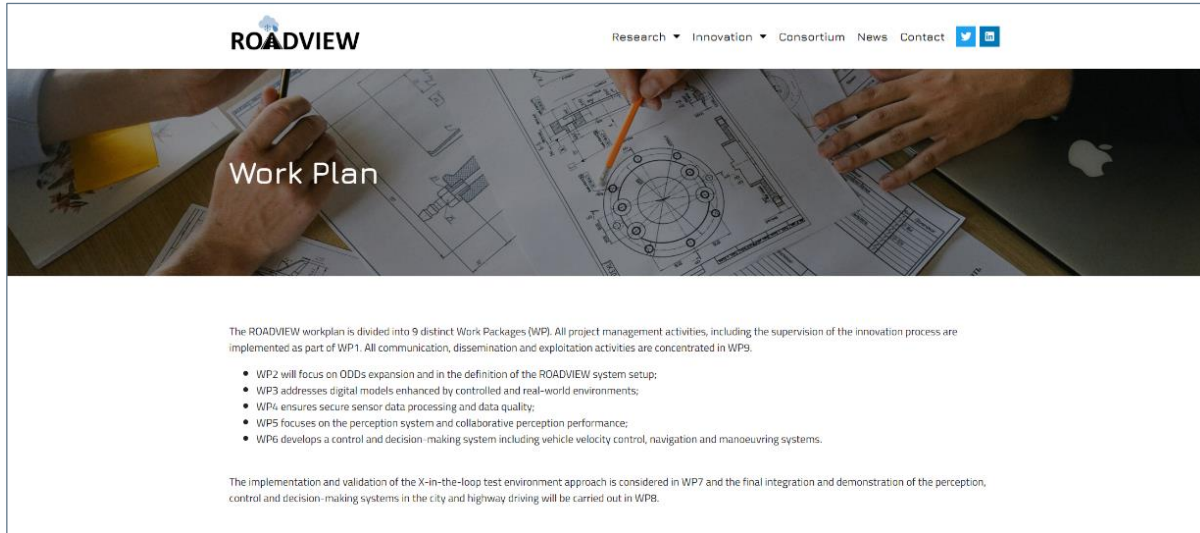


Figure 5 The ROADVIEW 'Work Plan' page

## 5.3 Innovation

The submenu containing the items '[Technology](#)' and '[Impact](#)' is accessible by hovering over the main menu item 'Innovation'.

### 5.3.1 Technology

This page provides technical details on the perception systems ROADVIEW will develop, describes the testing and validation procedure and displays a chart visualising how these and other processes are interconnected (Figure 6). Due to the technical details, the current 'Technology' page mainly targets an expert audience (e.g. researchers and manufacturers).

### 5.3.2 Impact

This page describes the expected wider positive impact of the project outcomes. The road in the image visualises time, showing short-term to long-term impacts (Figure 7).





Figure 6 The ROADVIEW 'Technology' page

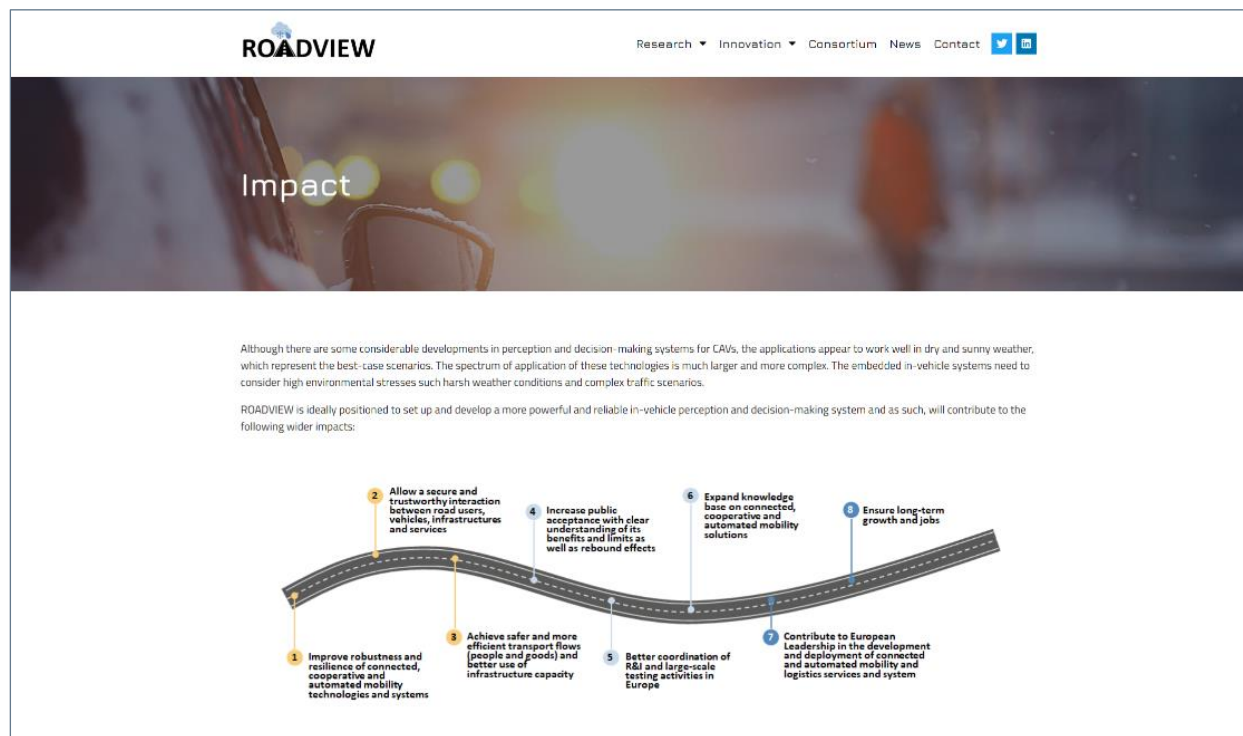


Figure 7 The ROADVIEW 'Impact' page

## 5.4 Consortium

The '[Consortium](#)' page (Figure 8) gives an overview of all partners forming the ROADVIEW consortium. For each partner organisation, their logo (linking to their website), name and department/institute name are displayed, along with photos and names of the team members. Should any team members change during the project, these will be promptly updated. Clicking 'More information' will show more details about the given partner.

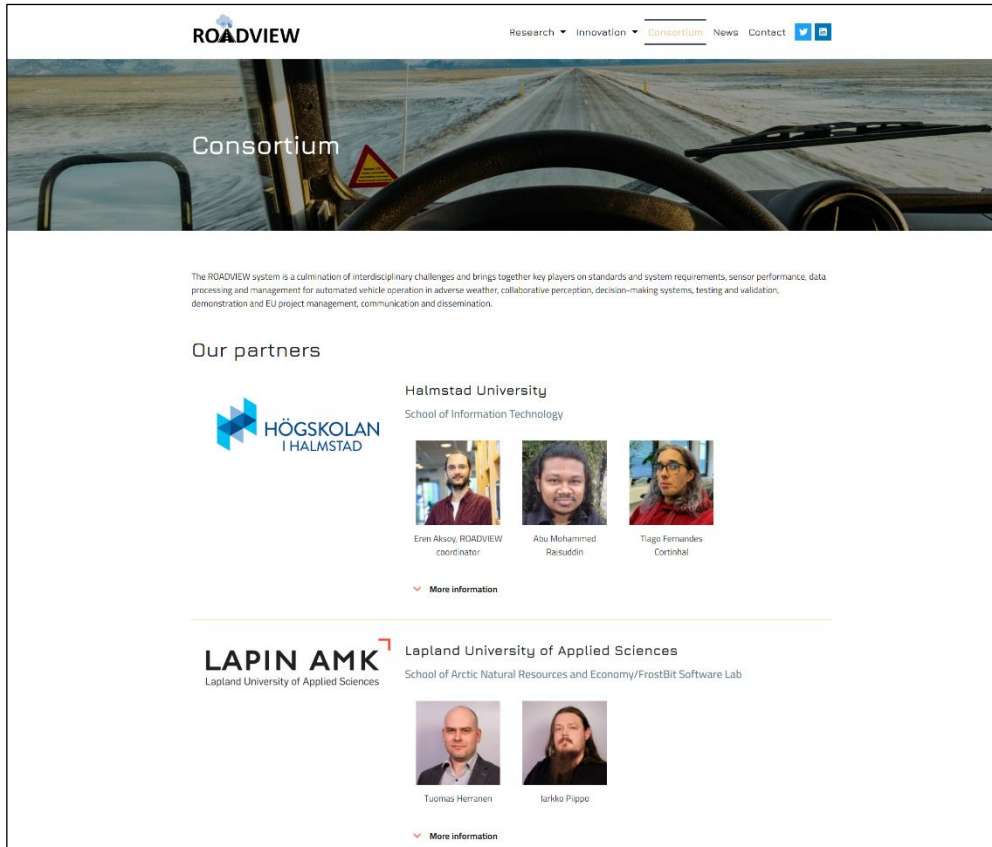


Figure 8 The ROADVIEW 'Consortium' page

## 5.5 News

The '[News](#)' page (Figure 9) features short blog posts published whenever there is a relevant update regarding the ROADVIEW project, or when news, articles and any other related communication item of interest for the project and its stakeholder groups is released. A minimum of one blog post per month will be published. Once the number of news items starts to grow, these will be tagged based on their topic so the viewers can easily sort through them based on their specific interests.

The page can be reached via the corresponding item in the main navigation menu or through the latest news items hyperlinked on the homepage. Each news post is linked to its own individual page, meaning that each post has an individual URL that can be shared.

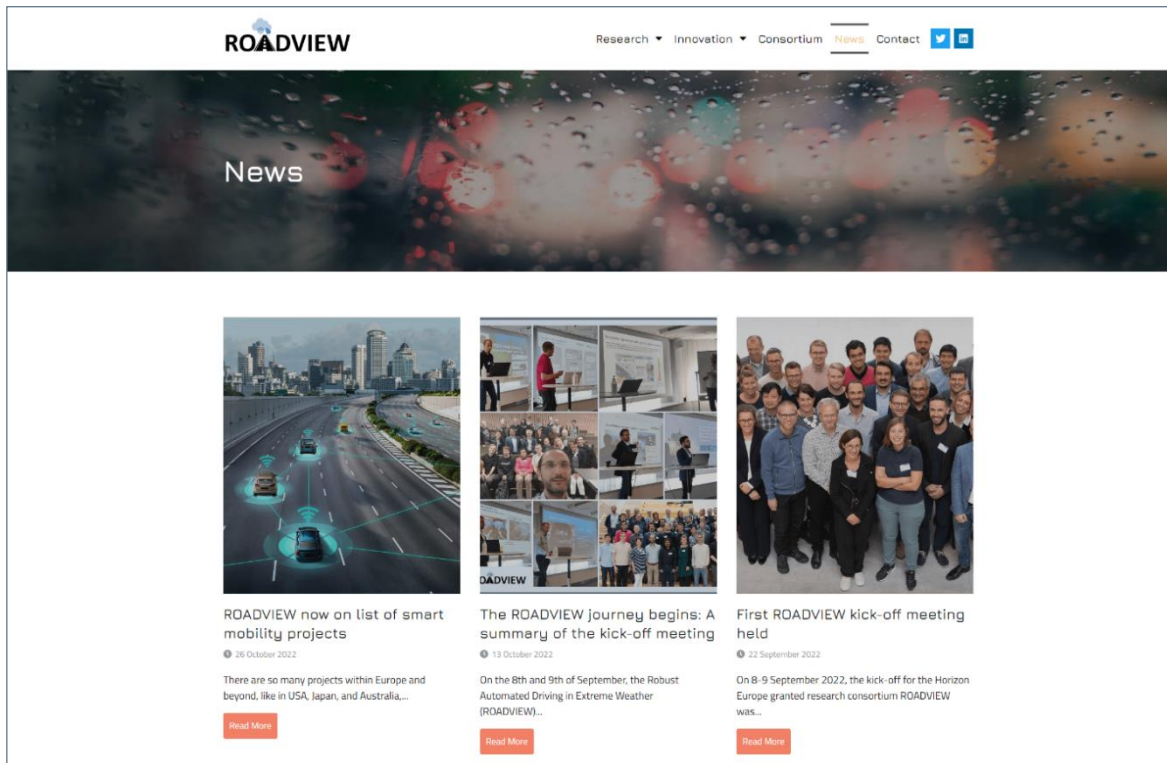


Figure 9 The ROADVIEW 'News' page

## 5.6 Contact

The 'Contact' page allows interested stakeholders to engage with project partners (Figure 10). Through the contact form, emails are sent to the project coordinator, who replies and/or distributes the enquiries to the relevant project partners.

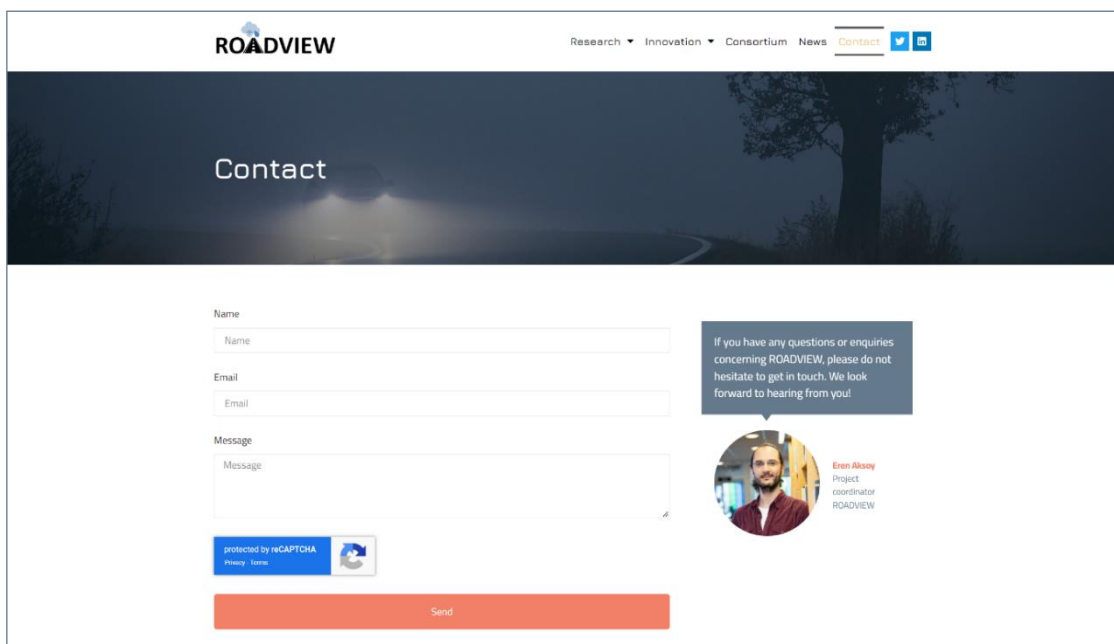


Figure 10 The ROADVIEW 'Contact' page



## 5.7 Footer items

The footer area appears on every page of the ROADVIEW website (Figure 11). It includes the following items:

- Funding acknowledgement: EU, UK Research and Innovation (UKRI) and State Secretariat for Education, Research and Innovation (SERI) emblems/logos, combined funding acknowledgement and EU disclaimer
- Links to Privacy Policy and Cookie Policy pages
- Link to Contact page



Figure 11 The ROADVIEW website footer

To comply with the GDPR, the website includes a cookie banner with an opt-in option for the usage of cookies, which visitors are presented with on first access to the ROADVIEW website (Figure 12).



Figure 12 Cookie permission banner on first access of the ROADVIEW website

## 6 Development and maintenance

accelCH reviews and updates the website on a regular basis. At project meetings, ROADVIEW partners are reminded to share any ideas and/or suggestions they may have for the website. New results as well as project-related news and event updates will be added to the website as soon as they become available. All ROADVIEW partners can send information to accelCH to be published on the website. The project coordinator and accelCH decide on the publication of new input for the website since confidentiality issues might arise.

## 7 Outreach and evaluation

accelCH will measure the website's impact with Google Analytics on a quarterly basis. The tool not only offers the possibility to track website traffic (e.g. page views, unique visitors), but can also detect the immediate impact of dissemination activities that lead to more page views. For instance, when a partner presents its results at a conference, we expect to see an increase in new visitors. The outreach will be evaluated based on the quarterly reports to see if targets have been reached and, if necessary, to identify new outreach measures.

## 8 Outlook

The website will be complemented with embedded videos, event photos, graphs and images or other multimedia features, to create a visually appealing and dynamic platform for its viewers. As the project progresses and yields its first results, these will be incrementally added to the website, to maximise their communication and dissemination to the project's stakeholder groups.

As the project progresses, the structure of the ROADVIEW website will be adapted by accelCH to include relevant information and new pages when needed. The consortium has already agreed on additional menu items and pages, which will be implemented when the first results and outcomes are available. More specifically, an outcomes page will be added to the main navigation at a later stage in the project when project results start to be documented in the form of journal articles, posters, conference presentations, infographics and similar material. These will all be linked to their respective source websites and a search function will be included within the page so the viewer can easily find the documents of interest based on topic or date of publication. Another feature that will be added is an event calendar, providing an overview of conferences and other events where ROADVIEW partners will participate or additionally engage in a dissemination activity, such as a presentation or demonstration.

Overall, all pages will be updated with additional visual content as the project progresses to ensure a visually pleasing, clear and engaging experience for the website visitor.