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R8.4. BioS Website

WP8: Dissemination

Responsible Partner: Skybridge

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Executive Summary

The BioS website was launched on 14 May 2018 under the domain name <https://bios-project.eu>

The BioS website was initially developed in EN language and was translated in 7 languages (GR, PT, IT, ES, DE, FR, FI). It includes project description specifying main project objectives, activities and expected results. It also provides all public deliverables under an Open Licence and link to the BioS Massive Open Online Course. The website has a social media connection (FB, YouTube, Twitter, LinkedIn) and contact details of the coordinator. It mentions the European Union's financial support and corresponds with EU-funding visibility requirements, including relevant logo and disclaimer.

During the project implementation the BioS website was populated with news and was continuously updated. It will be also maintained after the project's end.

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including Commission services and project reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and project reviewers)	

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Introduction

The BioS website was launched on 14 May 2018 under the domain name <https://bios-project.eu>. It is Result R8.4. “BioS Website” of WP8 “Dissemination”. It is developed by Skybridge and translated by all partners under project task A8.4 “BioS Website”.

The BioS website is the main online communication channel of the BioS project. It aims at spreading information about the BioS project, its activities and its results.

1. Website Design

The BioS website design included web graphic design and navigation design.

1.1. Web Graphic Design

The graphics of the BioS website were created as the visual representations used on the BioS website to enhance the project concept, to remain consistent with project brand and to make the website an attractive showcase for the project. The web graphic design included the interface design, creation of the layout, selection of font color and font type, pictures, image captions, image sliders and all other visual aspects of the BioS project.

1.2. Website navigation

The BioS website navigation has been designed and streamlined to provide easy access to all basic information as well to the project results. It has an attractive format supported by a considerable number of hyperlinks. The website contains the following main menus:

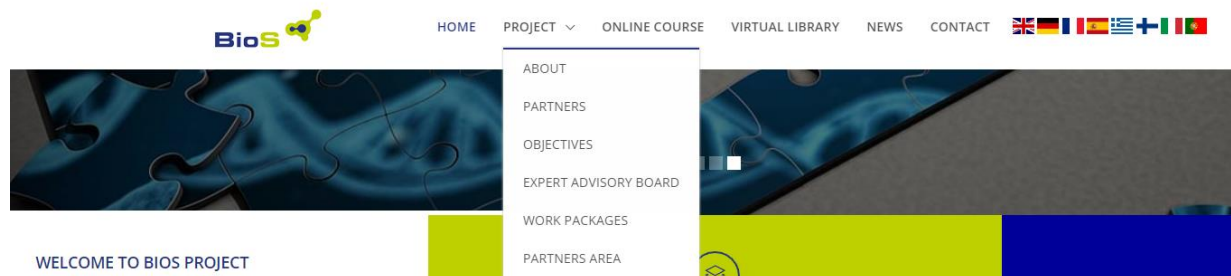


Figure 1. BioS website menus

- Home: This menu redirects the visitor to the BioS homepage.
- Project
 - About: in this section an at-a-glance overview of the BioS project is presented.
 - Partners: in this section a short description for all project partners is presented including links to their respective websites. Additionally, an interactive map of BioS partners is online.
 - Objectives: in this section the major objectives that the BioS project should attain are listed.
 - Expert Advisory Board: in this section the BioS project expert advisory board (EAB) is presented along with a short description and the CV of each member.
 - Work Packages: description of WPs

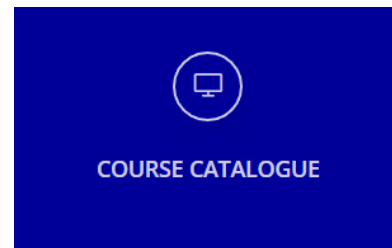
- Partners' area: this is the restricted, collaborative space for BioS partners. Only BioS consortium members and the EU project officer are able to access the area by using their unique credentials.
- Online Course: this section provides information about the BioS training, description of the modules and direct link to the BioS MOOC.
- Virtual Library: Contains a collection of resources (papers, e-books etc.) related with the BioS scientific foci.
- News: This section which will keep visitors up to date with latest project news and events (e.g. project meetings, conferences, presentations, etc.).
- Contact: Contact details of the coordinator and message form.

Additionally, the homepage of the BioS website has four (4) main clickable images with hyperlinks to the main BioS products, enhancing the dynamic effect and giving the website a modern and appealing look and feel.

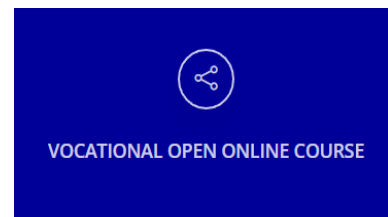
The hyperlink of the first caption provides an overview of the BioS publicly available deliverables and results/outcomes.



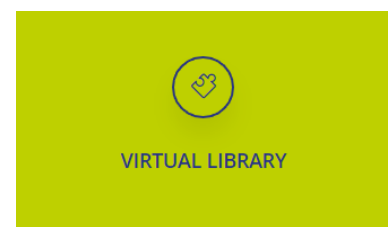
The hyperlink of the second caption provides access to the BioS course catalogue, which includes all the details regarding the BioS VOOC (modular curricula, course catalogue).



The hyperlink of the third caption provides information about the BioS curricula and direct access to the BioS VOOC.



The hyperlink of the fourth caption provides access to the BioS virtual library where the visitor can directly and freely access all the relevant material with the BioS Course's scientific foci (ex. courses syllabi, textbooks, journal articles, policy papers and analyses, conference presentations, video and audio material, maps, images, links to journals and other related initiatives, relevant EU best practices and case studies etc.)



2. Social media

BioS partners use Facebook, YouTube, Twitter and LinkedIn as their main social media platforms for the project. The BioS website contains four (4) social media buttons, which link to the BioS social media pages as shown in the figure below. These links and buttons will enable BioS website visitors and content viewers to easily share BioS content with their social media connections and networks.

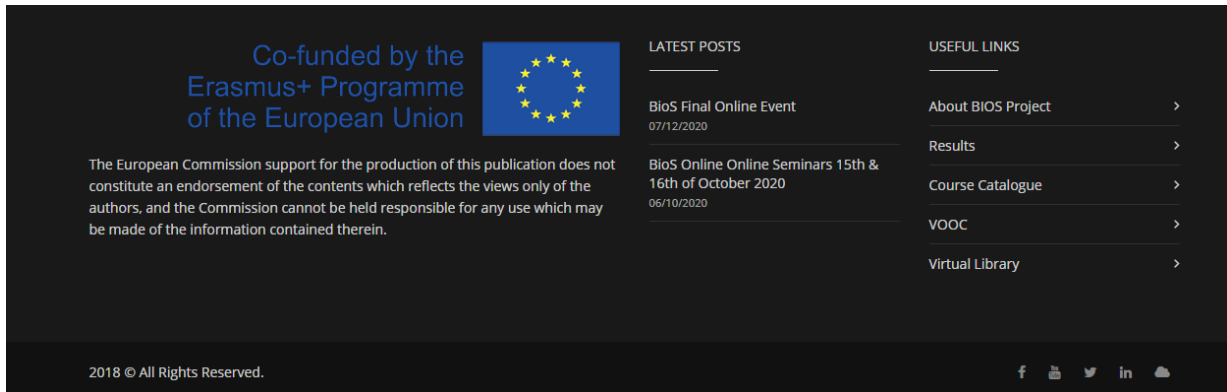


Figure 2. BioS social media buttons

3. Final Event page

A dedicated web page was developed for the BioS Final Event:

<https://bios-project.eu/site/en/project/final-event.html>

This Final Event page provides the following information:

- Description of the event, including the central topics.
- A registration button, through which everyone was able to register to the event.
- A 'Join us button', through which everyone was able to directly join the event.
- The 'Meet the speakers' section, in which all speakers are presented with their images, short and full CVs.
- The 'Newsroom' section, in which the presentations, the recordings and the booklet with the short abstracts of speeches are available.

4. Website content

The BioS website content provides information about the project's objectives, activities and results and is kept up-to-date: with the contact details of the coordinator, mention of the European Union's financial support with the relevant logo and access to all public results, as and when they become available.

4.1. Open Access for project deliverables

All BioS public deliverables are uploaded to the section Results of the website during the project implementation and are freely downloadable under the [Creative Commons Attribution-NonCommercial 4.0 International Licence](https://creativecommons.org/licenses/by-nc/4.0/). Constraints imposed regarding commercial reuse of the material as well as giving appropriate credit and license when reusing the material.

4.2. Localisation

The content of the BioS website was initially developed in EN language and was translated in all partner languages (GR, IT, ES, DE, FR, FI) in order to maximise the impact of the project in both EU and national level.

5. Accessibility

The BioS website is complied with Web Content Accessibility Guidelines WCAG 2.0 (Level AA) to make BioS web content more accessible to people with disabilities. It has been successfully tested with common web accessibility evaluation tools such as achecker <https://achecker.ca/checker/index.php>, as shown at the figure below:

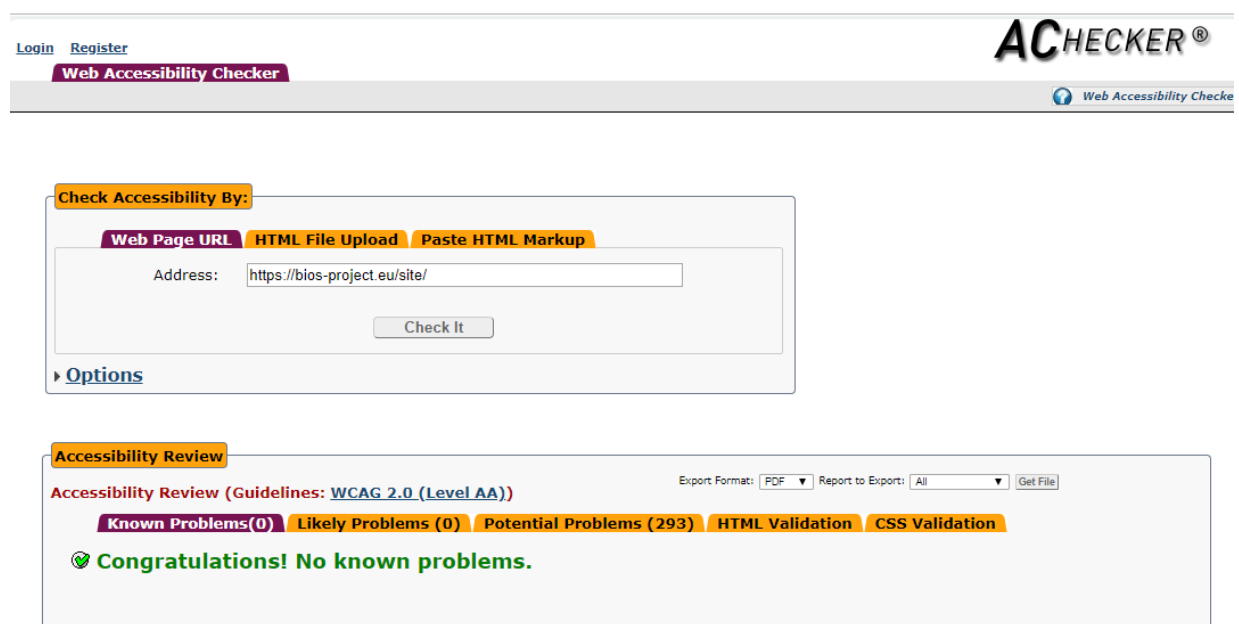


Figure 3. BioS website accessibility review

6. Technologies

The BioS website has been developed using state-of-the-art technologies and incorporates several innovative features such as:

- Responsive layout, capable of uniform appearance in any device;
- Complied with WCAG 2.0 (Level AA);
- Dynamic content representation;
- Multilanguage content supporting SEO/SEF URLs.

The following state-of-the-art technologies and ICT tools have been used for the development of the backend and the frontend of the BioS website:

Backend

- PHP 7.x
- MariaDB 10.x / MySQL 5.x

- Yii 2.x Framework

Frontend

- jQuery 2.0.0
- Bootstrap 4.0.0
- Other jQuery and Bootstrap based technologies

7. Web Hosting

The BioS website is online and fully operational since 15 May 2018. It is hosted on a Linux server using the latest technology processors, with guaranteed 99,99% Server Uptime, Secure Shell (SSH) Access, 24/7 Network Monitoring and daily website backups. Skybridge has committed to keep the website alive and active for at least three years after the contractual end of the project completion.

8. Maintenance

As administrators of the BioS website, Skybridge is responsible for the website maintenance and update including graphic design of the website elements, technical development and the overall online profile management. Skybridge will also continue to perform regular content updates ensuring that all deliverables, news, articles etc., are posted in a professional and timely manner.

9. Google Analytics

Google Analytics is a web analytics tool that can help us understand and analyse the BioS website traffic. Since the release of the BioS website on 14 May 2018, Google Analytics codex has been integrated to the website’s algorithm in order to be able trace and analyze the website’s activity in depth. The below presented data have been collected from 14 May 2018 until 18 December 2020.

The data of the website report will be updated on a regular basis.

9.1. Audience Overview

According to the Audience Overview chart, we can summarize that from 14 May 2018 to 18 December 2020 the site has **6,539 new users** with **1.82 number of sessions per user** and **02:17 avg. session duration**.

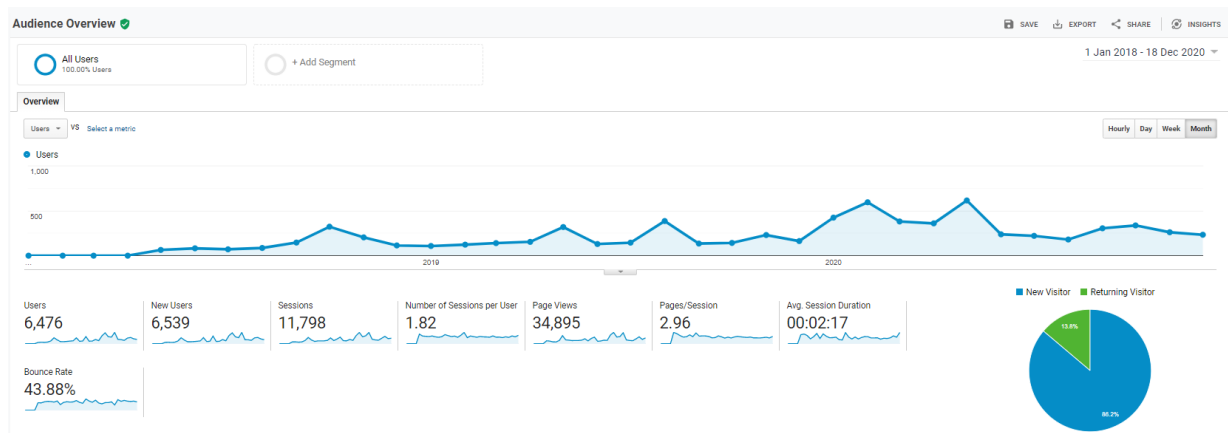


Figure 4. Users of the BioS website

From the overall number of website visitors, we can see that the “New Visitors” percentage is quite high (86.2%) while the “Returning Visitors” are limited at 13.8%.

These data prove that the website follow a natural way of dissemination with a relatively small “Bounce Rate” 43.88% which proves the accuracy and the relevance of the audience along with the quality and the user-friendly environment and architecture of the BioS website.

9.2. Pages

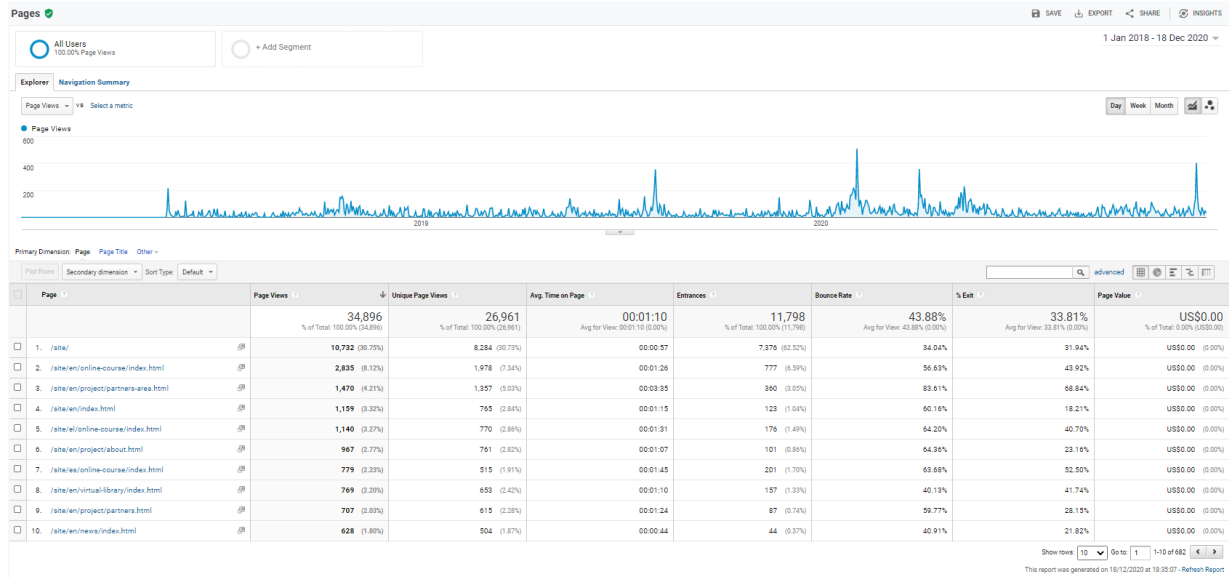


Figure 5. Pages views of the BioS website

On the page level analysis, we can see that naturally the landing page of the site comes first regarding the *page views* (10,732/ 30.75%).

Second page based on the *page views* comes the English version of the online course (VOOC) page (2,835/ 8.12%). This proves that the site successfully manages to lead the visitors right to the core of the project, which is the the online course page (<https://mooc.bios-project.eu/>). The avg. time the visitors seem to spend to the online course page is 01:26 which is among the highest avg. times on the website.

In addition, increased importance for the audience seems to have the Greek version of the online course (VOOC) page (1,140/ 3,27%) and the Spanish version of the online course (VOOC) page (779/ 2,23%) .

In overall, from the above presented data, we can tell that the BioS website is a quality site with user friendly environment with low bounce rates and serves efficiently the purpose and the goals of the project.

10. Conclusions and future work

The BioS website constitutes an attractive showcase for the project and provides easy access to to all basic project information and results. It is the main online communication channel of the BioS dissemination strategy, aiming at spreading information about the BioS project, its activities and its results. The BioS website has been continuously updated during the lifetime of the project. Finally, the BioS consortium is committed to keep the website alive and active for at least 5 years after the project completion, ensuring the sustainability of the project's results.