This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 644187
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EXECUTIVE SUMMARY

This deliverable comprises the general description of the RAGE project public website – referred also as the RAGE website, accessible at http://www.rageproject.eu.

The RAGE website main objectives are to raise awareness about the project activities as well as to incentivise engagement from targeted stakeholder communities. It integrates social media networks such as Twitter, Google+ and LinkedIn and has been developed using Wordpress as Content Management System (CMS).

The RAGE website is constantly monitored for content management and technical support purposes.
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1 INTRODUCTION AND OBJECTIVES

This deliverable – D9.2 RAGE website, comprises the general description of the RAGE website accessible at http://www.rageproject.eu.

The RAGE website is a relevant component to support awareness activities of the project, aimed at:
- Becoming an important source of information aggregation for the project;
- Providing real-time access to updated information about the project;
- Increase exposure of the project and its activities;
- Supporting the consistent public image and branding of the project; and
- Incentivising engagement from targeted stakeholder communities.

The RAGE website communicates relevant and public information about the project and integrates the project social networks: Twitter, Google+, and LinkedIn. Through the integration of social networks we aim at increasing traffic in the Rage website, communicate directly with target audience and approach future partners that engage with the project.

In addition, the website provides a user-friendly design and an easy-to-follow menu so visitors can understand at a glance its structure and can easily navigate throughout its entire content. RAGE website complies with W3C accessibility guidelines and it integrates a responsive design, adaptable to smartphone and tablets.
# 2 RAGE WEBSITE STRUCTURE

The outline of RAGE website is detailed below and presented in the figure:

- **Home**
- **Project**
  - Workplan
  - Pilots
  - Partners
- **RAGE ecosystem**
- **Training**
- **News (blog)**
- **Tactical Alliances**
- **Success Stories**
- **Downloads**
  - Dissemination Materials
  - Publications & Deliverables
- **Contact**

![Figure 1: RAGE Website Navigation Map](image)

Each tab of the navigation map is further described in the following sections.

## 2.1 Home page

The home page presents the goals of the project as well as an overview of the entire website such as information about the project, partners, pilots, latest news, latest social media activity and upcoming events related to the project.

The home structure comprises the following sections:

- **Header.** It contains the RAGE logo, access to the project’s social networks, a search bar and the web navigation menu:
  - The navigation menu is composed by 8 tabs (as detailed in the figure above).
  - The following tabs will remain hidden at the beginning of the project “Training” and “Success Stories”, until we have relevant information to display;
- **Multimedia banner.** It displays series of information, pictures and – if necessary, videos in order to convey RAGE’s key messages at a glance. This section will be updated as the project evolves and as required by key dissemination events/milestones;
- **Project information section.** It comprises several components that summarize the project information – or provide the most recent activity of: the project tab, the news tab, the events tab, the partners tab and RAGE’s twitter; and
- **Footer.** It provides a summary of RAGE’s purpose, outlines the navigation menu and includes a share this plug-in to share every page of the website through users’ social networks. In addition, it displays the W3C accessibility guidelines compliance icon and presents the EU flag followed by the text: “This project has received funding from
the European Union’s Horizon 2020 research and innovation programme under grant agreement No 644187.“

Figure 2: RAGE home page
2.2 Project
This tab describes the project objectives and vision and provides an overview of the project’s highlights as it progresses. It is divided in the following three sub-tabs:

- Workplan. It describes the key aspects of RAGE’s workplan;
- Pilots. It provides the rationale of RAGE pilots and describes the organisations that will be participating on them; and
- Partners. It provides a brief description of RAGE’s 19 partners.

2.3 RAGE ecosystem
This tab describes the RAGE ecosystem in a jargon-free language. It describes key aspects of the RAGE ecosystem and it also provides an outline of its main offerings and benefits. In addition, when the RAGE ecosystem website is available, this tab will include a link to redirect users to the ecosystem.

2.4 Training
This tab will present the training material produced by WP6 Rage Ecosystem, providing a space to post multimedia material (video, audio, pictures, documents) organised by date or training categories, this will be decided as the project evolves.
At the beginning of the project, *this tab will be hidden* until the training material is available. It is foreseen that training material produced by the project will have associated:

- Goals
- Benefits
- Features
- Estimated time (if applicable)
- Positions for whom this will be relevant (e.g. developers, managers, educators)
- Aspects of RAGE objectives covered
- Language: English by default (material in other languages may be added)
- Pre-requisites, associated qualification, etc. (to be added if applicable)

### 2.5 News

This tab is composed by a multi-author blog format with RSS and newsletter subscription capabilities. It provides the latest news on the RAGE project, applied games industry as well as upcoming relevant events. It is composed by the following sections:

- **Upcoming events.** It displays a list of relevant upcoming events of the RAGE project and of the Applied Games industry;
- **Applied games news.** It displays a feed of external messages from a selection of relevant Applied games media detailed in section 3.2;
- **RAGE news.** It displays blog posts related to RAGE’s recent activities and outcomes;
- **Recent activity.** It shows RAGE’s twitter latest activity and ranks the most popular post of RAGE’s blog;
- **Subscription.** It provides RSS and newsletter subscription options; and
- **Social networks.** It invites visitors to follow RAGE’s social networks.

![Figure 5: RAGE news page (blog)](image)

### 2.6 Tactical alliances

This tab presents a space to display RAGE’s Tactical Alliances, which are organisations that support the project within several activities such as (but not limited to) testing and evaluating the assets gathered in RAGE Ecosystem, exchanging inputs, participating at networking events and organising joint activities to disseminate RAGE outcomes.

The tab provides a brief description of each of RAGE’s tactical allies, along with their organisation’s logo. It also invites website visitors to get involved in RAGE’s activities, including a link that will redirect them to fill in the contact form in order to get in touch with the project. The contact form will be sent to the WP9 lead.
2.7 **Success Stories**

This tab will display RAGE’s success stories of users that have up-taken the project results, it provides a multimedia space to describe their experiences. At the beginning of the project, *this tab will remain hidden* until there is relevant information to display.

Success stories will mainly (but not limited to) display the following information:

- Organisation logo
- Organisation name
- Industry
- Testimonial/Success story
- Position of the person providing the testimonial

2.8 **Downloads**

This tab gathers all public information about the RAGE project that can be downloaded by users such as Dissemination Materials, Publications, Articles and Public Deliverables. It contains two sub-pages

- Dissemination materials. It comprises the project communication material such as press releases, slides, postcard, flyers, among others.

- Publications and deliverables. It comprises public and relevant documentation related to the project such as deliverables, academic papers and articles published about the project.
2.9 Contact
This tab presents the contact information of the Project Coordinator and Dissemination leader as well as links to RAGE social networks. In addition, it contains a contact form containing the following:

- Name
- Email
- Subject
- Message

This contact form will be sent to the WP9 lead.

![Contact page](image)

Figure 8: Contact page

2.10 Social Networks
RAGE presence in social networks aims to support awareness activities as well as to promote understanding of the project objectives, benefits and main outcomes. In addition, social networks are intended to better position the RAGE project within search engines (SEO) as well as to dynamize content generated throughout the project lifecycle through social sharing tools such as:

- Smore\(^1\) for leaflets and bulletins: [https://www.smore.com/u/rageappliedgame](https://www.smore.com/u/rageappliedgame)
- SlideShare\(^2\) for presentations: [http://www.slideshare.net/RAGEAppliedGame](http://www.slideshare.net/RAGEAppliedGame)
- Scribd\(^3\) for papers: [https://es.scribd.com/RageAppliedGame](https://es.scribd.com/RageAppliedGame)
- Youtube for videos: [https://www.youtube.com/RageprojectEuAppliedGame](https://www.youtube.com/RageprojectEuAppliedGame)

RAGE presence in social networks can be accessed from the header bar at the website, which redirects visitors to the following links:

- Twitter: [https://twitter.com/rageappliedgame](https://twitter.com/rageappliedgame)
- Google +: [google.com/+RageprojectEuAppliedGame](http://google.com/+RageprojectEuAppliedGame)
- LinkedIn Group: [https://www.linkedin.com/groups/Applied-Games-Ecosystem-8267571?home=&gid=8267571](https://www.linkedin.com/groups/Applied-Games-Ecosystem-8267571?home=&gid=8267571)

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1 [https://www.smore.com/](https://www.smore.com/)
2 [http://www.slideshare.net/about?smtNoRedir=1](http://www.slideshare.net/about?smtNoRedir=1)
3 [http://www.scribd.com/about](http://www.scribd.com/about)
3 WEBSITE CONTENT MANAGEMENT

A content management back office solution is used to maintain the technical service to support content management, online traffic and related services. For administration purposes, the following management categories will be included in the website’s back office: user management, upload management, menu and content categories management, back up management and websites statistics.

All partners are responsible of content generation and integrity as well as keeping the website and social networks updated with relevant information.

The dissemination leader is responsible of the operational and technical support of the website and social networks and will update and monitor RAGE’s website and social networks at least twice a month and when required by the project.

3.1 Monitoring and control
RAGE website and social networks are constantly monitored for content updating, community interaction and technical updates to enhance its features and maintenance. Before being implemented, all changes are evaluated based on feedback, in order to generate more traffic, user engagement and best visiting experience for the target groups.

RAGE social network activity is monitored and managed with the community management tool Hootsuite4. In addition, both RAGE website and social networks are monitored with Google Analytics5 Intelligence to identify website’s visits, unique visitors, time per visit, traffic source and other key metrics that will enhance visitors’ experience and engagement.

3.2 Sources of Content
The news section will be a dynamic section feed through RSS news services in addition to project generated content. The following sources have been preselected to be used as feeders:

- The Serious Games News from Gamasutra web site: http://www.gamasutra.com/topic/serious/sgs/index.php
- The Serious Games Blog: http://seriousgamesblog.blogspot.com/
- The Future Making Serious Games Blog: http://futuremakingseriousgames.blogspot.com/
- The Gamification Blog http://gamification.co/

4 https://hootsuite.com/company
5 http://www.google.com/analytics/
4  WEBSITE TECHNICAL ASPECTS

The website has been designed to have a hierarchical organization, supported by dynamic content management and web publishing tools. INMARK is responsible of the technical infrastructure for developing and hosting the website, as well as for managing the website through the project lifecycle. The web will be developed using Open Source technologies (PhP and MySQL environments).

The interface and overall technical operation and functionalities of the website have been developed using Wordpress as the Content Management System (CMS), publishing platform and blog tool for RAGE website. Its technical characteristics include:

- Wordpress customized for RAGE’s needs
- CMS and weblog for news will share a common user authentication, providing a single sign on:
  - Monitoring and Control
  - Security and back up
- Primary Language: English (UK)

4.1 Monitoring and control

RAGE website will be continuously updated and monitored to avoid problems (hardware and software). All new pages and services will be pre-tested in a non-public area of the webserver.

Updates and changes will be evaluated based on feedback, in order to generate more traffic and best visiting experience to the target groups and the consortium. INMARK will contractually assume the commitment of maintaining the Portal “alive” for 24 months after the Project ends.

4.2 Security and back-up

For security purposes partners’ accessibility to the website and social networks will be based on a username/password system. Only partners with the given username and password are able to access these dissemination channels, thus, each username and password is communicated separately to each partner.

Security updates to the operative system as well as all used software systems will be applied regularly. Backups of the systems installation and content will be done regularly, once a week. Restore of the system in case of a fatal system crash or hardware defect can be provided within one day.