



Deliverable D7.2 Website development and creation of social accounts

Document Summary Information

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1 Executive Summary

This report provides a detailed description of the project's 'online presence', which is presented in the project website and the accompanying social media channels.

The first version of the website has been launched at www.monb5g.eu on 20 November 2019, and the social media accounts; LinkedIn page available at <https://www.linkedin.com/company/monb5g> , and the Twitter page at <https://twitter.com/monb5g> .

This document delivers a comprehensive description and breakdown of the project's website and social media pages which are considered as the main online existence of the project. The description includes the detailed design and implementation of a modern, dynamic and user-friendly website with multi-browser and multi-device interoperability. The project website is live and publicly available since its launching. Additionally, the design concept, implementation methodology, administration of the website, and user-traffic analytics are also described in this report.

The content of both the website and the social media pages will be dynamically updated with up to-date material (i.e. events, deliverables, publications, results, etc.) throughout the Project lifetime.

Links to access the project website, as well as, the social media pages, have been shared with the Consortium during the Kick-Off Meeting (KOM) which took place at CTTC offices at Barcelona, Spain on 3rd and 4th December 2019.

2 Introduction

The deliverable “**D7.2 Website development and creation of social accounts**” of MonB5G is part of work package 7 “**WP7: Dissemination, Communication, Standardization and Exploitation**”, and it is comprised of the process of creating the project’s official website, and social media accounts (LinkedIn and Twitter).

This deliverable is of paramount importance as it represents the first dissemination activity and accordingly the primary visibility of the MonB5G project. The website and social media accounts were launched during M1 (November 2019) and will be continuously updated throughout the project’s lifetime. The website was developed and will be maintained by **eBOS Technologies Ltd.**, whereas the social media accounts were created and will be maintained by **IQUADRAT INFORMATICA SL**.

2.1 Mapping MonB5G Outputs

The purpose of this section, is to map MonB5G’s Grant Agreement (GA) commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

Table 1: Adherence to MonB5G’s GA Deliverable & Tasks Descriptions

MonB5G GA Component Title	MonB5G GA Component Outline	Respective Document Chapter(s)	Justification
TASKS			
Task 7.1 Dissemination and Communication Activities	The necessary infrastructure will be set up, including a website, blogs, newsletters, news feeds, and social media (e.g., Twitter, LinkedIn).	Chapter 3, 4, and 5	Description and screenshots from the Project’s website and social media accounts. Design concept, and methodology followed during the implementation. The administration of the website, and Google Analytics showing the website metrics.

2.2 Deliverable Overview and Report Structure

Based on the objectives and work carried out under task: “**T7.1: Dissemination and Communication Activities**”, the document starts with the Executive Summary in Chapter 1 followed by the introduction of the document in Chapter 2. Chapter 3, explains the concept behind the design of the project identity, signified by its logo. Chapter 4, provides an extensive description of the project’s website including the development methodology used along with content and screenshots for each page. Chapter 4 also provides some Google Analytics results for the website along with a description on how the administration of the website can be performed (i.e. update content, add-remove pages, etc.). Chapter 5, includes the relevant information about social media accounts of the project and Chapter 6 presents the conclusions. Chapter 7 is the annex that contains the full text for the legal clauses used on the website.

3 Design Concept

Prior to designing the website, the brand of the project had to be established. For the colour scheme, the palette for 5G-PPP was chosen, as it is visually familiar to all interested stakeholders.



Figure 1. 5G-PPP and MonB5G Logos

For the project logo, the elements were designed to reflect the project's purpose; **“Distributed management of Network Slices in beyond 5G”**. After several iterations, the main elements in the acronym: “O” symbolized by the engine gear, “B” symbolized motion, and finally “G” symbolized the wireless connectivity, were utilized to visually represent the project's explication in its logo.

4 Project Website

This Chapter provides a detailed description of the MonB5G website that has been created to serve as the public online existence of the project. The website uses the latest trends in web-design technology in order to deliver content rich information, news, and contacts to the visitor of the site. The MonB5G website is part of the dissemination and communication activities undertaken for this project. The Project website home page is presented in this link: <https://www.monb5g.eu/>.

4.1 Methodology for Website Design and Development

For the design and creation of MonB5G official website, the latest trends and requirements for a smooth user-friendly experience were researched and implemented. Thus, the MonB5G was designed to be interoperable on desktop PC, smartphones, and tablets of different operating systems, for easy access to the project content.

Technologies of HTML5, CSS were utilized for the implementation of MonB5G interface, in addition to various other technologies that were used to implement the plugins in the website, which will be elaborated in Chapter 4.5.

Researching the Top User-Interface Design Principles we adopted the following, from UX Planet, the leading resource for everything related to user experience:

UI Design Principles¹:

1) **Naturalness:**

A natural UI design, is one that does not force the users to change their familiar ways of browsing significantly.

2) **Consistency:**

By creating a consistent interface, the website will allow the user to focus on the contained information.

3) **Friendliness:**

Friendliness reflects the effectiveness of browsing, and how to guide the user through the structure.

4) **Clarity:**

Clarity is currently the key feature of any UI. Clarity gives the user the confidence and willingness to continue interacting with the interface.

5) **Interaction:**

Interaction allows a smooth browsing experience throughout the website contents. It also includes interacting with media objects for download, and the contact us page.

¹ <https://uxplanet.org/top-ui-design-principles-to-keep-in-mind-bfb3ad8790c6>

6) Transparency:

This means that UI should only contain components essential to the “point” of the website to come across. Thus, aimed at “direct control” with no “unnecessary layers: extra buttons, graphics, options, windows, attachments”.

7) Strong visual hierarchy:

This feature allows the users to visually understand the order and sequence of the visual elements on each screen, allowing smooth direction of the user’s view from one element to another.

8) Step-by-step information flow:

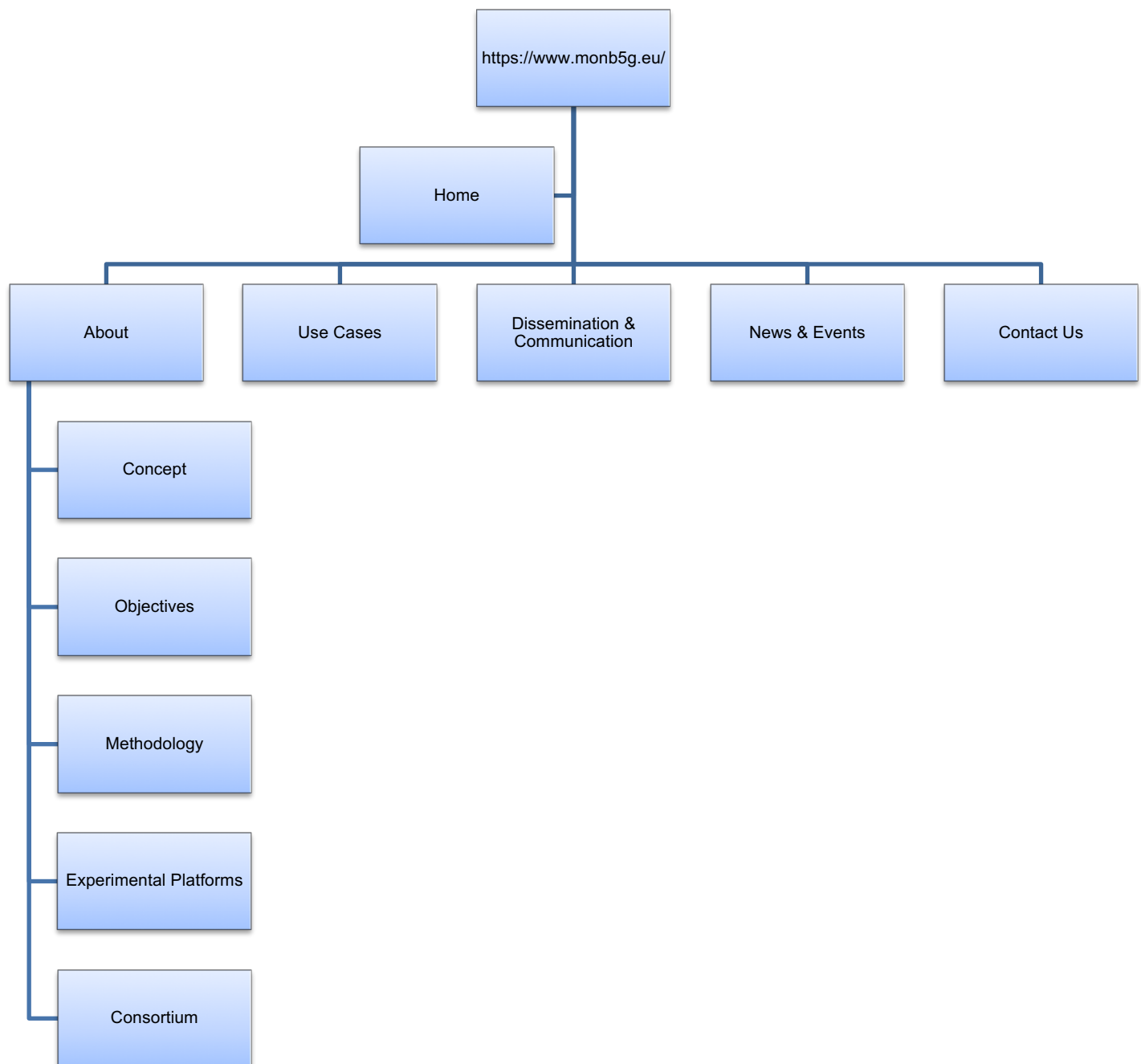
Each web page should only show the necessary information, making the decision for users easy to follow to the other pages.

9) Invisibility:

Contrary to expectations, this means that less (design elements) is more, thus less keys and UI elements will have the user less distracted.

4.2 Website Structure

The following structure was designed to best portray all of the project's information, and forthcoming news and updates.



4.3 Website Contents

The homepage pictured below contains a brief definition of the project, and its acronym, the “Read More” directs the user to the concept page.

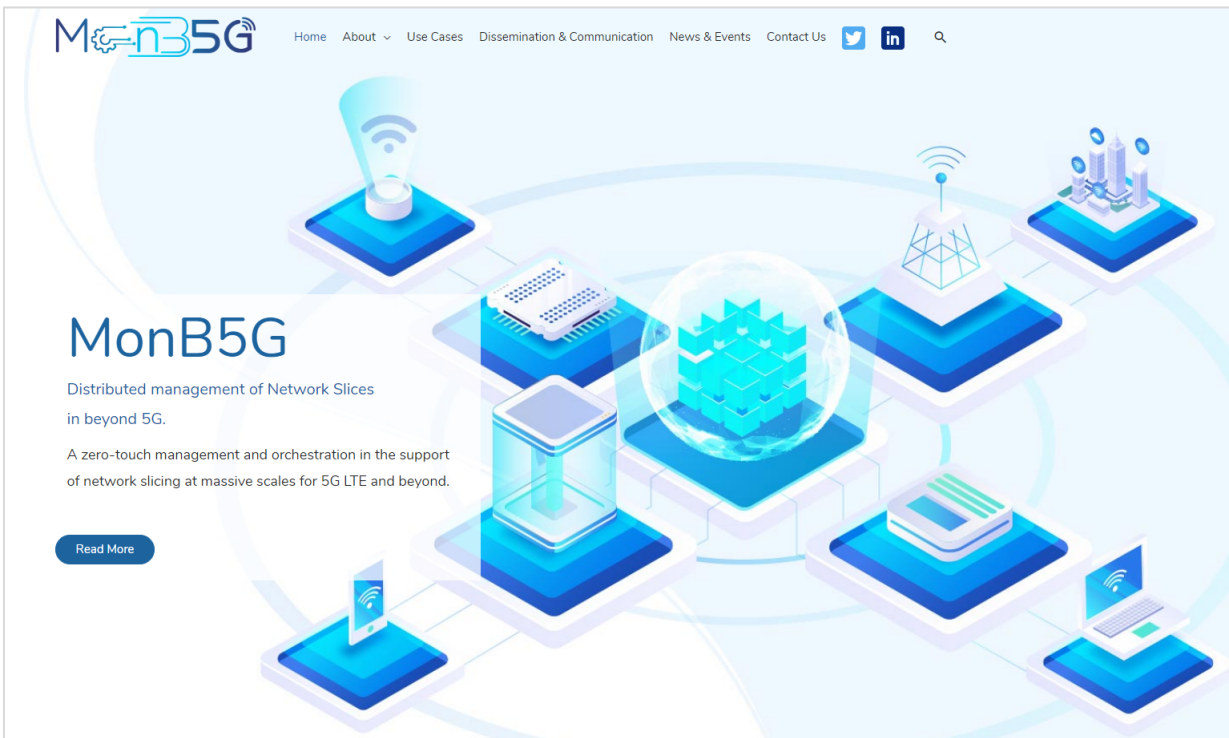


Figure 2. MonB5G Homepage

Also, within the homepage, there is a box with a more elaborate description of the project and its purpose (Figure 3). Its “Read More” redirects the user to the About page. Finally, at the bottom of the homepage is the option to subscribe to the newsletter (when available later in the project).

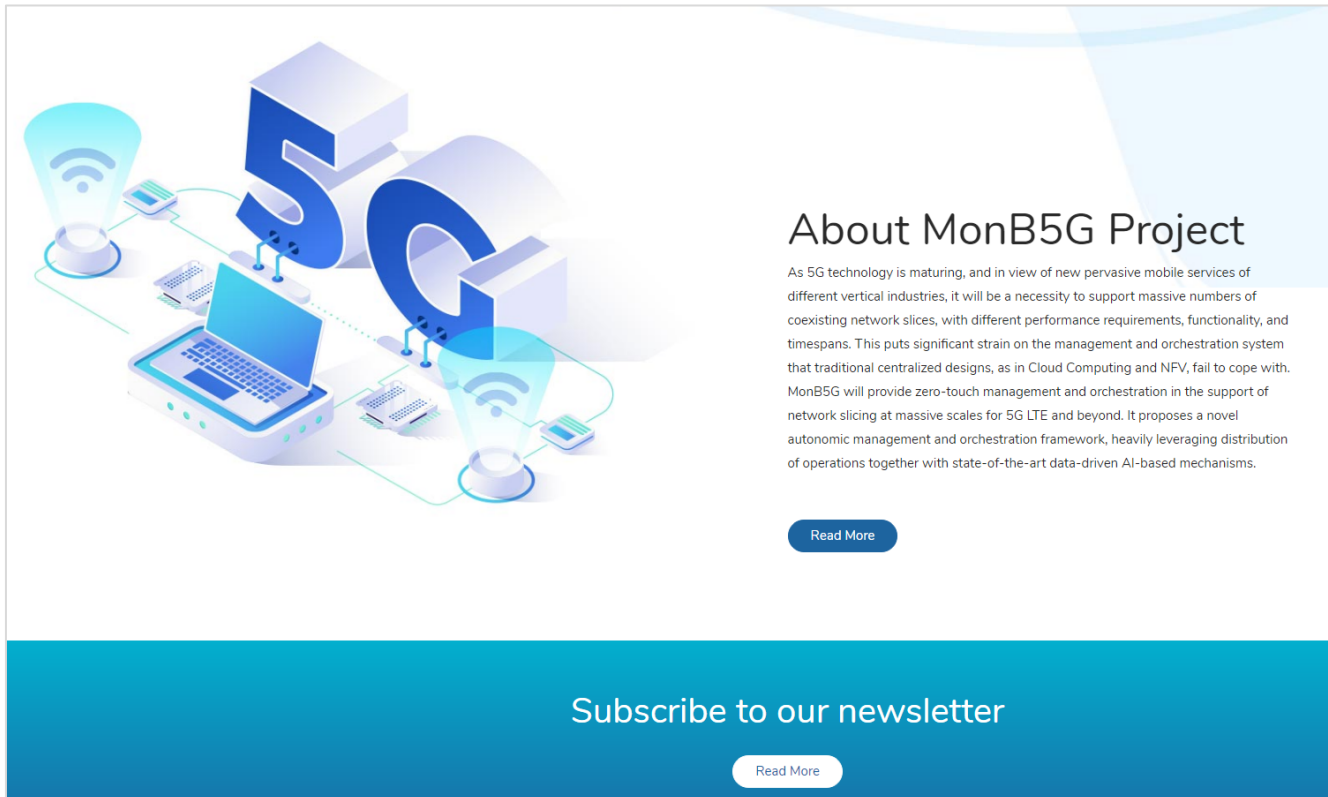
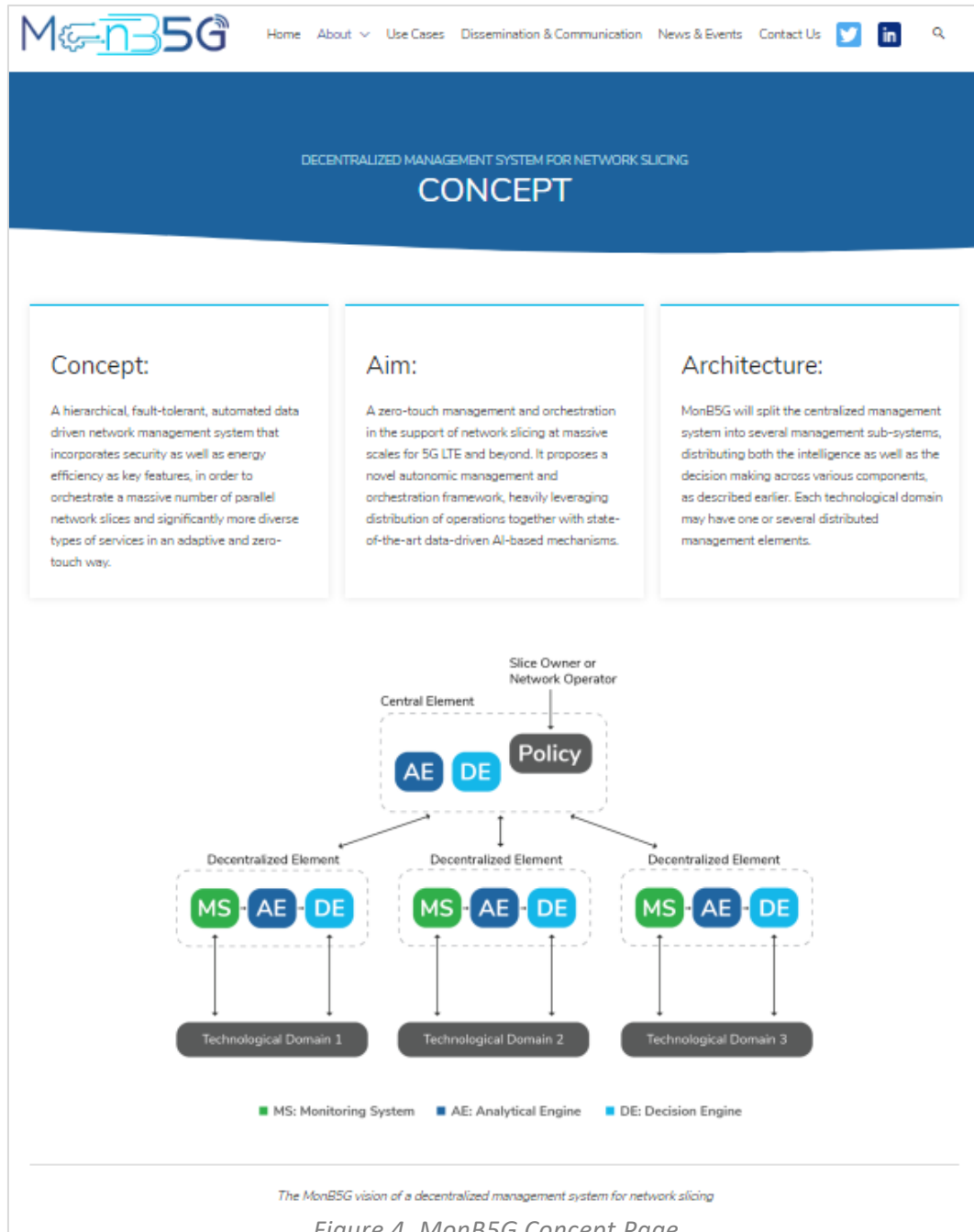


Figure 3. MonB5G Homepage (continued)

Figure 4 below, is a capture of the Concept page, that also includes the concept, the aim of the project, and an overview of the architecture.



The Objectives page, Figure 5, lists the project's eight objectives.

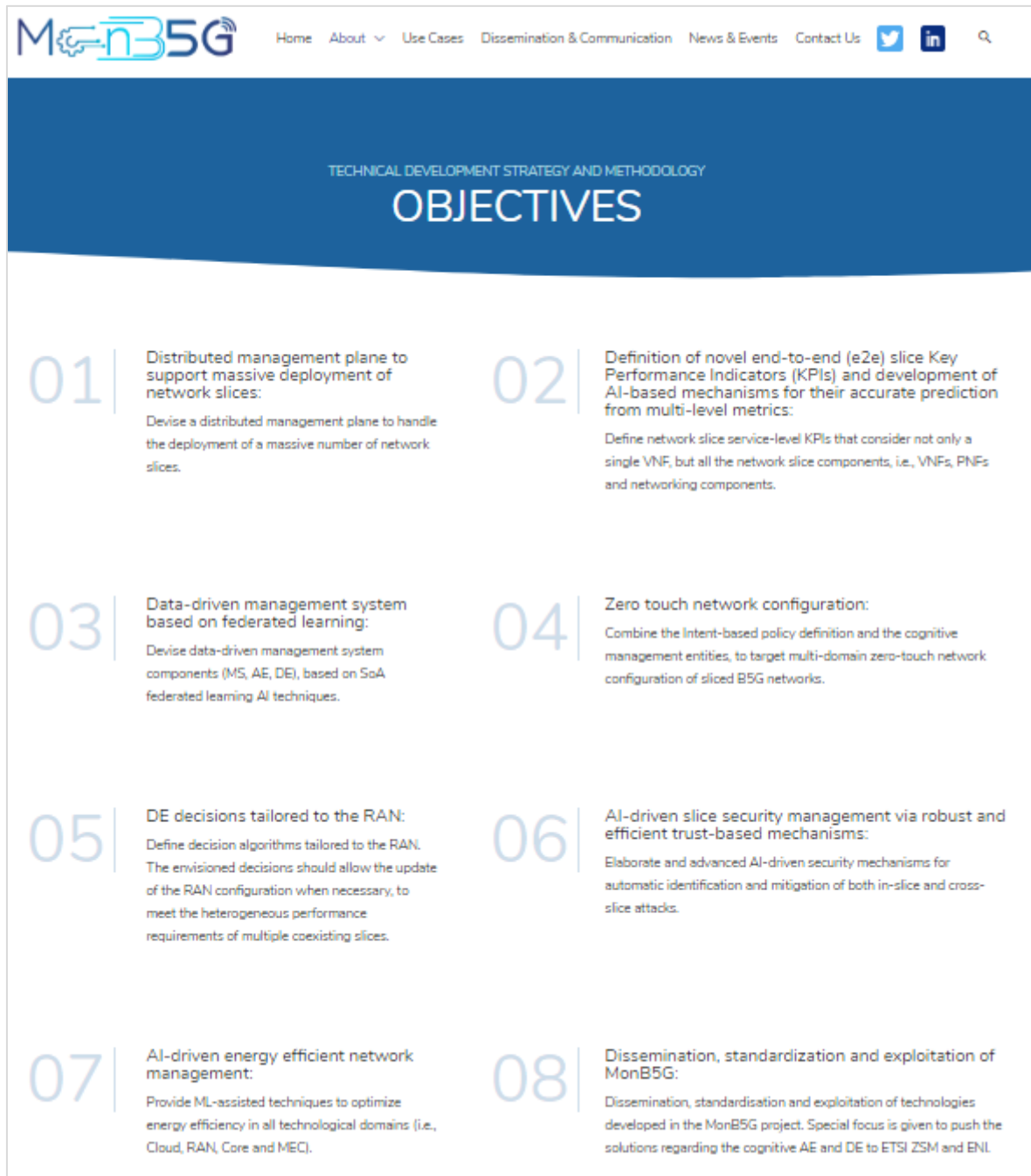


Figure 5. MonB5G Objectives Page

The methodology, Figure 6, outlines the project's four main implementation phases:



Figure 6. MonB5G Methodology

Figure 7, represents the Experimental Platforms page which describes the project's two experimental platforms that will be utilized for testing the proof-of-concept.

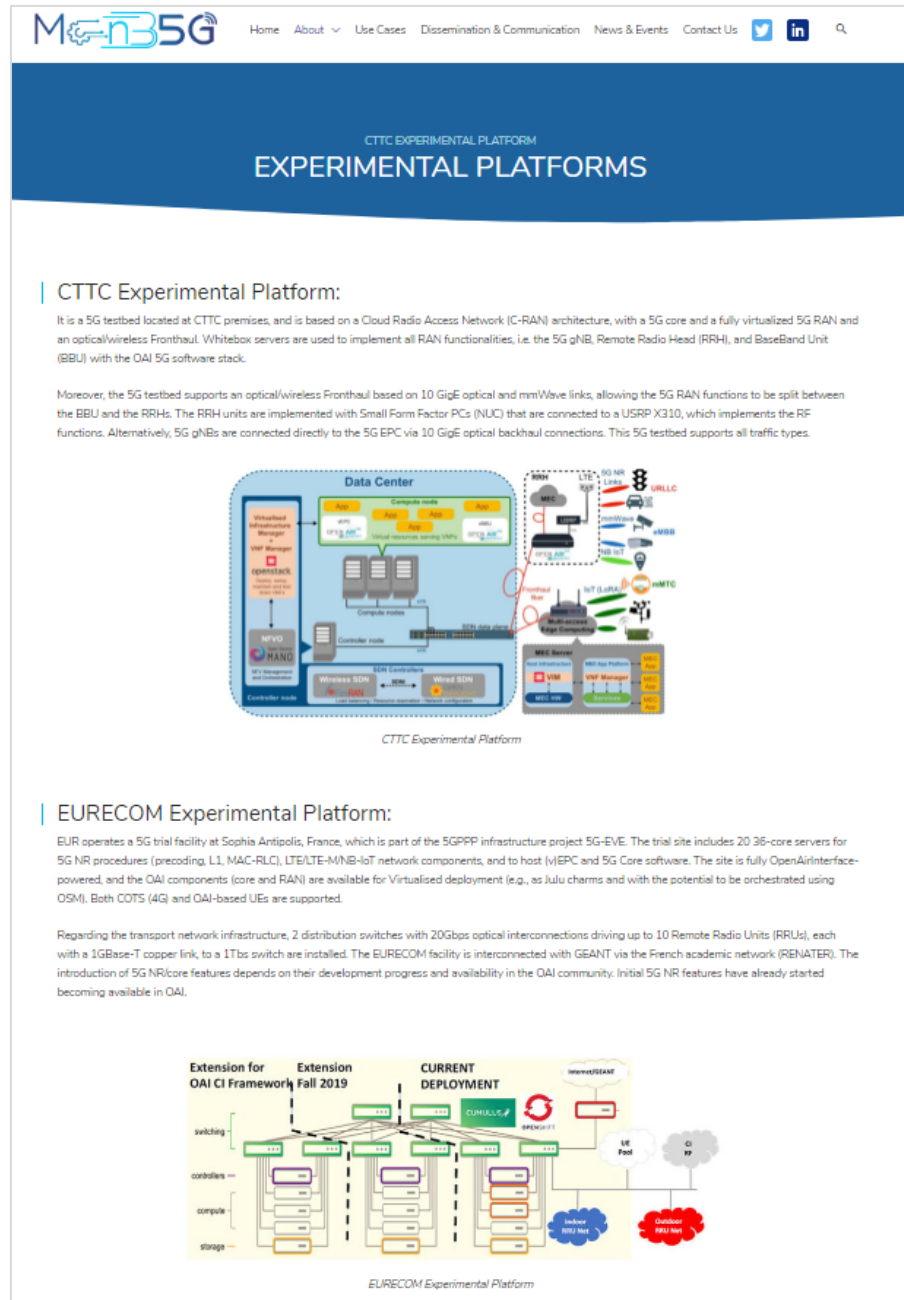


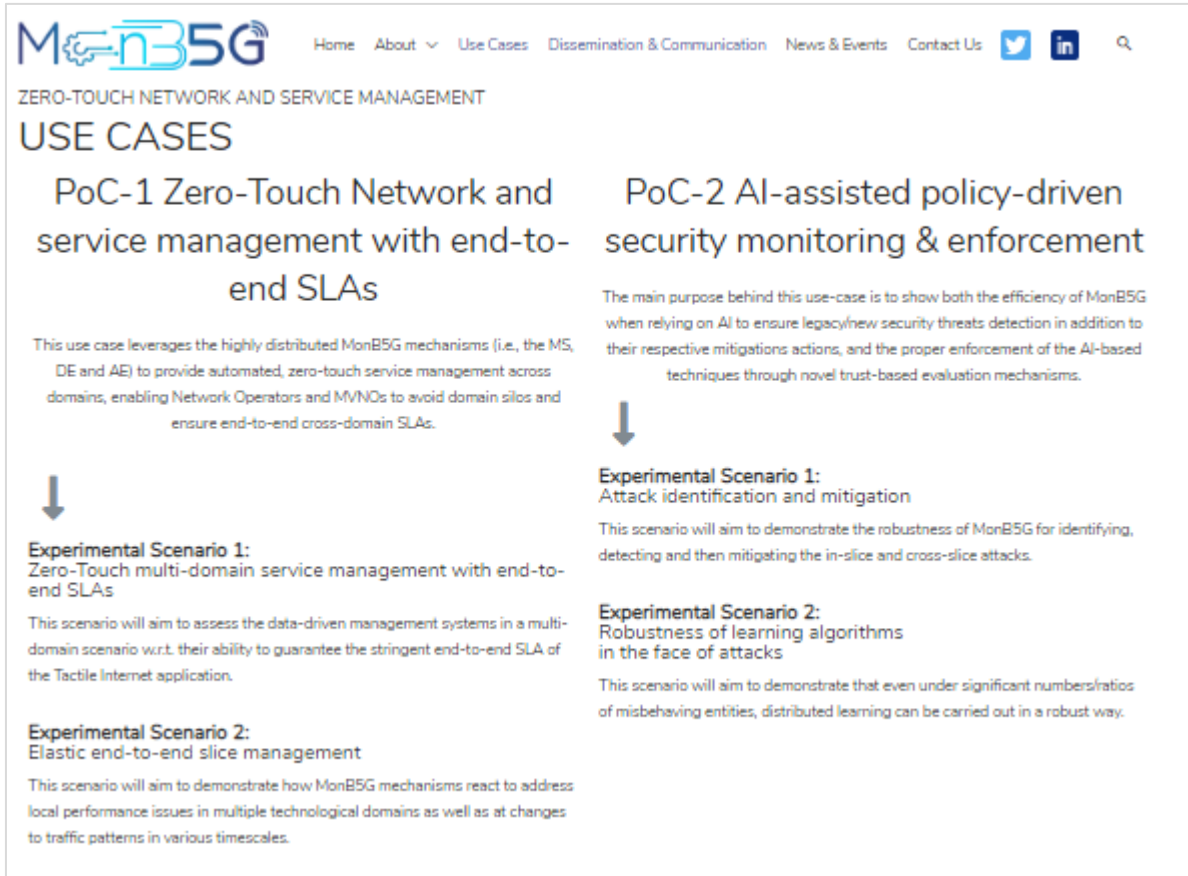
Figure 7. MonB5G Experimental Platforms

The consortium page, Figure 8, lists the project partners, and also includes the organizational structure of the MonB5G Project Management Board.



Figure 8. MonB5G Consortium Page

This next page in Figure 9, is the Use Cases page, that includes the two experimental scenarios for each of the different -proof-of-concepts.



USE CASES

PoC-1 Zero-Touch Network and service management with end-to-end SLAs

This use case leverages the highly distributed MonB5G mechanisms (i.e., the MS, DE and AE) to provide automated, zero-touch service management across domains, enabling Network Operators and MVNOs to avoid domain silos and ensure end-to-end cross-domain SLAs.

Experimental Scenario 1:
Zero-Touch multi-domain service management with end-to-end SLAs

This scenario will aim to assess the data-driven management systems in a multi-domain scenario w.r.t. their ability to guarantee the stringent end-to-end SLA of the Tactile Internet application.

Experimental Scenario 2:
Elastic end-to-end slice management

This scenario will aim to demonstrate how MonB5G mechanisms react to address local performance issues in multiple technological domains as well as at changes to traffic patterns in various timescales.

PoC-2 AI-assisted policy-driven security monitoring & enforcement

The main purpose behind this use-case is to show both the efficiency of MonB5G when relying on AI to ensure legacy/new security threats detection in addition to their respective mitigations actions, and the proper enforcement of the AI-based techniques through novel trust-based evaluation mechanisms.

Experimental Scenario 1:
Attack identification and mitigation

This scenario will aim to demonstrate the robustness of MonB5G for identifying, detecting and then mitigating the in-slice and cross-slice attacks.

Experimental Scenario 2:
Robustness of learning algorithms in the face of attacks

This scenario will aim to demonstrate that even under significant numbers/ratios of misbehaving entities, distributed learning can be carried out in a robust way.

Figure 9. MonB5G Use Cases

Figure 10, the dissemination and communication page, will act as a hub to contain all future public deliverables, demos, publications, brochures/flyers, and other media activities and engagement.

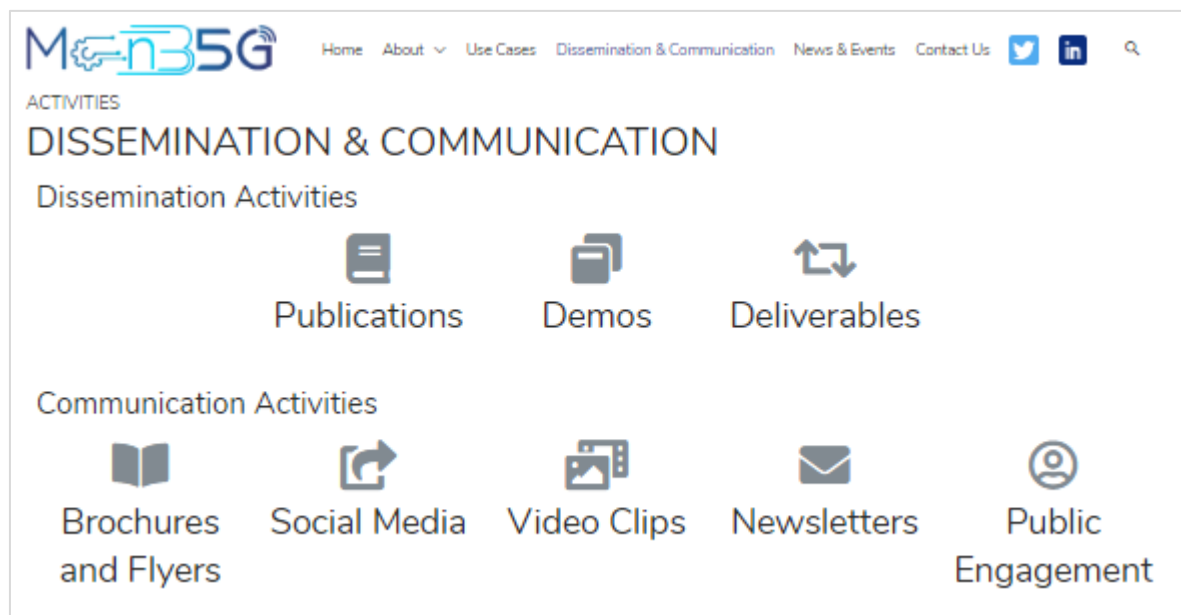


Figure 10 MonB5G Dissemination & Communication Page

The News and Events page, Figure 11, will be continuously updated with the latest throughout the project's lifetime and beyond.

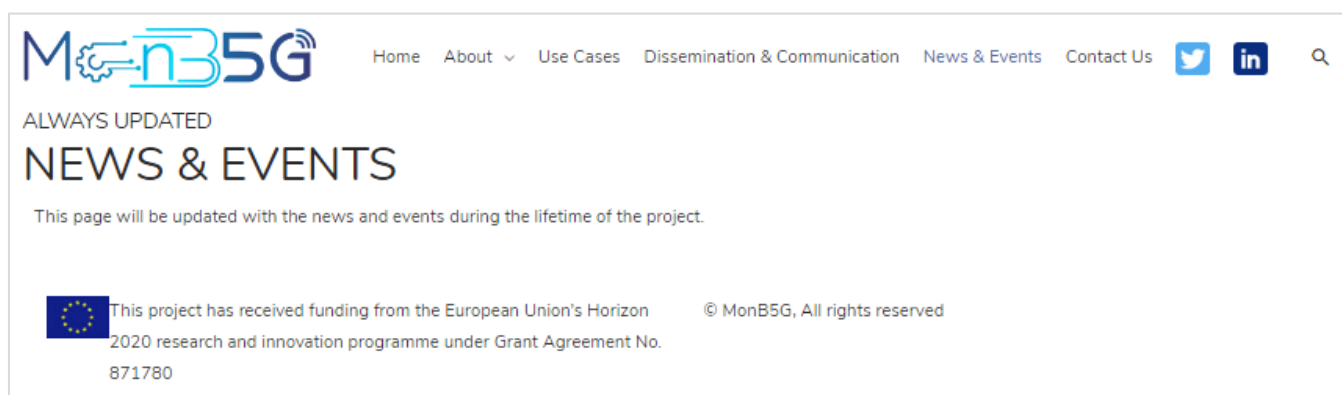
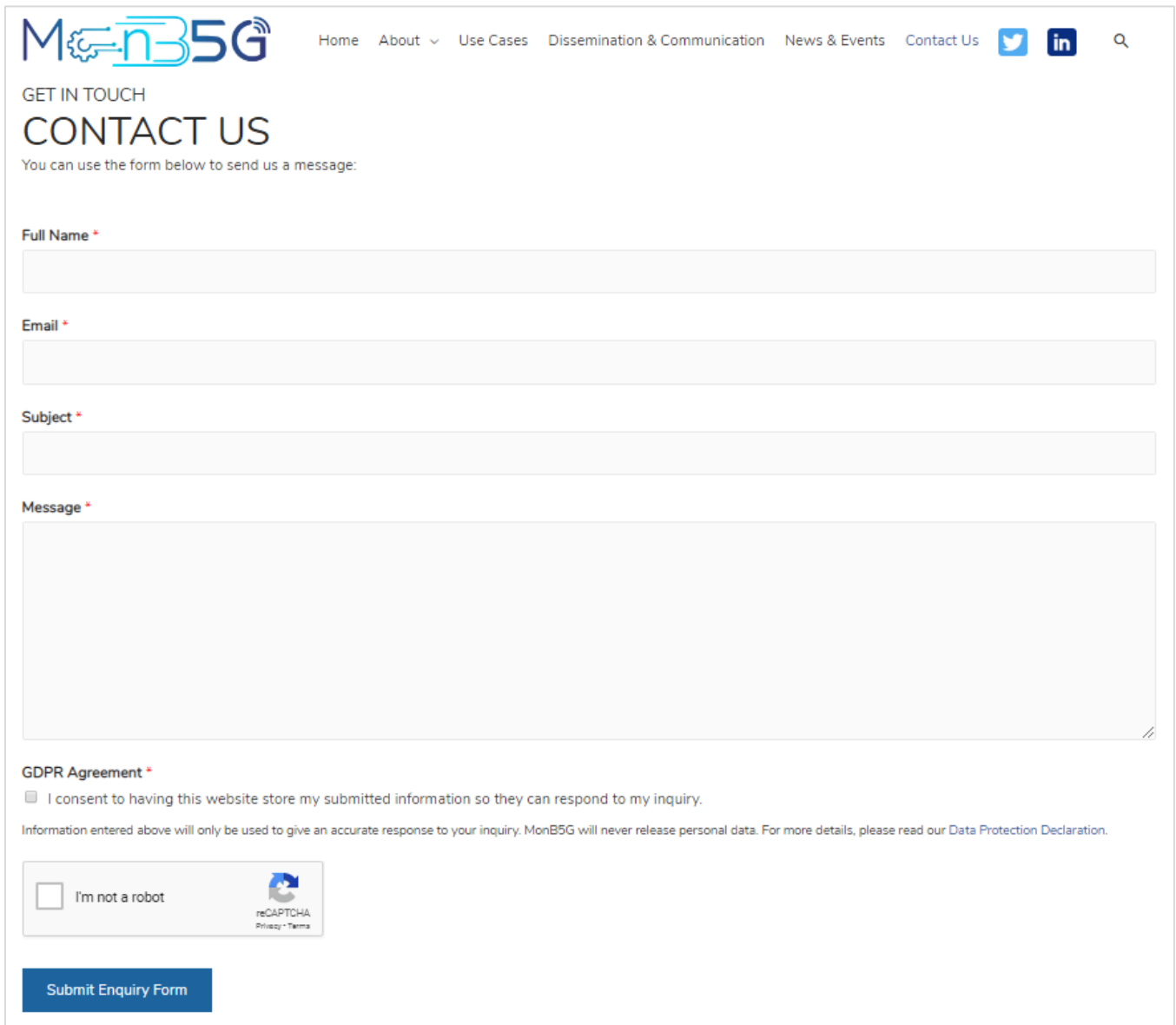


Figure 11. MonB5G News & Events Page

The final page in the website is the contact us page, shown below in Figure 12. The contact form requests are automatically sent to, and will be managed by the Project Coordinator CTTC, who will be in charge of formal communications on behalf of the project.

The personal data collected through this contact form complies is processed lawfully, fairly and in a transparent manner in relation to the data subject, and in full compliance to the (EU) General Data Protection Regulation (GDPR). Full details about GDPR compliance are outlined in the following section 4.4.



The image shows a screenshot of the MonB5G website's 'Contact Us' page. The page has a white background with a blue header. The MonB5G logo is on the left, and navigation links (Home, About, Use Cases, Dissemination & Communication, News & Events, Contact Us) and social media icons (Twitter, LinkedIn) are on the right. Below the header, the text 'GET IN TOUCH' and 'CONTACT US' are displayed. A subtext says 'You can use the form below to send us a message:'. The form consists of four input fields: 'Full Name', 'Email', 'Subject', and 'Message'. Below the 'Message' field is a 'GDPR Agreement' section with a checkbox and text. At the bottom, there is a reCAPTCHA widget and a blue 'Submit Enquiry Form' button.

MonB5G

Home About Use Cases Dissemination & Communication News & Events Contact Us

GET IN TOUCH

CONTACT US

You can use the form below to send us a message:

Full Name *

Email *

Subject *

Message *

GDPR Agreement *

☐ I consent to having this website store my submitted information so they can respond to my inquiry.

Information entered above will only be used to give an accurate response to your inquiry. MonB5G will never release personal data. For more details, please read our [Data Protection Declaration](#).

☐ I'm not a robot

reCAPTCHA

Submit Enquiry Form

Figure 12. MonB5G Contact Us Page

4.4 Personal Data Management

This section describes the steps that legal information provided for the users, in order to ensure that the MonB5G project website is made fully compliant with the (EU) General Data Protection Regulation (GDPR).

The following clauses are included in the website:

- **Legal notice clause**

Available in the footer of the homepage. The clause includes: Titularity, intellectual property, conditions of access and use, privacy policy, and liability.

- **Privacy clause**

Available in the footer of the homepage. The contents of this page explain who the processor of your data is, and the purpose for which we gather the data requested. In addition to the legitimisation for their processing, the length of time we store the data, user rights, and the data controller.

- **Cookies clause**

Available in the footer of the homepage. This page defines browser cookies, their types, and how they are used. Also, it provides instructions on how the user can deactivate them in their browsers, and links to the help section of the 6 most commonly used browsers, for further information.

The contents to the aforementioned 3 legal clauses are available for download [here](#). Full text included in the annex section.

In addition the legal clauses, the following are implemented in the user interface:

- “Accept cookies” button, with a link to the cookies clause (mentioned above).
- User consent agreement with checkbox (to accept) in the contact form. Figure 12

4.5 Website Analytics

For the purposes of tracking the website activity of the users, such as traffic, session duration, pages per session, bounces, and traffic sources in addition to others, we use Google's free web analytics service. Through Google Analytics' dashboards (shown below), we have access to the aforementioned data and also further in-depth are available as report sets. These metrics will provide insight and thus help maximize engagement on the website.

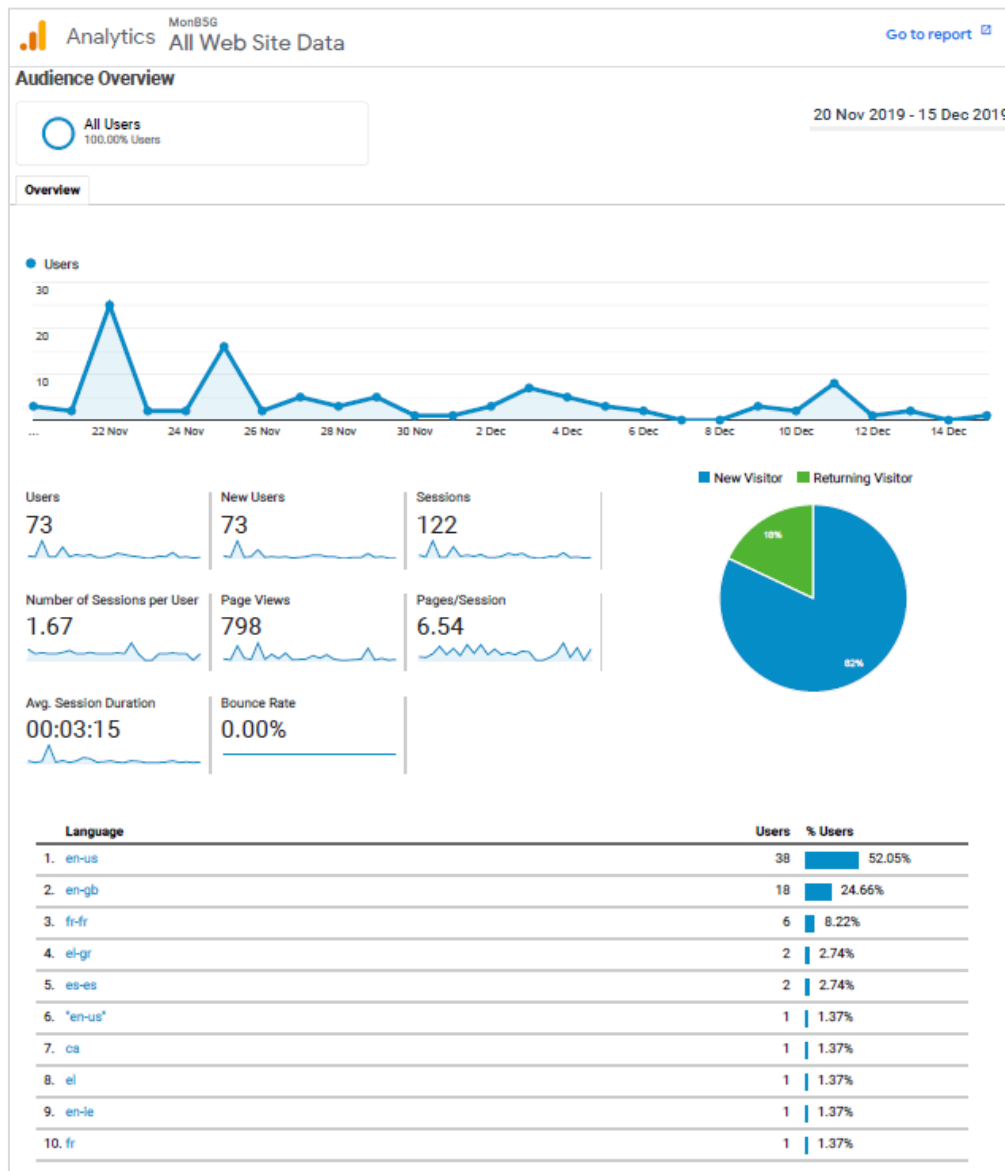


Figure 13. Google Analytics – Audience Overview

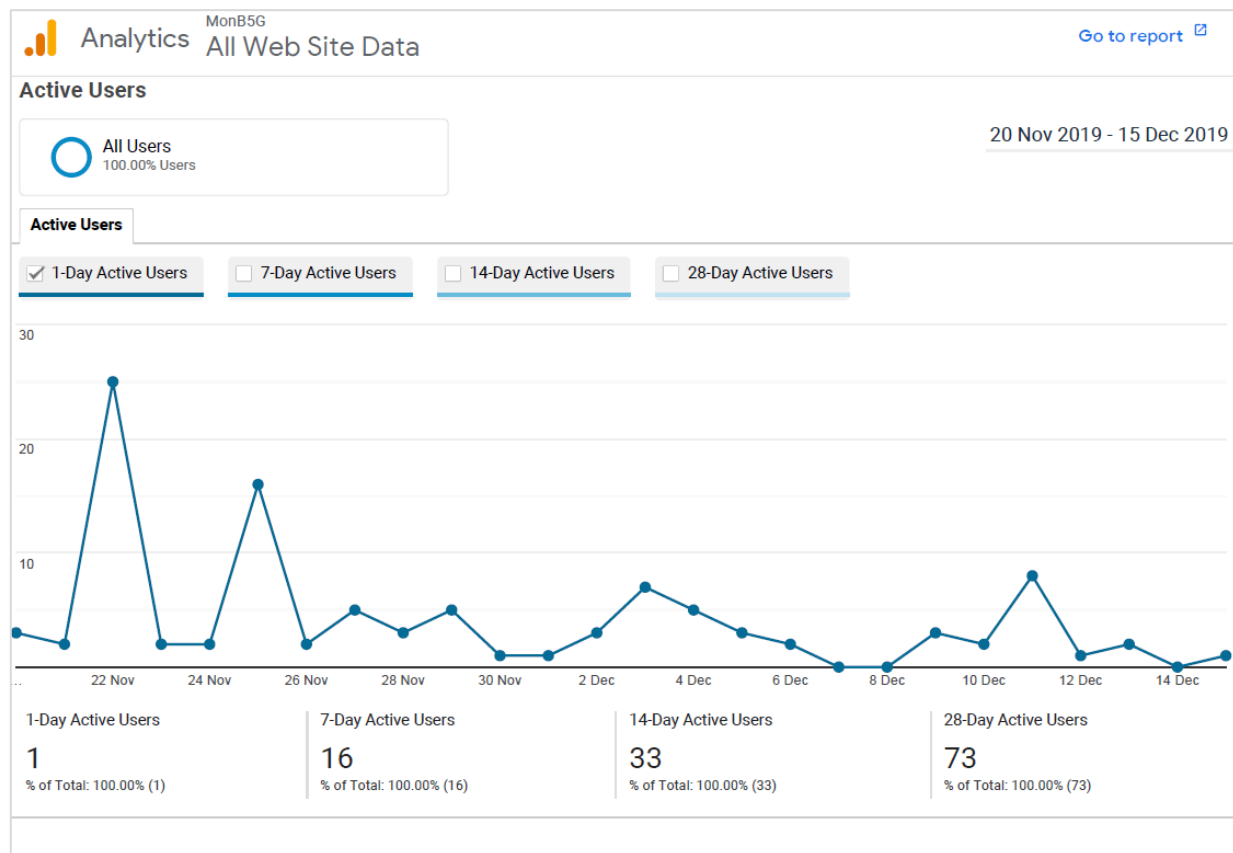


Figure 14. Google Analytics - Active Users

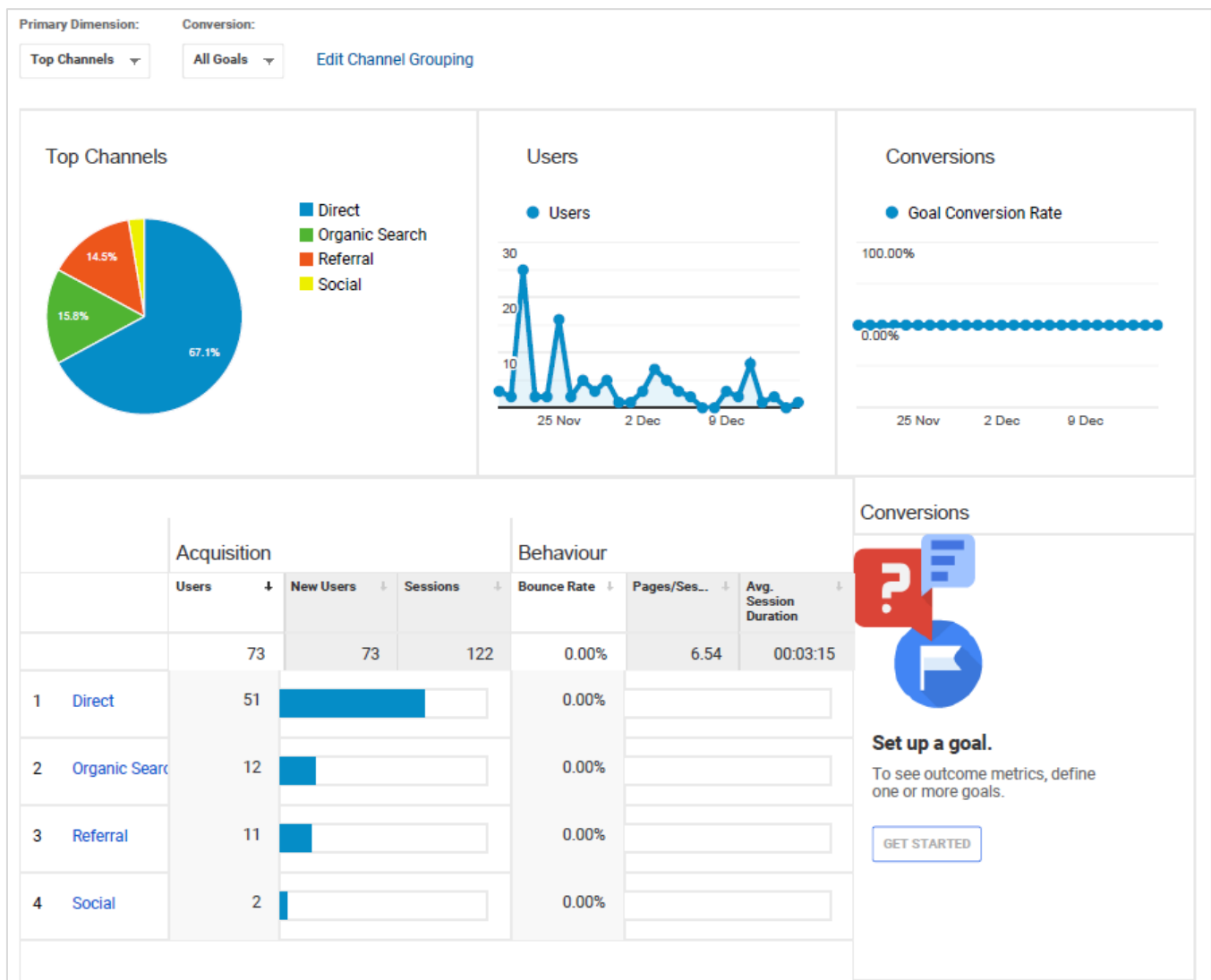


Figure 15. Google Analytics - Data Acquisition



Figure 16. Google Analytics - Behaviour Flow

4.6 Administration of Website and Social Channels

For the website creation and administration, WordPress was chosen because it is the content management system that emphasizes accessibility, performance, security, and ease of use. It is the platform “of choice for over 35% of all the websites”² across the internet.

The final design of the website incorporated the following frameworks:

- i. HTML5 (base markup);
- ii. CSS (base styles sheets);
- iii. JavaScript (frontend scripts);
- iv. PHP (backend scripts);
- v. jQuery (JavaScript libraries);
- vi. SQL (database).

Figures 17 to 19 below illustrate the main home screen of the WordPress platform, the site administration page, and the content editing page.

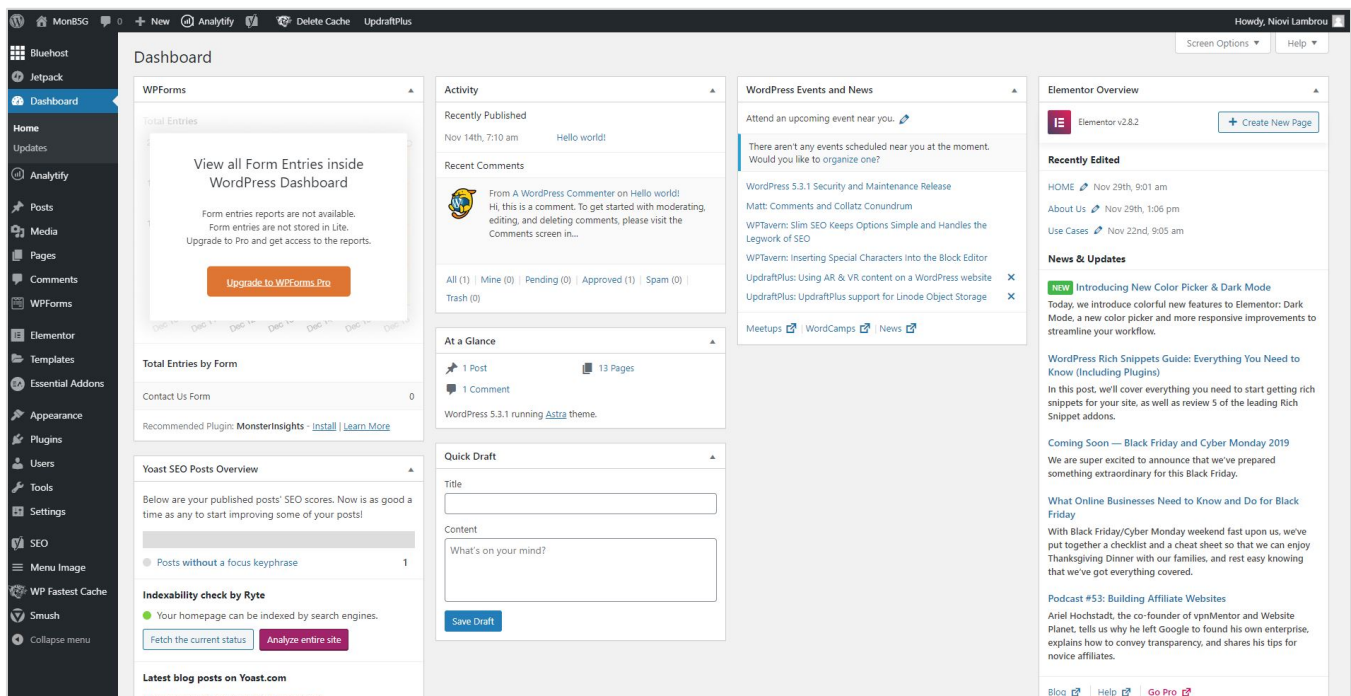


Figure 17. MonB5G Website Administration - WordPress Dashboard

² <https://wordpress.org/about/>

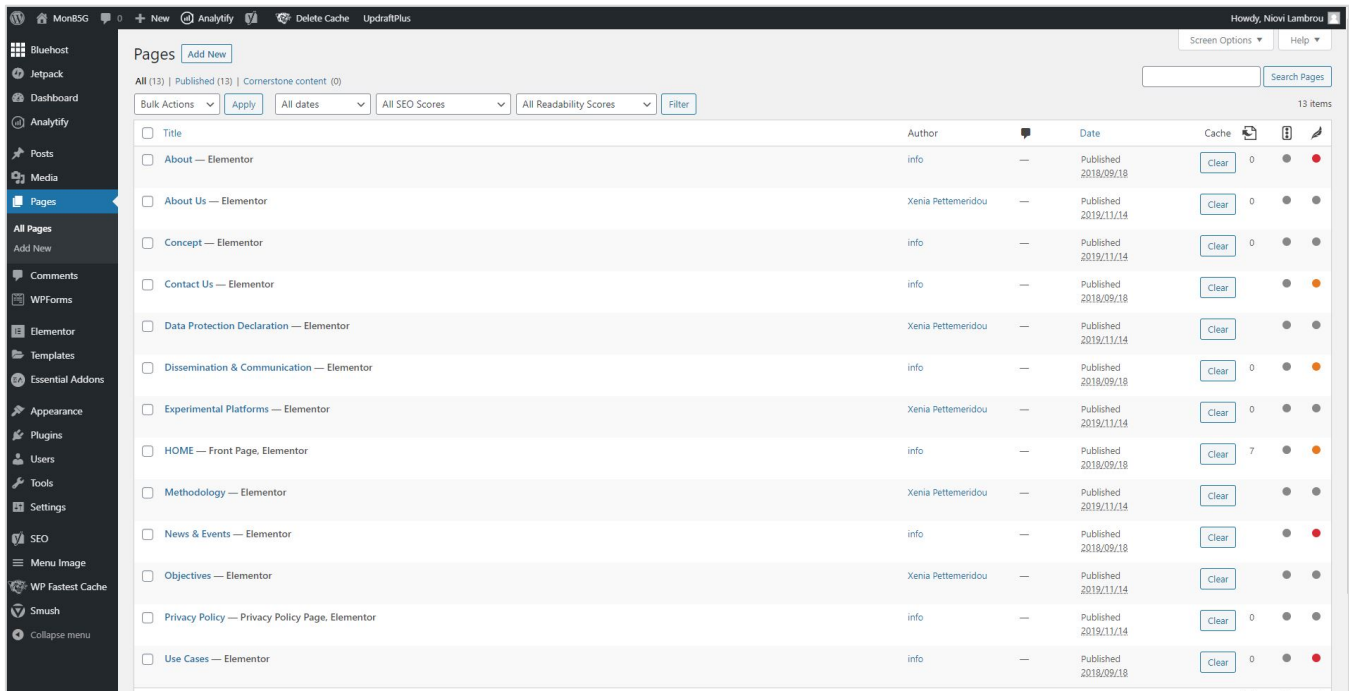


Figure 18. MonB5G Website Administration - WordPress Pages Overview



Figure 19. MonB5G Website Administration - WordPress Page Edit (Example)

5 Social Media Accounts

This chapter describes the MonB5G project social media accounts, which are Twitter and LinkedIn pages, as part of the dissemination activities undertaken for this project. These two social media channels provide directional and individual push targeting that usually drives high impact from their followers/viewers.

5.1 LinkedIn Page

The MonB5G Project LinkedIn Page <https://www.linkedin.com/company/monb5g> was created and launched during the first month of the project. LinkedIn is the platform of choice for researchers, companies, and industry professionals. Thus, it will be extensively used for communication and dissemination of the project's news, events, and outcomes. This platform also provides easy 'sharing' of the posts, by the project consortium's individual pages, which will in turn maximize the impact and the reach of the dissemination and communication activities.

The next Figure 16 shows the LinkedIn page overview, with the post of the project kick-off in Barcelona on 3rd of December 2019.

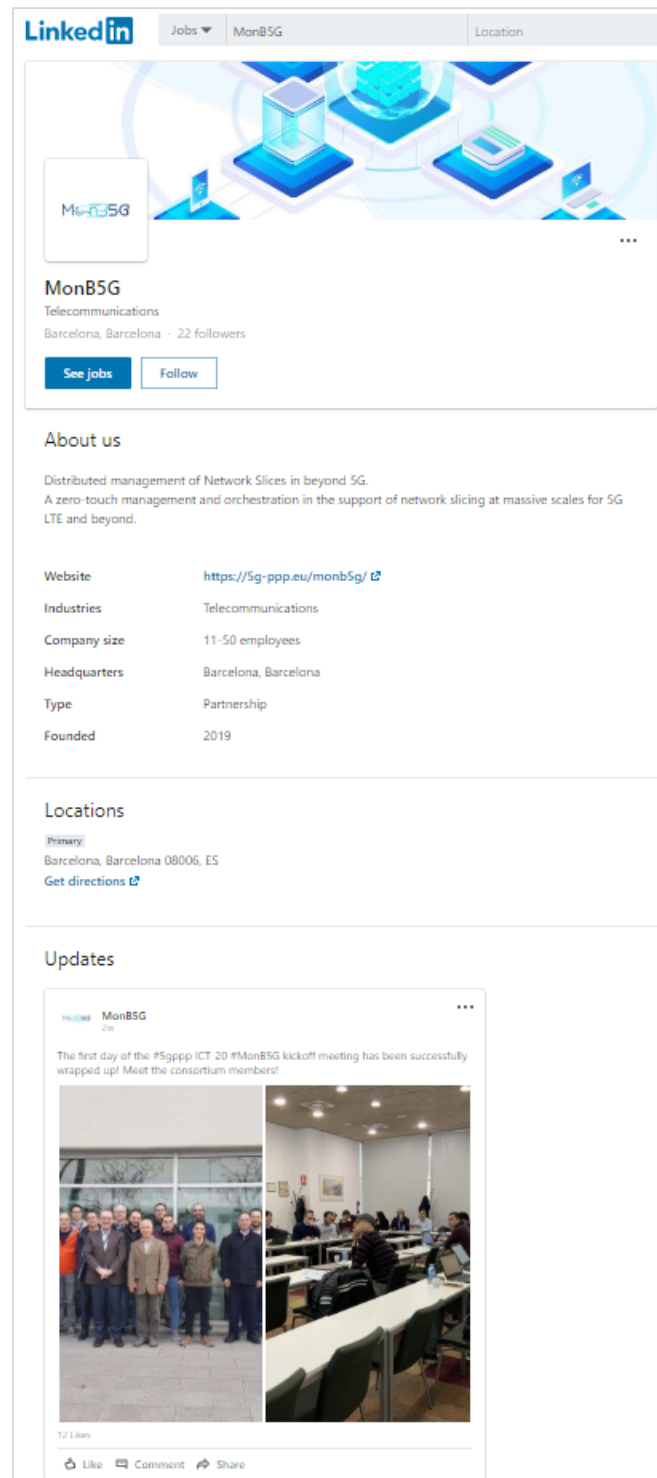


Figure 20. MonB5G LinkedIn Page

5.2 Twitter Page

The MonB5G Project Twitter Page <https://twitter.com/monb5g> was created and launched concurrently with the LinkedIn Page. With the same purpose to be utilized as a communication and dissemination tool, but the Twitter platform offers access to a different audience than LinkedIn, as it provides further reach by topics of interest using the various hashtags. Consequently, by using both platforms, we will maximize the engagement and response to potential interest in all the topics that will be covered by the project activities, events and outcomes.

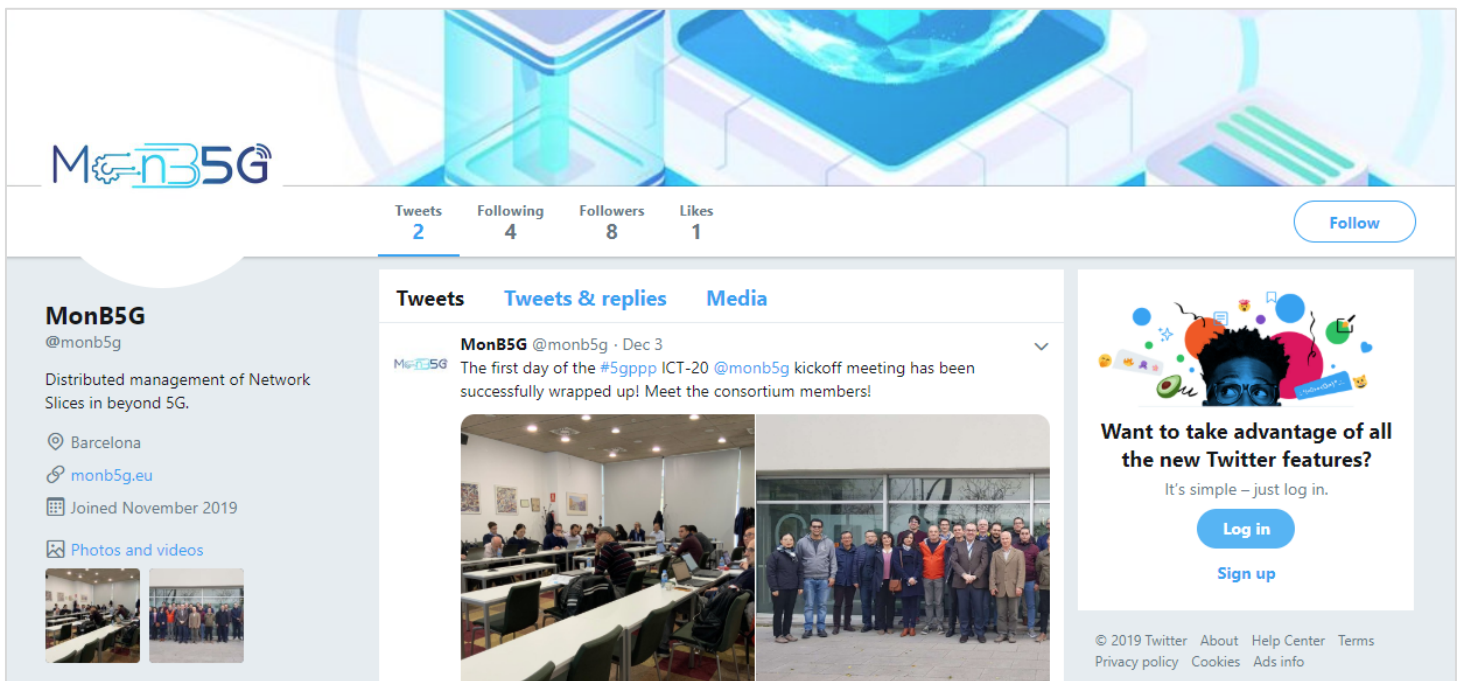


Figure 21. MonB5G Twitter Page

6 Conclusions

This document detailed the deliverable **D7.2 “Website development and creation of social accounts”**, which is the main output of **“Task 7.1: Dissemination and Communication Activities”**, performed within **Work Package 7 “Dissemination, Communication, Standardization and Exploitation”**.

The Deliverable included an overview of the design concept, followed by the implementation methodology, administration for the MonB5G Project Website, and finally statistical reports for audience, traffic, and activities as provided by Google Analytics. Together with the social media pages (LinkedIn and Twitter), this deliverable encapsulates the three main communication and dissemination channels for the project, which will all be continuously updated with the latest news, events, and deliverables throughout the project’s lifetime.

7 Annex

7.1 Legal Notice

TITULARITY

This Webpage is the property of: CENTRE TECNOLÒGIC DE TELECOMUNICACIONS DE CATALUNYA (CTTC) CIF: G-62616586 Address: Parc Mediterrani de la Tecnologia (PMT) - Building B4 Av. Carl Friedrich Gauss 7 (formerly, Av. Canal Olímpic SN) 08860 - Castelldefels Barcelona (Spain) Register information: Guia d'Entitats. Departament de Justícia de la Generalitat de Catalunya. Registration number: 1613

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CTTC shall not be liable for any claim, including legal counsel fees, for any third-party actions or claims originated by third parties due to any breach by the USER of our conditions of use, access and privacy policy or any other claim for breach under current law.

The USER acknowledges that they have understood all the information relating to the conditions of use of our portal and that they are sufficient to exclude any error from same and therefore expressly accepts them in full. The USER is fully aware that the mere browsing of this webpage and the use of its services implies acceptance of these conditions of use.

All matters relating to our webpage shall be governed by Spanish law. Should any type of discrepancy or dispute arise between the parties as to the interpretation and content of this webpage, all the parties expressly waive any other jurisdiction and submit to the Courts of Barcelona.

VALIDITY OF THE GENERAL CONDITIONS OF ACCESS TO THE WEBSITE

These General Conditions of Use were modified on 18/04/2019. We may modify them at any time: please check the date of issue every time you connect to our Webpage so as to ensure no modification has been made that may affect you.

For any matters relating to the Conditions of Use of our webpage, please contact us using the details indicated above.

7.2 Privacy Policy

Confidentiality and security are CTTC's core values and we therefore undertake to ensure the User's privacy at all times and not to gather any unnecessary information. Below we provide all the information necessary regarding our Privacy Policy in relation to the personal data collected, explaining:

- Who is the processor of your data.
- The purpose for which we gather the data requested.
- What is the legitimisation for their processing.
- The length of time we store the data.
- Who your data are assigned to.
- What your rights are.
- Data controller

CENTRE TECNOLÒGIC DE TELECOMUNICACIONES DE CATALUNYA (G-62616586) Av. Carl Friedrich Gauss 11 08860 Castelldefels (Barcelona) dpo@cttc.cat.

Purposes, legitimisation and storage of the data

CONTACT FORM

Purpose: To provide the means for contacting us and answering your requests for information and also to send you information on our products, services and activities via digital media (Email, SMS, WhatsApp), if you check the acceptance box.

Legitimation: The user's consent when requesting information via our contact form and checking the acceptance box for the sending of information.

Retention: Once your request has been resolved via our form or answered by email, if no new processing is generated and having accepted receipt of commercial communications until the user requests their de-registration.

SENDING OF EMAILS

Purpose: To answer your information requests, deal with your requests and answer any inquiries or doubts.

Legitimation: The user's consent when requesting information via our email address.

Retention: Once your email request has been answered, if no new processing has been generated.

Obligation to provide your personal data and the consequences for a failure to do so. The supply of personal data requires a minimum age of 14 years, or, if applicable, sufficient legal capacity to enter into a contract. The personal data requested are necessary to manage your requests and/or render the services that can be contracted and therefore any failure to do so signifies we cannot attend to you correctly nor provide the service requested.

Recipients of the data

Your data are confidential and will not be transferred to third parties unless legally required.

Rights in relation to your personal data

Any person may withdraw their consent at any time after granting it for the processing of their data. Under no circumstance does withdrawal of consent affect the execution of the subscription contract or the relations established previously. Likewise, you may also exercise the following rights:

Request access to your personal data or rectification of same when inaccurate.

Request their deletion when, amongst other reasons, they are no longer necessary for the purpose for which they were governed.

Request the limitation of processing in certain circumstances.

Request opposition to the processing of your data due to your particular situation.

Request data portability when so provided in law.

Other rights recognised in applicable law.

Where and how to exercise your Rights: By writing to the party concerned at their postal or electronic address (provided in Data Controller section), indicating the reference "Personal Data", specifying the right to be exercised and with regard to which personal data. In the event of any dispute with the company with regard to the processing of your data you may lodge a claim with the Data Protection Authority (apdcat.gencat.cat).

Cookies

This webpage uses only its own and third-party (Google Analytics) technical, personalisation and analysis cookies which under no circumstance process personal data nor capture browsing habits for advertising purposes. As a result, pursuant to article 22 of the Law on Information Society Services, and as analysis cookies are used, we have requested your authorisation to use them and informed you of same, and they will be installed after a reasonable period of time for the user to have time to decide whether or not to authorise them.

Security of your personal data

In order to safeguard the security of your personal data, we inform you that we have adopted all the necessary measures of a technical and organisational nature to ensure the security of your personal data against alteration, loss and non-authorised processing and access.

Updating your data

It is important you inform us whenever there has been any modification so we may update your personal data; otherwise we cannot be liable for the accuracy of same. We shall not be liable for the privacy policy regarding the personal data you may supply to third parties via the links on our webpage. This privacy policy may be modified to adapt them to any changes on our website together with any legal or jurisprudential modifications regarding personal data which may appear, and you are therefore requested to read this policy every time you supply your data via this Website.

7.3 Cookies Clause

Cookies are short files that are sent to and stored on the hard disk of the user's computer via its browser when it is connected to a website. Cookies can be used to gather and store the user's data while they are connected to provide the services requested and are not usually conserved (Session Cookies), or to store the user's data for another type of future service in which case it may be stored for an indefinite period of time (Persistent Cookies). Cookies may be our own or those of a third party. There are various types of cookies:

Technical cookies which facilitate the user's browsing session and the use of the different options or services the website offers such as identifying the session, enabling access to certain areas, simplifying orders, purchases, completion of forms, entries, security, providing functionalities (videos, social networks...).

Personalisation cookies which allow the user to access the services in keeping with their preferences (language, browser, configuration...).

Analysis cookies which allow anonymous analysis of the website users' behaviour and to measure the user's activity and create browsing profiles to improve the websites.

Advertising cookies help to manage the advertising spaces of the website.

Personalised advertising cookies which enable management of the advertising spaces on the website, based on the user's behaviour and browsing habits, to create their profile and customise the advertising shown on the user's browser.

CTTC uses its own and third-party technical, personalisation and analysis cookies which under no circumstance process personal data but do capture browsing habits for statistical purposes. For this reason, when entering our website, pursuant to article 22 of the Law on Information Society Services we request your consent to use same.

We inform you that you can activate or de-activate these cookies by following the instructions of your Internet browser.

Chrome: Configuration -> Show advanced options -> Privacy -> content configuration.

Firefox: Tools -> Options -> Privacy -> History -> Personalised Configuration.

Internet Explorer: Tools -> Internet Options -> Privacy -> Configuration.

Safari: Preferences -> Security.

Opera: Tools -> Preferences -> Edit preferences > Cookies

Edge: Configuration -> See advanced configuration -> Privacy and services -> Cookies

For more information you can read the Help section of your browser or the support pages:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)
- [Opera](#)
- [Edge](#)