Precision Farming of Hazelnut Orchards (PANTHEON)

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Executive Summary

This document describes website of the project PANTHEON, available since November 2017 at the address http://www.project-pantheon.eu

The report discusses the technical and graphical choices of the website, including the choice of the Consortium Logo.

The report also describes the general structure of the website, its contents, and its connections with the main social media.

Table of Content

Abbreviations and Acronyms

URL	Uniform Resource Locator
WP	Work Package

1   Website Conceptual Design

1.1   Goal of the Website

The public website has been designed with the goal of communicating and disseminating the activities and the results of the project PANTHEON. The ultimate aim of the website is to increase the visibility of the project and to reach possible interested researchers and companies.

The main information that the website will contain will be:
- Presentation and vision of the project;
- Updates on the progress of the project;
- Deliverable, documents, and videos produced in the project.

1.2   Hosting and Technical Choices

It has been decided to host the website on the server of the project coordinator, University of Rome Tre with reachable URL http://pantheon.inf.uniroma3.it/. This choice has been made in order to ensure that the website will remain online, even after the end of the project, leaving a permanent trace of the project results in the web.

In order to increase the visibility of the website the domain http://www.project-pantheon.eu has been registered and linked to the above URL.

From the technical viewpoint, it has been decided for a website with dynamically generated content, realized in Joomla. This choice has been made to ensure a sufficiently easy update of the website's contents.

1.3   History

The website of the project PANTHEON has been put online in the end of November 2018 and since then it went through several refinements till the current version.

The website is updated regularly with news, documents and videos.

1.4   Structure of the website

The website structure has been chosen to be minimalistic and intuitive, to ensure an easy navigation.

The menu has been thought of 6 main sections: *Home, News, Project, Documents, Videos,* and *Contacts*. *Project* consists of 3 sub-sections: *Overview, Consortium,* and *Progress*, consisting of one page each. *Documents* consists of 2 sub-sections: *Publications* and *Deliverables*, consisting of one page each.

A complete description of each page will be carried out in Section 3.

1.5   Layout of the Pages and Graphical General Choices

The Consortium decided that the layout and the graphics of the website had to be minimalistic and elegant, minimizing frills and giving priority to the content. This choice will also ensure that the website "ages well". For a detailed description of the website layout and the graphical appearance of each page, please refer to Section 3.

During the development of the website, a logo has been developed which is currently used for all the activities of the consortium. A description of the logo and of its meaning is reported in Section 2.

1.6   Mobile Compatibility

The website layout and graphics has been designed to be compatible and easy to navigate even on the most common mobile device (tablets and smartphones). The compliance of the website on the main mobile platforms can be verifies at the following link

http://quirktools.com/screenfly/#u=http%3A//www.project-pantheon.eu&w=360&h=640&a=39

1.7   Social media

For the success of the communication strategy of the project, the presence of PANTHEON in social media has been considered one of the key aspect. Accordingly, in parallel with the website, PANTHEON has opened accounts in four social networks, and namely:

- Twitter: To share activities and fast updates;
- Facebook: To create a community around the project;
- LinkedIn: To share the project with the professional community;
- Youtube Channel: To share the videos generated in the project.

The social network account are linked to the project website.

2   Logo design and meaning

The design of the logo of PANTHEON has been materially executed by a professional designer on the basis of an original concept by Prof. E. Garone and Prof. A. Gasparri.

Figure 1 – Logo of PANTHEON

The logo consists of a stylized feedback control loop (see examples of control loops in Figure 2).
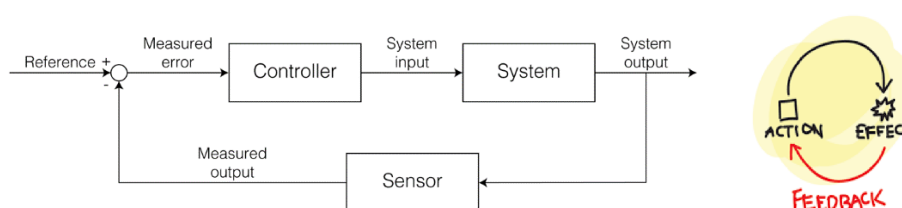
Figure 2 – Examples of Feedback Control Loops

The logo also recalls (willingly) the logo of the International Federation of Automatic Control (IFAC), to mark the importance of "closing the control loop" in the PANTHEON project.

Figure 3 – The IFAC Logo

The dominant colour of the logo is blue, as blue is the colour usually associated to electronics and networks. At the centre of the loop, there is a tree, as PANTHEON aims at closing the loop around trees. Finally, to link with the name of the project, the central circle reminds of the oculus of the Pantheon of Rome.
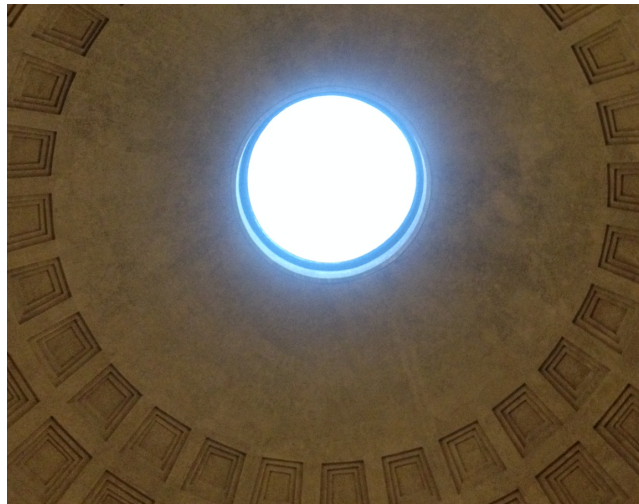
Figure 4 – Oculus of the Pantheon, Rome

3   Description of the website

3.1   Webpages Layout

the webpages layout is minimalistic and is composed of 4 main elements:

1) A thin grey bar with the links to the social media resources of the project;
2) A menu bar, containing the logo of the project and the menu with the 6 main sections;
3) The main content of the page;
4) A closing bar, in black, with the acknowledgment to the European Commission;
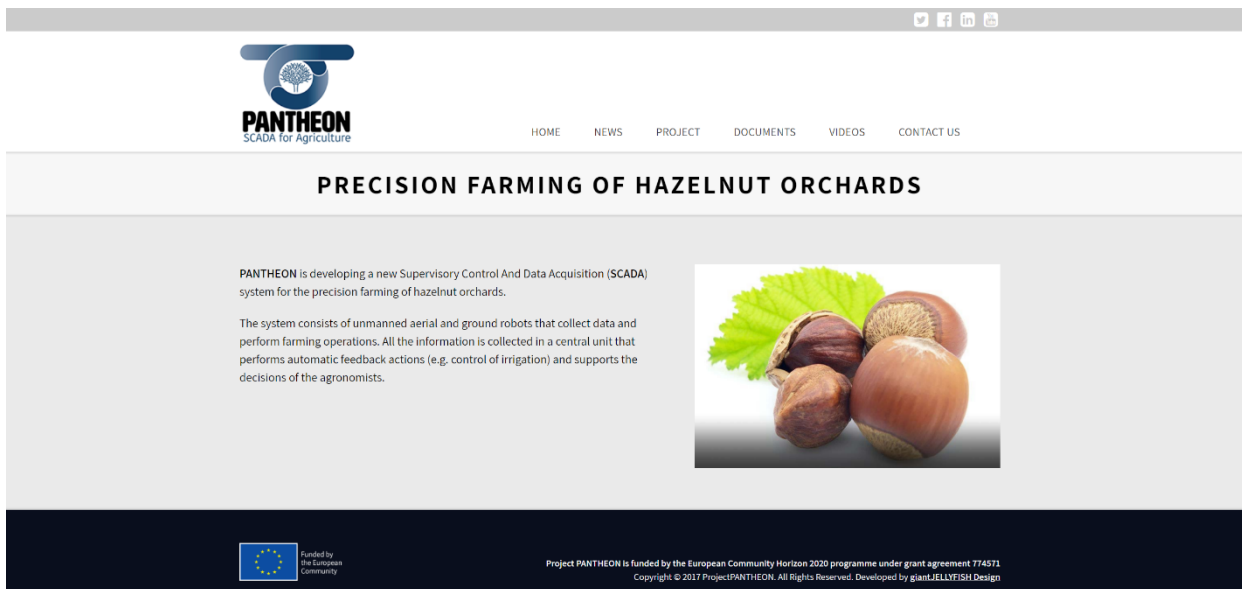
3.2   Description of the Sections

Hereafter we report a short description of each section of the website.

3.2.1   Home Page
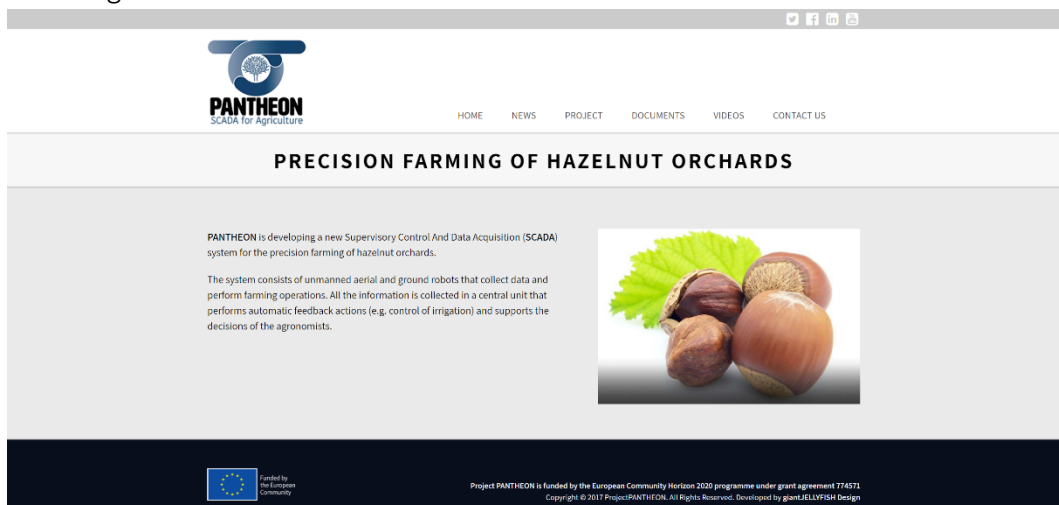
The *Home* page has been willingly designed to be very minimalistic, with a very synthetic description of the scope of the project.

The page has been deliberately designed to fit in a single screenshot at the most common computer resolutions, to avoid the need for scrolling in the first page.

3.2.2   News
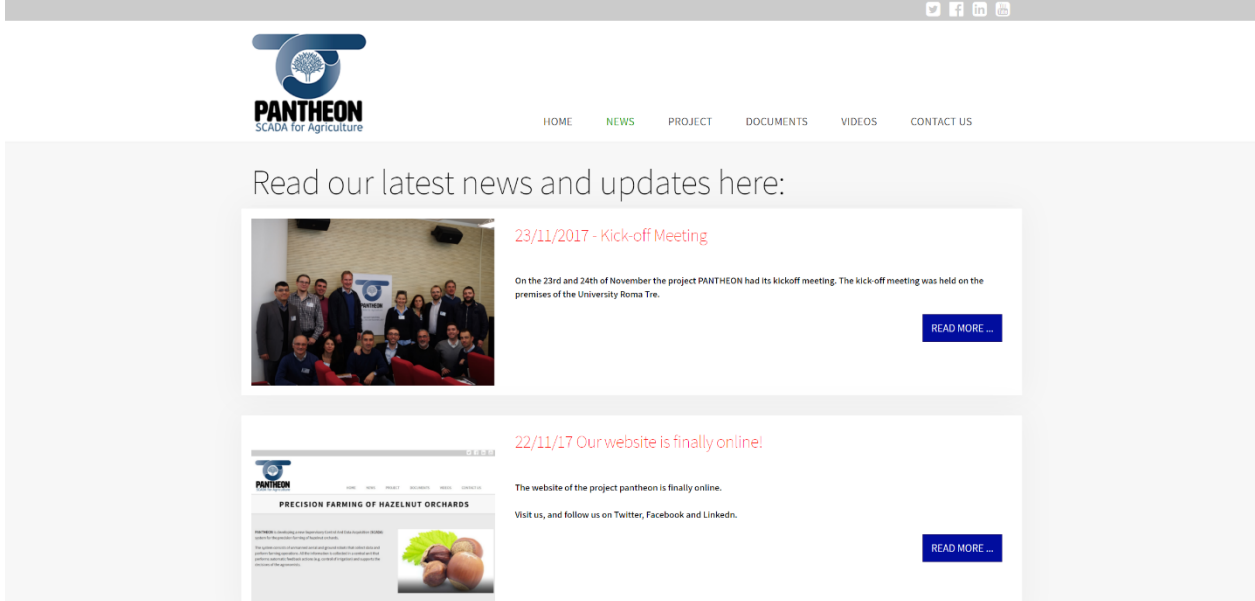
The *News* page is a dynamically generated page collecting the abstracts on the various news generated by the project. By clicking on "read more" or on the title of the news, the page of the associated article is opened.
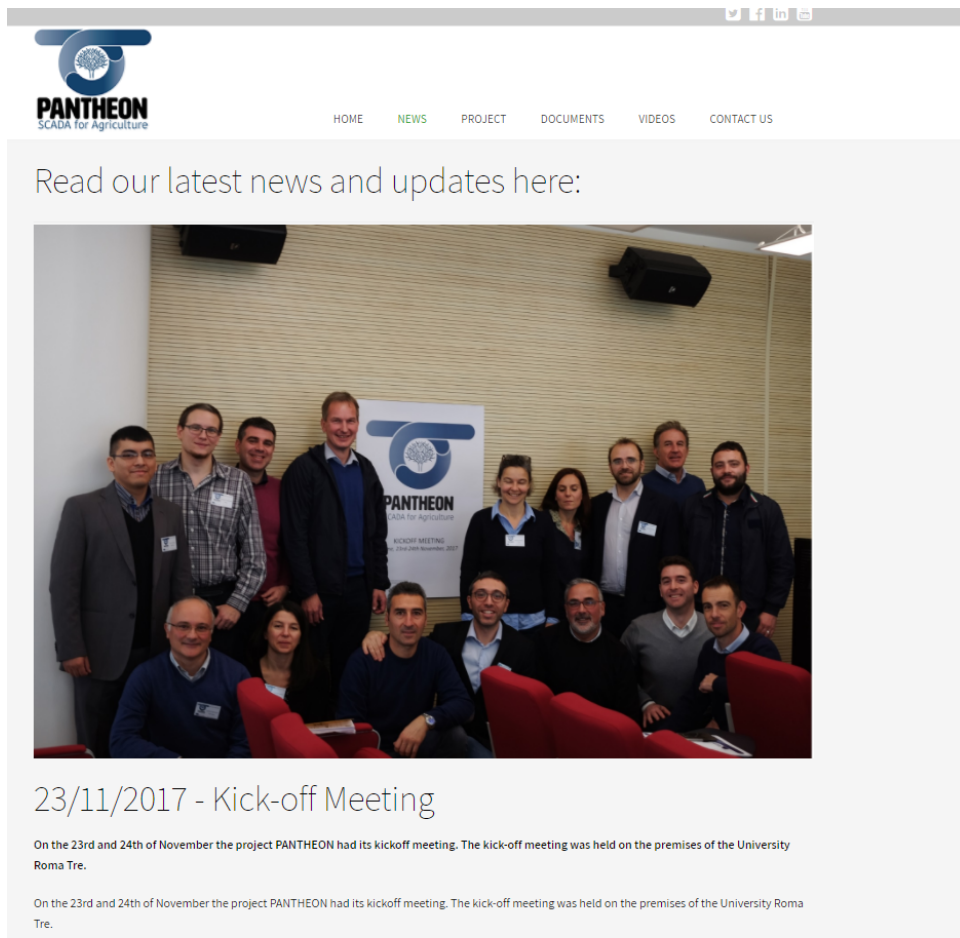
3.2.3 Project

The section *Project* consists of three pages.

The *Overview* page is a short description of the project with the associated infographics.

The *Consortium* page contains a short description of each unit with links to the unit websites.
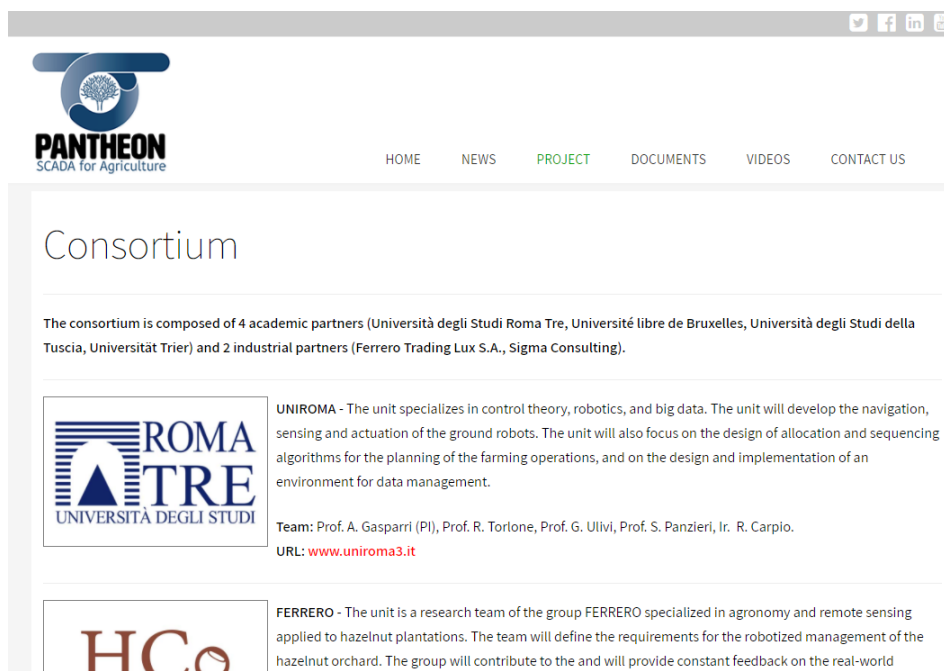
The *Progress* page is a page with a synthetic description of the progresses of the consortium and it is meant to show the fact that the consortium is active.
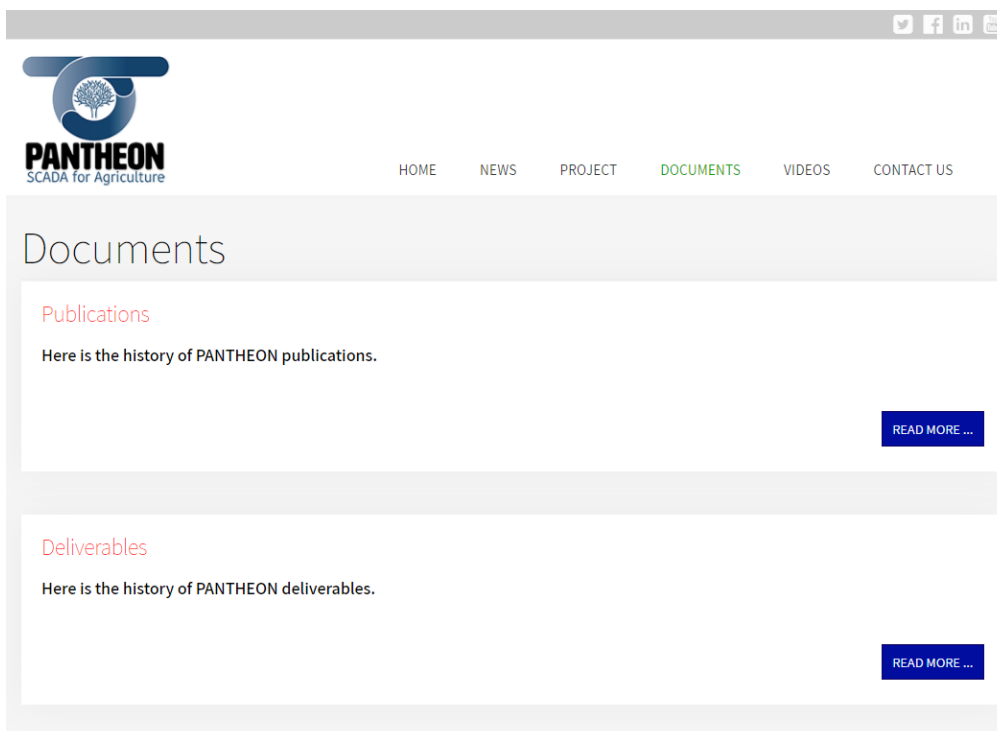
3.2.4 Documents

The section *Documents* consists of two subpages, *Publications* and *Deliverable*s.

In *Publications* we will list the publications generated in the project. To have an ordered and well-structured list, and to make the update easy, we used a Joomla add on that converts bibtex files into a bibliography list, also giving a link to URL (of the repository where we will put the PDFs), of the DOI, and of the Bibtex of the publication. A test screenshot based on an existing bibtex is reported hereafter to show what will be the look of this page when publications will be released.

The *Deliverables* page is a simple list with the deliverable and (when public) with a link to the PDF of the deliverables.

3.2.5 Videos

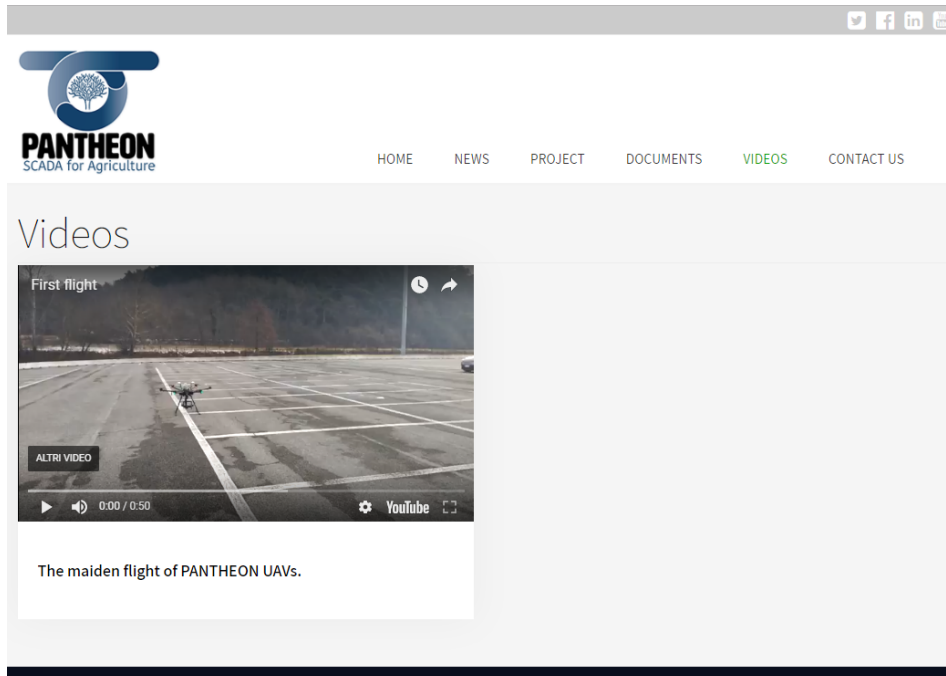In the page *Videos* we will collect the videos of the consortium.

3.2.6 Contact Us

The page *Contact us,* is a simple contact form linked with the email of the coordinator.