MASTER
Multiple ASpect TrajEctoRy management and analysis

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VERSIONS

VERSION	MODIFICATION(S)	DATE	AUTHOR(S)
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ACRONYMS LIST

EU	European Union
EC	European Commission
H2020	Horizon 2020 EU Framework Programme for Research and Innovation
MASTER	Multiple Aspect Trajectory Management and Analysis
CMS	Content Management System
SEO	Search Engine Optimization
ISTI	Istituto di Scienza e Tecnologie dell'Informazione "A. Faedo"
CNR	Consiglio Nazionale delle Ricerche
UNIVE	University Ca' Foscari Venice
UVSQ	University of Versailles Saint-Quentin
UPRC	University of Pireaus Research Center
HUA	Harokopio University of Athens
UFC	Federal University of Ceará
UFSC	Federal University of Santa Catarina
PUC	Pontificial University of Rio de Janeiro
DAL	Dalhousie University
THIRA	Municipality of Thira
IT	Italy
GR	Greece

BR	Brasil
CA	Canada
FR	France

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY

This report provides a full description of the MASTER project website. We discuss the main structure, the communication objectives and the motivation for the technological choices we made.

The project web site is not built as a static structure, but it will evolve with the project, updating content regularly and possible enriching the structure based on the project needs, continuously throughout the project lifespan.

2. INTRODUCTION

The project web site has been first setup in March 2018 to become a reference about project activities.

The web site is designed following standard Web technology, social media, news and blog, and a contacts section.

It is reachable from an internet domain registered by the project coordinator under the .eu domain called **master-project-h2020.eu** .

The main sections of the Website are:

- Home: this page represents the welcome page and contain the project description and an overview of news and events.
- The MASTER concept: presents the building blocks behind the research project and the main scientific challenges of the MASTER research project.
- Consortium: presents the 10 partners of the MASTER consortium.
- News: is a dynamic blog presenting the news related to project activities.
- Documents: is a section in which the MASTER project shares its public material such as dissemination material, deliverables and open access articles
- Contact: offers out contact details to the project consortium by e-mail and social media.

The MASTER project website is available at the URL: http://www.master-project-h2020.eu.

The MASTER web site is a free and public site having the objective of communicating project information, activities and results to a wide audience. Therefore, it has a clear design and not technical communicative style. The project web site describes the basic information related to the project objectives, shows the consortium composition, and provides a dynamic view of the project activities through the blog part (referred as the News section).

One important objective of the web site is to provide the free access to the project results in terms of public deliverables and publications as well as project communication material like the brochure and poster. The website is updated periodically, as new deliverables and project results become available.

The blog section is the more dynamic part of the website. Since the objective of the project in the collaboration between institutions to form an international and inter-sectoral network of organisations working on a joint research programme, we decided to highlight this narrative part of the website: here the partners have the space to tell their experiences of cultural and research exchange, to upload videos and photos of their experience, and, last but not least, a space for publishing news related to events or publications related to the project. The articles of the blog provide pictures, video and brief description of the ongoing activities like meetings, communication and dissemination presentations, secondments. Moreover, the blog provides an overview of the scientific publication channels and opportunities, and integrates the Horizon 2020 Open Access Publication Policy.

The Project web site has been designed to be highly dynamic and will be periodically updated not only in the contents, but also in the structure to meet the ever-changing project needs.

We choose to use a Content Management System (CMS), specifically Wordpress, to facilitate the continuous updates and, at the same time, provide partners with an easy-to-use platform. This platform allows us to manage the contents of the site in complete autonomy, without the need of specific skills on web programming languages. The CMS is, in fact, a very flexible tool and therefore recommended, for all those who need a dynamic website, where the contents are updated frequently. Moreover, the CMS Wordpress allows, thanks to the assignment of roles and permissions, to give selected users the possibility to write, modify contents, or perform certain actions.

The website is fully responsive, thus it adapts to different devices (desktop, smartphone, tablet …) thanks to anchor points, beyond which the template changes shape or moves its elements automatically during viewing, thus allowing an optimal visualization of the content on any device. The website is, furthermore, SEO friendly and Cross browser compatible.

Updates and additions to the web site from the partners (e.g. blog entries, publications) can be requested to the Coordinator team sending emails with necessary information (e.g. text, document and pictures), to master-info@isti.cnr.it or directly to the coordinator chiara.renso@isti.cnr.it. Depending on the cases and agreements, specific login roles and permissions could be given to the Partners.

3. PROJECT WEBSITE MAP

In this section we present the main elements and the sitemap of the website.

The website has some elements that remain visible throughout the entire browsing activity of a visitor and are concordant with the general aspect of websites in general. These aspects are:

- Header - In the header, the top part of the website there is the MASTER logo and the main menu. While browsing and switching from one page to another this element is always visible and helps the user return to homepage or continue the navigation to a new section.
- Footer - In the footer we reiterate some of the elements, e.g. the menu but also add some important information regarding especially the funding and the contact information. The present elements in the footer are:
  - Funding
  - Menu
  - Contact (social media and e-mail)
  - Search

Website sitemap:

- Home http://www.master-project-h2020.eu
  - The Master Concept http://www.master-project-h2020.eu/the-master-concept/
  - Consortium http://www.master-project-h2020.eu/consortium/
  - News http://www.master-project-h2020.eu/category/news/
    - News 1
    - News 2
    - …
  - Documents http://www.master-project-h2020.eu/documents/

- Publications http://www.master-project-h2020.eu/documents-and-publications/
- Deliverables http://www.master-project-h2020.eu/deliverables/
- Dissemination material http://www.master-project-h2020.eu/dissemination-material/

Contact http://www.master-project-h2020.eu/contact/

4. WEBSITE CONTENT

In this section we will briefly describe the contents of the pages and explain the important content elements of the pages.

4.1. HOMEPAGE

The homepage is the first page a visitor sees. For this reason, it contains all the important pieces of information about the project, starting from the logo and the graphics that remain constant in all project communication and dissemination material. The objective of the home page is to inform the visitor about the project, who are the consortium members, what is their mission and who funded the project. We therefore organized the MASTER homepage in several horizontal sections which synthetically develop these aspects.

In the first part, we have the **Slider/Carousel** in which we explain the MASTER acronym "Multiple Aspect Trajectory Management and Analysis" representing our consortium's research objective. In the lower part of the slider we have and identification element import for the MASTER project as well as for the European Commission. It states the grant and the financing parts: "This project has received funding from the European Commission's Horizon 2020 research and innovation programme under the Marie-Sklodowska Curie grant agreement N. 777695" and also has the European Union flag, to the right.

About the project is the section that introduces the financing, grant number, project coordinator and the partners. It also states when the project started: March 1st 2018.

Motivation is the section which tries to answer the question "Why Multiple Aspect Trajectories?", pointing out the scientific concept, the consortium and the excellence in the research activity. All these items are explained in more detail in a separate page by following the link *Read More*.

The **News** section offers a preview of the latest blog entries of the project and the activity of the consortium members. We present the more recent 6 at the time of the deliverable preparation, in descending chronological order. A more complete view on the news is available in the dedicated page, which can be reached from the menu.

ABOUT THE PROJECT

MASTER (Multiple ASpect TrajEctoRy management and analysis) is a project funded under the call H2020-MSCA-RISE-2017 with the objective of forming an international and inter-sectoral network of organisations working on a joint research programme to define new methods to build, manage and analyse multiple aspects semantic trajectories.

The coordinator is Dr. **Chiara Renso** from ISTI (National Research Council of Italy).

The consortium has 10 partners, 5 are European academic, 1 European non academic and 4 are International academic.

The starting date is **March 1st 2018**, for a duration of 48 months. We have planned a total of 128 secondment months of which 112 are funded by EU.

Figure 1 A screenshot of the MASTER home page

NEWS

Meeting at Thira with CNR and UPRC

📅 May 4, 2018

From April 30 to May 4 we held an internal meeting among Thira, UPRC and CNR to discuss and start the work about tourism application scenario. In the picture we have Nikos from UPRC, Christa…

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MASTER partners at ICDE 2018 Conference in Paris

📅 April 23, 2018

ICDE (International Conference on Data Engineering) is one of the major conferences in the area of Data Management. The 34th edition was held in Paris between 16 and 19 April. There were mor…

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MASTER meeting at CNR with DAL and UNIVE

📅 April 11, 2018

Today in Pisa we held a meeting between DAL, UNIVE and CNR. We see in the picture from left to right Prof. Stan Matwin (DAL), Chiara Renso (CNR), Alessandra Raffaeta' and Marta Simeoni (UNIV…

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Presenting MASTER at the Data Science Colloquium in Pisa

📅 April 4, 2018

Raffaele Perego from HPC Lab of CNR is presenting MASTER at the PhD students of the Data Science colloquium event, held at ISTI-CNR

Read More

MASTER at the Big Mobility Data Analytics (BMDA) Workshop at EDBT-ICDT 2018

📅 March 26, 2018

MASTER supports the Big Mobility Data Analytics workshop held on March 26 in Vienna in conjunction to EDBT-ICDT Conference.Nikos Pelekis and Yannis Theodoridis from UPRC partner are among th

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MASTER Kick-Off Meeting in Brussels

📅 March 22, 2018

As the sign says we are very proud the EU has invested in our project! Here we are at the kick off meeting we held in Brussels on March 22nd 2018. The Kick off meeting has been a g

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Figure 2 *News section in the homepage*

A very important part of the homepage is the **Consortium Partners**, containing all the logos and links to the respective web sites of the 10 European and International partners of MASTER. More detailed information about the partners can be found in the Consortium page, accessible from the menu.

Figure 3 Consortium section in the homepage

4.2. THE MASTER CONCEPT

The MASTER Concept page, available from the top menu explains in detail the kind of joint research the MASTER project envisions. Here we also give details about the meaning of holistic trajectories and how we intend to build, manage and analyse multiple aspects semantic trajectories, while also taking into account the privacy, ethical and big data dimensions. We also show a comprehensive schema of the Work Packages and the application scenarios driving our investigation.
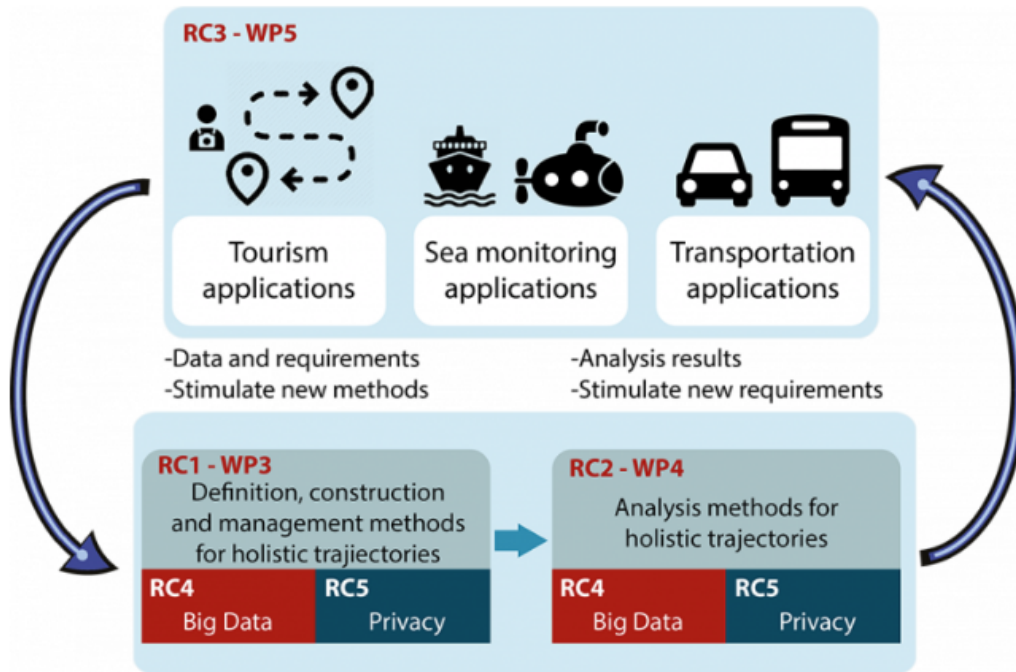
Figure 4 *A scheme of the MASTER concept*

4.3. CONSORTIUM

In the Consortium page we introduce the 10 partners of the MASTER project with a world map. The MASTER Consortium is international and intersectoral, counting 10 partners: five partners are European academic (in orange colour in the map), one partner is European non-academic (in red colour in the map), four partners are academic international (in purple colour in the map) of which one is from Canada and three are from Brazil.

European academic:

- Consiglio Nazionale delle Ricerche (CNR) IT
- University Ca' Foscari Venice (UNIVE) IT
- University of Pireaus Research Center (UPRC) GR
- University of Versailles Saint-Quentin (UVSQ) FR
- Harokopio University of Athens (HUA) GR

European non-academic:

- Municipality of Thira (THIRA) GR

International academic:

- Federal University of Santa Catarina (UFSC) BR
- Federal University of Cearà (UFC) BR
- Pontifical University of Rio de Janeiro (PUC) BR
- Dalhousie University (DAL) CA

4.4. NEWS

The News page is blog-like page, containing all our news items, in form of blog posts, in date descending order. Each communication, dissemination, networking and secondment activities are reported as blog entries. For each event we report a brief description and some photos/videos. This helps in communicating and disseminating the activities of the project either to a wider public and within the consortium. These news items are also distributed in our Social Media channels, on Facebook (https://www.facebook.com/MasterH2020/) and Twitter (https://twitter.com/MasterH2020) described in more details in the Training, Communication and Dissemination plan Deliverables D2.1 .

Figure 5 *A screenshot of the News page*

4.5. DOCUMENTS

The Documents page actually points to 3 specific sub-pages which offer different kind of information to the public, explanations, communication material as well as project public documents.

- **Publications** - In this page we list all the publications of the consortium member which are a product of MASTER members collaboration and exchange, as a result of the funded secondments. Based on the European Commission rules regarding Open Access, these articles are freely accessible to the interested community. The publications will each have a download link, from which the scientific paper can be downloaded.
- **Deliverables** - Similar to the Publications page, we created a page where the MASTER public deliverables are enumerated and have a download link.
- **Dissemination material** - In this page we include all dissemination materials which will be produced throughout the course of the project, starting with the project presentation and the brochure, but also including more targeted or thematic presentations and material, such as periodic newsletters.
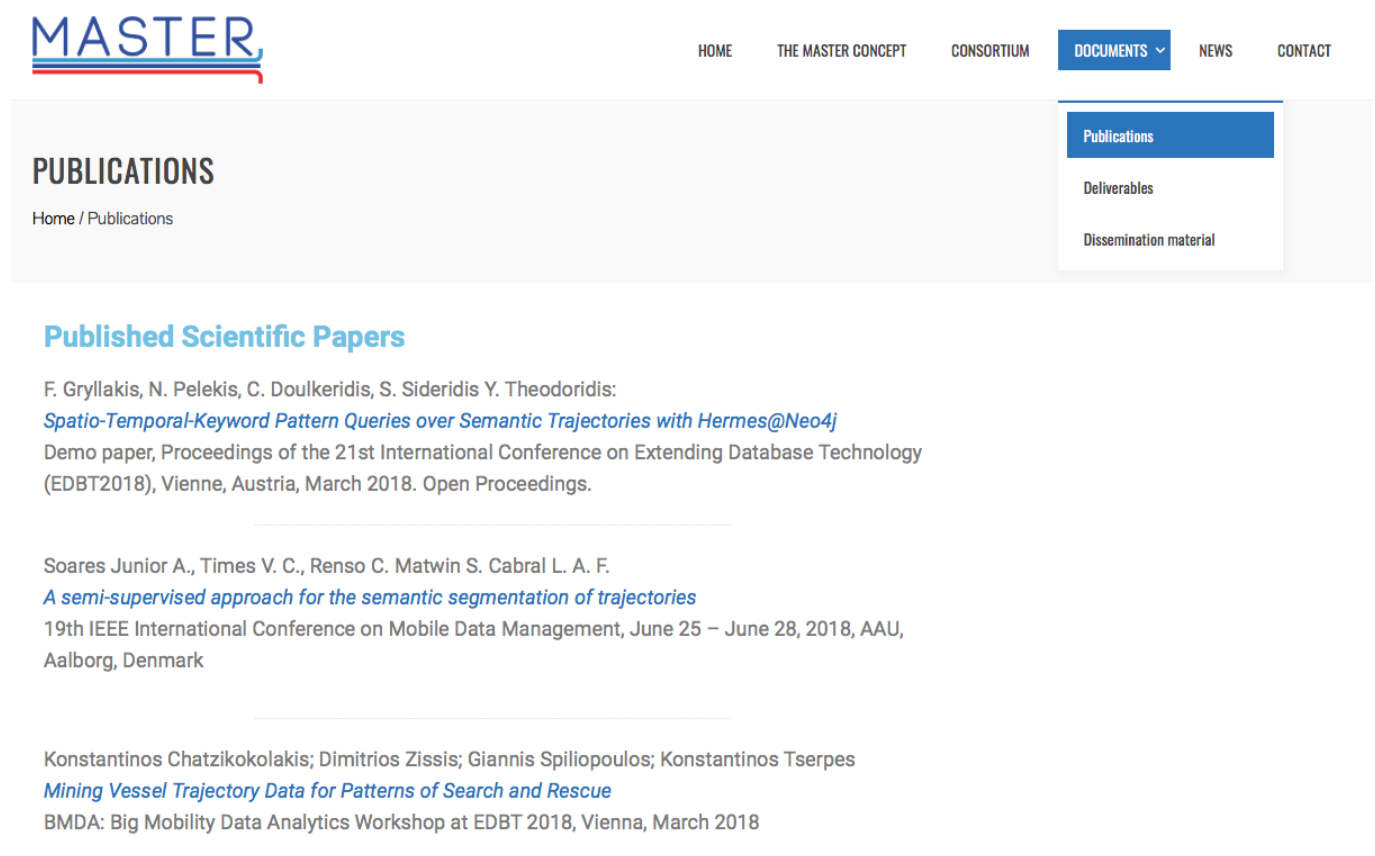

Figure 6 A screenshot of the Publications page

4.6. CONTACT

The master project web site offers details about how visitor and interested parties can contact us, whether through email or social media. We maintained the same visual identity on all the available platforms and be very responsive to inquiries and requests coming from the public.
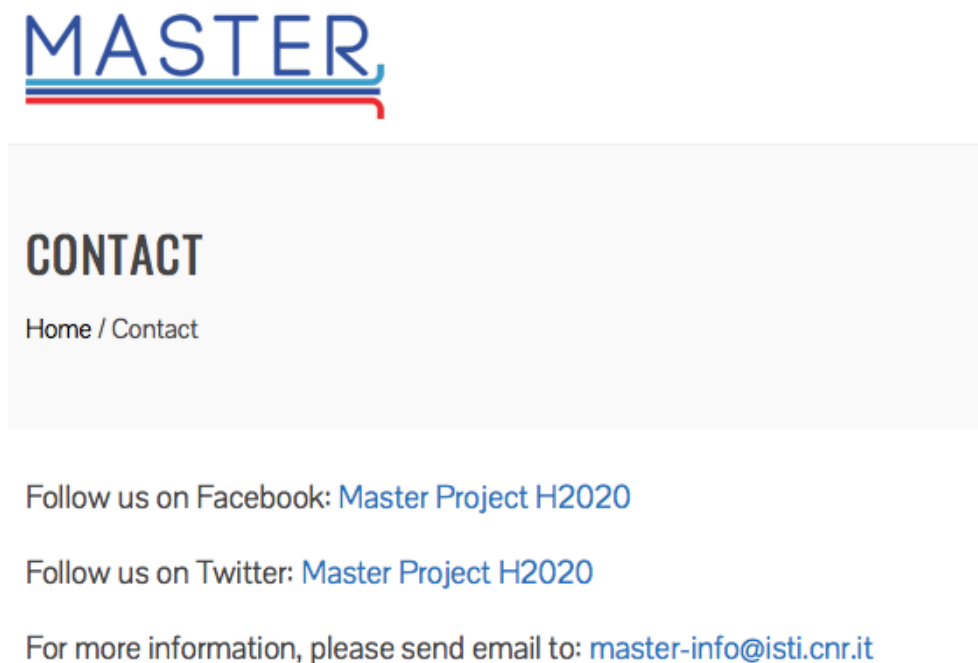

Figure 7 *The contact page*

5. CONCLUSIONS

In this deliverable we described the structure of the project website, the technological choices we made to make the site up-to-date, effectively communication project activities and results, therefore the site will be useful both for the consortium partners and the wide community.