DIGNITY
Digital transport in and for society

D5.3 - DIGNITY project website

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Executive summary

This deliverable provides an overview of the DIGNITY project website. It includes detailed descriptions as well as screenshots of key sections, a list of its target groups, and information regarding GDPR compliance, the EU funding acknowledgement, accessibility, and metrics regarding site traffic.

Document History

Date	Person	Action	Status

Status: Draft, Final, Approved, and Submitted (to European Commission).

Contents

1. Website overview

The DIGNITY website (www.dignity-project.eu) will be one of the primary channels of communication for the project. It has four major objectives:

- To improve communication between consortium members (uploading of project-related documents, working papers, events, etc.);
- To inform consortium members, stakeholders and target groups of new developments relevant to the project;
- To raise the image of the DIGNITY project and to improve dissemination to specialists, potential users of the results, policy makers, and the general public;
- To establish the website as a resource that will merit retention and maintenance beyond the lifetime of the DIGNITY project.

The website offers an overview of the project, its intended impacts, and its work, as well as information about its partners and the pilots. It is user-friendly and content-oriented and will feature a prominent link to drive traffic to the learning community, once that goes online in Month 6.

The home page of the site has a modern look and feel and is highly visual. It uses attractive photographs and colours to show users where they can find specific information on the project, accompanied by calls to action that encourage users to click towards other sections of the site. It also features a section with news and ways to stay in touch with the project, by following it on social media or contacting the coordinator directly. The footer of the website features the EU funding acknowledgement and links to social media channels.

The website is fully compliant with the GDPR. Anonymous data will be collected (with users' consent) to measure how many users visit the site, what country they come from, what pages they visit, and how long they stay on the site. No personal data will be collected or stored for the DIGNITY website. This information will be available in the privacy policy section of the cookie settings (visible when users first access the site and are asked to select their cookie preferences or when they change their cookie settings).

2. Website structure

At the top of every page is a menu with the project's logo. At the bottom is a footer with the EU funding acknowledgement and social media links.

The website has eight separate sections, aimed at different target groups:

- Home page (https://www.dignity-project.eu)

- About (https://www.dignity-project.eu/about/)

- Partners (https://www.dignity-project.eu/partners/)

- Approach (https://www.dignity-project.eu/dignity-approach/)

- Pilots (https://www.dignity-project.eu/pilots/)

- Learning Community (https://www.dignity-project.eu/the-dignity-learning-community/)

- Links (https://www.dignity-project.eu/links/)

- News and events (https://www.dignity-project.eu/news-and-events/)

In addition, there are five subsections of the approach section with detailed descriptions of the project's different phases and their expected results.

There are also four subsections of the pilots section, with detailed descriptions of each pilot's city/region, the challenges they face with regard to inclusiveness, their vision, the expected impacts, and local actors.

Further detail regarding the target groups listed below is given in section 3.

2.1 Home page

Target group: All, including the general public

The home page of the website features a slideshow explaining how DIGNITY will build a truly accessible digital transport ecosystem that allows all users to travel with dignity. "Learn more" buttons on the second, third, and fourth slide take users down the page to the various sections: a brief description of the DIGNITY approach with a button leading to that section; a brief description of the learning community with a button leading to that section (later on in the project, this will lead directly to the community platform); a brief description of the pilots with another button that leads to the main pilots page. Each section is delineated with a different colour and an eye-catching geometric divider. In the pilots area of the home page, colourful country/city images with popover text provide information about each individual pilot and link to each pilot's page. Further down, there is a series of counters with key numbers for the project. Then there are three buckets with short, descriptive phrases and call-to-action buttons that lead to three other sections of the site: Partners, Work packages, and Links. At the bottom of the page is a widget with the latest news and buttons where users can send an email to the project coordinator or go to the project's social media channels.

From time to time, other elements or banners will be temporarily added to the home page, to showcase surveys, events, or other initiatives.
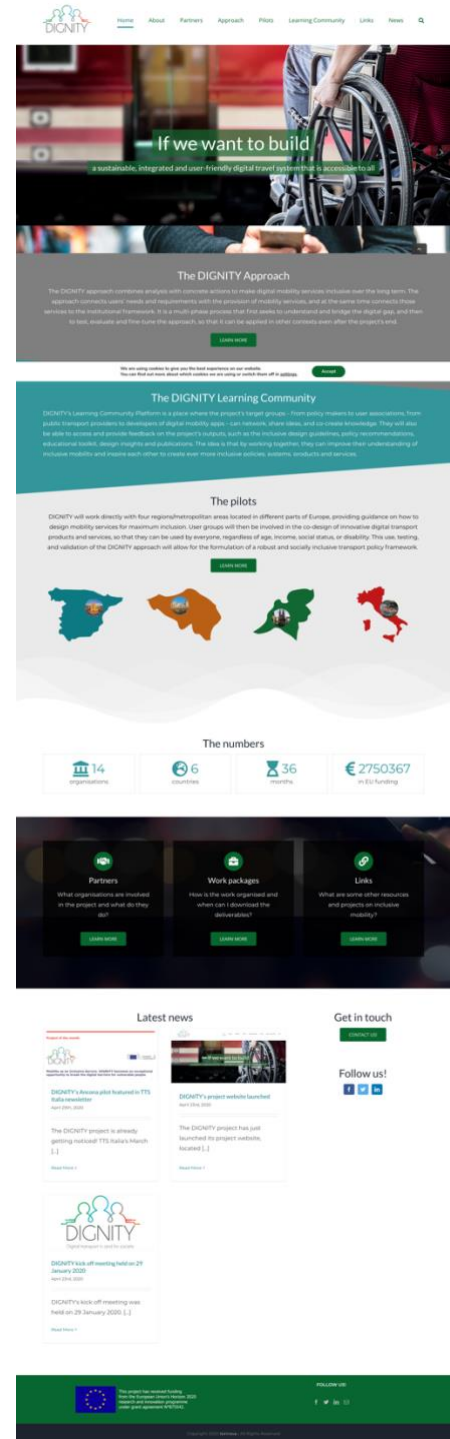
2.2 About

Target groups: Primarily policy makers and researchers, but also public transport operators, providers/manufacturers of digital mobility products and services, user associations and citizens

The About page provides general information about the project, including an overview, its objectives (what it will accomplish), its mission (the importance of involving vulnerable-to-exclusion users), and the approach (how it will achieve its objectives and make mobility more inclusive). This last paragraph features a call-to-action button that leads to the Approach page.

Scrolling down, users can learn more about the six target groups. Each target group is represented by a box with an attractive picture reflecting what they do, which on hover flips to reveal how the target group benefits from and what it provides to the project.

2.3 Partners

Target groups: Policy makers and researchers, along with anyone who wants to learn more about the consortium or reach the partners directly

This page provides information about the partners, including a brief description, their logos, and links to their websites and social media channels.

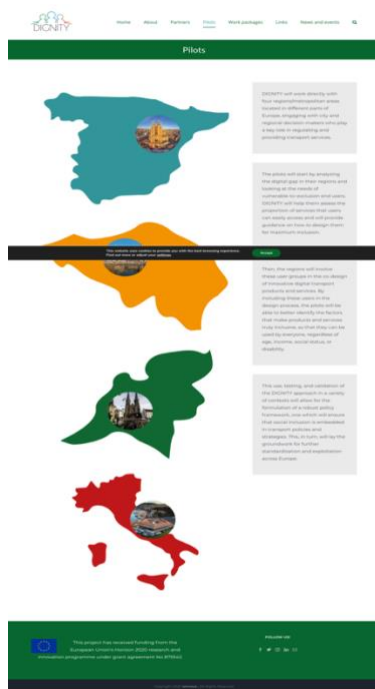## 2.4 The DIGNITY Approach

Target groups: Policy makers, researchers, public transport operators, providers/manufacturers of digital mobility products and services, and user associations

The Approach page has a timeline that presents the five project phases. Each timeline box has a brief description and a call-to-action button that leads to an individual page with a more in-depth description of the phase and its objectives, the logo of the partner leading the work, and a table with information on

the related deliverables, which will be made available for download as they are approved by the EC.
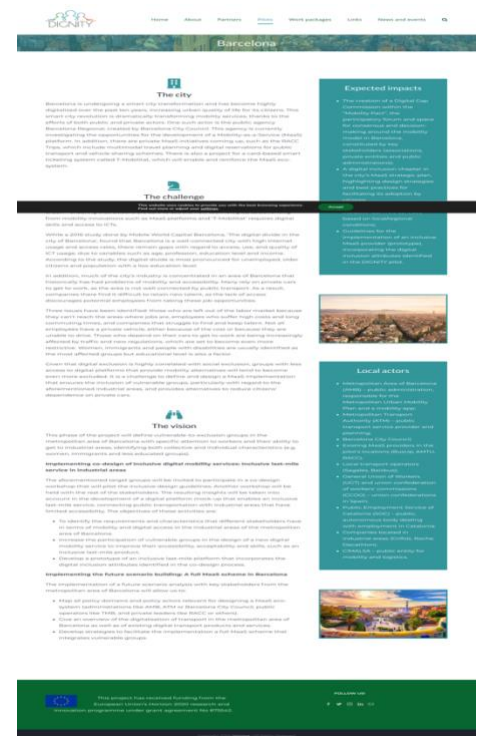
2.5 Pilots

Target groups: Policy makers, public transport operators, providers/manufacturers of digital mobility products and services, user associations, researchers, and citizens of the pilot regions.

The main pilot page features an introduction on the right side, explaining how the pilots will work and what will be accomplished through them. To the left is an image of each country with a city photo in the pilot location. Each pilot has a DIGNITY-related, branded colour, so that the user always associates Ancona with red, Barcelona with aqua, Flanders with yellow, and Tilburg with green. Hovering over this image brings up the name of the pilot and a brief description.

Clicking on the map images brings the user to each individual pilot page. Here they will find three sections: The city (a description of the city/region); the challenge (the problems it faces regarding access/inclusion); and the vision (what it will focus on and how it will achieve its objectives). In addition, to the right is a colourful sidebar with the pilot's expected impacts, local actors, and colourful photos of the area. Later in the project, an additional sidebar section for local/pilot-related news and events may be created, if there is enough local news to justify it.

2.6 The DIGNITY Learning Community

Target groups: Policy makers, researchers, public transport operators, providers/manufacturers of digital mobility products and services, and user associations

This page provides an overview of the learning community and the platform that will host it. It describes the purpose of the learning community and explains what resources will be made available there.

Colourful boxes present the outputs that will be made available for review by the community, and further down, a section on "Publications" summarise the three publications that will come out of the project and which will be available on the learning community platform.

Please note, this section may be moved to the learning community platform once it goes online. At that point, all links, including the home page link and menu link, will lead directly to the learning community platform.

2.7 Links

Target groups: Policy makers, researchers, and user associations

This page contains links to other resources, projects, initiatives, tools and platforms related to inclusiveness and/or mobility. These links are showcased within colourful content boxes that include the entity's logo and a description. Clicking on the "Learn more" bar at the bottom of each box leads to the entity's website.

2.8 News and events

Target groups: All, including the general public

This page displays all news items related to the project in a grid, with titles, photos and excerpts. Clicking on an item brings up the entire article.

3. Target audience

Policy makers at the metropolitan, regional, national and European level will gain a better understanding of who is currently underserved by digital mobility services, and how they can build policies that support these underserved users, thanks to the guidelines, policy recommendations and toolkit. On the other hand, it is expected that policy makers will provide useful feedback on these tools, will share them with their colleagues, and will invite their colleagues to join the learning community.

Public transport operators will gain valuable knowledge, via the guidelines, educational toolkit, and inclusive design insights, regarding the challenges faced by vulnerable-to-exclusion citizens, as well as practical knowledge on how these challenges can be addressed, and existing systems improved. However, it is also expected that they will help DIGNITY's partners improve the insights and the toolkits, ensuring that they are feasible and clear. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly with other stakeholders, such as representatives of user groups (along with end users), providers of products and services, and policy makers.

Providers/manufacturers of digital mobility products and services will be provided with knowledge and insights on how existing gaps might be addressed, potentially leading to new innovations and new, specialised products and services, via the guidelines, educational toolkit, and design insights. In exchange, it is expected that they will help DIGNITY's partners improve the insights and the toolkits, ensuring they are feasible and clear, and possibly suggesting new innovations or new perspectives from which to look at these challenges. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly with other stakeholders, such as representatives of user groups (along with end users), public transport operators, and policy makers.

User associations, including associations to benefit the elderly, immigrants, the disabled, the poor, women, and other groups who may be underserved by current digital mobility offerings, such as the European Network of Migrant Women, Social Platform, the European Disability Forum, the European Association for the Education of Adults, and the International Federation on Aging, will get to have a say in how digital mobility products and services will be designed. They will also have the chance to present the concerns of their members to policy makers, transport operators, and product and service providers via the learning community. In return, they will provide valuable input and feedback on what really matters to their members, what kind of improvements would be most effective, whether or not the recommendations and insights sufficiently provide for these users' needs, and how these might be improved.

Researchers will be provided with a systematic review of mobility gaps for disadvantaged communities, and new research that can be built on regarding how to fill these gaps. In exchange, it is expected that they will actively take part in the learning community, providing their insights and feedback to the group, and inviting other researchers to take part, from both publicly and privately funded research organisations, from universities, think-tanks, business enterprises, civil society and not-for-profit organisations (including research-oriented NGOs), in order to open up new avenues of thinking and research on the digital mobility gap and positively influence the development of new policies, products, systems and services.

Citizens will benefit from more accessible digital mobility products and services, as well as better interaction between public/private transport systems and digital mobility products and services (thanks to the design insights, policy recommendations, and increased cooperation via the learning community platform). In return, it is hoped that citizens will have an increased awareness of inclusive design and how it benefits all users, and that they will support the implementation of inclusive policies, services, and products.

4. Accessibility

The website has been designed with inclusiveness in mind, and has been tested using the WAVE Web Accessibility Evaluation Tool to ensure that it meets the highest standards of accessibility.

5. Metrics

Google analytics is being used to track how many users are coming to the site, where they are coming from, what pages are visited the most and other statistics related to website traffic.

The desired reach will eventually be at least 1000 page views per month.
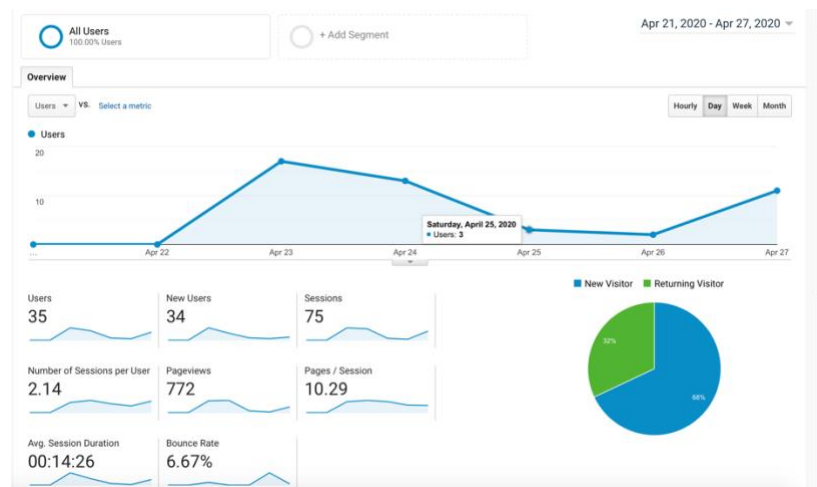
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