



D7.2: Website and Social Media Presence Launch

SMARTsurg

SMart weArable Robotic Teleoperated surgery

D7.2: Website and Social Media Presence Launch

Due date: 31.03.2017

Abstract: The present document is a deliverable of the SMARTsurg project, funded by the European Commission's Directorate-General for Research and Innovation (DG RTD), under its Horizon 2020 Research and innovation programme (H2020). It reports the creation and launch of the SMARTsurg official website. The document presents the public and private sections and features of SMARTsurg website, the social media channels of the project and finally the technical specifications of the website.

Dissemination Level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Document Change Log

Each change or set of changes made to this document will result in an increment to the version number of the document. This change log records the process and identifies for each version number of the document the modification(s) which caused the version number to be incremented.

Change Log	Version	Date
First draft website version Creation of social media channels	0.5	07 March 2017
Updated website version First draft deliverable report	0.7	20 March 2017
SMARTsurg website launched Deliverable report finalised	1.0	31 March 2017



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1 Introduction

1.1 Objective and Scope

The deliverable “D7.2: Website and Social Media Presence Launch” reports the creation and launch of the SMARTsurg official website. The site is based on a usable content management system and supports a blog of research and personal experiences, where partners can put articles about intermediate results, demos, events, press releases, newsletters, participation to special events, organisation of SMARTsurg workshops, etc.

The website also includes a restricted area, which acts as the internal repository of the project enabling file sharing and exchange among the project partners. The deliverable also illustrates the social media channels created to promote the SMARTsurg execution and results.

The SMARTsurg website is expected to **grow as the project evolves**, in order to reflect the **progress performed** and the **results produced** throughout the project execution. The website but also the social media channels are going to be **maintained and updated regularly**, in order to **attract new visitors** and **engage relevant stakeholders but also the general public** to the SMARTsurg activities.

The website is publicly available at the following address:

<http://smartsurg-project.eu/>

1.2 Document Structure

The document is split into 5 chapters. In chapter 2, the main SMARTsurg website sections are presented. The private/ logged area, restricted only to consortium members enabling file sharing and exchange among the project partners, is described in chapter 3. In chapter 4, social media channels of SMARTsurg are presented while chapter 5 illustrates the technical specifications of the website (content management system, web server, database and online service for tracking and reporting the website traffic).

1.3 Reference Documents

- [1] SMARTsurg Grant Agreement, Annex I - “Description of Action” (DoA)



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2 Website Sections

In the following paragraphs, the main SMARTsurg website sections are presented, namely:

- Front page
- Overview
- Partners
- Media
- Results
- Latest Updates
- Contact

2.1 Front Page

The **front page** of the SMARTsurg website includes a **synopsis of the project primary scope and objectives to attract visitors to navigate** through the available sections and **engage relevant stakeholders but also the general public** to the SMARTsurg activities. The upper part of the main page is illustrated in Figure 1 below.

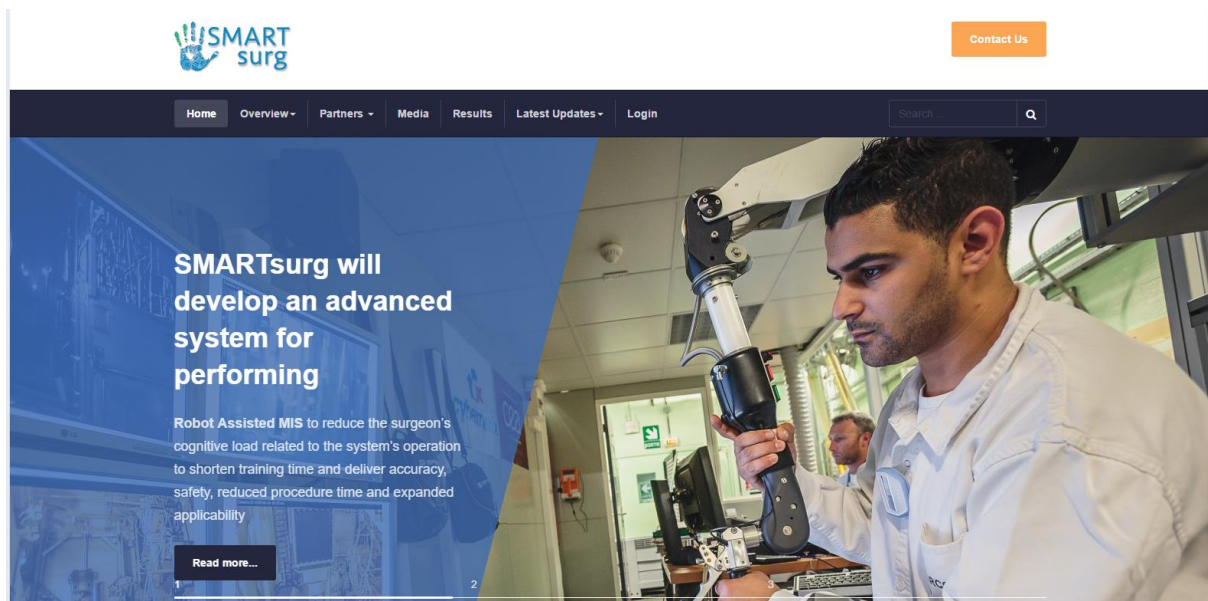


Figure 1: SMARTsurg website front page

The **top menu bar** includes the main public section of the project website, which, as already mentioned, will be presented in the next paragraphs (Figure 1). It also contains the link to enter the private part of the website ("Login" option, see chapter 3). A handy **search functionality** is also available for visitors to allow easy discovery in the website content.

The **main slideshow** of the page (Figure 1) currently consists of three (3) relevant and representative images accompanied with corresponding key project messages, e.g. *SMARTsurg will develop an advanced system for performing... Robot Assisted MIS to*



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reduce the surgeon's cognitive load related to the system's operation to shorten training time and deliver accuracy, safety, reduced procedure time and expanded applicability", "SMARTsurg will have a considerable impact...in the chosen medical domain and beyond, into the many areas that can benefit from tele-operation, haptic feedback, mechatronic design and user centred control", and so on.

Next, there are three blocks (Figure 2) highlighting basic project information such as project vision, its excellence and upcoming events (meetings, conferences etc.).

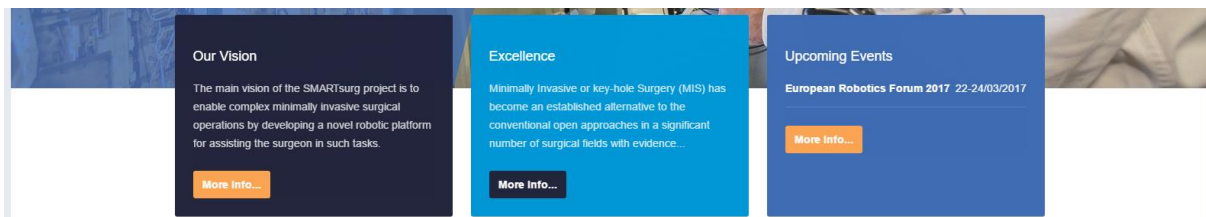


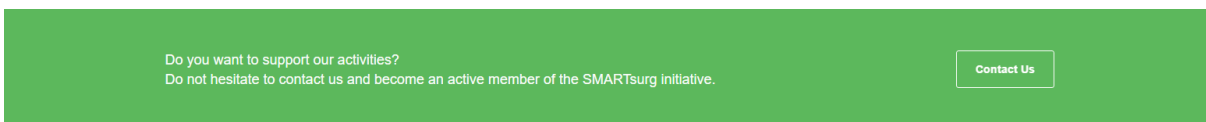
Figure 2: SMARTsurg vision, excellence and upcoming events

By scrolling down (Figure 3), visitor is able to see SMARTsurg's twitter account feed, as well as a promotional video and a list of the recent project news and top stories.



Figure 3: Promotional material, video and news

Then, a banner contains a link to the contact form ("Contact Us" section, see chapter 2.7).



Finally, the **footer** (Figure 4), which is **available in every page of the website**, contains corresponding links to the main sections of the website, links to SMARTsurg social media channels as well as contact details of the project. Visitor has also the ability to register to the **newsletter**, which will be published and circulated regularly during the project execution.

To achieve compliance with an important SMARTsurg Grant Agreement regulation, the website footer also includes the **EU emblem** accompanied with the following text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732515".*



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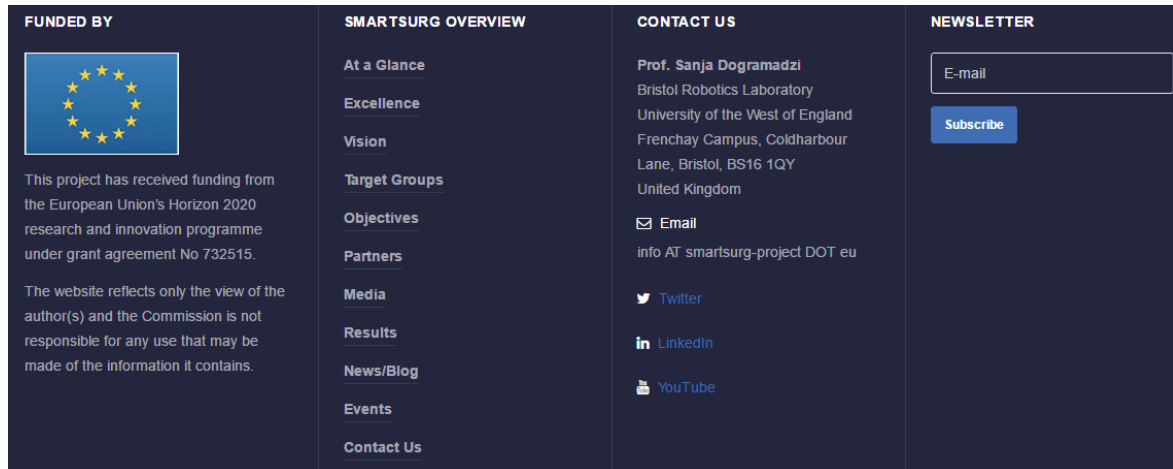


Figure 4: SMARTsurg website footer

The SMARTsurg main page is expected to be **updated regularly as the project evolves** in order to reflect the progress throughout the duration of the project.

2.2 Project Overview

The “Overview” top menu section (Figure 5) is divided in the following subsections:

- **At a glance**, including an introduction to the project (Figure 5).

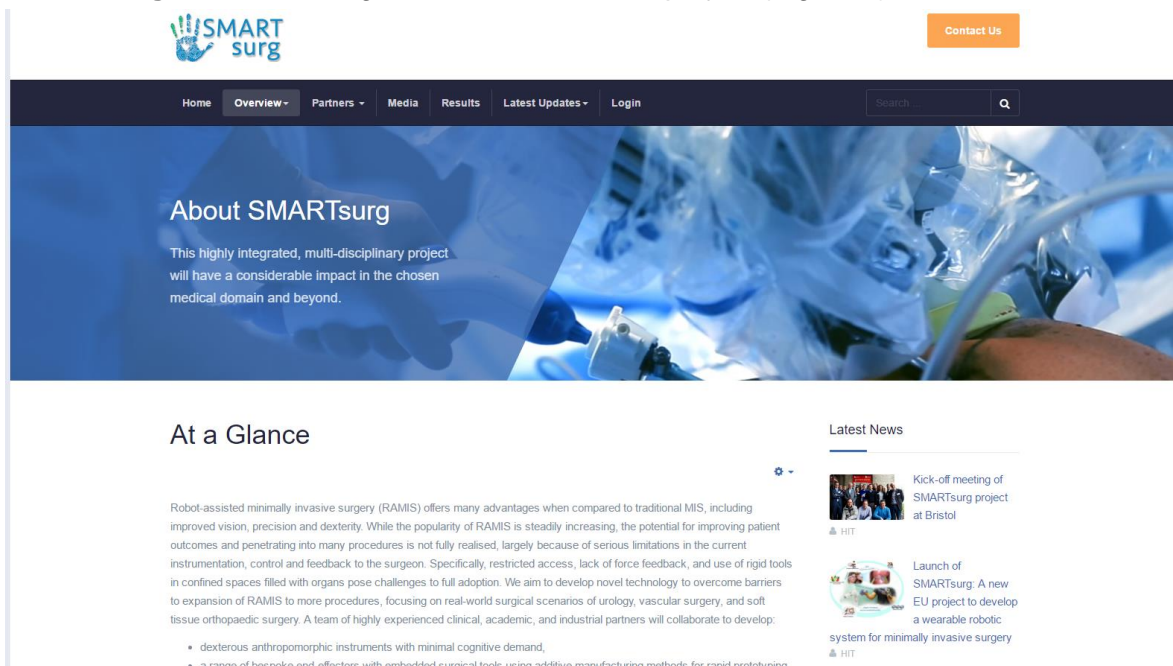


Figure 5: The “Overview” section options & the “At a Glance” page

- **Excellence**, presenting key facts that SMARTsurg aims to deal with.
- **Vision**, illustrating the project vision.
- **Target groups**, presenting project’s primary target groups.
- **Objectives**, including scientific & technical objectives defined to successfully realize the SMARTsurg vision.



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2.3 Partners

The “**Partners**” section contains the list of project partners (Figure 6) as well as a dedicated presentation page for each SMARTsurg partner (Figure 7).

Partners

The project is based in a team of highly experienced clinical, academic, and industrial partners.

Partner Logo	Partner Name	Partner Description
	Bristol Robotics Laboratory	University of the West of England / Bristol Robotics Laboratory
	Information Technologies Institute	Centre for Research and Technology Hellas / Information Technologies Institute
	Politecnico di Milano	Politecnico di Milano (POLIMI), founded in 1863, is the largest Engineering and Architecture University in Italy.
	Bristol Urological Institute	North Bristol National Health Service Trust / Bristol Urological Institute
	University of Bristol	University of Bristol (UoB) is ranked among the top five UK institutions for research excellence (2014 REF) and for leading employers (2015) and among the world top 40 university (QS Ranking 2015).
	European Institute of Oncology	Founded in May 1994 by Umberto Veronesi, developing a new model for health and advanced research in the international oncology field.
	TheMIS Orthopaedic Center	Thessaloniki Minimally Invasive Surgery (TheMIS) is a private medical center focused on Orthopaedic Surgery, Sports Medicine and Rehabilitation.
	Cybernetix	Cybernetix is a company of the TechnipFMC group. CYBERNETIX is an industrial company specialized in Robotic and Remote Handling Dexterous Manipulation Solutions.
	Optinvent	Optinvent S.A. is a French company that designs and delivers display modules and AR glasses for next generation AR & Mobile applications.
	HIT HyperTech Innovations	HIT HYPERTECH INNOVATIONS (HIT) is a Cyprus-based Web & Mobile applications provider and IT integrator SME founded in 2016.

Figure 6: List of project partners



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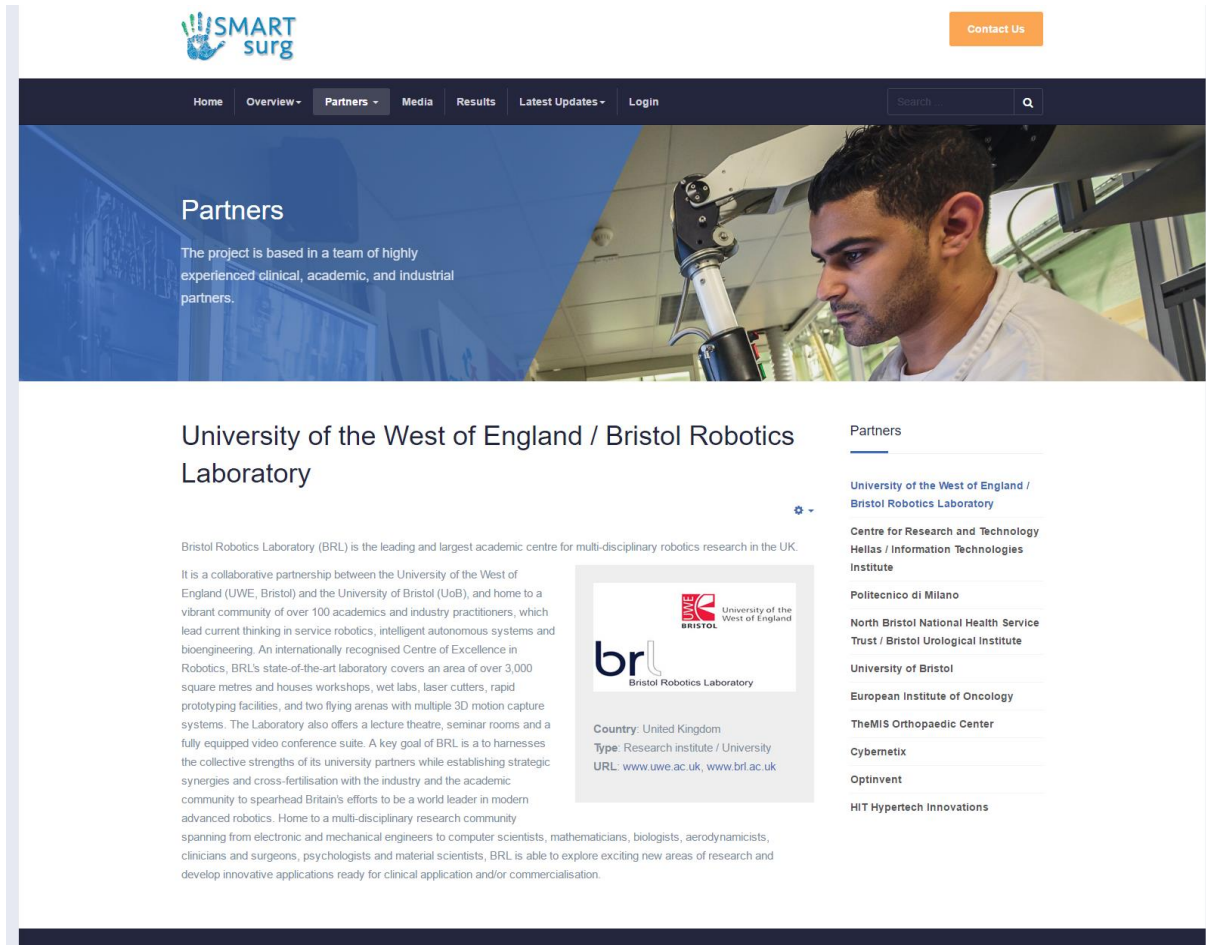


Figure 7: Partner presentation page

2.4 Media

The “Media” section is expected to be enriched as the project execution proceeds. It is planned to contain at least the following subsections (Figure 8):

- **Dissemination material:** press releases, leaflets, presentations etc.
- **Newsletter,** illustrating the periodically published SMARTsurg newsletters.
- **Image galleries,** with relevant project photos.
- **Videos:** SMARTsurg promotional films, videos presenting clinical trials etc.



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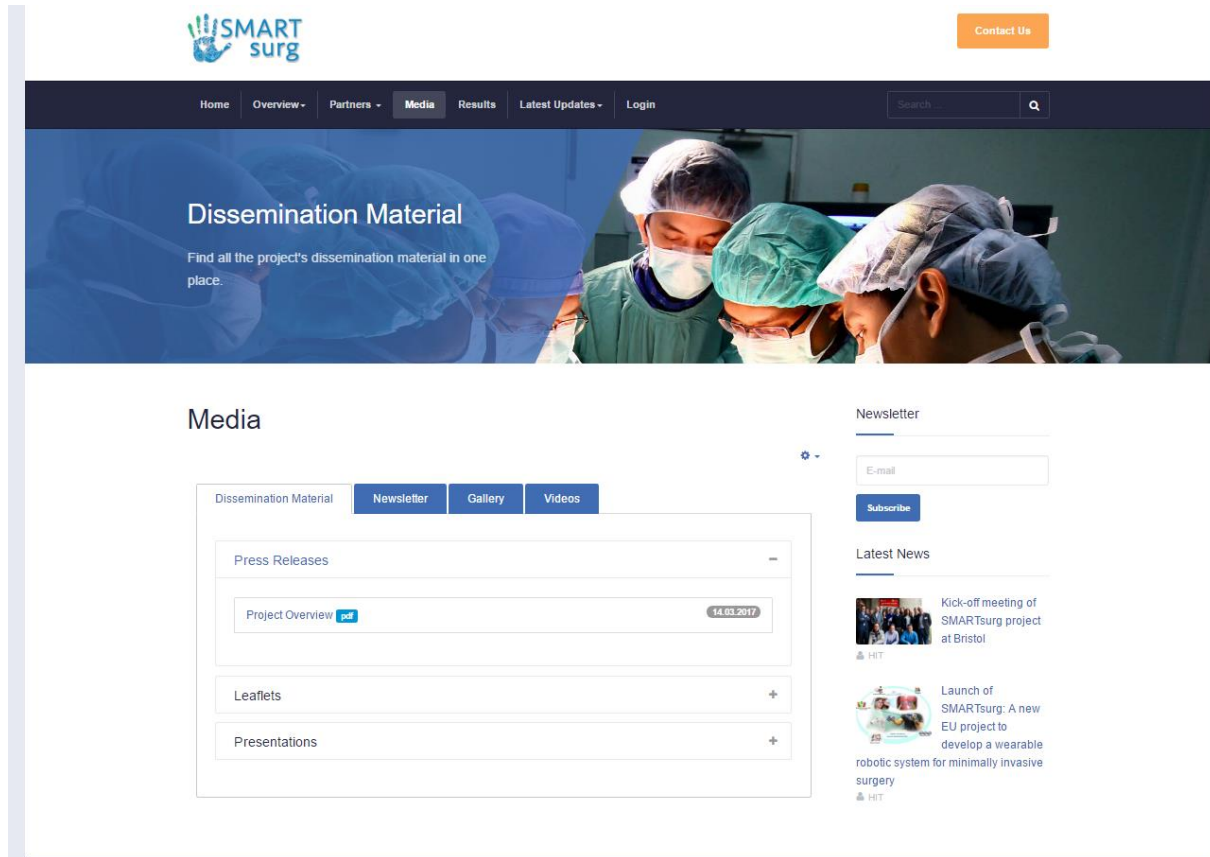


Figure 8: The “Media” section

2.5 Results

Similarly to the above, the “**Results**” section is also expected to be enriched as the SMARTsurg results evolve. It is assumed to be divided at least to the following indicative subsections:

- **Public deliverables** of the project.
- **Scientific papers** published in refereed journals and international conferences.
- **SMARTsurg demos**
- **Software repository**

2.6 Latest Updates

The “**Latest updates**” section contains two subsections:

- **News/Blog**, presenting the latest news of SMARTsurg.
- **Events**, featuring activities and events of interest (conferences, workshops, demonstrations, project meetings etc.).



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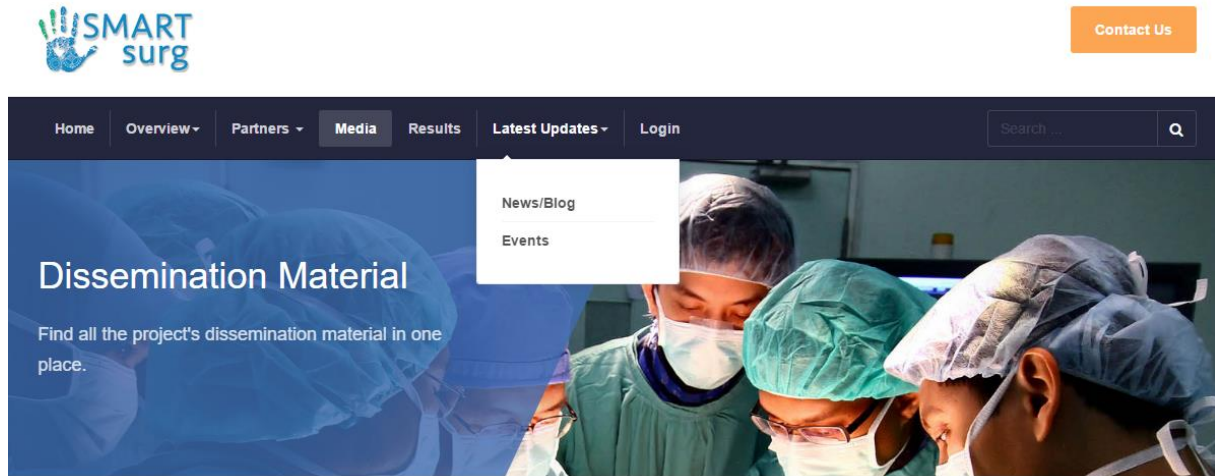


Figure 9: "Latest Updates" section

The **"News/Blog"** section spots the SMARTsurg news and updates. News items are illustrated as separate articles and the **latest news articles** are presented in corresponding dedicated widget available at the right sidebar of the website pages (Figure 10).



Figure 10: The "News /Blog" section



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The “**Events**” section (Figure 11) contains two discrete lists of events, one with the upcoming events of interest (e.g. past project meetings, conferences etc.) and one with the corresponding past events. For every event, a page link is available for further information and reference.

SMART surg

Contact Us

Home Overview Partners Media Results Latest Updates Login

Search

Events

Follow us in order to have a more clear opinion on our Research and Development activities.

Upcoming Events

The upcoming events of the project are

Event	March 2017	April 2017
European Robotics Forum 2017	Edinburgh, Scotland, UK 22-24/03/2017	

Past Events

The past events of the project are

Event	January 2017	February 2017
Kick-off meeting	Bristol, UK 16-17/01/2017	

Figure 11: The "Events" section

2.7 Contact

The “**Contact**” section includes the contact details of the project. The page also allows visitor to fill in a contact form and get in touch with the SMARTsurg consortium (Figure 12). All visitor requests are forwarded as email messages to the main project email address: info@smartsurg-project.eu. At the right side of the page there are also links to the social media channels of SMARTsurg.



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SMART surg [Contact Us](#)

[Home](#) [Overview](#) [Partners](#) [Media](#) [Results](#) [Latest Updates](#) [Login](#)

Contact Us

Do not hesitate to contact us for any inquiry you might have.

Contact Form

Send an Email. All fields with an asterisk (*) are required.

Name * Email *

Subject *

Message *

☐ Send copy to yourself

Captcha * ☐ I'm not a robot

[Send Email](#)

Contact Us

Do not hesitate to contact us for any inquiry you might have. We are open to cooperate with any organisation or any individual that might be willing to support the causes of our project.

Contact

Prof. Sanja Dogramadzi,
Bristol Robotics Laboratory, University of the West of England, Bristol
Frenchay Campus, Coldharbour Lane, Bristol, BS16 1QY
United Kingdom
<http://www.smartsurg-project.eu>

Links

[Twitter](#) [In LinkedIn](#) [YouTube](#)

Figure 12: The “Contact” section



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3 Repository

The SMARTsurg website supports a **private/logged area**, restricted to consortium members only. By selecting the “**Login**” option of the top menu, users are redirected to the login form (Figure 13).

Figure 13: The login page

The logged section mainly forms the **internal repository of the project** enabling file sharing and exchange among the project partners. After logging in, users have three options (Figure 14):

- **Profile**, to see and edit the account details (Figure 14)
- **Repository**
- **Logout**



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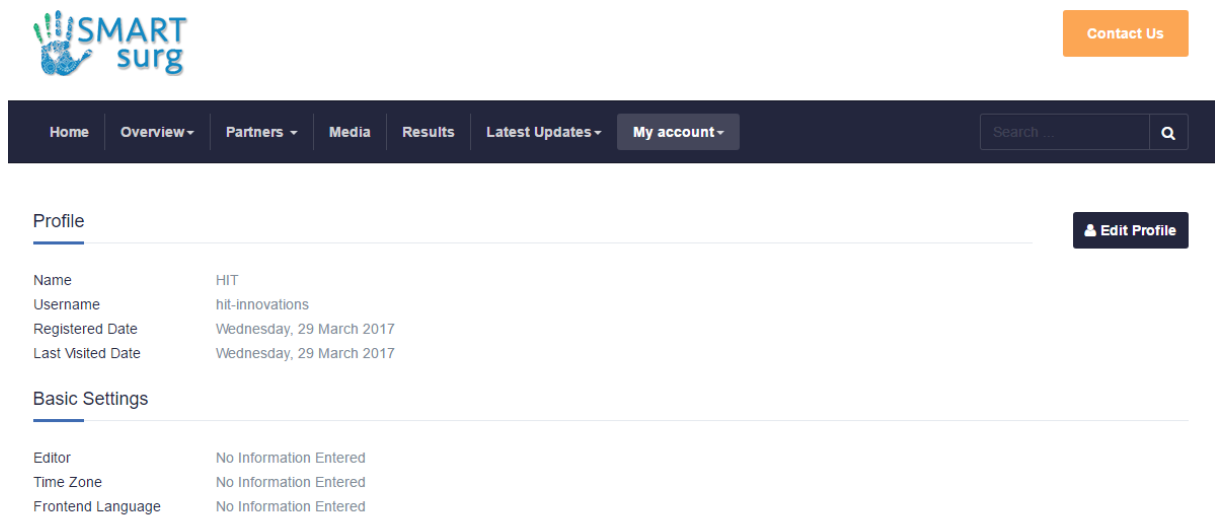


Figure 14: Available logged user options & the “Profile” page

Members could select the **“Repository”** option to enter in the **SMARTsurg repository**. The website allows users to navigate through the available folders (named as **“Categories”**) and files (Figure 15) to add new files or download the existing ones.

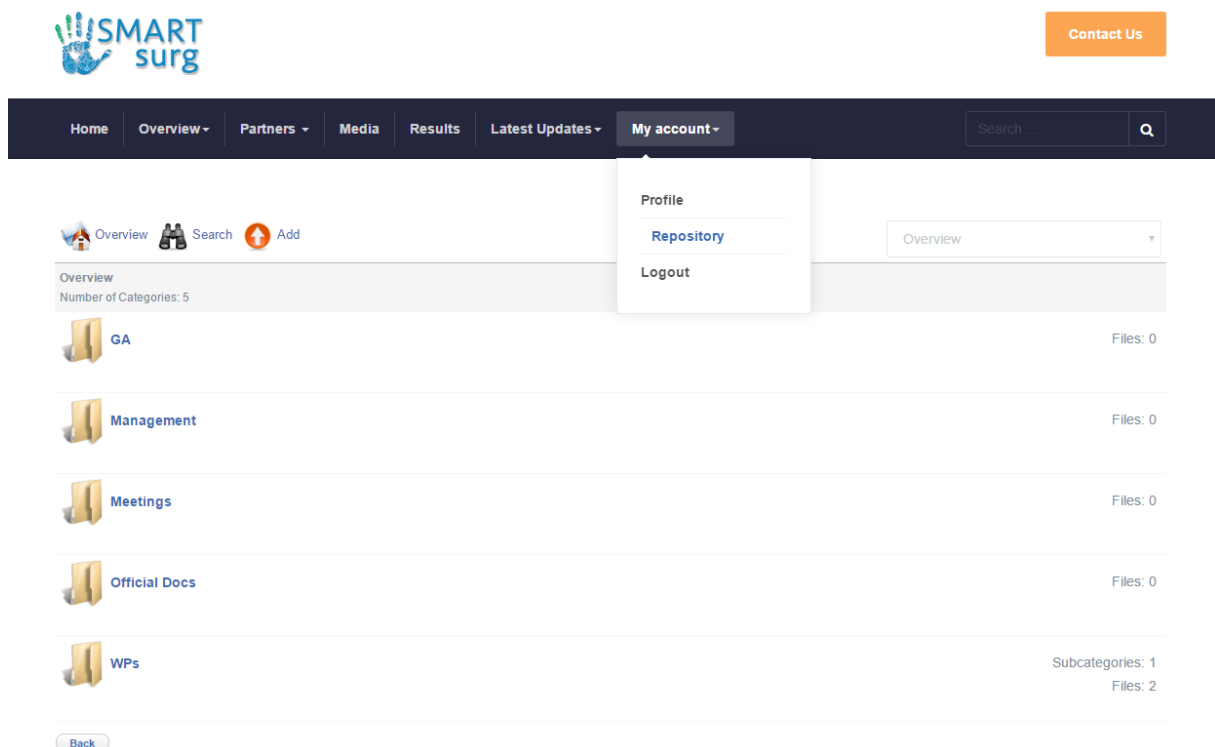


Figure 15: SMARTsurg repository

The main menu bar of the repository includes the following options (Figure 15):

- **Overview**
- **Search**



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- **Add**
- **Up**, to move to an upper category (folder), displayed only when user is in a nested category.
- **Category list box**, with all published categories (folders) available.

Users could select the “**Add**” option to **upload a new file** into the desired folder (Figure 15). Figure 16 demonstrates the form that users are asked to fill in to submit a file. Apart from the usual **primary fields** (title, file, etc.), the form also supports the submission of **plenty optional metadata fields**, enabling users to best describe and characterise the submitted files. SMARTsurg partners are encouraged to fill in at least the following fields:

- **Title**
- **Publishing => Category**, which represents the folder to save to.
- **Files => Choose File**, to select the desired file.
- **Additional => Symbol**, to add the suitable file type icon.
- **Descriptions**

SMART surg

Contact Us

Home Overview Partners Media Results Latest Updates My account

Search

Save Cancel

Create Download

All fields with a star (*) are mandatory and must have an entry.

Title *

Alias

Version

File Language - Select -

File System - Select -

License - Select -

Confirm License No

Publishing Descriptions Files Images Additional Metadata

Select Main File Choose file No file chosen

Allowed file extensions: zip, rar, pdf, txt, doc, docx, xls, xlsx, ppt, pptx, gif, png, jpg, jpeg

Allowed maximum size: 20480 KB

File Size 0

File Date

Select Preview File Choose file No file chosen

Allowed file extensions: mp3, mp4

Allowed maximum size: 20480 KB

External File

External File Link

File in external Web site No

First Mirror

Mirror Link

File in external Web site No

Second Mirror

Mirror Link


File in external Web site No

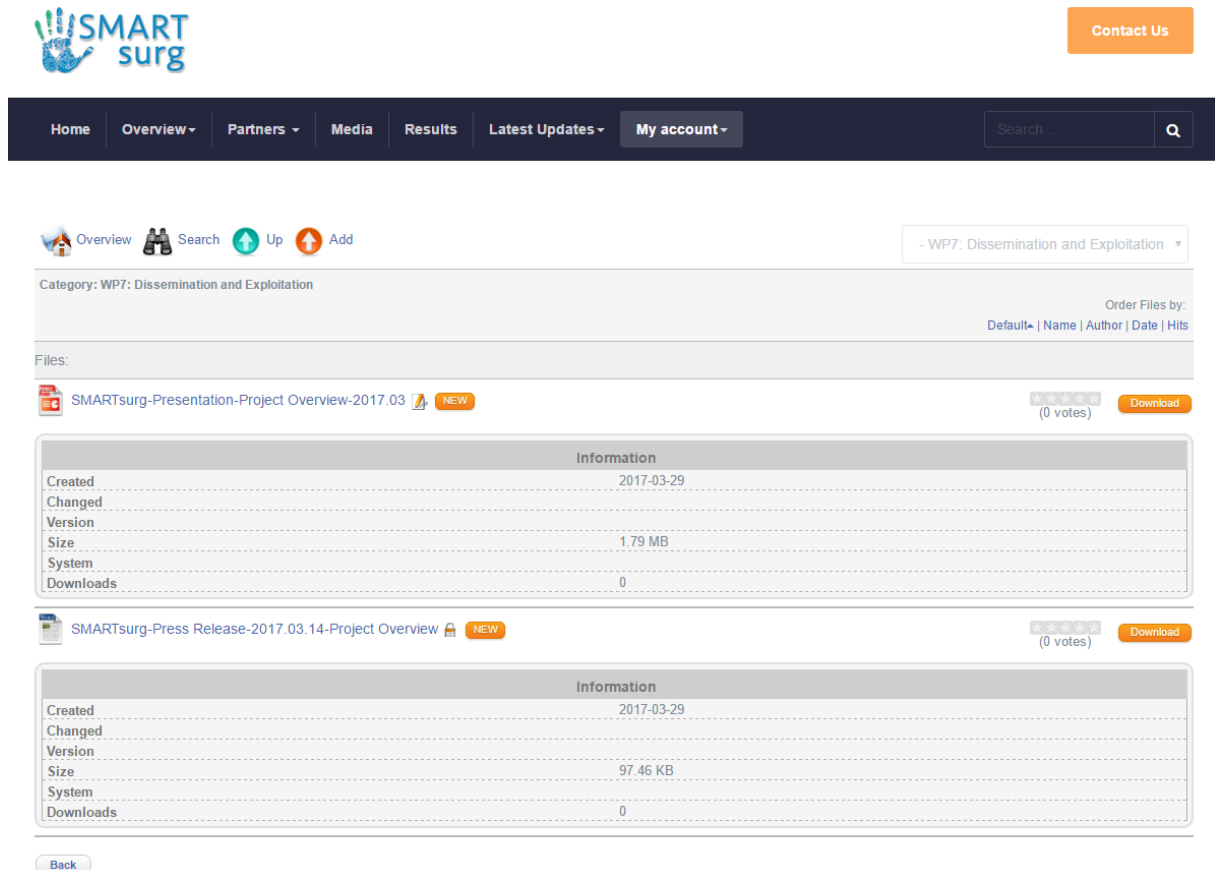


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Figure 16: Upload a new file

As soon as the file is submitted successfully, it gets available for **download** to all registered members of the website, as seen in Figure 17. Users could also select the edit button  (Figure 17) to **edit and update the available description** or even **replace the submitted file** (e.g. share a newer version).



The screenshot displays the SMARTsurg website interface. At the top, there is a navigation bar with links: Home, Overview, Partners, Media, Results, Latest Updates, and My account. A search bar is located on the right. Below the navigation bar, the main content area shows a category selection dropdown set to "WP7: Dissemination and Exploitation". The "Files" section lists two files:

- SMARTsurg-Presentation-Project Overview-2017.03** (NEW)
Information table:

Information	
Created	2017-03-29
Changed	
Version	
Size	1.79 MB
System	
Downloads	0
- SMARTsurg-Press Release-2017.03.14-Project Overview** (NEW)
Information table:

Information	
Created	2017-03-29
Changed	
Version	
Size	97.46 KB
System	
Downloads	0

Each file entry includes a "Download" button and a "(0 votes)" indicator. A "Back" button is located at the bottom left of the file list.


Figure 17: Check and download available files

Tip: As already mentioned, the main menu bar of the repository features the **Category list box**, which features all published categories (folders) available. Additionally, the list includes the **“All Downloads”** option illustrating all uploaded files (Figure 18). If users select this option and choose to sort the listed files by date, using the **“Order Files by”** option, then they will be able to see the most **recent additions to the repository**.



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[Contact Us](#)


[Home](#) [Overview](#) [Partners](#) [Media](#) [Results](#) [Latest Updates](#) [My account](#)

[Overview](#) [Search](#) [Up](#) [Add](#)


All Downloads

Number of Downloads: 2

Files:

 SMARTsurg-Presentation-Project Overview-2017.03 [NEW](#)

Information	
Created	2017-03-29
Changed	
Version	
Size	1.79 MB
System	
Downloads	0

 SMARTsurg-Press Release-2017.03.14-Project Overview [NEW](#)

(0 votes)

[Download](#)

Information	
Created	2017-03-29
Changed	
Version	
Size	97.46 KB
System	
Downloads	0

All Downloads

Overview

All Downloads

GA

Management

Meetings

Official Docs

WPs

- WP7: Dissemination and Exploitation

(0 votes)

[Back](#)

Figure 18: Check all available files for download



4 Social Media Channels

Following the project website development, a LinkedIn and a Twitter page were also created to **strengthen the dissemination activities** of SMARTsurg.

These pages will also be **maintained and updated regularly** with news, articles, multimedia content etc., in order to **attract relevant stakeholders but also the general public** to the project activities.

The **LinkedIn** page (Figure 19) is available at the following address:

<https://www.linkedin.com/company-beta/17954911/> or
<https://www.linkedin.com/company/smartsurg-project/>



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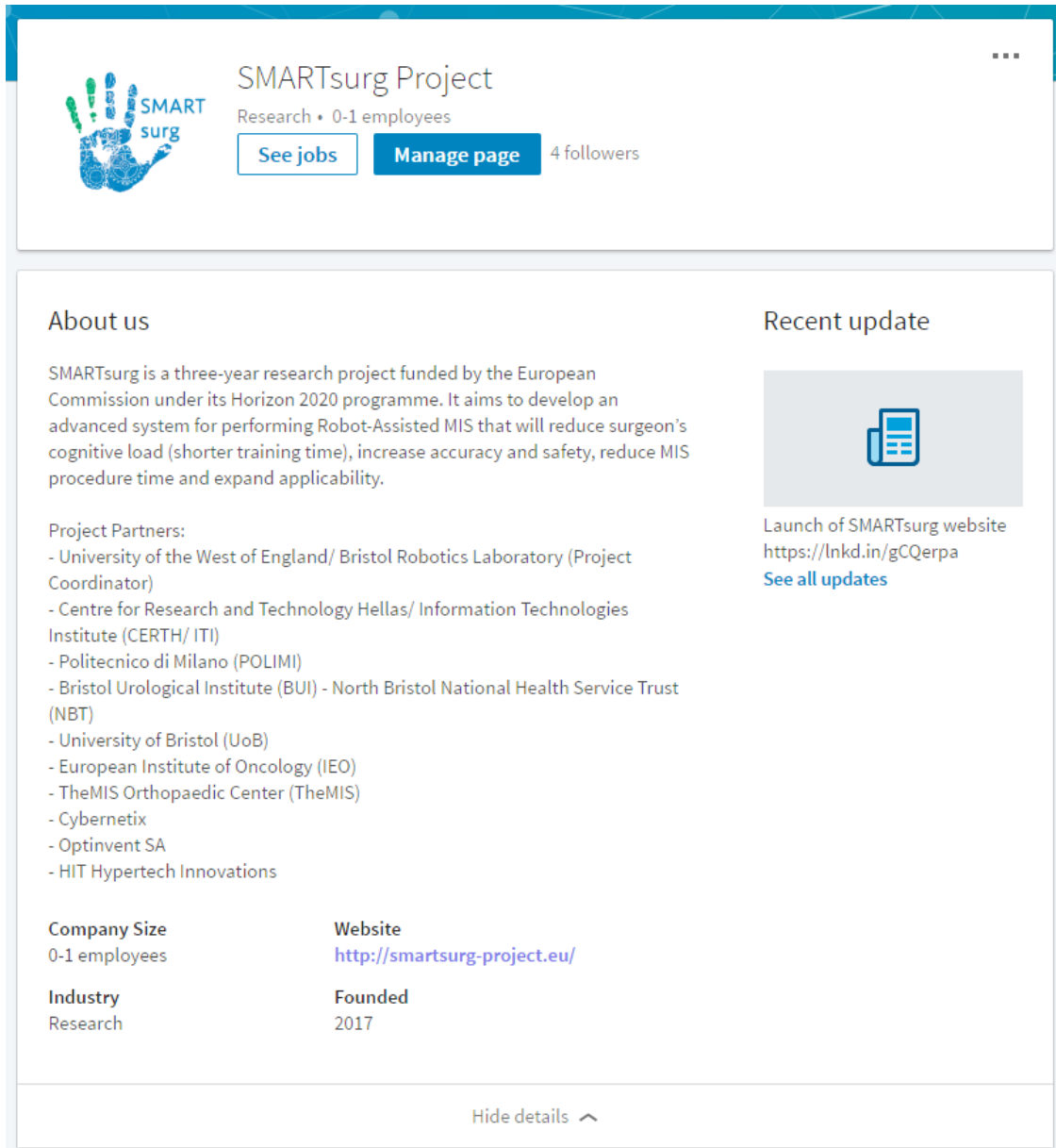


Figure 19: SMARTsurg's LinkedIn page

Also, the **Twitter** page (Figure 20) is available here:

<https://twitter.com/SMARTsurg>



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Figure 20: SMARTsurg's Twitter page

Finally, a SMARTsurg **YouTube** channel was created to host all project videos:

<https://www.youtube.com/channel/UCqQX-sZVSDK0GYtPMMfqvUQ>



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5 Technical Specifications

The SMARTsurge website is built on top of **Joomla 3.6** (<https://www.joomla.org/>) (Figure 21).

Joomla is a free and open-source content management system (CMS) for publishing web content. Joomla is written in **PHP**, uses object-oriented programming (OOP) techniques and software design patterns and includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, search and support for language internationalization.

Joomla supports **extensions**, which extend the functionality of Joomla websites. Over 7.700 free and commercial extensions are available from the official Joomla! Extension Directory and more are available from other sources. The SMARTsurge website uses plenty of extensions to achieve the functionality presented in the previous chapters.

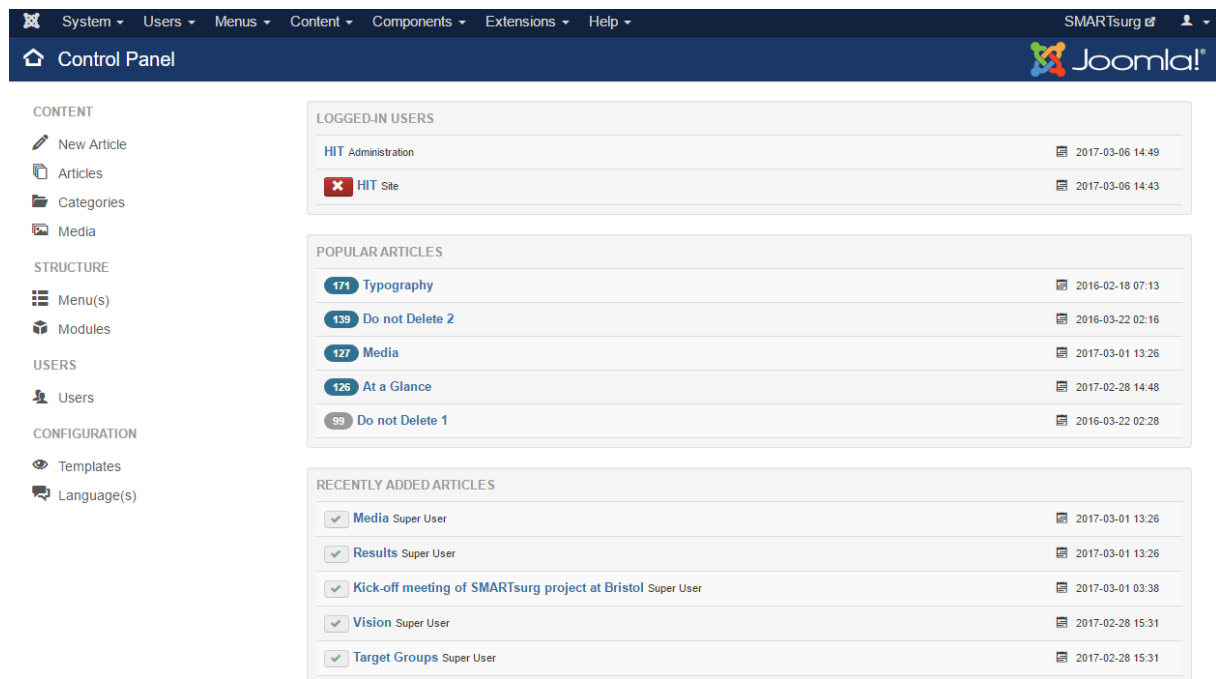


Figure 21: SMARTsurge's Joomla main page

The SMARTsurge website also takes advantage of the following software systems:

- **Apache HTTP 2.4** (<https://httpd.apache.org/>), which is the most popular free and open-source web server available today.
- **MySQL 5.7** (<http://www.mysql.com/>), as the database to store all website data.

Finally, and in order to track and report traffic, the SMARTsurge website was linked to **Google Analytics** (Figure 22), a popular service offered by Google (<https://analytics.google.com/>). Google Analytics is now the most widely used web analytics service on the Internet.

Google Analytics' approach is to show high-level, dashboard-type data for the casual user and more in-depth data further into the report set. Google Analytics analysis can identify



Reference : SMARTsurg-WP7-D7.2-v1.0-HIT
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poorly performing pages, where visitors came from (referrers), how long they stayed, their geographical position etc.

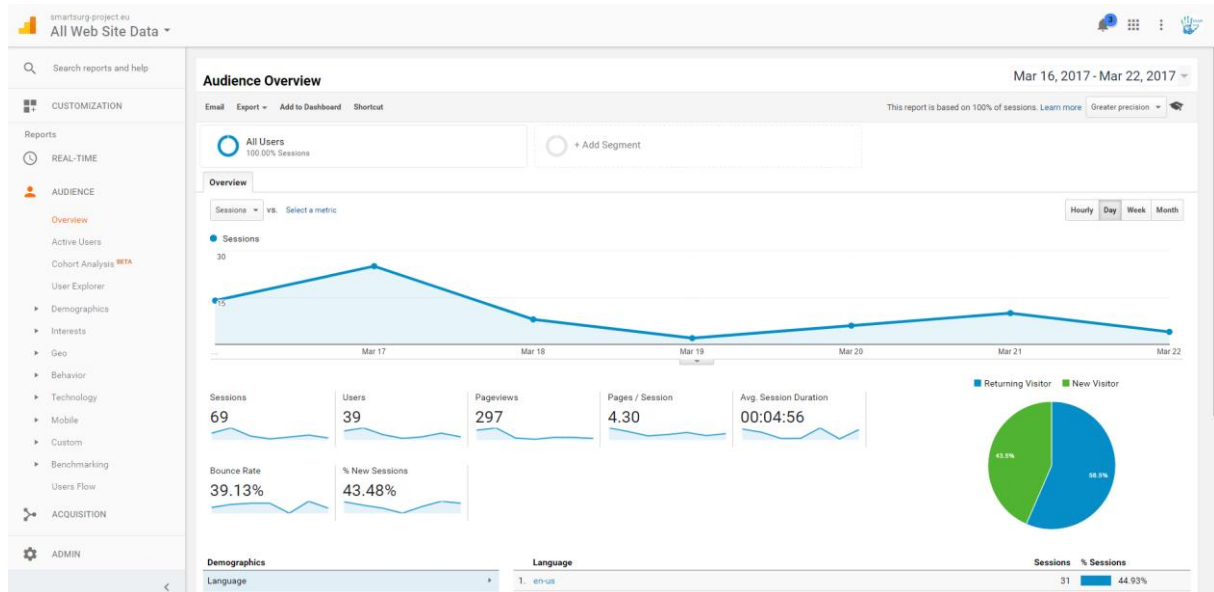


Figure 22: Google Analytics for SMARTsurg website



D7.2: Website and Social Media Presence Launch

6 Conclusion

The present document represents the deliverable “D7.2: Website and Social Media Presence Launch” of the SMARTsurg project. It reports the creation and launch of the SMARTsurg official website, emphasizing on its public and private sections and features, the social media channels of the project and finally the technical specifications of the website.

The website and the social media pages are the main communication tools for the project, where all the dissemination materials will be published in a timely manner. They will evolve and updated during the project life-cycle according to project progress. These tools aim to target a wide audience; the wider public and a more technical/ expert field of health professionals and IT companies and researchers, and promote the benefits and unique selling points of the SMARTsurg solution.