



innovative Energy Storage
TEchnologies TOwards increased
Renewables integration and
Efficient Operation

D6.2

i-STENTORE WEBSITE

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EXECUTIVE SUMMARY

The i-STENTORE website is the communication anchor of the Project, as defined in the Communication and Dissemination Plan (D6.1).

The Project website is a preferential channel to communicate the activities that are taking place during the Project lifetime. This communication channel aims to achieve objectives related to transparency and literacy.

The i-STENTORE website will be reported and its rationale explained in this deliverable.

1 INTRODUCTION

According to the Communication and Dissemination Plan, the dedicated Project website aims to promote i-STENTORE and provide informative material that will be readily available on-line.

The website is one of the main pillars of the Project and an important communication anchor. In order to complete this effective communication channel, it was important to consider a mix of several characteristics for the website, such as:

1. Dynamic and interactive content and visuals;
2. Understandable content and functionalities;
3. Technical specifications such as loading speed and responsiveness;
4. Accessibility.

The option between static and dynamic formats was on the table, and the preference is always to prioritise the accessibility and the better understanding of the content.

2 WEBSITE STRUCTURE AND PAGES

The i-STENTORE website is divided into main areas and sections, in order to allow a good reading and understanding of the content, from different target groups of audiences.

The website Menu shows the different pages by the following order:

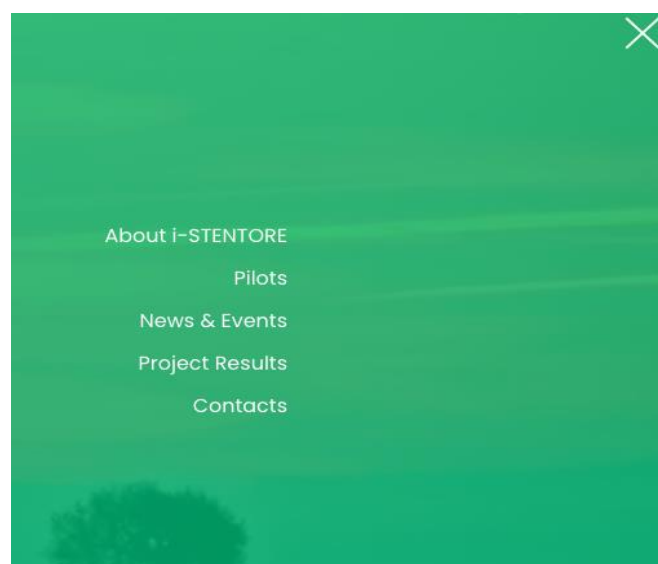


FIGURE 1: WEBSITE MENU – MAIN PAGES

1.1 HOME PAGE

Link: <https://istentore.eu>

The Home Page is the landing page of the website and includes call to action areas to different pages. These call to actions aim to summarise the website general content and catch attention to each internal page.

The landing page includes a summary and a link to the following pages:

- About i-STENTORE;
- Pilots;
- News & Events;
- Project Partners;
- Newsletter subscription.

1.2 ABOUT i-STENTORE

Link: <https://istentore.eu/about-i-stentore>

A general description of the Project, its objectives and consortium partners is presented in this page, as well as some key headlines to make the content more interactive and appealing. Visitors can access the Pilots page through this section, using an interconnection created to promote navigation between pages.

1.3 ABOUT i-STENTORE

Link: <https://istentore.eu/pilots/>

The Pilots page includes an overall explanation of the Project Demonstrators and Living-Lab, as well as the explanation of each one highlighting the lead partner.

1.4 NEWS & EVENTS

Link: <https://istentore.eu/news-events/>

This will be a dynamic page, constantly updated according to the website activities. It functions as a blog to keep the different target audiences always updated and also to achieve the transparency objectives of the Project.

1.5 PROJECT RESULTS

Link: <https://istentore.eu/project-results/>

This is one of the most important pages of the website that will concentrate all the work performed during the Project lifetime. This website section is in progress and will be updated as the results come visible.

1.6 CONTACTS

Link: <https://istentore.eu/contacts/>

The Contacts page includes a contact form that encourages visitors to get in touch with i-STENTORE team.

3 VISUAL IDENTITY OF THE WEBSITE



FIGURE 2: HOME PAGE VISUAL IDENTITY OF i-STENTORE WEBSITE

The header of the website must be impactful, interactive and include references to the subject of the Project. Therefore, it was decided to use a video and add some motion elements while relating the mood to the power sector.

It was also decided to use a classic design and prioritise the readability and accessibility of the information, using a white background and dark text colours (high contrast).

The general visual identity of the website is based on the Project brand book, especially the green colour chosen for the titles and headlines.

To add interactivity to the content and additional dynamic to the website images were placed in different key points of the website:

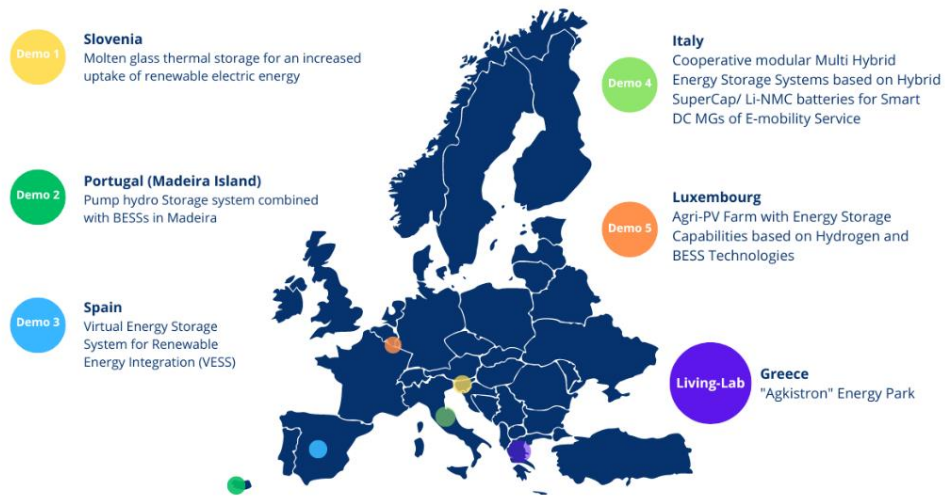


FIGURE 3: i-STENTORE DEMONSTRATORS AND LIVING-LAB EXPLAINED BY TITLE AND LOCATION

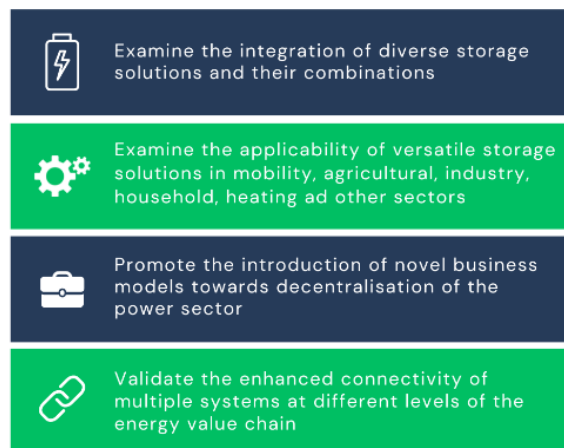


FIGURE 4: i-STENTORE PROJECT OBJECTIVES SHOWN IN A VISUAL AND APPEALING WAY

i-STENTORE Demos

[Learn More](#)

FIGURE 5: EXAMPLE OF AN INTERLINK IN THE WEBSITE (BUTTON) THAT ALLOWS THE USER TO NAVIGATE FROM THE ABOUT PAGE DIRECTLY TO THE i-STENTORE PILOTS PAGE

4 WEBSITE ACCESSIBILITY

One of the most important aspects to consider during the website development was the accessibility in order to allow the understanding of the information and to facilitate navigation by people with certain disabilities.

To achieve that objective, the following Web Content Accessibility Guidelines (WCAG) 2.2 [1] were taken into account:

- Content readability: the website uses high contrasts between the background and the content, as well as a simple and readable font with an adequate font size;
- The written content layout is not justified and does not include a huge number of bold and underlined text, for a better readability by people with dyslexia;
- The colours used do not cause noise or confusion to the perception of information, in order to adequate to people colour blindness;
- Motion, media assets and non-text content are limited and used in specific areas of the website, with particular objectives that do not compromise the understanding of the Project or the navigability through the website;
- The site map is simple and logical: the access to all pages of the website is clear, easy to find and each one has more than one point of access.

5 WEBSITE PRIVACY POLICY - GDPR COMPLIANCE

The i-STENTORE website Terms of Use (<https://istentore.eu/terms-of-use/>), Privacy Policy (<https://istentore.eu/privacy-policy/>) and Cookie Policy (<https://istentore.eu/cookie-policy/>) are fully compliant with GDPR principles.

6 CONCLUSION

The i-STENTORE website is a key tool of the Project in order to gather all the information that will be created on behalf of i-STENTORE. It will act as a valuable repository and an important resource to future projects and investigations related with electricity and power sector.

It will be maintained during the Project and three years beyond its lifetime, managed by F6S with the support of all Project Partners.

REFERENCES

- [1] W3C Consortium, Web Content Accessibility Guidelines (WCAG) 2.2
(<https://www.w3.org/TR/WCAG22/#non-text-content>)

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CONSORTIUM





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