Mobilit**y** as a Service in a multimodal European cross-border **Corridor** - MyCorridor

Deliverable 8.1

MyCorridor Logo and Website

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Introduction

The MyCorridor project website went live on 1st September 2017 in its draft version, and September 27th with its finalised design and template. The website is available at http://www.mycorridor.eu

MyCorridor has a logo and visual identity that are predominant on the website. The project identity is very recognisable and memorable, creating the potential for brand loyalty from both the partners and other stakeholders interested in the project. The logo was created according to project needs and feedback from the project partners.

The MyCorridor website is the main communication tool for the project. It is the online "face" of the project and includes all relevant information, both for external stakeholders and internal (Consortium). The website runs on the WordPress content management platform to enable simpler uploading, publishing and management of content.

Logo and visual identity

The visual guides of the project are available in a comprehensive document that will be circulated to project partners for their reference. The logo and colours that were chosen are based on the image in Figure 1. The idea is to create an association of MyCorridor as a project that is open to innovation, with fresh and positive colours, with the central idea of traveling and combining transport modes. The road and the car are focal elements of the image, but there is also a possibility and need to include other modes of transport, also present on the image. The colours for the logo were chosen with the idea of combining orange that stands for innovation and blue/green that stands for sustainability.

Figure 1: Main visual of MyCorridor project

Website Structure

The visual concept for the website and the structure of the information was defined by IRU Projects, also responsible for website creation, hosting, maintenance and management. The design of the template and visual elements was outsourced to an external service provider.

The website is designed to be user friendly and intuitive. It consists of an attractive homepage with a well-defined brand and visuals that easily explain the project focus: shared and sustainable mobility. There is a navigation menu at the top (right hand corner) and also a simplified menu on the actual homepage when the user scrolls down, with clear icons. There is a

visible "call to action" that invites visitors to subscribe to the newsletter. In the footer of the page there is the legal mention to EU funding, a short contact reference and a Twitter feed with latest news. The last blog and upcoming events are also present in the lower part of the home page.

The website currently contains the following sections:

About: Provides basic information about the project in a way that is easy to read and gives a context to readers who may not be very familiar with the MaaS concept. The About page will ultimately remain static, but may be updated as the project progresses and new information becomes available.

> > (Subpage) **Project Library:** this is where all the public deliverables will be uploaded. To be used for easy reference for project partners, but also useful to others who wish to know more about concrete results of the project. In addition, it will encompass other project public documentation (i.e. project flyers, newsletters) as well as an index of the Consortium publications.

Pilots: Lists the pilots that are planned, their locations and map of the corridors. It will be updated with relevant information and images.

Partners: Contains the logos and organisation names of all project partners. Each logo is clickable and linked to that partner's website.

News: Contains project news and other relevant articles. We will place here a media factsheet of the project, and links to image galleries when available.

Events: Contains information on upcoming events, internal and external.

Contact: provides contact information through a contact form. Contact requests are sent to the Dissemination Manager's email.

Content Strategy

The project website will be updated throughout the project's duration with public information about the status of activities, events, news, pilot sites and any other relevant information.

The "News" and "Events" pages will be driven by dynamic content and displayed chronologically. The "News" page will include articles created by the project, interviews with partners and associated partners, project result updates and advancements, as well as reports on events. The "Events" page will contain information on upcoming events with content to be gathered by IRU Projects as the lead on events.

All partners are required to contribute content and material needed for the website as well as content they consider useful to support the dissemination and communication of the project. IRU Projects will be responsible for dynamic content coordination, approval and publication on the website and sharing through social media, with support provided by WP8 partners in particular as well as the rest of the consortium.

Key website statistics such as page views and average time spent on a page will be recorded using a Google Analytics dashboard. The dashboard, which will display visitor demographic information (such as countries links, devices etc.). Detailed information on statistics will be

presented to the consortium at least once a year and will include page-view data and more detailed information on demographics and referrals etc. In terms of targets, we will aim for 100 unique visitors in the 1st and second year of the project and 150 unique visitors perm month (average) in the third year of the project.

The news section will have regular updates, but not as often as the content posted on the Twitter account. At least one article or news item every month will be published to keep the website relevant. It will take the form of a short article, opinion piece or interview. The main purpose will be to create some interesting content around the existing problems to which MyCorridor project intends to solve. The tweets by the project can then link these news items or articles to draw more traffic to the website.

Once every 6 months, these and other material will be used to create a newsletter update to be sent to all those subscribed to the mailing list. We aim to have at least three newsletters during the duration of the project.

Social media and video

Project specific Twitter account will be used to update followers on project news, to interact with stakeholders and to provide dynamic content to the website. The Twitter stream is visible on the footer of the home page.

The social media accounts will be maintained by IRU Projects. We are aiming to have 2000 followers on Twitter and LinkedIn views combined.

Dynamic content, such as articles have social sharing buttons focused on the main channels used by the partners: Twitter, LinkedIn and Facebook. Partners will be encouraged to share dynamic content on their websites with relevant hashtags. They are also encouraged to use their own LinekdIn accounts to promote the project.

Two project videos - an animated presentation of the MyCorridor concept and pilots and a project summary video are foreseen. A professional animation presenting the project concept and objectives will be developed to help communicate to wider audience. IRU Projects will lead the development and production of the animation with the support of relevant consortium partners. The animation will be embedded on the *About* page of the website or the homepage, depending on capacities, and will also be shared using social media. In addition, the animation will be shown on large screens at events and workshops.

The project summary video will be available towards the end of the project and will be shared on the website, in the *About* section.

Contact Details

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