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## Quick Response for Operation Centers

### D2.2 – QROC Website

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## Disclaimer

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The QROC Consortium consists of the following partners:

Participant No	Participant organisation name	Short Name	Type	Country
1	DUTCH INSTITUTE FOR TECHNOLOGY, SAFETY & SECURITY	DITSS	NPO	NL
2	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	RTO	NL
3	THE NATIONAL POLICE OF THE NETHERLANDS	NPN	LEA	NL
4	AEORUM ESPANA S.L.	AEORUM	SME	ES
5	POLICEJNI PREZIDIUM CESKE REPUBLIKY	PPCR	LEA	CZ
6	MINISTRSTVO ZA NOTRANJE ZADEVE REPUBLIKE SLOVENIJE, POLICIJA	MNZRS	LEA	SI
7	MINISTERIO DEL INTERIOR	MIR-ES	LEA	ES
8	INSPECTORATUL GENERAL AL POLITIEI ROMANE	IGPR	LEA	RO
9	HELLENIC POLICE	HP	LEA	GR
10	EUROPEAN UNIVERSITY CYPRUS	EUC	UNI	CY
11	STOWARZYSZENIE POLSKA PLATFORMA BEZPIECZENSTWA WEWNETRZNEGO	PPBW	NGO	PL
12	POLICE GRAND-DUCALE	PL	LEA	LU
13	AN GARDA SIOCHANA	GARDA	LEA	IE
14	AUTONOOM PROVINCIEBEDRIJF CAMPUS VESTA	VESTA	GOV	BE
15	POLIISIHALITUS	FINPOL	LEA	FI
16	COMMUNICATION AND INFORMATION SYSTEMS DIRECTORATE	BGPOL	LEA	BG
17	CYPRUS POLICE	CYPOL	LEA	CY
18	MINISTRY OF DEFENSE / KMAR	MINDEF	LEA	NL

## Document History

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1.0	30/01/2020	Final	Patrick Padding (DITSS)	Final approval and submission

## Definitions, Acronyms and Abbreviations

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ACRONYMS / ABBREVIATIONS	DESCRIPTION
QROC	Quick Response for Operation Centers
DoA	Description of Action
WP	Work Package
TOC	Table of Contents
CMS	Content Management System (for this website Wordpress)
PHP	Hypertext Pre-processor
SQL	Structured Query Language
JavaScript	High-level, interpreted programming language
CSS3	Cascading Style Sheets, extension 3
PDF	Portable Document Format
Plugin	Building blocks for the proper functioning and security of the website
User	Role specific users with access rights to maintain the website or publish information.

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## Executive Summary

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This deliverable describes the QROC website and its functions per page. Although the actual deliverable is the development and launching of the QROC website, we provide with this short report an overview of the QROC website main aspects and various functionalities.

A website nowadays is a necessary tool to build awareness of a project results. A project cannot be considered to have real impact if there is no dissemination of its results beyond the boundaries of the project itself. The objective of this website is to lay down the foundations for effective external communication of the QROC project and the potential benefits to interested stakeholders at an international level, focusing primarily in Europe.

The main objective of QROC website is to increase the project visibility to various type of audiences and disseminate the project objectives, plans and results keeping the relevant stakeholders constantly informed on its progress. Next to this the second objective of the QROC website is to support community building. For this purpose, this on-line dissemination channel as well as dedicated project accounts in social media, are used. In addition, electronic form brochures, newsletters, promo and informative videos will be properly, and widespread promoted through QROC website.

# 1 Introduction

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The QROC public website is one of the key communication tools. It serves as a public window, in which the project communicates relevant information about its goals, progress, etc. The website also includes features like search and news categorization for improved content discovery.

## 1.1 Overview

The DoA describes this deliverable as:

D2.2 – QROC website

Although the actual deliverable is the development and launching of the QROC web site, we provide with this short report an overview of the QROC website's main aspects and functionality.

## 1.2 Structure of the Deliverable

This document includes the following sections:

- Section 1 - Introduction: In this section, we provide an overview of the document describing the scope and the objectives.
- Section 2 - QROC website: In this section, we provide more details on the logic and the structure of the PROTECT website.
- Section 3 - Social Media: In this section, we provide short introduction regarding the planned use of the social media channels of the QROC project.
- Section 4 - Conclusions: In this section, we conclude the document leaving space for future improvements based on website statistics, as part of D2.2 (QROC Communication, Dissemination and Community plan).



## 2 QROC Website

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This chapter analyses the technology in use and the content of the QROC Project public website.

### 2.1 Site Technology

The development of the website has been realized with the use of the WordPress [1]builder 'Elementor Pro' and the theme template 'Astra Pro'. WordPress is free and open source content management system (CMS) platform based on PHP, MySQL, JavaScript and CSS3. Web development on WordPress is possible with the deployment of specially designed templates and plugins.

### 2.2 Site description

The website is designed with the aim to recall to the visitor the relevance of the project to the End Users and stakeholders' interests. Appropriate imagery is used for this purpose and the layout and content of the QROC website is designed to tackle this objective. An organized menu at the top and bottom of every page supports the navigation of the visitors to the information of their interest. The top and footer navigation, project logo and the footer are visible and accessible throughout the whole website. The footer contains a link to the Disclaimer/Privacy pages, news category links, navigation quick links and the logo / EU Grant nr. 861716.

To meet the European Cookie law a Privacy/Cookie pop-up is active when the website is visited. Via this pop-up a visitor can either accept or choose to disable the website functionality that are not necessary. Website functionalities that are necessary for the website to technically work properly need to stay active.

The Home page (see figure next page) shows:

- The Project logo and (sub)title
- a slider with the partners logos
- general project information
- the three most recent news articles
- Contact form, facilitating the website visitor contact with the project coordinator for further inquiries relevantly to the project nature, aspects and information material (**Error! Reference source not found.**)

The color values of the QROC logo are:

BLUE > PANTONE 7687 C

RGB > R: 48, G: 63, B: 124 = #4863124

CMYK > C: 94%, M: 81%, Y: 20%, K: 6%

YELLOW: PANTONE Yellow 012 C

RGB > R: 255, G: 212, B: 0 = #2552120

CMYK > C: 1%, M: 16%, Y: 92%, K: 0%

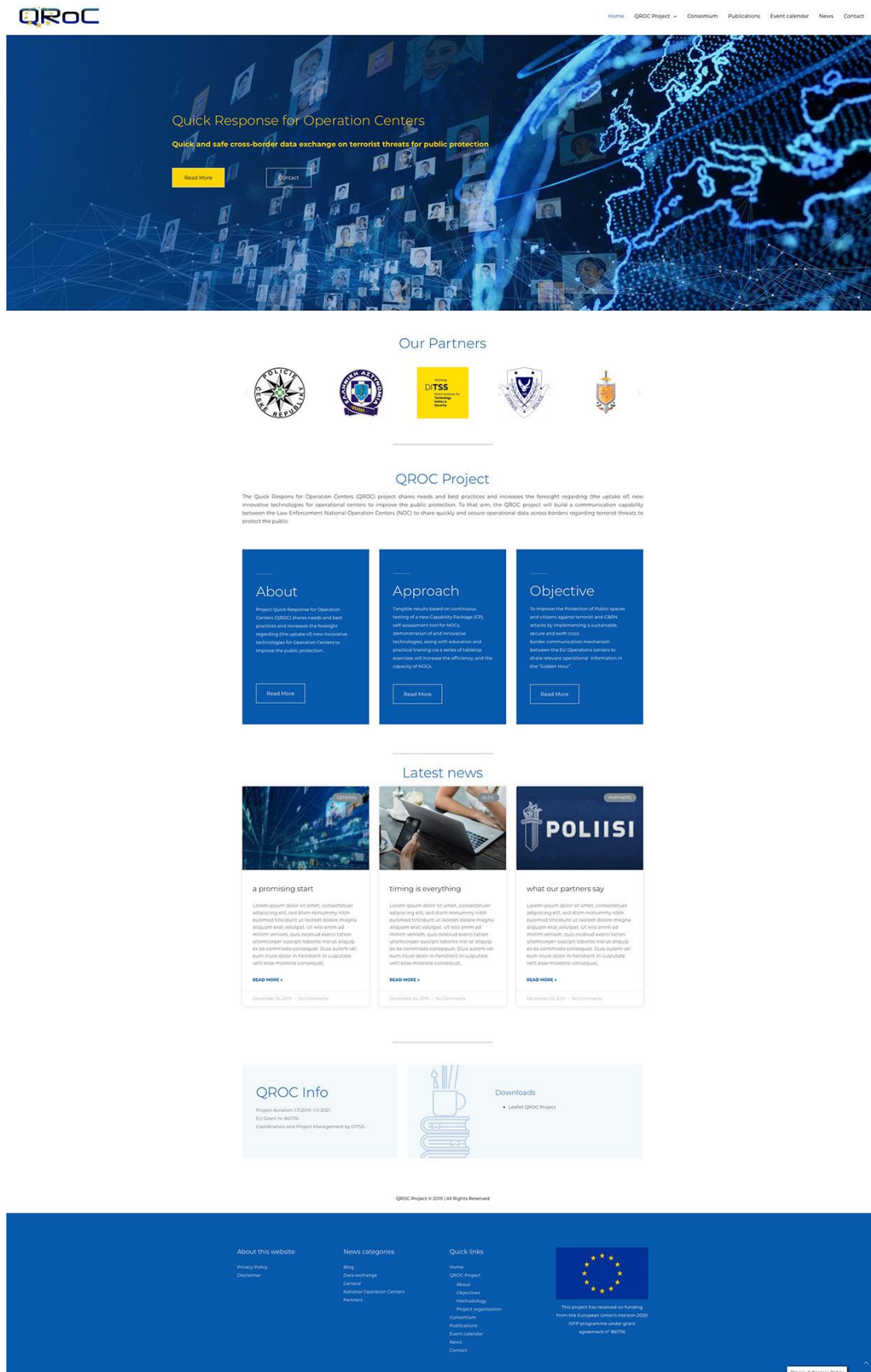


Figure 1: QROC Home Page

The project website first menu tab “Home” is a link guiding the website visitor to the home page of the website, accessible from every browsing point.

The next menu item “QROC Project” contains of four sub menu items each displayed below. It contains significant information about the project, such as a brief description of the project (Figure 2) the objectives (Figure 3), the methodology (Figure 4) and the project organization. (Figure 5)



**Figure 2: About QROC Project**

Following, under the QROC Project menu, the tab “Objectives” (**Error! Reference source not found.**), the website visitor is able to review QROC project objectives which are presented and analysed.



Figure 3: QROC Objectives

Following, under the QROC Project menu, the tab “Methodology”, the website viewer is able to see what the five Work Packages are that the QROC project consists of.

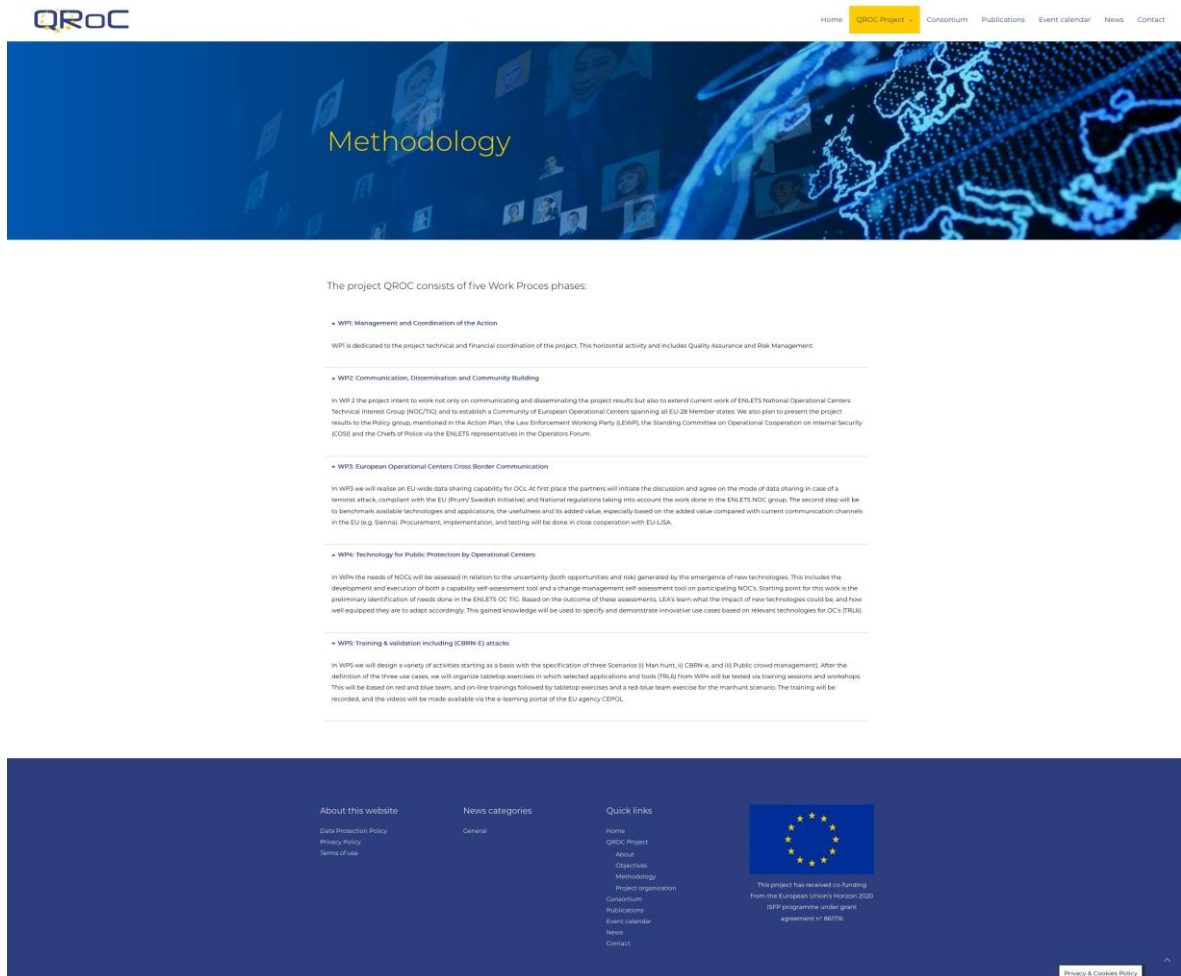


Figure 4: QROC Methodology

Following, under the QROC Project menu, the tab “Project Organization”, the website viewer is able to identify the QROC project members. This page includes a profile picture, their name and the role of the project member.

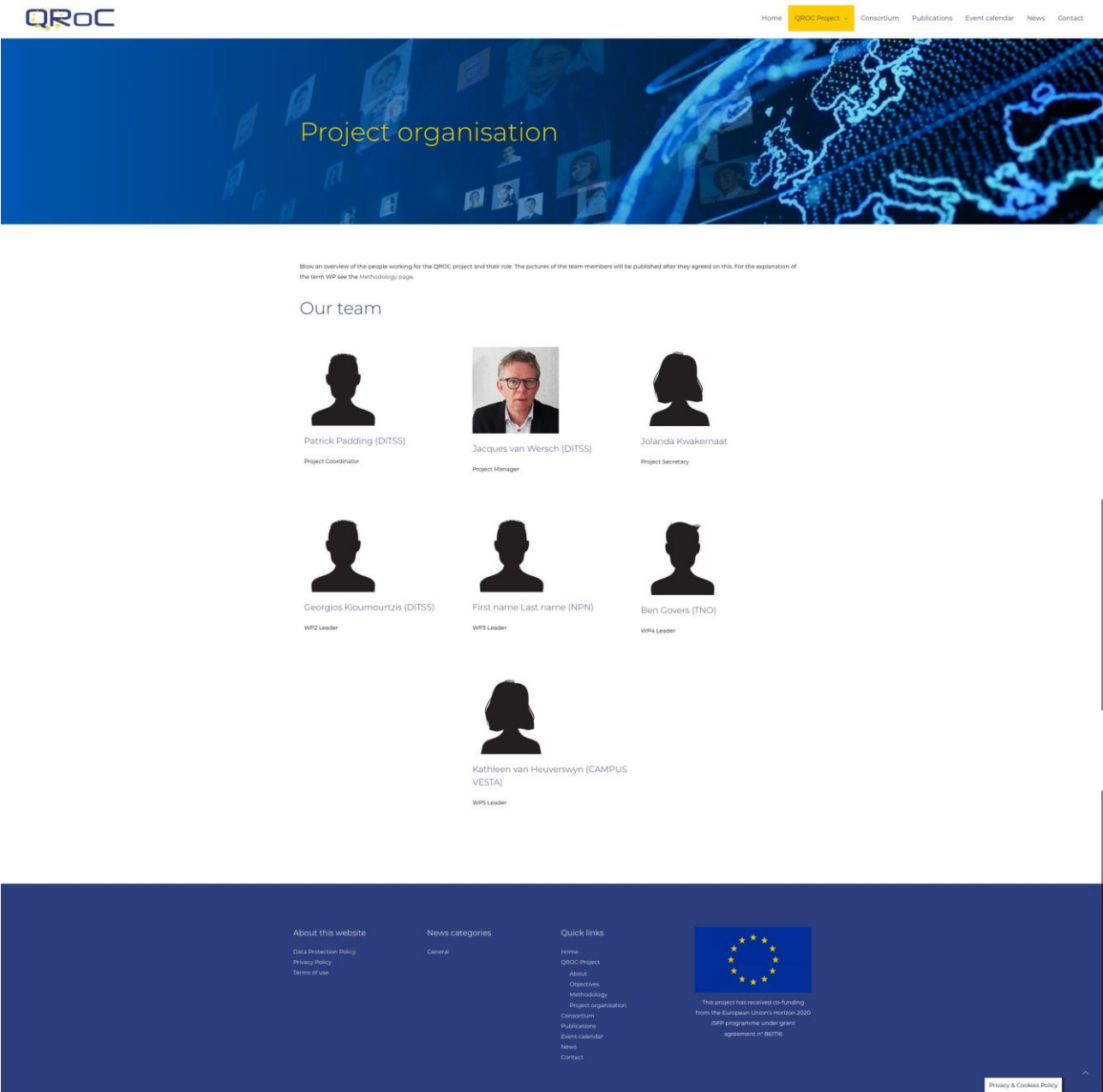


Figure 5: QROC Project Organization

Following, under the main menu tab “Consortium”, the website viewer is able to identify the project consortium partners. This page includes the partners logo, with a short profile and the web link to their official website.



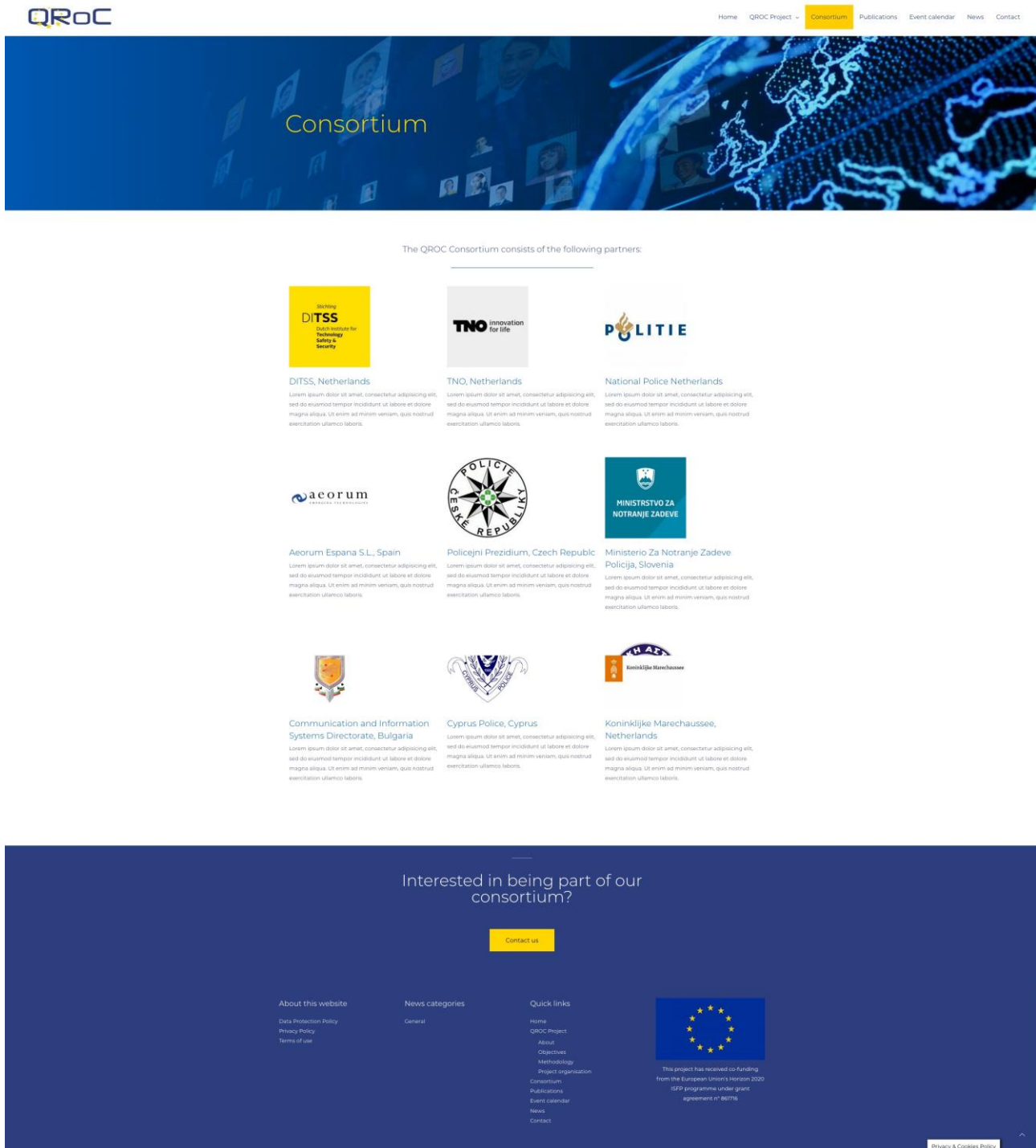


Figure 6: QROC Consortium

Under the menu tab “Publications”, the QROC project external publications are shown. In this way, the website visitor can be updated regarding the publications in magazines, newspapers etc.

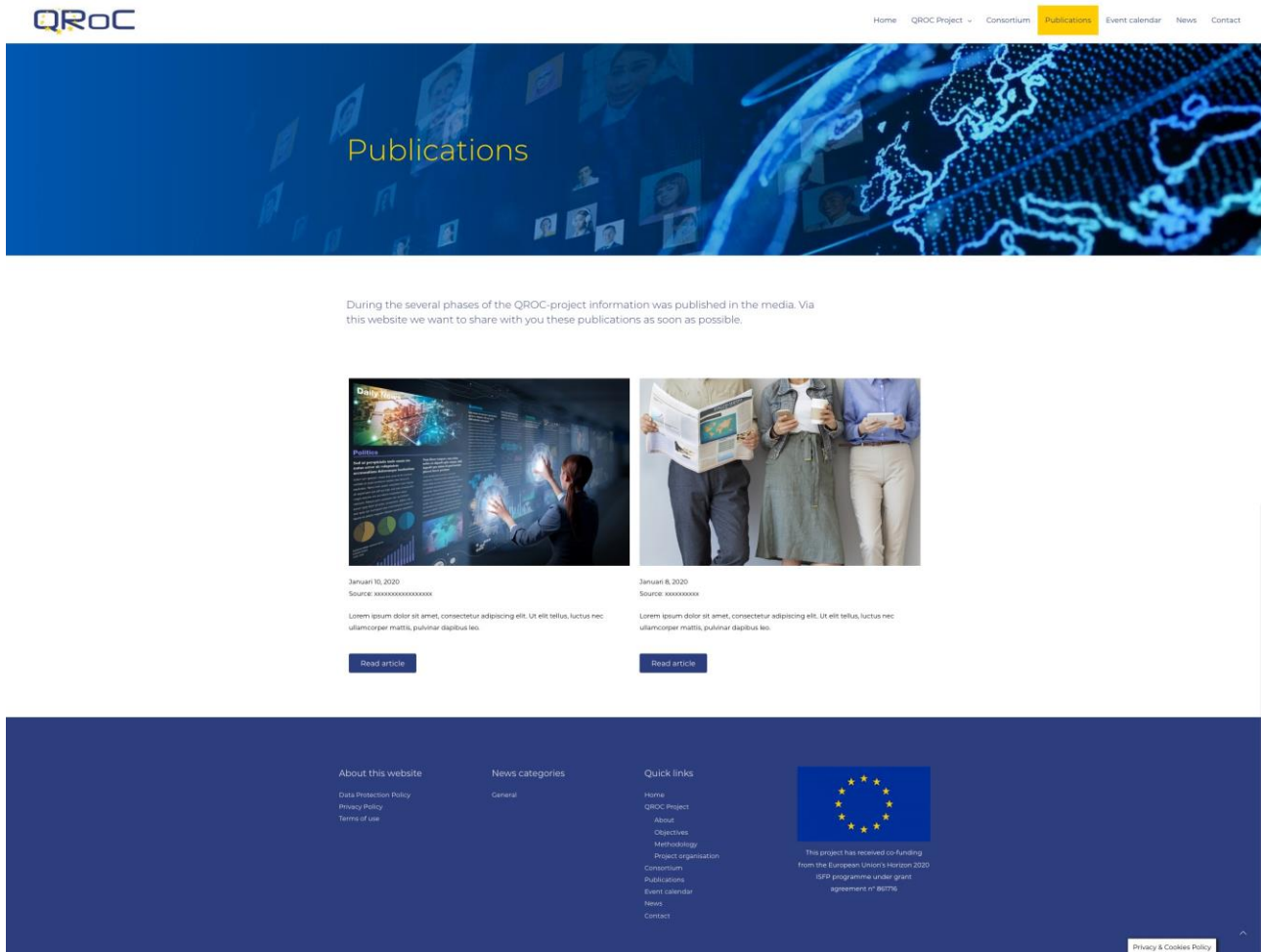
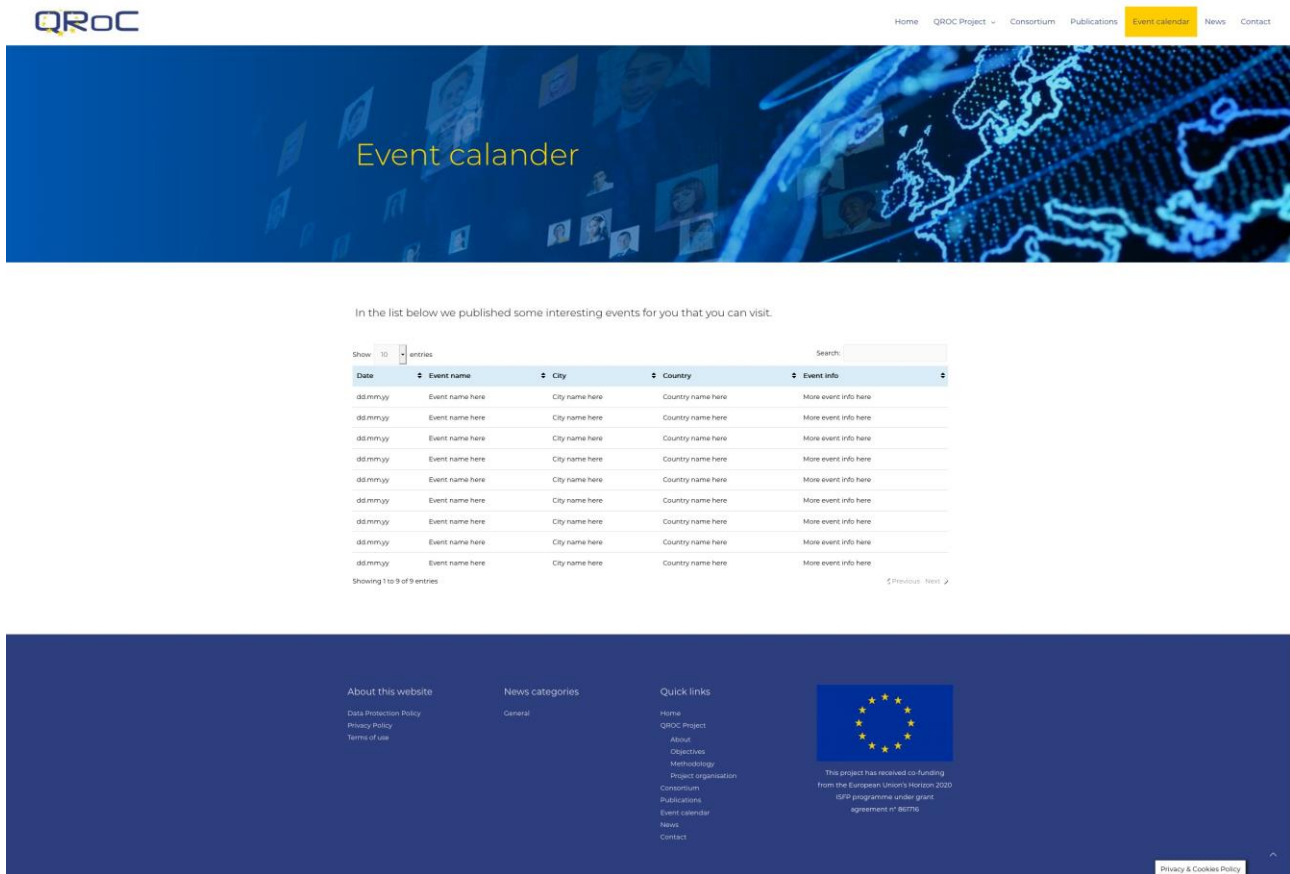


Figure 7: QROC Publications

Under the menu tab “Event Calendar”, the events organized by the QROC project or third parties (like a consortium partner) are presented. In this way, the website visitor can be updated regarding interesting events with info like the date, city, country and additional event info (like the event website).





The screenshot shows the QROC website's 'Event calendar' page. The header includes the QROC logo and a navigation menu with links to Home, QROC Project, Consortium, Publications, Event calendar (highlighted), News, and Contact. The main banner features a blue background with a world map and the text 'Event calander' (sic). Below the banner, a message states: 'In the list below we published some interesting events for you that you can visit.' A table displays event data with columns for Date, Event name, City, Country, and Event info. The table contains 9 rows of placeholder data. At the bottom, there are sections for 'About this website', 'News categories', 'Quick links', and a European Union funding notice. The footer includes a 'Privacy & Cookies Policy' link.

QROC

Home QROC Project Consortium Publications **Event calendar** News Contact

## Event calander

In the list below we published some interesting events for you that you can visit.

Show 10 entries Search


Date	Event name	City	Country	Event info
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here
dd.mm.yy	Event name here	City name here	Country name here	More event info here

Showing 1 to 9 of 9 entries Previous Next

About this website  
Data Protection Policy  
Privacy Policy  
Terms of use

News categories  
General

Quick links  
Home  
QROC Project  
About  
Objectives  
Methodology  
Project organisation  
Consortium  
Publications  
Event calendar  
News  
Contact

  
This project has received co-funding from the European Union's Horizon 2020 R&D programme under grant agreement n° 867790

Privacy & Cookies Policy

Figure 8: QROC Event calendar

Under the menu tab “News”, the QROC project news and activities are presented. In this way, the website visitor can be updated regarding the project activities with a brief news text and appropriate imagery of the activity itself.



Figure 9: QROC News

Under the menu tab “Contact”, the QROC project contact information is presented. The project does not have a website form but only a central email address: [info@qroc-project.eu](mailto:info@qroc-project.eu). The reason for this is all about security because website forms are vulnerable for spam.



Figure 10: QROC Contact

## 2.3 Plugins

The site also allows the deployment of plug-ins allowing the addition of functionality and extra features as needed. Only plug-ins that are rated with a minimum of 4 stars, compatible with the latest Wordpress version, frequently updated and used by 10.000 or more users will be installed in the QROC website. These are the at this point in time installed and will offer the following features:

- Akismet Anti-spam: Anti-spam plugin
- Astra Pro: Wordpress theme that is used for the website
- Backup Buddy: Extra backup functionality beside the backups created by the websites Host provider
- Elementor Pro: WordPress builder for creation of the website
- Email Adress Encoder: Making email addresses published on the website not tricable for hackers and spam.
- GDPR Cookie Consent: Cookie and Privacy plugin following the European law.
- Imagify: Decreasing the size and Kb's of image files to speed up the website loading time
- TablePress: Standard WordPress plugin to create tables
- Wordfence Security: Additional website security against hacking and malware
- WP-Optimize: Plugin to speed up the website loading time
- WPS Hide Login: Plugin to change the standard login url of the website to make it harder for hackers to infiltrate in the website.

Web Analytics Service for the provision of visitation information: This plugin allows the administrator to track visitors from all referrers, including search engines and social networks, direct visits and referring sites.

There will be also a dedicated page for the distribution of the QROC newsletters where users can register to receive the periodical newsletter regarding project updates and more. The registration process is very simple, and it is completed once the visitor inserts an e-mail address in the form that is located inside this dedicated page. This page also allows the visitor to access a complete archive of all newsletters produced by the project in a downloadable form (PDF).

### 3 Social Media

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The QROC website also deploys mechanisms for easily sharing content via email and the social media; easily accomplished with a click of a button located under the main section of each post and page. The presence of the project on key social media websites is considered critical as it allows the engagement of large audiences who consistently check in their social media profiles. Links to the project's social accounts will exist on the footer area of every page of the website in order to be visible and easily accessed throughout navigation.

## 4 Conclusions

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### 4.1 Summary

A website development requires that we obtain the right tools and resources and taking into consideration how to facilitate the access of the web-user to the medium and providing with all the required information. Under this rationale, QROC website follows standardization as one of the crucial factors. In other words, using the appropriate tools it is assured that its pages would be standard and accessible to every visitor. This factor is fulfilled using the commonly accepted Content Management System (CMS) tool “WordPress” which provides a user-friendly “What You See Is What You Get” Interface (WYSIWYG) for the visitor. QROC assures of its visitors easily browsing its web pages no matter what browser they use, by using this standard CMS and its accompanying tools. Moreover, it assures that the pages would load faster and would also be maintained properly by the responsible project partner.

Facilitating the user access and website browsing is a corner stone in order to fulfill the dissemination scope of a European research project. The Project’s Concept, Objectives, Partners and News are properly demonstrated to the website visitors, and they are always subject to update and maintenance. In this way, the accurate and up-to-date information of the project stakeholders and the general public will be assured.

### 4.2 Future Work

Website metrics is the corner stone of the project’s communication strategy, as it provides the useful data in order to pre-determine and identify the target audience. In this way, targeted communication actions can be taken up in order to reach the desirable result in terms of disseminating the project’s outcomes and activities, not only widely but accurately directed too. The latter will make possible to have the efficient and effective communication impact, covering the whole range of the audience QROC wishes to reach.

## References

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- [1] WordPress.com “Official web site”, accessible at: [www.wordpress.com](http://www.wordpress.com)
- [2] Content management system, accessible at:  
[https://en.wikipedia.org/wiki/Content\\_management\\_system](https://en.wikipedia.org/wiki/Content_management_system)
- [3] PHP: Hypertext Pre-processor, accessible at: <https://en.wikipedia.org/wiki/PHP>
- [4] MySQL, accessible at: <https://en.wikipedia.org/wiki/MySQL>
- [5] JavaScript, accessible at: <https://en.wikipedia.org/wiki/JavaScript>
- [6] Cascading Style Sheets, accessible at: [https://en.wikipedia.org/wiki/Cascading\\_Style\\_Sheets#CSS\\_3](https://en.wikipedia.org/wiki/Cascading_Style_Sheets#CSS_3)