KRAKEN

BROKERAGE AND MARKET PLATFORM FOR PERSONAL DATA

D6.1 Public project web presence

www.krakenh2020.eu

D6.1 Public project web presence

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List of acronyms

Acronym	Description
WP	Work Package
EU	European Union
IACR	International Association for Cryptologic Research
KPI	Key Performance Indicator
PAB	Project Advisory Board
RGB	Red, Green, Blue
CMS	Content Management System
CRM	Customer Relationship Management
EC	European Commission
GDPR	General Data Protection Regulation
HTML	Hyper Text Markup Language
IoT	Internet of Things
PPP	Public Private Partnership
SME	Small and Medium Enterprise
SEO	Search Engine Optimization
R&D	Research & Development
WPx	Work Package 1, Work Package 2…
Tx.x	Task 6.1, Task 6.2…
Dx.x	Deliverable 6.1, Deliverable 6.2…
Mx	Month 1, Month 2…

Executive summary

KRAKEN will deliver a trusted and secure personal data sharing platform with state-of-the-art technologies and privacy aware analytics methods. The project has the potential to become the key platform of sharing, brokerage or trading sensitive personal data with a user-centered approach. It is a cloud-based and privacy-preserving platform suitable for securely storing, managing, and sharing of **self-sovereign identity information** and other personal data.

WP6 Business plan, exploitation and sustainability, through task T6.3 External communication and standardization, will support **KRAKEN** in communicating the mission, findings and outcomes of the project, as well as societal benefits and potential impacts on the society as a whole, to key stakeholders, media and the general public. Within the WP6, the **communication task** run in parallel with exploitation, management, and technical work. This task specifies how the results will be made available to relevant stakeholders and the wider public. This task is carried out in close cooperation with **T6.4 Dissemination of foreground knowledge**. Once the project started, KRAKEN have set up the website and will maintain it throughout the life of the project.

1   Introduction

1.1   Purpose of the document

This document aims to summarize and explain the features and functionalities of **KRAKEN's website**, which has been launched during the first months of work. To that end, it includes the design process of KRAKEN's webpage detailing the architecture, the objectives, and the role of it within the project's **communication strategy**.

The communication strategy has been detailed according to the purpose of the project, the objectives, and the established methodology. The website takes a fundamental position in this strategy which is designed to gather all the information and progress of the project, adapting the content to a generic language in order to **reach the different audiences**.

In this way, this document collects and explains each page of the website, its content and its integration within the overall communication strategy.

The communication strategy for the first year and the planning for the following years will be included in **D6.6 Initial Communication Report**, which will be presented next September. This deliverable will include a global perspective of all activities carried out to contribute to awareness, knowledge, and dissemination of the project.

1.2   Structure of the document

The present document reports the website work from **M1 to M3** (December-February 2020), including:

- **Objectives**
- **Target Public**
- **Description of the website sections**
- **Website KPIs for the first year**

The **target audience** addressed in the **Target** section is referred to the website aspirational target public. This may be related to the conclusions and tasks performed in **T6.1 Market Analysis** that will be collected in **D6.2 Initial Market Analysis**. However, it does not correspond exactly with the market analysis to be performed, as this document is restricted to the website.

Furthermore, **the website is a living instrument** that will be constantly changing, updating the structure and the content in order to adapt it to the new developments that may arise in terms of the CMS, web search engine requirements, or sector news. At the beginning of the project, the website may vary its sections and *look and feel* [1] in order to continue improving.

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[1] According to **Cambridge Dictionary**, the "look and feel" term, in software design, is referred to the way that something, typically software or a website, appears to a user or customer, and how attractive or easy to use it is. (https://dictionary.cambridge.org/dictionary/english/look-and-feel)

2   Website overview

In this section, we analyse and summarize the *raison d'être* of the KRAKEN website and its role in the **global communication strategy**.

A communication strategy according to the project's objectives and the business analysis is essential for its success. A consistent communication guideline will contribute to the proper functioning of the **teamwork**, so that all partners involved will be informed in the most up-to-date way. In addition, the information and the progress will be disseminated to the **external public**.

In this context the KRAKEN website is created.

2.1   Concept

KRAKEN's website is articulated as the **central communications platform of the project** and will work as the common nexus for all activities throughout its 36-months of duration.

It is designed as a platform to facilitate and strengthen the **dissemination and communication** of the project. The website will act as the main focus, in which the communication strategy will be articulated. It will also contribute to other technical and operational tasks, as it is the environment where all the **public information** will be collected, such as deliverables, papers, events, or pilot's information. To this end, the website must cover the following aspects:

- **Project dissemination**
    o Whitepapers
    o Scientific publications
    o Events & forums
- **Results promotion**
    o Deliverables
    o Media publications
    o News & releases
    o Posts and social networks
    o Tutorial & demos
- **Quality content** through **innovative formats**, accessible and adaptable to browsing devices.
- **Public repository** for all (public) documentation related to the project according to the Open Access criteria issued by the European Commission.

The public website is hosted under the following domain: **krakenh2020.eu**[2]

2.2   Objectives

The main objectives of the KRAKEN's website are the following:

- To **increase the scope** of information about the KRAKEN project.
- To **increase the knowledge** and awareness about personal data privacy technology and the sector in general among a wide public.
- To have an impact on society and the environment, where digital privacy and data protection is becoming increasingly important at both legal and developmental levels.
- To **disseminate the knowledge acquired** among a specialized and technical public, promoting the technical developments, innovation, and the collaboration between projects.

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[2] URL KRAKEN Project - https://www.krakenh2020.eu/

- To **contribute to the exploitation objectives** by reaching new stakeholders and the public that will be defined in the market analysis of **D6.2 Initial Market Analysis**.

2.3 Target audiences

The website will be aimed at a wide range of audiences:
- **Wider public**. The current digital landscape is putting the data protection and the user privacy in the news through the implementation of laws, such as GDPR. This has focused social interest on issues related to data protection, so that technological innovation in aspects related to this has become a topic of general interest. The website will address this audience by translating the technical messages into a common and universal and more accessible language.
- **Industry & SMEs**. The website will provide information oriented to interested companies and will facilitate the contact with the project managers. Industry and SMEs will be able to participate in the research and innovation process.
- **Authorities and policy makers**. Through the website, the KRAKEN project will have the opportunity to approach politicians and decision makers following the European strategies and politics.
- **Research community**. Through the publication of results, studies and papers, the website will contribute to the democratization of the shared knowledge, so that the research community can take advantage of the results or collaborate in the R&D process.
- **Pilots public**. The website will also collect content aimed at the pilots' target audience, which will be defined in the market analysis of **D6.2**. This target audience includes public and private education or health entities, public administrations, or even their users (patients or students).

3   Website sections

The defined **web structure** is the result of the project conceptualization and the information architecture in line with the **keyword research**[3].

Q   personal data

Q   personal data
Q   personal data request
Q   personal data gdpr
Q   personal data protection
Q   personal data rights
Q   personal data definition
Q   personal data sheet
Q   personal data protection bill
Q   personal data protection act
Q   personal data protection bill 2018

Figure 3 TOP "personal data" searches

Q   data sharing

Q   types of data sharing
Q   data sharing methods
Q   importance of data sharing
Q   data sharing examples
Q   data sharing snowflake
Q   data sharing agreement
Q   data sharing problems
Q   benefits of data sharing in healthcare
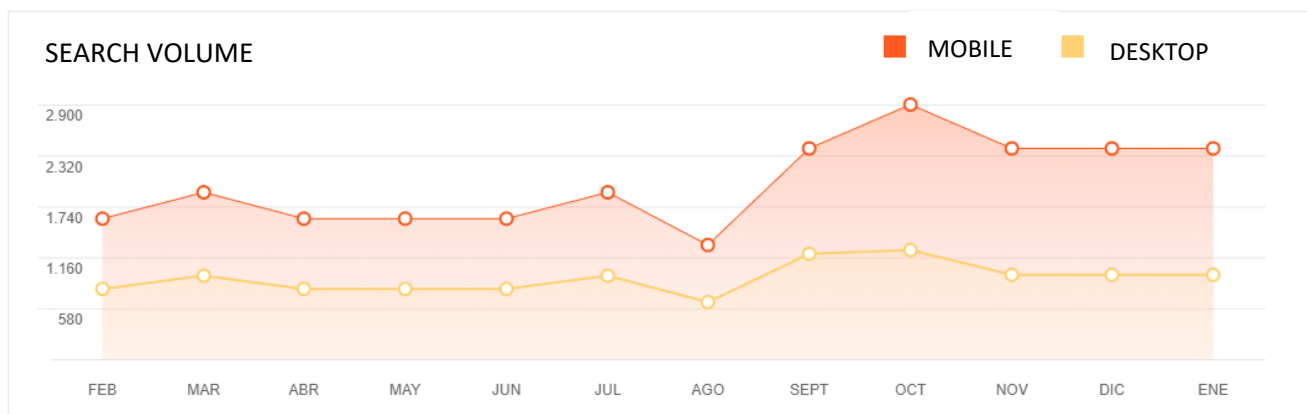
Figure 2 TOP "data sharing" searches

Figure 1 Search volume around "personal data"

KEYWORD	PERIODICITY	
personal data exchange platform	↪	|
sap cloud platform personal data manager	↪	
personal data management platform	↪	
personal data sharing platform	↪	
personal data platform	↪	||||||||| ||
personal data value platforms	↪	||||

Figure 4 Suggested searches relative to "personal data"

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[3] **Keyword Research**: core SEO task that involves identifying popular words and phrases people enter into search engines -make in an attempt to figure out what to rank for. (Moz: https://moz.com/learn/seo/what-is-keyword-research).

These figures are examples of the analysis through online tools and search-relations to establish the terms of the categories, subcategories and taxonomies[4].

The contents have been organized within the home page and in the categories and subcategories presented below.
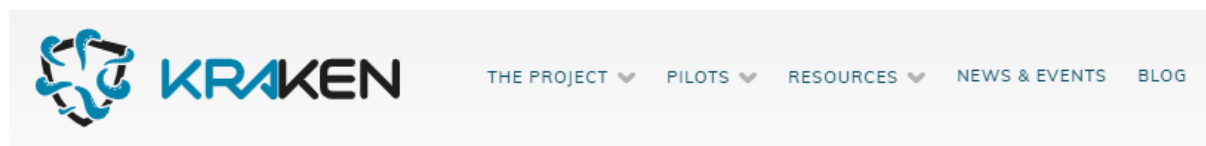
3.1   Main menu

Figure 5 Main menu image

The main categories are defined to facilitate the accessibility, usability and web surfing.

The **main menu** does not collect the *call to action* buttons such as contact, social networks icons, newsletter subscription, or Zenodo link (where future papers will be published). Nevertheless, these tools will have a special visibility within the website, with a specific side banner, as shown in the following image: **This menu is always present** to facilitate the user browsing.
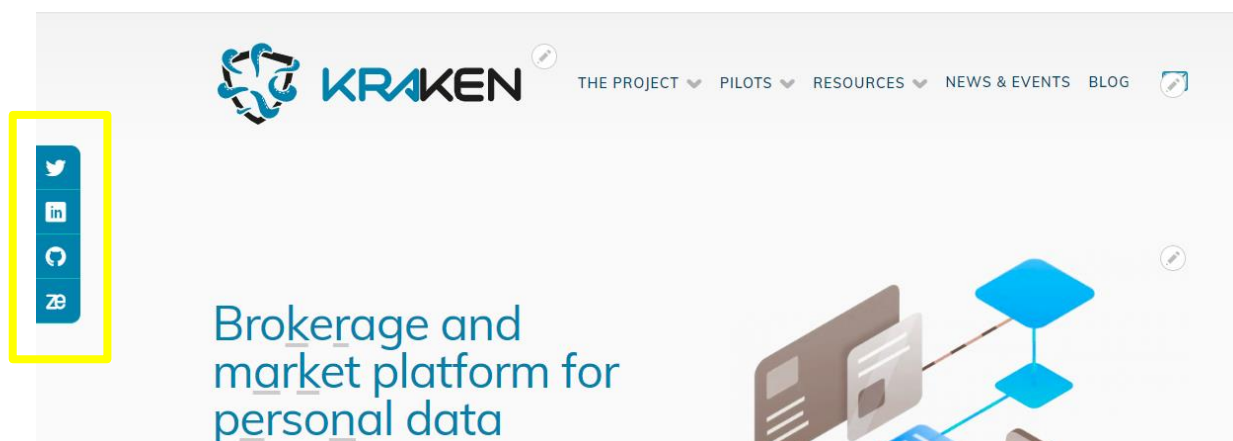

Figure 6 Left-side banner

3.2   Second menu

The **subcategories** are arranged and housed below the main categories. In this way, the secondary web-browsing menu is always accessible through the main menu.

In a second phase of the website, additional information about the project will be adapted and included, such as work packages.

3.3   Home page

The **Home Page** aims to give to the user a context. Therefore, an abstract of the project will be shown in the first module which greater visibility, in order to inform the user where s/he is at first glance.

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[4] According to **SEO Optimer**, in the SEO field, "a website taxonomy is creating a classification system for a website to make it easier for users to navigate and for visitors to find the content they are looking for." https://www.seoptimer.com/blog/website-taxonomy/#What-is-website-taxonomy

While this first module is going to be a static and permanent element, the other web modules will be active and interchangeable. The Home is subject to current events, so in case of milestones and relevant project news, **the modules may vary** in order and form.

In the normal course of the project, the website will contain: a **summary** of the KRAKEN project and its **objectives**, its most **recent activity**, current **events and news**, the **latest posts** published, and the logos and location of the Consortium partners. This will be done with two objectives:

- To provide a contextual image about the website and the project to **users**.
- **SEO**: to contribute to the positioning of the website in search engines to increase the visibility of the project, collecting the keywords of interest, giving relevance to the categories with better positioning, and establishing the link building[5] strategy.

3.4   The project

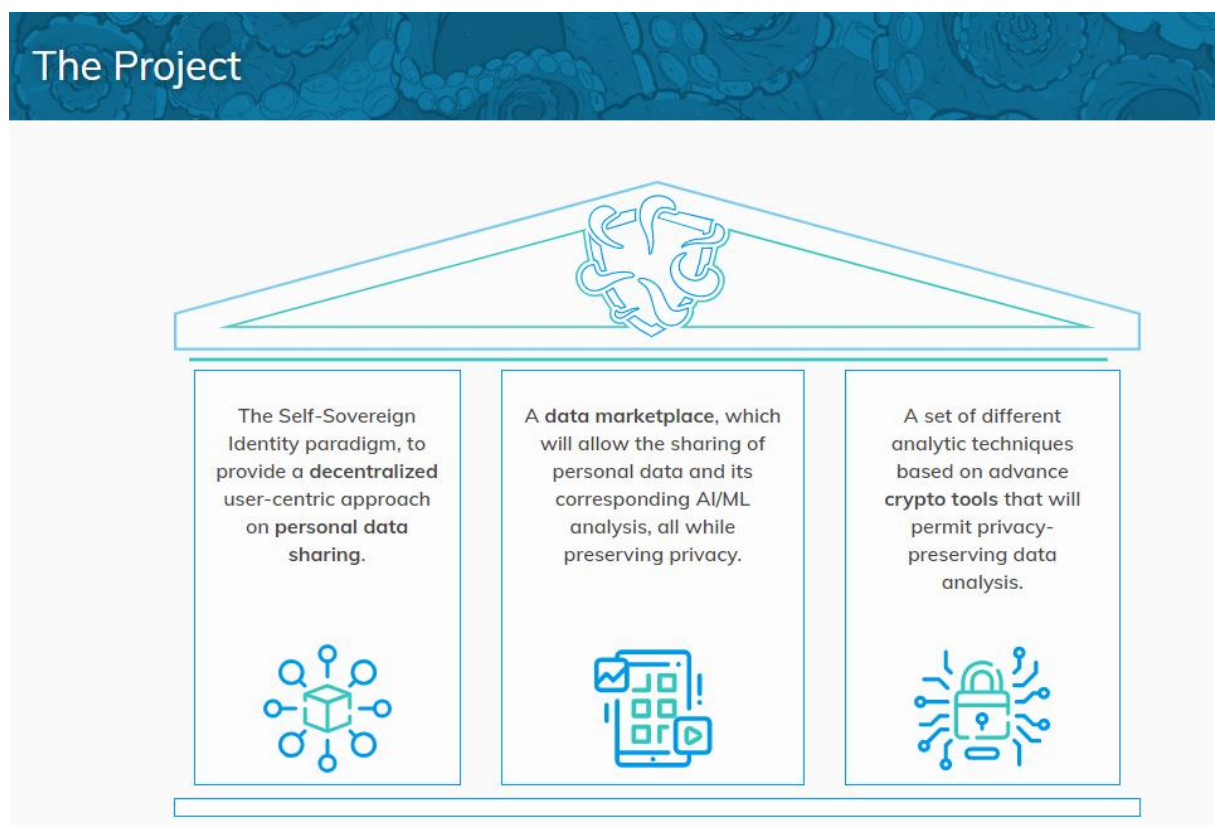This category includes 3 subcategories that gather the essential KRAKEN information.

Figure 8: Overview section

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[5] In the field of SEO, "is the practice of building one-way hyperlinks (also known as "backlinks") to a website with the goal of improving search engine visibility." Meaning according to backlinko.com description: https://backlinko.com/link-building

3.4.1 Overview

This section presents the project in a simple manner aimed at informing the wider public about the project pillars. In addition, it is one of the most important sections, so it has SEO relevance and must be built with **SEO orientation**.

3.4.2 Consortium

This section introduces Consortium partners which their logos and links to their corporative websites. This section has been enriched with a European map indicating every partner's country.

Figure 9 Consortium section

3.4.3 Objectives

This section contains **the general objectives of the project**, highlighting the keywords with the aim of optimizing Google's crawl to index the domain.

Figure 10 Objectives section

3.5 Pilots

This section provides information about the pilots. The objective is to demonstrate the KRAKEN project viability in real life.
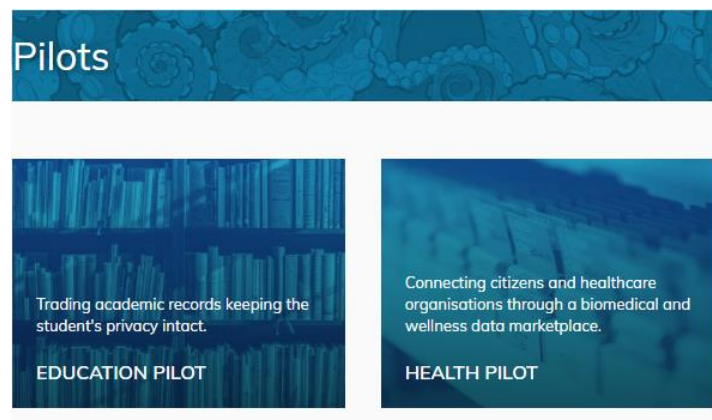

Figure 11 Pilot section

The pilots (see figures below) present detailed and technical information about what is going to be deployed. This content will be updated as the project progresses, and the pilots become more mature.

In addition, in the medium-long term this information will be collected in **infographics** to illustrate the text of the website, share them in networks and disseminate them.
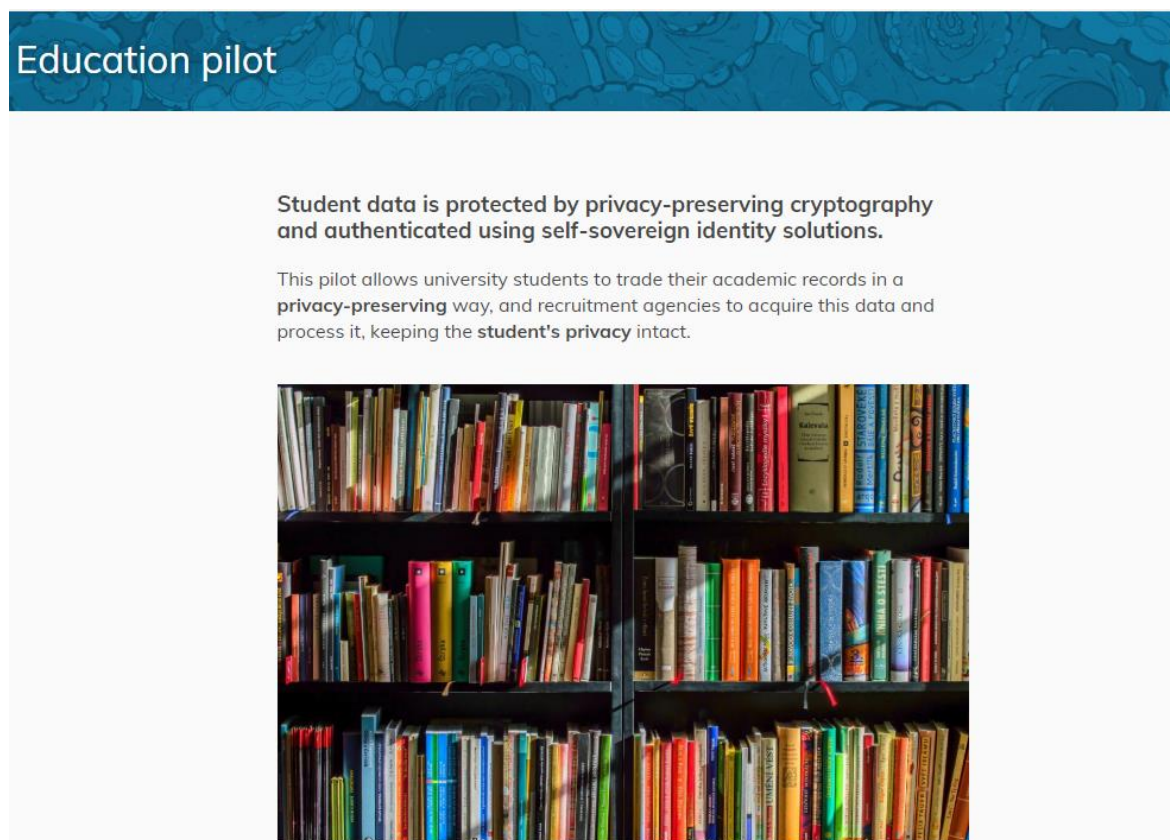
3.5.1 Education

Figure 12: Education pilot section

3.5.2 Health

Figure 13: Health pilot section

Both pilots collect the information in the same structured way, objectives, benefits and challenges, aimed at technical profiles and interested potential clients.

3.6 Resources

This category aims to collect all **KRAKEN's documents**, whether marketing, scientific dissemination or official reports. It counts with 3 subcategories:

- **Deliverables**: every final public deliverable will be uploaded at this section to guarantee the public access to them.
- **Publications**: the peer-review papers created within the framework of the project will be published on public-access platforms (such as Zenodo or Open Aire), but will also be published on this section of the project website. The aim is to bring together every project material in one place and to facilitate access to research and innovation for third parties.
- **Marketing material**: this subcategory will collect all kinds of marketing materials generated throughout the project, such as newsletters, infographics, posters, leaflets, or brochures.

These subcategories are still empty because there is no material generated and will be updated as soon as the KRAKEN project starts publishing documents.

3.7   News & Events

In this section, the **press releases** -that will be launched during the project life will be published, as well as other ground-level publications on the project. In addition, this section will collect information about the **events** organized by the Consortium or attended by the project partners.

3.8   Blog

This section will provide quality and in-depth content on specific topics. These articles will not be as extensive or technical as the papers, but it will be **more technical and specialized** than the information found in the rest of the website.

In addition, the blog has a **search-engine-optimization objective**, so that the web traffic and the keywords (related to the project subject) will be analysed in order to define the posts topic. These articles will also have a **SEO review**, respecting the technical vocabulary.

A post will be published every 2 months, starting at M5, April 2020, next the publication schedule of the first year:

M1-M12			
YEAR	**MONTH**	**PARTNER**	**TOPIC**
2020	M5	Atos	Project overview & context
2020	M7	ICERT	Technical overview
2020	M9	KUL	Legal framework
2020	M11	SIC	Marketplace

Table 1 Posts contribution calendar

3.9   Contact us!

The contact form is hosted on a specific page, so that the user can be directed to a specific site to contact the project. In addition, this is highlighted in the main menu through the envelope icon.

This form is linked to an e-mail address created *ad hoc*: info@krakenh2020.eu. This e-mail account is linked to the e-mails of Juan Carlos Pérez (Atos) and Alicia Cuadrado (Atos), as project coordinator and communication and web task leader, respectively.

3.10 Legal text

The legal texts are divided into three sections in order to comply with the current privacy policies of the European Union, the management of personal data, and the copyright of the generated contents.

1. **Legal notice:** this collects the accountability for content. The contents of KRAKEN website have been created with the utmost care, but the Consortium cannot guarantee the contents' accuracy, completeness or topicality. For this reason, the website collects the legal notice according to statutory provisions.
2. **Cookies**: according to the GDPR, every website must inform every user about the data collected and the use of these. This notice is displayed both in the footer and during the user's first visit to the website.

Figure 14 Cookie warning in pop-up message and footer

3. **Privacy policy**: according to the GDPR too, this notice informs about the data collection, for instance, when subscribing to the newsletter, completing the contact form, or through Google Analytics.

These notices are written in accordance with the **Atos policies**, as the company responsible for managing the website and that will have direct access to the data collected on the website.

4   Website reporting

The **web data report** will be included in **D6.6 Initial Communication report** along with other data related to communication activities, such as social networking (Twitter and LinkedIn), press releases, attended events and marketing material created.

To collect the web traffic data from **krakenh2020.eu**, the free Google Analytics tool will be used.

WEB TRAFFIC & PUBLICATIONS		
ACTIVITY	KPI	DATE
Unique visitors[6]	1,000	Y1
Bounce Rate[7]	<65%	Y1
Number of page views[8]	6,000	Y1
Average time of user sessions[9]	>00:02:00	Y1
Number of posts	4	Y1
Press releases	1	Y1

Table 2: Web KPIs

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[6] **Unique visitor**: term used in Web analytics to refer to a person who visits a site at least once within the reporting period. Description by Techopedia (https://www.techopedia.com/definition/1611/unique-visitor).

[7] **Bounce Rate**: Web analytics term that refers to the percentage of visitors who leave a website instead of viewing more pages. Description by Techopedia (https://www.techopedia.com/definition/27952/bounce-rate).

[8] **Number of page views**: Web analytics term that refers to each time a Web page is successfully loaded onto a user's Web browser. Description by Techopedia (https://www.techopedia.com/definition/1553/page-view-pv).

[9] **Session**: reference to a certain time frame for communication between two devices, two systems or two parts of a system. Description by Techopedia (https://www.techopedia.com/definition/5392/session-computer-science).

5   Conclusion

The **KRAKEN website** is the main tool of the communication strategy. All the communication actions will have its place in the website.

The website **is targeted to each defined stakeholder**, giving support to other areas such as exploitation or technical work packages. To this end, every website section will be oriented to a specific audience, and the content, message and format will be adapted accordingly, always maintaining a coherent communication strategy.

KRAKEN website will be the reference point of contact between the Consortium and third parties.

KRAKEN

Atos

FBK
FONDAZIONE
BRUNO KESSLER

AIT AUSTRIAN INSTITUTE OF TECHNOLOGY

sic

LYNKEUS.
STRATEGY CONSULTING | BLOCKCHAIN & SMART CONTRACTS | DATA ANALYTICS

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