Annex 2 - COMMUNICATION AND GRAPHIC SPECIFICATIONS

EPOS Research Infrastructure

Website Design, Development and Maintenance

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1. EPOS Description

EPOS, the European Plate Observing System, is the research infrastructure aimed at ensuring sustainable and universal use and re-use of multidisciplinary solid Earth science data and products fostering state-of-the-art research and innovation.

EPOS brings together Earth scientists, national research infrastructures, ICT experts and decision makers to establish and underpin a sustainable and long-term access to solid Earth science data and services integrating diverse European Research Infrastructures under a common federated framework. EPOS relies on e-science innovation to foster progress in science for supporting a safe and sustainable society.

www.epos-eu.org

EPOS ICS prototype web portal
http://www.ics-c.epos-eu.org/

1.1. EPOS Vision

Support collaborative research approaches in Earth science data and services by making them universally accessible and usable.

1.2. EPOS Mission

To create and operate a sustainable, distributed and long-term access to solid Earth science data and services that integrates diverse European Research Infrastructures under a common, federated framework.

1.3. EPOS brand voice

EPOS brand voice has been identified as: Professional and service-oriented, Authoritative, Innovative and informative, International and connected, Proud.

1.4. Brand Information

- EPOS Logo

- EPOS ERIC Logo

- ICS Integrated Core services

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- TCS Thematic Core Services logo

TCS logo	TCS name
	Volcanoes Observations
	Seismology
	Geomagnetic observations
	Anthropogenic hazard
	Satellite data
	Geological information and modelling
	Near fault observatories
	GNSS data and products
	Multi-scale laboratories
	Geo-energy test beds for low carbon energy

EPOS THEMATIC CORE SERVICES

SEISMOLOGY — NEAR FAULT OBSERVATORIES — GNSS DATA AND PRODUCTS — VOLCANO OBSERVATIONS — SATELLITE DATA — GEOMAGNETIC OBSERVATIONS — ANTHROPOGENIC HAZARDS — GEOLOGICAL INFORMATION AND MODELING — MULTI-SCALE LABORATORIES — GEO-ENERGY TEST BEDS FOR LOW CARBON ENERGY

1.4.1. Colors

The EPOS logo is made of: Green and dark Yellow colours please see below the characteristics:

- green:
    80C + 33M + 85Y + 60K
    17R + 46G + 27B
    140H + 67S + 27B

- dark yellow:
    0C + 37M + 94Y + 10K
    229R + 162G + 15B
    40H + 92S + 88B

1.4.2. Font

In the actual website Font is the Family Myriad Pro.

1.5. EPOS Strengths

- Clear vision and good planning (legal, financial, governance, scientific, ICT plans and models)
- Integrating national research structures (involve more than 256 Institutes, 25 European Countries, International organisations, projects)
- Innovative approach to data science (FAIR data)
- Sharing multidisciplinary data and research results
- **Harmonised data management across TCS** (Thus e-science solutions for enabling access, storage, preservation and curation of large amounts of data are made available within EPOS).
- **Community building** and knowledge transfer
- **Federated system**. The TCS-ICS federated system is the skeleton of the EPOS Delivery Framework and represents the solution for integrating distributed infrastructures via shared standards for data and metadata, which will allow researchers unprecedented opportunities to use and analyze multidisciplinary solid Earth science data, detect new signals in complex datasets and lay the ground for widespread application of advanced data analysis methods in the Earth sciences.
- **ESFRI landmark** (EPOS was selected for the excellence of its scientific output and its maturity in the implementation phase with the aim of playing a role in the reinforcement of critical areas of competitiveness for European research.)
- **ERIC** established. On October 30th, 2018, EPOS was granted the legal status of European Research **Infrastructure Consortium** (ERIC) by the European Commission.)
- From the 1st of February 2020 (until 2023) the EPOS SP project, funded by the European Union's Horizon 2020 and managed by EPOS ERIC will perform activities aimed at ensuring the long-term sustainability of the EPOS Research Infrastructure.

The EPOS website must vehiculate effective and meaningful messages for different audiences such as:

1.   The uniqueness of EPOS lies in the fact that a research structure has been created for the first time to offer open data and products for all solid Earth science, through a European and federated approach.

2.   The very fact that EPOS has such a long history and many years ahead of innovative development. From the Conception Phase 2002 until now POP toward the Operational phase.

1.6. Stakeholders (EPOS target groups and for the website, including their needs)

The communication activities will be targeted at the following specific audiences:

- **Researchers**, i.e. data providers, data users within the solid Earth science community and outside it, IT experts
- **Master and PhD students** in the field of Earth science will have a unique opportunity to access a huge and reliable amount of data and services freely available
- **Policy makers and governments** (including Environmental and Civil Protection Agencies)
- **Private sector** can be both suppliers and data users and they will be targeted when EPOS' service proposition will be ready to use.
- **Media** will be approached during the Operational Phase.
- **Society**: EPOS has a big value for society as it helps facing the ongoing global challenges, when the service proposition will be completely functional and the community will be more active.

The website is expected to be used by very **different users**, and it must first and foremost present the infrastructure in a clear and easy to understand way:

- Members of governments
- Researchers, scientists approaching EPOS for the first time
- Users who already know the infrastructure
- Stakeholders
- Members of the European Commission.

Different audiences may access the website for **several reasons**, as illustrated in the Table below:

Type of user	Reason to access the website
Members of governments	They want to recognize their country's contribution to the infrastructure.
Researchers, scientists approaching EPOS for the first time	They want to understand if EPOS can provide them with useful elements for their research, in terms of funds, data, services, training.
Users who already know EPOS	They want to recognize themselves and their research institution in EPOS' history. They want to stay updated on developments, news, events and training.
External users	They want to understand how data, services, EPOS in general, can be useful to them.
Members of the European Commission	They want the ERIC to be recognizable and visible.

2. EPOS Website communication strategy

EPOS RI has adopted a communication plan in accordance with the EPOS roadmap and EPOS ERIC strategic Plan.

EPOS is morally and legally bound to be open and transparent and must be able to listen and to respond to the voices of a variety of stakeholders, other organizations, experts.

- EPOS' audience is large, diverse and evolving
- EPOS' service proposition is large, diverse, complex and evolving
- EPOS' resources depend on the participation of the communities and on governments' commitment.

EPOS uses various digital communication channels; the EPOS website is considered the important communication tool to get its message across to different stakeholders:
government organizations, researchers, and users across Europe.

![EPOS ERIC logo] EUROPEAN RESEARCH INFRASTRUCTURE CONSORTIUM

Integrating European Research Infrastructures for Solid Earth Science
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One of the main focuses of EPOS is to grow as a sustainable and reliable organization providing a clear set of services to the Earth sciences user communities.
In the website should be well represented:

- ICS platform.

The EPOS website will provide a complete and easy-to-use platform serving as an access point for EPOS stakeholders to information and services

- Delivery framework.

The EPOS website will be a collaborative working environment for the EPOS community. The web proposition includes technical and graphic web development activities.

- EPOS ERIC

EPOS ERIC pages which refer to Governments should be more formal.

3. Specifications

The graphic design of the website will be approved by EPOS and some graphic material will be provided by EPOS. The site must have a backend completely manageable by professionals working inside EPOS. The design will include two levels:

- A basic role that can add news and events and fill in (or modify) existing pages
- An administrator role that can also add or delete pages, make small changes to the homepage (it must be possible to add, remove or move some fields on the home page).

A usability test must be created and implemented before, during and after development of the site.
The tender has to comply with the following requirements:

- Develop the new website using graphic materials in part provided by EPOS
- Create a structure that can also be modified by professionals inside EPOS, without having to resort to continuous external maintenance
- **Provide a manual or tutorials for managing and using the backend;**
- **Training** for EPOS Team to explain the functioning of the platform and how to manage the backend **(at least 15 hours from November 15, 2020 to June 31, 2021).**

The technical specifications for the development of the new site is provided in Annex 1 - Technical Requirements.

The homepage must be designed to make users easily understand what the website is about, what they can do, what they can find there and why they should stay there and not go elsewhere and, ultimately where to start.
To render EPOS' homepage clear and understandable, there are some useful tools that can be used:

- Tagline: description of the entire site which is generally located near the logo. It is a very concise statement of the entire infrastructure and it must be clear and informative;
- Welcome blurb: concise description of the site that appears in a prominent block on the home page.

4. Usability test

To respect EPOS' needs it is advisable to devote time and resources to do research and analysis during the website development and also as soon as the beta version will be ready.

5. Testing period

From 15 hours from November 15, 2020 to June 30, 2021, it is recommended to monitor user behaviour throughout web analytics, traffic data and heat maps.

It would also be important to carry out a questionnaire to understand if the community has appreciated the effort and whether the new website is working effectively.

Once the data has been collected, EPOS can start thinking of implementing changes and updates.

Summing up: specific actions can also be defined, depending on the users who approach the site and on the basis of the objectives that have been previously indicated (Table below).

Table 9- User based specifications for the new website

Users	Objectives	Actions	Evaluation/Metrics
Members of governments	They want to recognize their country's contribution	Make partners and governments visualization simple and easily accessible	The usability test assesses the success in research results A survey evaluates how EPOS and the contribution of governments are perceived
Researchers, scientists approaching EPOS for the first time	They want to understand whether EPOS can contribute to their research, in terms of funds, data, training	Make EPOS's description simple and complete Find emblematic and useful use cases to show the potential of EPOS and the use of data by researchers	Number of new users accessing the ICS Number of new users who sign up for training A survey evaluates how the uniqueness of the project and the potential of the data are perceived
Users who already know the project	They want to recognize themselves and their research institution in EPOS history They want to stay informed about the RI news, events and ongoing training	Make the visualization of partners and research institutes simple and easily accessible Make access to the data sharing platform easy and visible Make news, events and training sections easily accessible	The usability test assesses the success in research results A survey evaluates how EPOS, the new website and the organization are perceived Number of users who read the news, events and number of those who are informed about the training
Stakeholders	They want to understand how data, and EPOS in general, can be useful to them	Make EPOS's description simple and complete Make the EPOS partners section simple and complete Find emblematic and useful use cases to show the potential of EPOS and the use of data	The usability test assesses the success in research results Number of new users accessing the ICS Number of new users who sign up for training A qualitative survey evaluates how the uniqueness of EPOS and its potential are perceived
Members of the European Commission	They want the ERIC to be recognizable and visible	Make ERIC easy to locate both on the home page and in the history of EPOS	The usability test assesses the success in research results A survey evaluates how EPOS and ERIC are perceived