

**Peacox – Persuasive Advisor for CO2-reducing cross-modal trip planning**

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*FP7-ICT 2011: 6.6 Low carbon multi-modal mobility and freight transport*

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## **D8.1 Project Website**

[CURE – Center for Usability Research & Engineering]

### **Author(s)**

**Mariella Hager (CURE)**

**Johann Schrammel (CURE)**

**Lars Ellensohn (CURE)**

**Manfred Tscheligi (CURE)**

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## **Abstract**

This document describes the Peacock portal which is accessible through the website <http://www.project-peacock.eu/>. It includes an analysis of stakeholders of interest and their needs for the website and a strategy to address them.

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## 1. Introduction

### 1.1 Background

This is the first deliverable that is part of work package 8 on dissemination of information and knowledge gained through the Peacox project for the wider public. The main result of the work done is the portal itself, available under <http://www.project-peacox.eu/>. The website will be permanently enriched until the end of the project and is designed to remain a permanent source of information for longer than the project duration. It will also facilitate a forum and a weblog. All public materials – including public deliverables, scientific and white papers and demonstration videos – will be available online. The deliverable will be complemented by further dissemination and exploitation activities which take place online and are referred to through the respective elements.

### 1.2 Scope of this Deliverable

This document describes the background to the first dissemination activities in the project, being the website. The website features the project logo and is part of a uniform graphic layout. In further steps within the work package, regular dissemination reports will be created that provide an update on the general steps of both scientific and public dissemination activities.

## 2. Stakeholders

This section describes the stakeholders that have an interest in the Peacox portal and describes how they benefit from the information available, which has and had implications for the information available on the website and the design of the site.

### 2.1 Potential users

The potential users of the Peacox system are the people who are interested in ways to deal with sustainable mobility and eco-friendly behavior. This target group also includes family of potential users who might discover the technology that is being developed as well as professionals working in the field.

We assume that through the dissemination of research materials like publications, research papers, video material and other project-related documents or by word of mouth many potential users, relatives and professionals will find their way to the website.

We will continuously provide visitors of the site with an in-depth description of the progress in the different areas of the project.

We describe three groups of users of the website at this stage of the project. There are users in form of project partners (internal area), in form of a wide publicity (public area) and in form of related projects, stakeholders and professionals doing their work in this field.

- **Peacox project partners:** Peacox project partners can make use of an internal area, which is used for internal exchange.
- **End users and public institutions (including policy-makers):** Information about Peacox should be available for a wide publicity of interested people.
- **Professionals working in the field:** Professionals, like researchers and engineers, who are working in related projects or on similar topics.

For each of these groups, the information on the website needs to be presented in a way that is appropriate for the level of knowledge that they have about the technological background of the project.

### 3. Concept

The Peacox website uses a common technical basis, both for the internal and the external part.

#### External users

External users see the project website as can be seen at <http://www.project-peacox.eu/> and currently provides information about the project, see Figure 1.

**Home**

Persuasive Advisor for CO2-reducing cross-modal trip planning – is an international collaboration between eight organizations from six various countries aiming provides travellers with personalized multi-modal navigation tools that allow, help and persuade them to travel and drive ecological friendlier. The project is supported by the EU under Framework Programme 7.

Herewith we indicate that there is no link between the PEACOX project and Crambo, S.A.'s ECONAV technology or trademark. The project has ceased to use the term ECONAV and replaced it by PEACOX.

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**Events**

**Event**

**Date:** Time  
**Location:** Location

**SEVENTH FRAMEWORK PROGRAMME**

**W3C XHTML 1.0 ✓** **W3C WCAG 2.0**

Figure 1 – The Peacox website

## Internal users

Internal users login with their personal account, which gives them access to the internal parts of the website. The group of internal users is limited to project members. The internal area has an upload and download area for official documents like deliverables. A wiki site has also been established with a password-protected access. This facilitates the easy exchange of documents and information between the project partners.

The public part of the website allows all users to get an overview of project developments and its latest progress.

The possibility to communicate via the website and the wiki does not replace common used tools for communication (e.g. e-mail, skype). They rather complement classical tools for communication, and were introduced with specific regard to the needs of the Peacox project, such as the sharing of information and especially documents and collaborative work on tasks.

**Home**  
**Project overview**  
**Project partners**  
**News**  
**Related projects**  
**Media/Press**  
**Events**  
**Project results**  
**Contact**  
[ **Login** ]

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Sign up for our newsletter

**Login**

Username:

Password:

[Forgot Password?](#)

**Events**

**Event**

Date: Time  
Location: Location

  
SEVENTH FRAMEWORK  
PROGRAMME



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Figure 2 – Peacox area for internal communication

## 4. Structure and Features

The site layout is divided mainly into 3 columns: the left for a sub menu, the middle for content and the right one features the login possibility for internal partners. The information provided in the categories on the left side is intended for public visitors of the website.



**Home**  
[ Project overview ]  
**Project partners**  
**News**  
**Related projects**  
**Media/Press**  
**Events**  
**Project results**  
**Contact**  
**Login**

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**Project overview**

**PEACOX: Usable Persuasive Trip Advisor for Reducing CO2-consumption**

Ecological issues in traffic become more and more pressing as personal transportation is one of the greatest contributors of CO2 emissions. Means to help people reducing their ecological impact are urgently needed. To answer this need, the project provides travellers with personalized multi-modal navigation tools that allow, help and persuade them to travel and drive ecological friendlier. To convince users in making more sustainable travel choices it will enrich navigation systems with innovative approaches and features.

- Peacox integrates automated travel mode detection based on real-time GPS data into the trip planning thereby minimizing the need for explicit user input.
- Peacox has the capability to automatically detect users' trip purpose through the analysis of behavioural patterns allowing tailoring trip suggestions to these purposes.
- Peacox builds dynamic user models allowing personalizing recommendations based on prior trip choices and individual preferences.
- Peacox develops advanced door-to-door emissions models that provide accurate feedback on the ecological/carbon footprint and exposure levels in planning as well as during travelling and car driving activities.
- Peacox develops and utilizes persuasive interface strategies to give feedback about the ecological impact of individuals' behavior as well as make the ecological friendliest behavioral pattern visible and attractive.

The system will be developed in two iterations following user-centred and agile design approaches, and extensive field trials in Vienna and Dublin will ensure high quality and impact of the developed system. The peacox consortium unites expertise from navigation systems, transportation sciences, environmental modelling, artificial intelligence, persuasive technology, human-computer interaction to software development.

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Figure 3 – The Peacox website

### 4.1 Home

Serves as the main entry point to the site and explains what the Peacox project is about. Internal users can instantly login to their user account, which gives them access, to the internal services and content.

## 4.2 Project Objectives

The main objectives of the project are indicated.

## 4.3 Project Summary

The project summary sums up the basic goals of the project and how they will be reached.

## 4.4 Partners

This area shows all partners in the consortium and gives short overview of their role and tasks within Peacox. It also includes links to the home websites of all partners.



<p>Home</p> <p>Project overview</p> <p><b>Project partners</b></p> <ul style="list-style-type: none"><li>CURE - Center for Usability Research and Engineering</li><li>FLUIDTIME Data Services GmbH</li><li>TMX - Telematix Software a.s.</li><li>ETHZ - Swiss Federal Institute of Technology Zurich</li><li>TCD - Trinity College Dublin</li><li>ICCS - National Technical University of Athens</li><li>ITS - ITS Vienna Region</li><li>TT - TOMTOM INTERNATIONAL BV</li></ul> <p>News</p> <p>Related projects</p> <p>Media/Press</p> <p>Events</p> <p>Project results</p> <p>Contact</p> <p>Login</p>	<p><b>Project partners</b></p> <p>Partners of peacox:</p> <ol style="list-style-type: none"><li>1. CURE - Center for Usability Research and Engineering</li><li>2. FLUIDTIME Data Services GmbH</li><li>3. TMX - Telematix Software a.s.</li><li>4. ETHZ – Swiss Federal Institute of Technology Zurich</li><li>5. TCD – Trinity College Dublin</li><li>6. ICCS – National Technical University of Athens</li><li>7. ITS- ITS Vienna Region</li><li>8. TOMTOM INTERNATIONAL BV</li></ol>	<p><b>Events</b></p> <p>Event</p> <p>Date: Time Location: Location</p>  
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Figure 4 – Project Consortium of the Peacox project

## 4.5 Latest News

This section features any project related news that could be relevant to public stakeholders. It also contains press releases and will feature videos.

## 4.6 Newsletter

As part of the website, people can subscribe to the Peacock project newsletter. The newsletter contains general news that is relevant for all stakeholders and focuses on general dissemination. It will also feature dissemination products presented through media like popular journals, magazines and well known web portals (e.g. Facebook, Linkedin). The aim of the newsletter is to generate an interest to visit and re-visit the website as it indicates changed and updated content there. The newsletter will be sent out at least three times a year.

## 4.7 Contact

This area contains the contact information for all visitors of the website.

# 5. Implementation and Accessibility

The technical basis for the Peacock Website and the above mentioned features is built by a platform based on the web content management system TYPO3. TYPO3 is an open-source system which is intended to separate content elements of a website from its design and structure. It was used for Peacock to allow an easy and flexible way of providing content and communication mechanisms for the PICOS partners (internal website) and for the public (external website). The flexibility is achieved by the use of plug-ins, so called “extensions” which basically represent software modules and provide certain functionalities.

The initial idea with regard to implementation is to start with a page which provides basic services for information, communication and interaction and to enhance this platform step by step, as required. Therefore the Website will be continuously extended with additional features, as required. The further extensions include improvements in the website structure and layout and further content.

Since the end of December 2011 the site is fully accessible and meets all relevant accessibility standards like W3C/WAI/WCAG2.0 level AA.

## 6. Future Work

The website will remain a permanent source of information for longer than the project duration, and will consequently be kept living at least four years after the project ends. We expect the community around the website to grow when will start promoting the dissemination of project results. A forum and weblog will be added to the website as well as links to Peacock dissemination activities well known webportals like Linkedin, Flickr and Facebook.