



**Deliverable D8.1**  
**Water Reuse Europe (WRE)**  
**website design and functional-**  
**ity specification**



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Abstract	This document summarises the design and functionality specifications for the development of the WRE website.

## Versioning and Contribution History

Version	Date	Modified by	Modification reason
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v.02	10/09/12	Paul Jeffrey	Approval of final version.

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## Executive Summary

The present document summarises the design and functionality specifications associated with the development of a website for Water Reuse Europe as part of WP8 activities. It includes details on the website's intended aims, target audience, functionality requirements, site structure, realisation plan, hosting and site maintenance.

## 1 Introduction

The core objectives of the DEMOWARE project are to enhance the availability and reliability of innovative water reuse solutions and to create a unified professional identity for the European Water reuse sector. With regards to the second of these goals, Cranfield University (UCRAN), and more specifically the Cranfield Water Science Institute, leads the contribution to the “Exploitation and Growth” dimension of the project (work package 8 – WP8).

The specific objectives of this part of the project are to:

- Establish a Europe wide association of reuse professionals (individuals, companies, organisations);
- Deliver a lasting resource and knowledge base to support the sector’s development;
- Contextualise and add value to existing information to improve usability. Indeed, current information on water reuse in Europe is spread across a diversity of knowledge platforms such as:
  - The European Innovation Partnership (EIP) -<http://ec.europa.eu/environment/water/innovationpartnership/>;
  - The European Water supply and sanitation Technology Platform (WssTP) with for example reports on water reuse (<http://wsstp.eu/files/2013/11/ExS-Water-Reuse.pdf>);
  - The European Water Association (<http://www.ewa-online.eu>);
  - The websites of past European projects on water reuse (e.g. Reclaim Water: <http://www.reclaim-water.org>; Aquarec: <http://www.aquarec.org>);
- Promote European expertise and services in water reuse to a global audience;
- Support European SMEs in their efforts to commercialize solutions.

As part of the establishment of a European water reuse association, named Water Reuse Europe (WRE), UCRAN is in charge of the development of its website that will constitute a knowledge exchange platform for both project partners and stakeholders of the water reuse sector. In the current deliverable, UCRAN reports in details the design and functionality specifications of the association’s website.

It should be noted that the partners involved in WP8, and more broadly in the DEMOWARE project, do not have the specific technical competencies to execute this task (including the design and hosting of the platform). In addition, the WRE website needs to be independent of the DEMOWARE consortium to ensure both neutrality and longevity beyond the project’s timeline. Therefore the technical realisation of the website (including design and hosting) has been the object of a tendering procedure in order to appoint a sub-contractor for the task.

## 2 Aims and target audience of the WRE website

The aim of WRE is to become a reference for all stakeholders that have a direct or indirect link with the water reuse sector in Europe.

As such its website will:

- Be an entry point for stakeholders who want to learn about water recycling and reuse in general, but also more specifically to get informed on the various actions taking place in Europe around that thematic.
- Raise awareness on the issues associated with the management of the water resource in Europe and educate people from a general audience about the science, engineering and management principles behind water reuse.

- Showcase the activities and services offered by WRE and become its main communication tool for sharing good practices, knowledge, techniques, research, and experiences on water reuse at an international level.
- Promote the actions of WRE and the EU to respond to water stress issues across Europe (and beyond).
- Present the various services offered by WRE.

The target audience includes:

- Commercial companies involved in the water reuse sector (water service companies, equipment providers, consultancies etc.).
- Public bodies involved in water reuse (e.g. regulators, publicly owned water supply bodies).
- Universities / Research Centres.
- Trade & professional associations (local, national, international).
- Individuals with an interest in water reuse (employees, students, general public).

### 3 WRE visual identity

The visual identity of WRE including the logo of the association and all related design features (graphic charter including colour schemes, template web pages etc.) will be developed by the subcontractor based on UCRAN's instructions. The visual identity of WRE should be contemporary, highly recognisable and fairly simple. It should reflect the aims of the association detailed above, therefore conveying the notions of water, reuse, innovation and collaboration. The logo and graphic charter of WRE should be easily replicable on various graphic items (website, publicity, PowerPoint presentations, PDF etc.).

The visual identity and logo of WRE will be available in the form of a website prototype page within two weeks of the website development phase which will span over 14 weeks.

## 4 Website requirements

### 4.1 Domain name

In July 2014, the DEMOWARE project management board approved the term "Water Reuse Europe" (WRE) as an official name for the European water reuse association. Therefore the domain name [www.water-reuse.eu](http://www.water-reuse.eu), which offers the advantage of encompassing the three terms of this name "Water", "Reuse" and "Europe" as an extension, has been purchased and will be used as the association's website address.

### 4.2 Website design guidelines

The website should have a clear and attractive feel and look, therefore:

- The design will be representative of the visual identity of WRE approved by UCRAN and WP8 partners.
- The logos of WRE, the EU and other funding bodies will be incorporated on the homepage.
- A favicon of WRE will be visible in front of the website URL in the browser address bar.

### 4.3 Visitors' access area and related content

The website will include two access areas:

- A public area introducing WRE and its services;
- A registration area (login required) providing access to services offered exclusively to members of WRE.

The main specific features for both areas are listed in Table 1.

**Table 1** Features of the public and member areas of the WRE's website.

Public area <sup>1</sup>	Members area <sup>1</sup> (Requiring a login option)
<ul style="list-style-type: none"> <li>• Home page with details on the WRE and its services;</li> <li>• An "about us" section including pages on the association's history, its mission, its legal and governance structure, its staff, a contact page with a generic "contact us" email address for queries and support. This page should also include a section on terms of use, privacy, copyright and disclaimer.</li> <li>• Branding of WRE, funding bodies, EC, DEMOWARE project, and major members of the association;</li> <li>• Page with profile of companies providing technologies and services in the sector;</li> <li>• Section on general information on water reuse for the general public (science, engineering and management principles behind water reuse schemes) with interactive features (video/diagrams etc.);</li> <li>• Section on news on water reuse (scientific, regulatory, industry news);</li> <li>• Section on on-going research on water reuse in Europe including updates and a listing of current PhD / reuse projects;</li> <li>• Section on training opportunities in the sector;</li> <li>• Section with a publication/report library;</li> <li>• Directory of companies and institutions actively involved in the association (with links to their respective websites);</li> <li>• Automated membership registration page with description of membership levels and membership login access area;</li> <li>• Membership help page;</li> <li>• Secured page for the payment of memberships registration fees;</li> <li>• Event page including a calendar, information on support offered by the association for the organisation of water reuse events, seminars etc.;</li> <li>• Site map;</li> <li>• Social networking media connecting to the website (FB, Twitter, LinkedIn) with news trackers to supply content;</li> <li>• Job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Resource database: <ul style="list-style-type: none"> <li>○ Water reuse schemes (with graphic content such as interactive maps, diagrams, pictures etc.);</li> <li>○ Catalogue of water recycling technologies (with maps, diagrams, pictures etc.);</li> <li>○ Tools and techniques developed through DEMOWARE and previous EC funded project;</li> </ul> </li> <li>• Portfolio of research projects (description and major findings);</li> <li>• Member's directory with contact details sorted by class to allow a targeted distribution of emails (i.e. emails to all members, to water reuse companies, to students only etc.)</li> <li>• Online discussion forums for knowledge exchange;</li> <li>• Possibility of webinars.</li> </ul>

<sup>1</sup> It should be noted that the actual text content for these features, including the website terms of use, disclaimer etc. will be provided by the CWSI team and other DEMOWARE partners.



## 4.4 Content management system (CMS)

### 4.4.1 General specifications

The CMS will be open source. It will be flexible and simple to use. For instance, the chosen CMS solution will allow the administrators to fully manage the content of the site including the use of text, images, maps and hyperlinks without IT involvement.

When changes will be made to the website, the CMS will support record keeping of changes and logging the name of the person who made them. Previously published versions of the site will be accessible if need be.

The CMS will also allow publishing control. That is to say that changes to the website content could be made and saved on the site without being seen publicly until these changes are approved for online publication.

All content and pages components will be optimised for search engine indexing.

To summarise, the CMS will be compatible with:

- Direct in-site editing of content;
- Cascading style sheets (CSS);
- In-site editing of pictures (cropping/ sizing...);
- “What You See Is What You Get” editing (when the text is changed to italic, or a picture is cropped, changes need to be visible while editing);
- The creation of hyperlinks;
- The up/down-loading of documents;
- Online archiving;
- The registration of members using registration forms that can be filled online;
- The durability of the website

### 4.4.2 News feed management

Regarding the management of news feeds, it will be possible to highlight specific events or pieces of information on the website’s home page.

When publishing news, access to additional information related to this news will be offered either as hyperlinks to more detailed information (located on the WRE website itself or on other websites) or via links to downloadable documents.

### 4.4.3 Statistics

The CMS solution will allow the determination of statistics related to the website traffic including at least: the number of visitors, domains/countries of hosts/visitors and most popular pages.

### 4.4.4 Accessibility

The CMS solution will comply with the WAI web content accessibility guidelines.

The website should be developed to meet at least all priority 1 checkpoints of these guidelines (<http://www.w3.org/TR/WCAG10/full-checklist>) and as many of priority checkpoint 2 and 3 as is realistically possible.

#### **4.4.5 Other technical requirements**

- A site search engine will be available on each page of the site.
- The speed for loading pages of the website will be optimum (not more than 2.5 seconds).
- On the website homepage, the number of items of the menu will be limited (not more than 10)
- The website will be functional over a range of resolutions and will be compatible with a range of platforms (pc/mac, tablets and smartphones) and browsers (IE, Safari, Firefox).
- Vertical scrolling will be kept to a minimum.
- Horizontal scrolling will be prohibited for 1024x728 screen resolution.

#### **4.5 Data protection and management**

The website must comply with the requirements of the Data Protection Act 1998 (<http://www.legislation.gov.uk/ukpga/1998/29/contents>).

Specific Software/hardware platforms will be used to help managing data produced for the website and ensure that they are appropriately stored and backed up.

#### **4.6 Intellectual Property**

All intellectual property rights related to the website, including content, images, and other graphic elements as well as look and feel (including the logo and visual identity) will be owned by WRE. Therefore, none of the logos and other design elements that relates to WRE may be used without the permission of the WRE board.

## 5 Delivery

As illustrated in Table 2, the website will be developed in five successive phases and should be delivered by the subcontractor in 14 weeks. It should be noted that the working phases listed in here should lead to the launch of a working website for WRE. However, this does not necessarily mean that all the features and website specificities listed in Section 4 will have to be fully functional at the terms of these phases.

**Table 2** Timeline for the design and development of the WRE website

Phases	Description	Task duration
1 Development of the website look and feel Determination of a domain name	<p>This phase starts as soon as the successful tenderer has been appointed.</p> <p>The subcontractor proposes:</p> <ul style="list-style-type: none"> <li>• A choice of minimum three possible designs for the visual identity and logo of the WRE in the form of a website prototype page to choose from.</li> <li>• Web host options</li> </ul> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>• Documents illustrating the proposed logos, and branding of the WRE website to be submitted to the WP8 partners for approval.</li> <li>• Web host solution and domain name options</li> </ul>	2 weeks
2 Basic website creation	<p>After approval of the WRE website design the subcontractor will develop the website source files.</p> <p>This phase consist in developing the architecture of the website according to the CWSI requirements listed in section 3 of the current report.</p> <p>The organisation of the content will be done as a prototype document that is submitted on a regular basis to UCRAN for comments and validation of design options.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>• Website architecture</li> <li>• Final source files and images</li> </ul>	6 weeks
3 Website testing	<p>The functionalities of the website will be tested by UCRAN and selected partners of the DEMOWARE project who will contribute to the content of the website.</p>	3 weeks
4 Full website launch	<p>This phase consist in the online publication of the website using the web host solution chosen and the definitive website domain name</p> <p>UCRAN will check the website design and functionalities and report any malfunction or parameters that will need adjustment or correction.</p> <p>Deliverable:</p> <ul style="list-style-type: none"> <li>• Final website and all related source files.</li> </ul>	2 weeks
5 Training on the CMS	<p>This is a knowledge transfer phase.</p> <p>During this phase the subcontractor will make sure that UCRAN receives all the elements required to manage and update the website without IT involvement.</p> <p>Deliverable:</p> <ul style="list-style-type: none"> <li>• User and administrator guide including all elements required to fully manage and update the website.</li> </ul>	1 week
TOTAL project duration		14 weeks