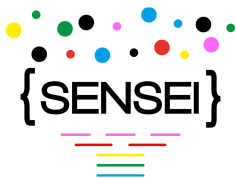


D7.1 – Website and Fact Sheet

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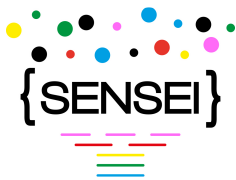
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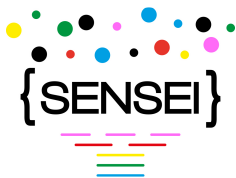
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Executive summary

This deliverable, entitled D7.1 Website and Factsheet, is the first one of the Work Package 7 (WP7) of the SENSEI project, named “Dissemination and Exploitation”.

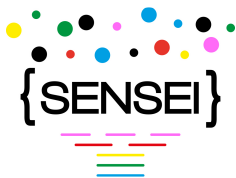
The scope of this document is to provide the Fact Sheet of the project suitable for Web publishing¹ and to describe the set-up of the Website. The deliverable will also give guidelines on the design of the logo, in order to improve the dissemination of the project.

A main objective of WP7 is to provide the appropriate tools for the diffusion of the project.

The present deliverable is split into three main chapters:

- The first one includes the Fact Sheet, describing objectives and impact of the project.
- The second one describes the SENSEI Website.
- The third one is about the logo design and guidelines.

¹ The Fact Sheet will be maintained and updated until the end of the project and this will be documented in the regular reporting.



1. Fact Sheet

1.1 About

Conversational interaction is the most natural and persistent paradigm for business relations with customers. In contact centres millions of calls are handled daily. On social media platforms millions of blog posts are exchanged amongst users.

Can we make sense of such conversations and help create assets and value for private and public organizations' decision makers? And indeed for anyone interested in conversational content?

The overall goals of the SENSEI project are twofold. First, SENSEI will develop summarization/analytics technology to help users make sense of human conversation streams from diverse media channels. Second, SENSEI will design and evaluate its summarization technology in real-world environments, aiming to improve task performance and productivity of end-users.

1.2 Target User Groups

SENSEI's end-user groups are from the contact center and social and news media application domains. In the contact centre domain, the end-users of summarization analytics will be data analysts, quality control professionals and managers. In the media domain, the end-users of summarization analytics will be news comment readers, news comment authors, journalists and editors/media analysts.

1.3 Objectives and Outcomes

SENSEI's scientific and technological objectives are to develop new technologies that will empower users to make sense of conversations through the following advances:

- Parse human conversations for both content, affect and other behavioural traits.
- Create adaptive technology to address the diversity and velocity of the media sources.
- Automatically generate human-readable multimedia, graphical and tabular summaries of dialogues and/or multiparty conversations.
- Evaluate technology where it is being used and not only in the lab. We will engage end-users ranging from language data analysts to quality assurance professionals and news media analysts in real task settings.

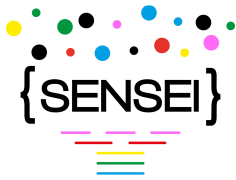
1.4 Impact

We expect SENSEI to advance the state-of-the-art in conversation understanding towards the next-generation of analytics technology. SENSEI's is committed to develop methodologies for professional conversation data analysts and create innovative analytics services from large scale data streams. Given the diverse target user groups, SENSEI will impact diverse industry sectors, such as contact centres, news and social media.

1.5 Project Information

Making Sense of Human-Human Conversation Data – SENSEI FP7-ICT-610916

| | |
|-----------------|--|
| Duration | 1 November 2013 – 30 October 2016 |
| Budget | 3,500,000 EUR (EC Contribution 2,650,000 EUR) |
| Contact | University of Trento |



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2. Website

2.1 General Description

SENSEI's website has been developed using WordPress and registered under the domain <http://sensei-conversation.eu> in accordance with the EU recommendation.

The website purpose is twofold. The main purpose is to provide information about the SENSEI project and demos to viewers. The other purpose is to internally share, store and exchange files between the partners involved in the project. Hence, the website platform includes a web interface, which is optimized for mobile, and a back office, which is accessible only to the partners of the SENSEI project.

The website will be maintained and updated until the end of the project and this will be documented in the regular reporting.

2.2 Layout

The website has a two-column layout with a banner on the top, including a horizontal menu, and a featured slider highlight box right under the banner in the homepage. A side bar is on the right and the main content area is on the left side of the screen.

When accessed from mobile, the side bar on the right disappears and the layout has just the main content area. The Seventh Framework Programme, the menu and the main content area have the highest visibility.

At the bottom of the page there is a footer with the menu and the access to the backoffice.

During the navigation, the highlight box disappears and substituted with a navigation bar containing a backlink to the homepage.

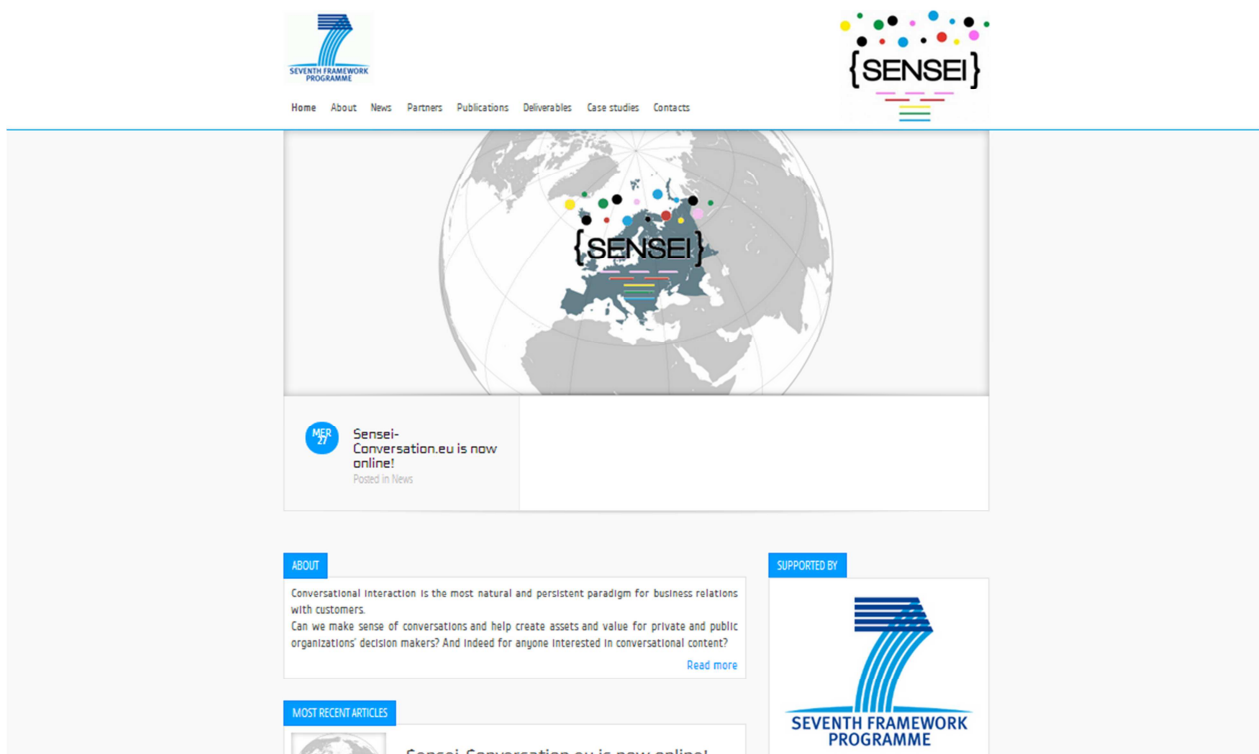


Figure 1. Layout of the web interface



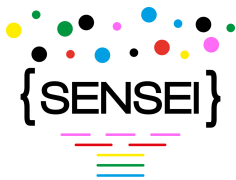
Figure 2. Layout of the mobile interface

2.3 Sections

The Website has been divided into 8 sections, accessible from the menu. In addition, there is a link to the link to the Homepage section from the Sensei logo.

- **Home** is the landing page of the website containing a small description of the project and all the recent announcements.
- **About** contains a detailed description of the SENSEI project for a general audience. It is possible to add a live data stream as concrete example of the project output.
- **News** All the latest news and events are displayed in this section. This section will be used to advertise project related events, to describe its progress for an interested but not specialised public; to comment on how societal or technology developments in the world at large demonstrate the importance of or open opportunities for the technologies developed under the project. It is possible to add an rss feed subscription to the news or a blog in this section.
- **Partners** section contains a short description of each partners of the project (description, logo, link to the partners' websites).
- **Publications** section will contain all the publications and dissemination papers done within the SENSEI project. All the material will be available for download.
- **Deliverables** section contains all the information about the deliverables (title, author, due date) plus a link to the file for each deliverable. The deliverables will be made available in a non-proprietary format, i.e. PDF/A for textual documents.
- **Case studies** will display some case studies done within the SENSEI project
- **Contacts** contains a form for contacting SENSEI administrators. In this form are provided fields for name, email, subject and text messages, plus a captcha system for filtering bots.

Whenever possible, the website will indicate download and visit statistics, using google analytics.



3. Logo

3.1 Design

The establishment of clear guidelines to the design of dissemination material is essential to develop a solid, coherent and memorable project identity. The logo is the most important part of the brand for a successful communication to the audience. The logo of the SENSEI project is available both in colors and black & white versions (see figure 3).

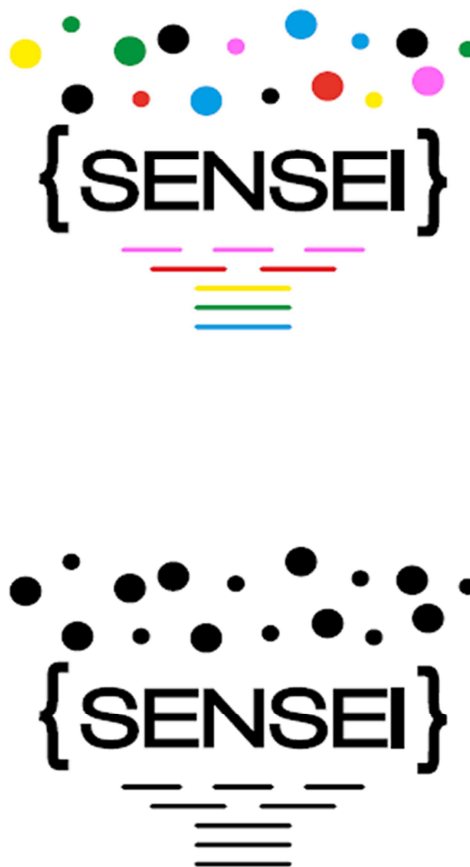
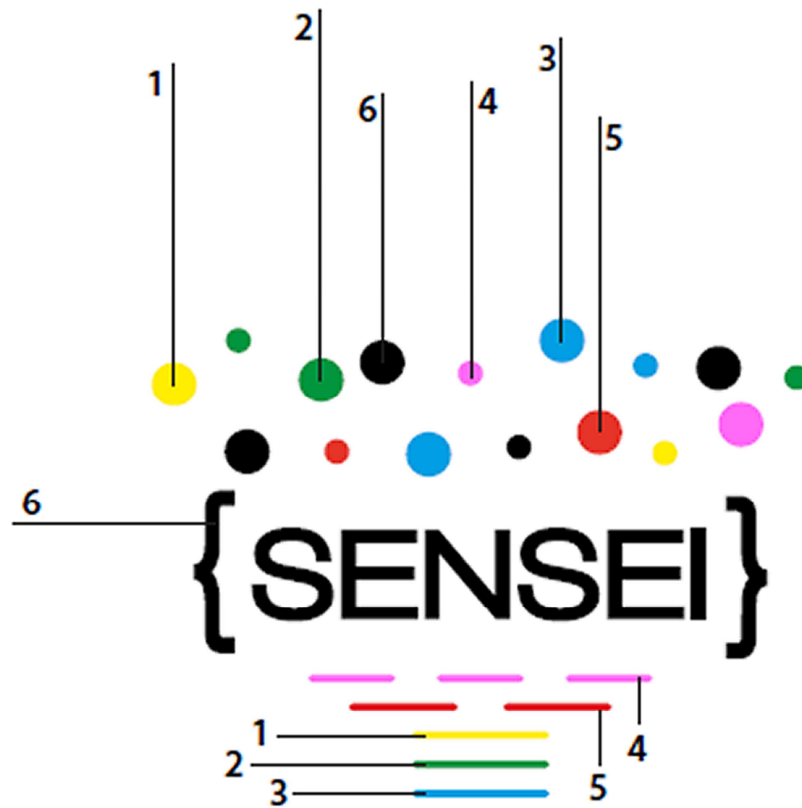


Figure 3. SENSEI logo versions

3.2 SENSEI Logo Style Guide

While the Black & White version of the logo is printed in black, the colour version requires specific printing instructions. Figure 4 shows the colour codes for full colour in the CMYK, RGB and Hexadecimal systems. No other color variations are acceptable. The SENSEI logo is acceptable only in the black & white or color versions, it should not be stretched or cropped. The logo should be in white when printed on a coloured background.



| | | | |
|---|------------------------|---------------------|---------|
| 1 | CMYK 5 / 0 / 89 / 0 | RGB 255 / 237 / 0 | #ffed00 |
| 2 | CMYK 84 / 12 / 96 / 1 | RGB 0 / 150 / 64 | #009640 |
| 3 | CMYK 75 / 22 / 0 / 0 | RGB 0 / 159 / 227 | #009fe3 |
| 4 | CMYK 26 / 62 / 0 / 0 | RGB 255 / 106 / 247 | #ff6af7 |
| 5 | CMYK 0 / 90 / 85 / 0 | RGB 230 / 51 / 42 | #e6332a |
| 6 | CMYK 91 / 79 / 62 / 97 | RGB 0 / 0 / 0 | #000000 |

Figure 4. Colour codes for CMYK, RGB and Bullet point Liv 1