Sensing, ArtiFicial intelligence, and Edge networking towards Rural Health monitoring (SAFE-RH)





SAFE-RH Project no. 619483-EPP-1-2020-1-UK-EPPKA2-CBHE-JP



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1. Introduction

This document reports an important deliverable *D4.2* of the **S**ensing, **A**rti**F**icial intelligence, and **E**dge networking towards **R**ural **H**ealth monitoring (SAFE-RH) project. The deliverable *D4.2* includes three components website, logo and social media platforms. These components are designed, developed and launched that will increase the visibility, reach to the target groups, and sustainability of the SAFE-RH project in long term. More specifically, this document in following sections provides rationale and details about features of website, logo and social media pages realized for SAFE-RH project.

2. Website

The major intent of the website is to reflect SAFE-RH project and to increase its visibility among target audience that include both the audience benefitted directly and indirectly from this project. To meet the purpose in an effective way the layout, features and content of the website are designed exploiting quality guidelines of Human Computer Interaction and Information presentation. The following subsection presents features and functionalities of the SAFE-RH website in detail.

2.1. Design considerations

2.1.1. Layout

The layout of the website is designed simple and consistent with the usability standard that consists of four important major divisions including header, banner, body, and footer. One with the basic knowledge of using any website can easily understand and interact with the SAFE-RH website.

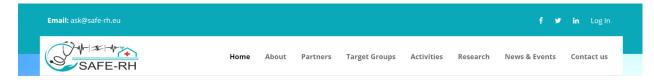
2.1.2. Theme and Colour

Theme of any website gives an idea to novice user about the purpose of a website. Keeping in view the essence of SAFE-RH the website theme is described by relevant images available in the banner part of the website, special purpose images in the body of different pages, and custom-built logo. Since Pakistan is the target country of the project, thus colours (Green and White) in Pakistani flag are used to portray affiliation of the project with Pakistan. In addition, to portray the technology, medical nature, and target audience, most relevant icons are selected and used.



2.2. Header

The header of the website that stays at the top of the website consists of navigation menu, logo, email address, link to social media platforms and login for admin dashboard.



2.3. Banner

To define SAFE-RH project and to pictorially present the theme of the project the banner part on the website is designed. It contains the project thematic images which may change with timer and stay with mouse hover option. Two buttons are designed on left and right of the banner to explicitly change the thematic images. Anther button *Read More* is placed to directly move on to *About* TAB. The rectangle cards are designed to display the pilots of the SAFE-RH which overlay the banner part.



2.4. Body

The body of the website designed in such a way that it not only presents content in the plain text and contains images and icons, but for emphasis purposes the content is presented on customized rectangle cards. The content in body part changes with the selection of different option from navigation menu.

| | Challenges In | Rural Health | | | | | | | | |
|--|---|--|--|---|--|--|--|--|--|--|
| In the target country Pakistan, the use of smart technologies in health is considerably limited than in the EU. The health sector in Pakistan would enormously benefit from emerging technologies as well as technical expertise to ensure high productivity at a global level. The challenges facing these countries to grow their basic health provision urgently need them to develop their technical, management and administrative skills to maintain high-tech to be used in the health to address maternal and children mortality rate, care of old people. The EU and Pakistan HEIs can play huge role for promoting technologies to improve the quality and health in rural areas by providing appropriate training and curriculum. | | | | | | | | | | |
| | istan Heis can play nuge role for promoting t | connoisgies to improve the quarty one near | ann rarai areas of promany oppropriote | | | | | | | |
| | High mortality rates of women | Traveling long distances to visit | Fragile health condition of old |] | | | | | | |

2.5. Footer

The footer of the website stays consistent while navigating across the website. It designed to present information about the project partners, unique project identity, funding agency, disclaimer statement, copyright information and direct access link to home page of the website.



2.6. Navigation Menu

On the top of the website navigation menu is designed keeping in view all the needs of SAFE-RH visibility to the target audience. It consists of following eight menu items and selection of each menu item navigate the user to respective webpage. When the website is browsed through its URL, the home page is displayed by default. The selected menu items is presented in dark black whereas rest of the menu items are displayed in grey black colour. Detail about each menu items is presented in follow subsections.

| Home | About | Partners | Target Groups | Activities | Research | News & Events | Contact us |
|-------|-------|----------|---------------|------------|----------|---------------|------------|
| 2.6.1 | L. Ho | ome | 5 | HГ | | | |

The selection of home meu items displays homepage that consists of following content in the respective body part:

- SAFE-RH in Brief: In plain text the big picture of the project is presented.
- **Challenges in Rural Health:** It is designed using plain text, special rectangles and customized icons to get more attention of the user on challenges in rural health.
- **Project Highlights:** Project highlights part is designed to seek attention of user exploiting attractive colour scheme, rectangle- based separation, icon along with plain text. The information remains static due to its never changing nature.
- **New and Event:** It showcase only three recent events is rectangle cards having title of the event, short description, image and date of the event. This dynamic information which changes with the periodic updates.

2.6.2. About

The page of About provides details of SAFE-RH including information about consortium, aim and objects, mission, and challenges of the project in more elaborated form. Image on this page is about of map of the Pakistan filled with different iconic images such as sensors, target audience and medical

related. The colour of is image is customized to green. Since the information presented on this page is constant that why kept static on the website.

2.6.3. Partners

This page present information about all four partners of SAFE-RH. The content consists of name of partner university, its logo and URL to reach website and short description about the partner university.

2.6.4. Target Groups

This page contains important information in plain text about the target groups of the project. The content on the page can be of interest for the reader to understand the essence of SAFE-RH, its reach and scope.

2.6.5. Activities

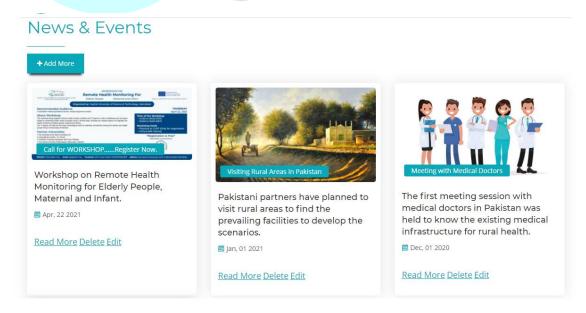
In order to understand the working of the project. Year-wise major activities of the project are presented on the Activities page.

2.6.6. Research

In order to display the research outcomes of the project, the navigation menu item *Research* allows a general user of the website to reach the Research page. Login based admin panel of this page is also designed to add, delete, and update information relevant to the research.

2.6.7. News and Events

For updating a user of the system about different news and event, the webpage News and Events is designed. It is accessible by the general user through menu item with same captioning. Login based admin panel for this page is also available to add, delete and update news and events about SAFE-RH. For a particular news title, description, detailed content, date and image can uploaded through admin panel which are later on editable.



Add News & Events

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CONTACT DETAILS

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| Subject |
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2.7. Admin Panel

To update content for the dynamic page of the website, the password protected admin panel is available to the management of the project through a link available on header of the website.

| Email: ask@safe-rh.eu | | | | | | | f y | in Log In |
|--|-----------|------------|----------|---------------|------------|----------|---------------|------------------|
| SAFE-RH | Home | About | Partners | Target Groups | Activities | Research | News & Events | Contact us |
| HOME > Login | | | | | | | | |
| | | | | | | | | |
| Login | | | | | | | | |
| Please Enter username and password to logi Username | in to you | r account. | | | | | | |
| | | | | | | | | |
| Password | | | | | | | T | |
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| +J Log In | | | | | | | | - |
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2.8. Hosting

Keeping in view the 24/7 availability, performance, and excellent SSL support for security of the website, the best web hosting service of GoDaddy (https://pk.godaddy.com/) is chosen. Although it provides only on email ID with domain name selected, however more can be purchased as and when required based on needs of the project.

Following the funding agency requirements, <u>https://safe-rh.eu/</u> domain is purchased. The SAF-RH website is already launched and accessibly by the same URL.

3. Logo of the Project

Logo visually communicate the unique identity of any company, brand, or project. Following the same intent, a customized logo in-line with the theme of the SAFE-RH is designed. The logo represents the availability of medical services at doorstep in rural areas through ICT and IoT. Three variants of the logo with full name, acronyms and image only are designed.

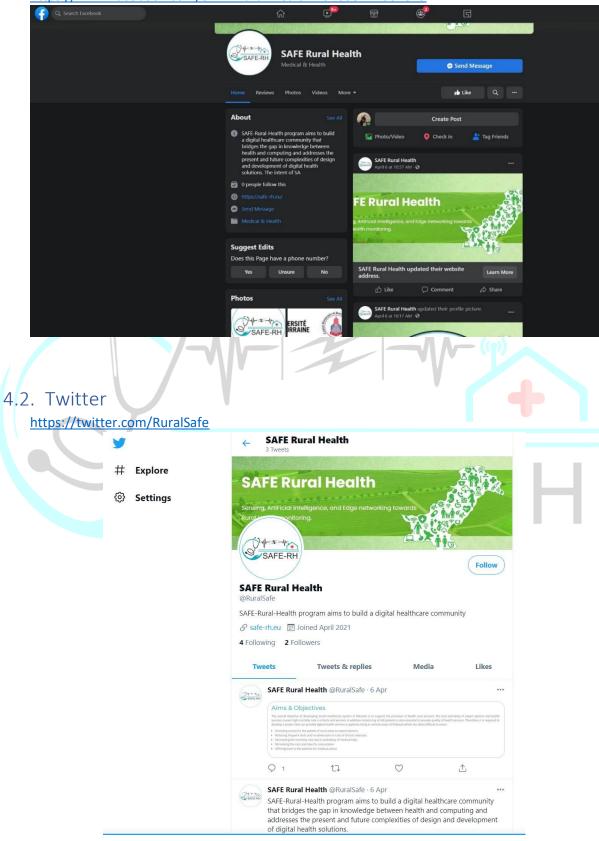


4. Social Media Platforms

The social media platforms are developed to increase the reach of the project as much as possible. The name of the platforms along with the screenshots of the project page/profile is given below.

4.1. Facebook

https://www.facebook.com/SAFE-Rural-Health-104638741664829



4.3. LinkedIn

https://www.linkedin.com/in/safe-rh-50424820b/

| SAFE Rural Health | towards |
|---|---------------------------------|
| Safe RH SAFE-Rural-Health program aims to build a digital | COMSATS University Islamabad |
| healthcare community Pakistan · 1 connection · Contact info | |
| Activity 2 followers | |
| Safe shared this | Safe shared this |
| See all activity | |

5. Behind the Scenes

In order to finalize the website and logo of the project many efforts are made behind the scenes. In this regard, six different templates of the website are developed and long list of logos is designed.

5.1. Website Templates

Following are the screenshots of the six templates designed and developed for the website after rigorous efforts of the team.







| | 🕻 Call : +92 051 931 438 2 🛛 🖀 Infogeculwah.edu.pk 🛛 🛛 Capital Territory Islamabad, Pakistan | |
|-------------|--|------------------------|
| | SAFE-RH Home About Partners Target Groups Research Ne | ws & Events Contact Us |
| - tele- | SAFE Rural Health | Attimation |
| Sec. 2 | Sensing, ArtiFicial intelligence, and Edge networking towards Rural Health monitoring. | |
| AND AND AND | Learn More | |
| | IN THE PARTY OF TH | * |
| | Old Homes Monitoring Maternal & Infant Health Traini | ng & Learning |



5.2. Logo Alternatives Following are the images of the logos designed for the SAFE-RH.

| SAFE-RH | SAFE-RH 1.1 | SAFE-RH 1.2 | SAFE-RH 1.3 | SAFE-RH 1.4 | I.5 | SAFE-RH 2 | SAFE-RH 3 | SAFE-RH 4.1 | SAFE-RH 4.2 |
|----------------|----------------|----------------|----------------|-------------------|--------------------|-------------------------|--------------|----------------|----------------|
| SAFE-RH 4.3 | SAFE-RH | 6.1 | 6.2 | SAFE-RH | | Ф <u>баге кн</u> 8.2 | Safe-rh. | 10 | SAFE-HR 11 |
| ESAFE-HR 12 | SAFE-HR 13 | SAFE-HR 14 | 15 | SAFE-Rural Health | SAFE- Rural Health | SRH 18 | 19 | | |