IMPORTANCE AND LIFE-CYCLE OF THE PROJECT WEBSITE

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Abstract
A well known and established way of presenting information, hosting of services and dissemination are project websites. They are usual also one of the results of the projects. Therefore it is important that they are appropriately designed and implemented. Several guidelines and tutorials exists about that, mostly dependent of area of interest and target audience. For the project STRENGTH partners of the project decided that it will serve as the core e-platform. Its main purpose will be providing details about the project and the tool in order to promote project results, provide broadening the circle of interested public and to achieve sustainability of the project. The contribution represents the analysis of needs and expectations about the project site at first, then the three iterations of the project website current life-cycle and future maintenance, its organisation and finally the report about their usage and lessons learned about the project websites.

Keywords: project website, needs analysis, website design, website life-cycle

Introduction
Last three decades, the development of information technology extremely changed the daily lives and life style of human beings and revolutionized organizations and overall economy. A new area of information age (some call it “information explosion”), responsibilities and opportunities started by the Internet and the World Wide Web as its most important service. Web is becoming the greatest communication medium nowadays and platform for people to acquire knowledge and explore information. Demands for new network services, their solutions and applications expand at the unprecedented speed and Internet now hosts the largest portion of informative data around the world.

Hundreds of millions of repositories of information called “websites” or “webpages” form a complicated information system from which people can gather
needed information. According to some organizations (e.g. NetCraft, www.netcraft.com) the quantity of websites exceeded billion pages already in 2014 and is still increasing daily. Similar is for users, number of internet users, network traffic and network data storage. It is faster to search and extract information from websites than looking up for information in classical library. The fast growing number of internet users presents education and business opportunities while the fast growing number of websites leads to awareness that website is not just intuitive product but rather carefully conceived project. Namely, websites can among other things gain strategic advantages for individuals and organizations, can facilitate institutional and political change, can attract prospective applications, can build communities, share knowledge, solve critical life issues, spread the news, etc. Websites are widely recognized mediator to proliferate the desired information to the user or customer.

European Commission funded projects address different aspects, individual and professional, individual and organizational, theoretical and practical, with short- and long-term visions, etc. As it is usual, project websites are one of the projects results, and are well known and established way of presenting information, notifying, dissemination and broadening the circle of interested public. They can have only basic role of project's presentation, or they have more complex role (e.g. e-learning, training centre, discussion area, etc.) and they are maybe of assistance or a tool for achieving some other project results. In 2013 started the Leonardo da VINCI TOI Project STRENGTH (Structuring of Work Related Competences in Chemical Engineering), 2013-1-ES1-LEO05-66726 (www.greenstrength.eu). Project core activity is to map and describe “green abilities” for sustainable economy. Basically, project tends to provide enough information for people to improve their knowledge and skills and be more competitive in labour market or even innovate and start their own new challenges. In order to meet the main aim the project anticipated the project website as one of the mechanisms for end-users.

The success of website is closely related to the needs and expectations of users. For this purpose, a survey about project website expectations was conducted. The paper presents the literature overview about websites followed by the main topic, the survey results and project websites versions representing the life-cycle and the report about website usage.
Literature overview

The nature of world wide web is such that any type and diversity of information can exist, simple or complex interconnected. An extensive amount of research papers exists reporting different aspects of websites. Establishing the website that is attractive with efficient functions and functionality and fits in with general or specific user's needs is a global topic that has been discussed and disputed constantly.

Success of information systems and websites have been point of interest for decades [19, 26] and still is. Among research endeavours, usability and interactivity have been examined most predominately [32], while some researchers tackled the websites through theory of human-computer interaction [21]. There are several types and purposes of websites (e.g. information, identity, education, community, and entertainment sites [14, 17]). Some of types are blogs which in some period exhibited over 50000 new blogs per day (European “blogsphere”) and wikis which are specific in usage although both types with vast possibilities [11, 20]. General lesson applicable to most website is the need to have a very clear set of objectives from the outset. Example of setting and meeting objectives and life-cycle is presented in [2]. The importance of attracting new users, trust to website, identification of users with the website and how retaining them is critical for the success is given in [10, 18]. Critical factors influencing diffusion of interactivity innovations on corporate websites is studied in [32]. Among critical factors is also the design of link structure which can be optimized also with mathematical models [7, 33]. Websites fight for higher visibility which can be achieved also by efficient search engine optimization techniques [15]. There are issues that have to be considered when website offers courses and for example distance learning [8]. How users feel and use the websites according to their sex, differences is observed in [27]. Since websites and their users are spread all over the world, culture effect on websites have to be considered also [16]. Aspect of comprehensibility is covered in [35]. Since number of websites have grown in size, website abstraction or summarisation is of great importance for fast end efficient web browsing and retrieval [3]. Some aspects of advertising are covered in [6]. More and more web content is dynamic and more attractive and interactive websites exists, which are not all suitable for all users. Users with disabilities are mentioned in [23]. Hardware requirements and how to identify website capacity can be found in [24], and example of performance improving in [34]. The theory of rhetorical situation to examine the impact of internal organizational communication on website design is
Importance of maintenance and how to manage the maintenance of websites that need input from many stakeholders briefly described [22]. A proposal of website usability testing on case of library website can be found in [28]. How important is assessment and feedback from users and how website can be improved based on that shows [13]. User's feedback concerning website quality is also in [17], while the quality of website was observed with standard ISO / IEC 9216 (evaluation of software quality, now replaced by ISO / IEC 25010:2011) in [30]. Awareness about “green web content” is growing and it is becoming increasingly important to have website “green” as possible. A study in [4] shows how visualization technology Flash influence the power consumption.

Significantly small amount of research is reporting about development of websites. In [29] authors applied the ADDIE model (analysis, design, development, implementation and evaluation), while the Anderson described the life-cycle via “common sense” [2]. Lastly, websites have to apply to all necessary laws, they present intellectual property, copyrighted materials and informations, data protection, user protection, service protection, etc. which is for some website especially critical issue [5]. On the contrary, some websites don't have honest intentions and tools for detecting fake websites and fraud exist [1, 9]. Security issues and specific types of vulnerabilities are also mentioned in [31].

More information and useful references one can found in [19, 25, 32]. However, in authors opinion the most important document that designers, content providers and other stakeholders of websites should follow is the new standard ISO / IEC / IEEE 23026 [12]. The standard defines system engineering and management requirements also for the life-cycle of websites including strategy, design, engineering, testing and validation, and management and sustainment for intranet and extranet environments.

**Needs analysis**

The purpose of needs analysis was to obtain information regarding the appearance and organization of information of the project website through the requirements and expectations of website users. Mainly, the organization of information is closely related to the project content and products and what will be pointed out and emphasized to the general public.
Website users will be project partners and other users, so called end-users. Among them, partner users and end-users differ in knowing information about the project and their general role - partner users represent the side of information holder and service provider and are familiar with aim and objectives of the project and project's website. End-users on the other side act as recipients of information and service users. Therefore their requirements and expectations are fundamentally different.

Information from both groups of users was obtained by the survey. For each group separate questionnaire was prepared. Due to international consortium of project partners these questionnaires were identically prepared in official languages of project partners. Implementation was as online questionnaires, if necessary partners could get written versions also. Because of using online questionnaires, collecting responses was easier; however, we were aware of disadvantages of this (possibility of not serious or false solving, possibility of errors, reducing the concentration, etc.).

Since this was a qualitative research in order to identify the information for establishment of the project website, the survey does not provide hypotheses, but it will answer the following research questions: (1) What is the benefit that both groups of users they expect from the project website? (2) What kind of information both groups of users expect to be at project website? (3) With what kind of content and website elements will be the expected information realized? (4) What content will be accessible only to the partner users? (5) How it will be evaluated the success of the project website at the end of the project?

The work was done in the following phases: (1) examination of websites of some other projects funded by the European Commission; (2) examination of information about the project STRENGTH from materials from partner P3; (3) preparation of draft questionnaires in Slovene language; (4) pilot solving the questionnaires from one end-user and one partner user; (5) changes of the questionnaires based on the feedback from pilot solving; (6) review of the questionnaires from methodology expert at partner P3; (7) changes of the questionnaires based on the feedback from the expert; (8) translation of the questionnaires; (9) review and approval of the questionnaires by the project coordinator; (10) translation of questionnaires and their establishment in a common website; (11) solving questionnaires, and (12) data processing of responses and preparation of the report.

Solving questionnaires was conducted from 28.01.-04.2014. Web address hosting questionnaires were sent to potential respondents by partners. After the completion
of solving the questionnaires all responses were transferred to a central location and grouped by groups of users. All answers were prior to analysis translated into a common language. Where it made sense, the responses were united on the basis of similarity of the meaning.

**Instrument**

The instrument was two questionnaires, one for partner users and one for end-users. Basis of the questionnaires is usual interview with questions when one orders production of a new website, supplemented with questions regarding the project STRENGTH. E-learning topic was deliberately omitted from the questions since it is not one of the results or products in the project.

Most of the questions were therefore open-ended and allow respondents arbitrary long and detailed answers. Only a small number of questions were closed type, where open-ended type would not make sense (e.g. choice to which partner belongs respondent, choice of gender, etc.), or it was expected from respondents to provide grade in predetermined range. Due to the different roles of partner users on the project, it was expected that some questions will be unanswered (e.g. the person who will be responsible for technical details is possible to have no opinions on some non-technical project issues, etc.). The questionnaire was anonymous for end-users while the questionnaire for partner users included questions about belonging to the partner, role on the project, role in their organization, gender and age group, which do not guarantee complete anonymity. Regardless of that, it is not expected that these questions will affect the answers. Since the focus of the questionnaires is the website of project STRENGTH, some areas and questions from both questionnaires partly or entirely overlap. The overlapping was intentional to identify differences in expectations.

**Questionnaire for partner users**

The questionnaire is comprised from five areas investigating the opinion of respondents about: objectives and message of project STRENGTH website; general perception of websites of other projects and project STRENGTH; wanted content and organization of web pages on website of project STRENGTH; expected usage of website from the end-users viewpoint and promotion of website, and basic
information of respondents and their experiences on projects funded by European Commission.

**Questionnaire for end-users**

The questionnaire is comprised from five areas investigating the opinion of respondents about: their employment and experiences on projects funded by the European Commission, and their opinion about green jobs, competence profiling and chemical engineering; expected content of project STRENGTH website; expected design of project STRENGTH website; general perception of websites, and basic information of respondents.

Order of areas and questions differs from questions for partner users because end-users are not familiar with details of project STRENGTH except with the information in questionnaire's introduction text. In the latter respondents learned only that primary purpose of the project STRENGTH is to determine structural model of professional competencies in the field of chemical engineering. Details about questions used can be found in [14].

**Summary of analysis**

The following analysis is divided according to semantic areas. The following are summaries of the responses from partner users and end-users as well as deviations in their responses and what should be taken into account on project's website.

**Respondents and their experience**

To the questionnaires for partner users answered 9 respondents and to the questionnaires for end-users answered 14 respondents. In total there were 23 respondents or 22 respondents because one of the respondents solved both questionnaires. While the age groups of partner users were scattered, the end-users dominated in the group from 26 to 35 years in addition to three respondents in age group from 46 to 55 years and two respondents in the age group up to 25 years.

Partner users have different roles on the project and different experiences working on projects funded by the European Community: from 0 to 15 years, or cooperation on from 0 to more than 20 projects. Closely related to that are positive and negative experiences about participating in projects and with project websites. End-users are employed in educational institutions and commercial companies and have also
participated in several projects. One of the end-users stated that he / she is currently unemployed.

Among the positive experiences the partner users exposed interactivity and online learning on the project website, teamwork by using GoogleDocs and in particular that the project offered useful information about the project and connections with the project that benefit in personal and professional development. End-users stated as positive experiences the availability of contacts, applicability and usefulness of project results, publicly available materials, publications and products of the project, monitoring of project process, news, and interactive and informal way of learning.

Among the negative experiences the partner users reported that it was not possible to influence on project website and project's final product, that more was promised that actually done, the inconsistency of content among different languages, lack of updating content and outdated content, not optimized (too long) texts about the project, poor project management, unpredictable events on the project, changing work instructions, and that the final project products were not useful in praxis. Negative experiences of end-users were similar: not updated content after project ended (since project did not provide the integration of the results into the business process), excessive complexity of the project making it difficult to control information, and inadequacy of the amount of information. One respondent stated also no seriousness of the project organizer and country toward the participants.

**Objective, message and purpose of website**

Primary website message and secondary objectives should coincide with expectations of end-users as much as possible. Partner users identified as primary message the promotion of the project, i.e. that is publicly known that project exists and what is the purpose of the project, but mainly they highlighted that primary message should be the useful value of the project. As a useful practical value they mentioned the benefit of the nature (nature-friendly work and life and nature-friendly sustainable development) and human well-being (improvement of knowledge and skills, namely qualifications of individuals which can lead to green careers and entrepreneurship opportunities in the field of chemical engineering). As the primary message someone also stated the awareness of the possibility of networking with other partners, organizations and individuals. Secondary objectives were expected to be similar to primary message or they will expand it. The focus was on the well-being of nature and people through informing and raising awareness of the wider
population about environmental issues, prejudices and benefits of maintaining a healthy planet as much as possible, presenting a broader view on so called green economy, green chemistry, green jobs, green skills and how they are connected with project objectives, and how individuals can obtain the desired professional qualifications according to information on the project website. In addition to secondary objectives were given also the products that are planned within the project: multilingual online platform for presentation of project results, their evaluation and achieving sustainability of the project, a place for gathering feedbacks and ideas for improvements of information and project products from the widest possible population, and observing the usability of products, and identifying potential partners for cooperation.

According to the partner users, the project stands out from other projects because of modernized treatment of green chemistry and positive opportunities for nature and people and that will, in connection with the tool for competence profiling, offer new content in the field of chemical engineering as lifelong learning, vocational training and university education through the implementation of education on additional competences and skills of the green chemistry. It can be concluded that the primary message of the website and secondary objectives are particular the well-being of nature and people through treating the environmental topics related to green economy, green jobs and achieving qualifications in this field. As it will be written in the continuation, the end-users will accept and adopt the message and objectives if they see in them benefits for themselves.

Partner users see as website's targeted audience individuals and organizations. Individuals are people of 20 years and older, unemployed and students who would like to acquire new qualifications for future careers or entrepreneurship, eco-aware employees who want to teach others about green economy, green jobs and green chemistry engineering (e.g. teachers, trainers), who are already dealing with environmental issues in their company (e.g. renewable resources, energy-saving construction, transportation, pharmacy, etc.) and such wishing to introduce green jobs in their companies and organizations. Among the organizations are national and international organizations in the field of chemistry engineering who are acting as a bridge between education and economic sectors that often transmit requests for innovative approaches in their area.
With questionnaires reached public of end-users was different than expected; however, it is still a representative starting point for determining the content, organization of the content and functionality of project's website. The reason to use the website, as seen by the partner users, is mainly identical to primary message and secondary objectives. In addition it was emphasized that website will offer free information also of higher difficulty (it was not specifically stated what was meant by this) and innovative developing methodology for collecting green jobs and environmental management. As expected, the website for partner users represents communication to the public, dissemination of information and products (concrete content and interactive tools) and ensures the sustainability of the project.

Perception

Partner users have given addresses of 17 websites that were visually appealing and 12 websites that met the aspect of professionalism. 7 websites from second list coincided with the first list of websites. End-users gave 9 and 7 websites for the same questions, respectively. Reasons for likeliness and satisfaction of professionalism aspect are mainly due to colour consistency, modern appearance with simple organization of content and functional design (easy and quick access to important information without unnecessary information). Reasons of 9 websites that partner users did not like, and 7 that end-users did not like were mainly because of too much information (text), non-optimal organization, inadequate menu, not updated information and too slow performance. Especially interesting was one answer who reported the website of project VQTS-PH since that project is a foundation of the project STRENGTH.

Among the colours that partner users suggested, green and blue are the colours that mostly stand out, while they also propose the use of third brighter colour. End-users in addition to green and blue colour combination suggested also several different combinations which are probably related to the fact that they have not created an association of project STRENGTH with green jobs. According to the partner users website should avoid non-environmental colours and especially yellow. Avoiding yellow colour was proposed also by end-users, and also avoiding the green and some other colours. The biggest emphasis to emotions that website visitors should experience the partner users gave to expertise, innovation, functionality and entrepreneurship. Ecological feeling was placed in fifth place, and appearance related emotion on the sixth place. End-users have made identical top three most important
emotions, only the order was slightly different: innovative, functional and professional. Ecology was placed on fourth, while the entrepreneurship was places on seventh, eight and thirteenth place.

**Website content, preparing content**

Content that partner users expect on the website along usual content (score information about the project, objectives, partner consortium, resources and results) are: (score 4,9) document repository for participating in the project (score partners, subcontractors); (score 4,7) project related events; (score 4,6) publications in press; (score 4,5) FAQ - frequently asked questions and answers; (score 4,5) contact form; (score 4,5) search; (score 4,4) sign up for news notification; (score 4,0) news; (score 3,7) adding and reading comments about content; (score 3,7) button "send to a friend"; (score 3,6) forum for participating in the project (score partners, subcontractors); (score 3,3) grading content; (score 3,2) document repository for general public; (score 3,1) forum for general public; (score 3,0) photo gallery for participating in the project (score partners, subcontractors); (score 2,9) photo gallery for general public; (score 2,1) live chat.

End-users had a choice between larger set of content and elements of website, and gave the following scores: (score 4,82) basic / general information about the project; (score 4,73) news; (score 4,64) project objectives; (score 4,64) project results; (score 4,64) sign up for news notification; (score 4,64) e-learning content; (score 4,55) contact form; (score 4,45) expected project results; (score 4,36) impact of project on jobs; (score 4,36) document repository; (score 4,27) project phases; (score 4,18) project related events; (score 4,18) added value of project; (score 4,18) list of project partners; (score 4,09) FAQ - frequently asked questions and answers; (score 3,91) glossary of terms; (score 3,91) links to other important websites; (score 3,91) photo gallery; (score 3,73) adding and reading comments about content; (score 3,73) self-evaluation of competences; (score 3,73) necessity of project; (score 3,73) methodology of project; (score 3,73) historical reasons for project; (score 3,64) publications in press; (score 3,55) search; (score 3,27) grading content; (score 3,09) detailed description of partners; (score 3,00) button "send to a friend"; (score 2,64) forum; (score 2,64) live chat.

Among the proposals of the information that should always be displayed, partner users expressed their desire for the username (after login to the site), date and partner logos. From the design point of view, permanent display of partner logos is
questionable due to different colour schemes of logos and their impact on the overall colour scheme of project website. Additionally desired content on the project website by the end-users are sitemap, links to online social networks, publications, tools, work packages and the results of the packages. End-users further emphasized the desire for open access to educational content.

Basically partner users agreed that content in the languages of project partners is sufficient, although with having doubts at the expenses they suggested also French, German and Russian language. Exclusive for partner users should be the following content: entire website, a forum for partners, and almost all final content and tools for profiling competences. Some desires about restricting access and offering information to the general public are contradictory which makes it necessary that project partners come to consensus about that prior to making the project website.

**Usage and promotion**

Very distinct responses were about expected frequency of website visits: 5 to 6 visits per day, up to 100 visitors per day or in whole up to 500 (possibly different) website visitors for the duration of the project. The website will be efficient if it will manage to gain visitors and feedback information about the results, products and usefulness of the project, which is related to the number of different visitors of the website and frequency of revisits.

To promote the website, partner users will resort to the following: links from their websites to the project website; advertising the project in chambers of commerce, educational institutions, conferences, festivals, television and radio; advertising links on social networks; brochures; promotion in local universities, among colleagues, departments of chemistry on other universities, the national chemistry associations, international green websites, and promotion on the forums with similar topics.

The website will be optimized with keywords to achieve good ranking in web searchers lists. Additionally, the website will be entered into web searchers lists that allow entering. Suggested keywords are: green job, green chemistry, green economy, green competences, green skills, competence profiler, job profiler, ldv toi. Among all respondents is apparent awareness about using websites on mobile devices, therefore they propose that the website should be adapted for these devices.
Versions of project website

Project website went through 4 major versions involving all project partners, while the draft version before pilot version was prepared in coordination with project partner P3. During the project website evolved from pilot version (VI) to final version V4. Changes of project website were significant while preserving the design red line decided at pilot version. Most changes were due to improvement of information structure and incoming results of the project.

Pilot version (VI)

Pilot version which was introduced at second project meeting was prepared according to results of needs analysis and was located at www.greenstrength.eu. Questionnaire responses suggested organization of content and information on the project website is the following:

Organization of information on global level:

1. About ... general information
   (1) Necessity of project; (2) Aim; (3) Objectives; (4) Transfer of innovation; (5) Added value; (6) Methodology; (7) Project phases

2. Consortium
   (1) P0 University in Granada; (2) P1 Intellect Foundation; (3) P2 University in Sofia; (4) P3 University in Ljubljana; (5) P4 LKF Associates Ltd.

3. Model ... general information
   (1) Competence profile; (2) Competence matrix; (3) Competence profile certificate; (4) Mobility

4. Green jobs ... results regarding green jobs

5. Competence profiler ... usage of intelligent tool

6. Resources
   (1) Glossary; (2) Useful links; (3) FAQ; (4) Media / Press; (5) Internal documents

Website’s first page is comprised from menu and several areas: Menu: Home, About, Consortium, Model, Green jobs, Competence profiler, Resources; Area 0
(project): logo, project title; Area 1 (basic info): basic info about project; Area 2 (main info): aim, objectives, chemical engineering, green jobs, intelligent tool, mobility process; Area 3 (consortium): list of project partners; Area 4 (news): news, all news; Area 5 (products): competence profiler; Area 6 (footer): Leonardo da Vinci Transfer of Innovation project, useful links; Area 7 (follow the project): social networks, RSS; Area 8 (additional website info): search, partner languages, sitemap, legal notice; and Area 9 (additional functionality): registration, login.

Some areas contain other areas, the text must be everywhere minimal and covering only the essence (the primary message, secondary objectives and access to vital information and tools). On each web page should be the menu, areas 0, 6 and 8, username and the date. The possibility of commenting the content and access to tool for competency profiling is enabled only after prior login to the website. For the tool or interface for the preparation of the content there were no specific expectations, just the usual: the possibility of changing the content, undo button and adding comments to important topics. If any assistance will be needed about preparing the content, support by e-mail is sufficient and it is expected not to be immediate. For visitors, according to the partner users, at first visit of the project website the most important will be the first page with emphasized useful practical value of the project, project objectives, who are the partners, what are educational content and an attractive short video on first page. Visitors will be coming back to website because of the competence profiling tool, active learning, news, results, uploaded documents, reports and content that can be utilized for green jobs. The responses indicate different understanding and expectations of the results and products of the project among the respondents. End-users provided similar responses, they are interested in purpose, project objectives, who are the partners and what will be the results, how much the project is theoretical and how much practical, and above all what is the useful value of the project in praxis, what individual obtains from the project and what is the content of lifelong learning. For revisit reasons they stated similar reasons as partner users and mainly to obtain new information. Pilot version is shown in Figure 1.
Figure 1. Pilot version of project website
Version V2

Version V2 contained changes based on comments about pilot version. Mainly these comments were about changing structure of information to reflect structure of project brochure. Before that structure was prepared based on initial project information and the project from which project STRENGTH was transferred.

Version V3

Version V3 was next evolutionary step of project web-site. It considered comments from version V2, new information and products produced from V1 to V3 and included competence profiler. Competence profiler is external tool having front-end engine and style definition and can be embedded into arbitrary website.

Final version V4

Final version V4 was introduced after final project meeting and took into account final remarks and change of structure according to project results and added value of the project. In addition, competence profiler got additional functionality which also reflects at the project website. For a short period, project website was also connected to auxiliary website hosting project STRENGTH conference (http://conference.greenstrength.eu). Figure 2 shows the final project website.
Figure 2. Final version of project website
Maintenance and usage

Project website was hosted on dedicated hardware server providing enough power, communication capacity and data storage. All data related to project website was regularly saved to external data storage. Since October 2014 all access and usage of website was monitored and logged into server log. Partner P3 was main content manager while all partners have user account for self managing the information on project website.

The expectations of partner users were considering the specifics of the project (chemical engineering, specific area of interested professionals and interested public, relatively short timeslot when project website was introduced to public to the end of the project, continuous addition of results, etc.) and having at least 500 different users during the project duration will be considered as success. Data mining through web server log with the tool Dashboard showed that this expectation was met and significantly exceeded. From October 2014 to September 2015 project website visited more than 5,900 visitors, on average 16 visitors per day, Similar statistics, project website gained more than 160,000 total page views. For specific project website as was this, these numbers are success. Number of visitors and related network traffic increased when new results were published, project partner promoted the website and when project partners conducted workshops and testing activities. Significant amount of mobile users proved that future websites have to be ready for mobile devices - project website implemented responsive design at pilot version and improved it each version. Web server log reported also data collection activities and inclusion of project website into major search engines.

Conclusions

Nowadays, websites are part of our everyday life and it was a long time ago when they exceeded only presentation of information from paper to the web. Developing a website and especially the project website is one of the best ways to provide information to people. Project websites can be important integral part of project results. Therefore it is important to carefully design it, prepare the right content in suitable amount of information and especially to offer end-users what they need. It is a challenge to create a website that is easy, efficient, attractive and intuitive to those who use it. Namely, more than billions websites exist and it is not our intention to create just one website in the sea of websites.
Project STRENGTH website was designed and implemented according to needs analysis, constructive comments from project partners and production of the results during the project time. The most important lessons learned are that concepts of importance of “green”, proper “green” treatment, and concept of project websites are closely related to the concept of “commercial website”. The project website proved the intuitive thinking about the project website - the most important are the results of the project, how user identified with them and what benefit they, nature or economy can have from them. Actually, project websites are very similar to commercial product websites only that they have different commercial note or don't have it as in our case.

References


