

Development of erosion prediction tool for sustainable soil management

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Deliverable D4.1

Predict-Er website

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Contents

1 Introduction.....	4
2 Website Development	5
3 Website Structure and Contents	7
4 Website Deployment	12
5 Website Analytics.....	13

List of Figures

Figure 1. Homepage of the Predict-Er project website (website version 1.0)	5
Figure 2. Homepage of the Predict-Er project website (website version 2.0)	7
Figure 3. About-Project page of the Predict-Er project website (website version 2.0).....	7
Figure 4. About-Team page of the Predict-Er project website (website version 2.0)	8
Figure 5. Example of Dataset page that is under construction (website version 2.0)	8
Figure 6. Resources-Deliverables page of the Predict-Er project website (website version 2.0).....	9
Figure 7. Resources-Promotional Material page of the Predict-Er project website (website version 2.0).....	9
Figure 8. Dissemination page of the Predict-Er project website (website version 2.0)	10
Figure 9. News page of the Predict-Er project website (website version 2.0)	10
Figure 10. Contact page on the Predict-Er project website (website version 2.0)	11
Figure 11. Basic Analytics of Predict-Er website (website version 1.0).....	13

1 Introduction

This report provides a detailed description of the www.predict-er.com website. The website is a crucial communication and dissemination tool, presenting essential information about the Predict-Er project to stakeholders and the general public. This report details the website's development, structure, contents, deployment, and analytics. The www.predict-er.com website is a central element of our communication strategy. It is designed to provide an accessible and comprehensive overview of our project, engaging stakeholders and the public with key information, updates, and resources.

The initial version of the website (Version 1.0) was launched in December 2023, shortly after the project's inception. This version established a foundational platform for sharing project details, news, and updates. The early launch ensured that all stakeholders had immediate access to essential information about the project's mission, goals, and initial activities.

Recognizing the importance of continuous improvement and the need to reflect on the project's progress, we developed a significant update, resulting in Version 2.0, launched in April 2024. This updated version added new content, enhanced the website's functionality and user experience.

The website's development was guided by several key principles:

Accessibility: Ensuring that information is readily available to all users

Usability: Creating a user-friendly interface for easy navigation and interaction.

Responsiveness: Designing the site to function well across various devices, including desktops, tablets, and smartphones.

Security: Implementing security measures to protect user data and maintain the website's integrity.

The Predict-Er website serves multiple purposes:

Information Dissemination: Providing comprehensive details about the project, including its objectives, research areas, and progress.

Engagement: Offering a platform for stakeholders and the public to engage with the project through contact forms, updates, and publications.

Resource Sharing: Making available various resources, including research papers, reports, and data sets, to support the broader research community and interested parties.

2 Website Development

The initial website, Version 1.0, was designed to quickly establish an online presence for the Predict-Er project and provide essential information to stakeholders and the public.

Key features of Version 1.0 included a basic structure, a simple informative layout, and initial content such as fundamental information about the project, the team, and dissemination activities. This version was available only in the Serbian language.

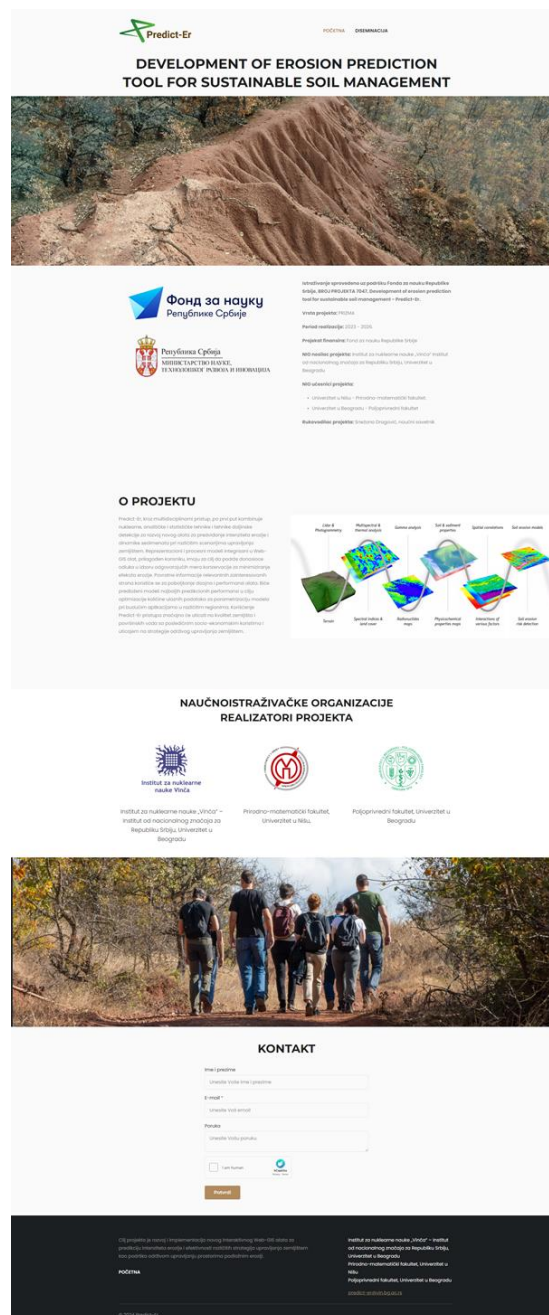


Figure 1. Homepage of the Predict-Er project website (website version 1.0)

Following the accumulation of new materials, a significant update was undertaken, leading to the launch of Version 2.0 in May 2024. This update included enhanced functionalities, new content, and improved user experience.

The website's design focuses on clarity and ease of navigation, featuring a clean layout with the project's logo and a consistent color scheme. The website employs a modern and professional aesthetic to convey trust and reliability.

The website was developed using the WordPress platform for its flexibility and user-friendly content management capabilities. This platform allows the project team to easily update and maintain the website. WordPress provides a robust framework for developing and managing various types of web content, ensuring scalability and security.

User experience was a key consideration, focusing on intuitive navigation, responsive design for mobile devices, and accessibility for all users. The website is designed to be accessible to a broad audience, including those with limited technical skills.

3 Website Structure and Contents

Home Page

The homepage introduces the project with a concise overview, key updates, and links to the main sections of the website. It provides a welcoming and informative entry point for visitors.

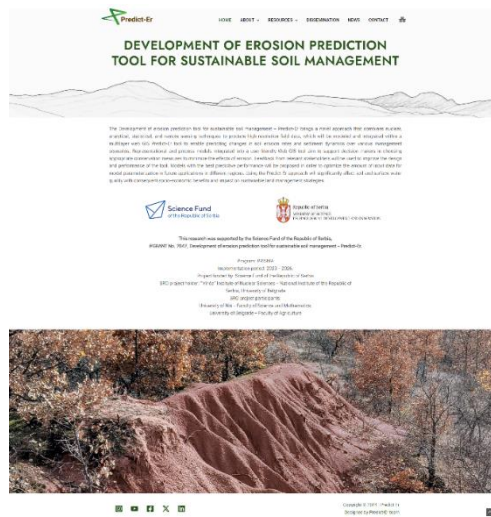


Figure 2. Homepage of the Predict-Er project website (website version 2.0)

About

This section is divided into two parts. The first explains the Predict-Er’s mission and vision of and provides detailed information about the project's background and objectives.

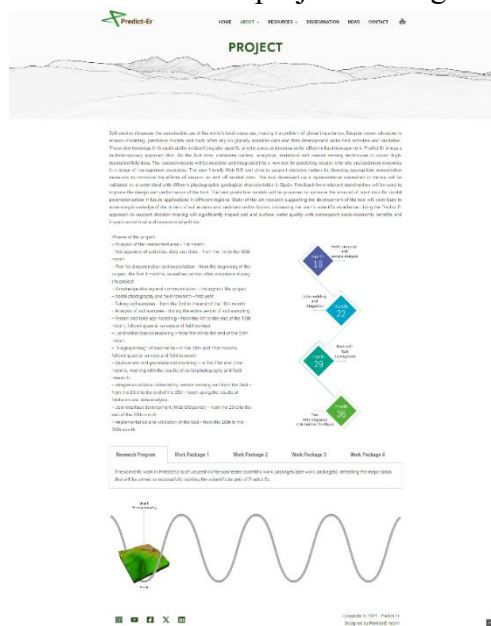


Figure 3. About-Project page of the Predict-Er project website (website version 2.0)

The second section offers a detailed overview of the Predict-Er team's multidisciplinary. Each team member brings unique expertise and experience, contributing to the project's success. This part highlights their roles, backgrounds, and key contributions, showcasing the collaborative effort behind the project's development.

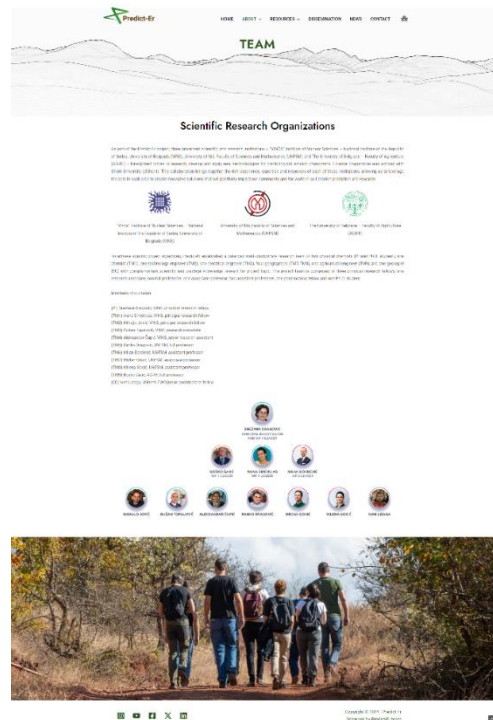


Figure 4. About-Team page of the Predict-Er project website (website version 2.0)

The Resources

This section of the website is a comprehensive repository of valuable information and materials related to the Predict-Er project. It is divided into four parts: Datasets, Publications, Deliverables, and Promotional Material. Each part serves a distinct purpose, providing stakeholders, researchers, and the general public access to various resources.

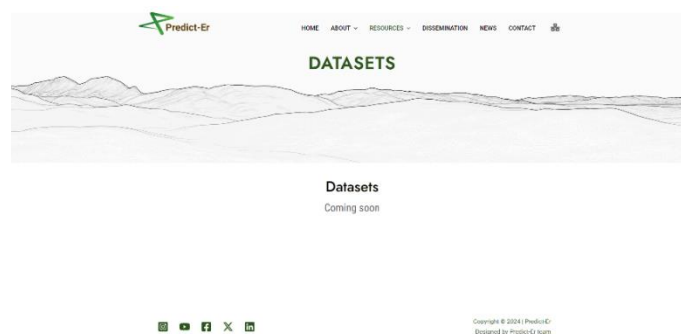


Figure 5. Example of Dataset page that is under construction (website version 2.0)

The Datasets page is currently under construction. This page will provide users with access to various data and research outputs crucial to the project during its implementation.

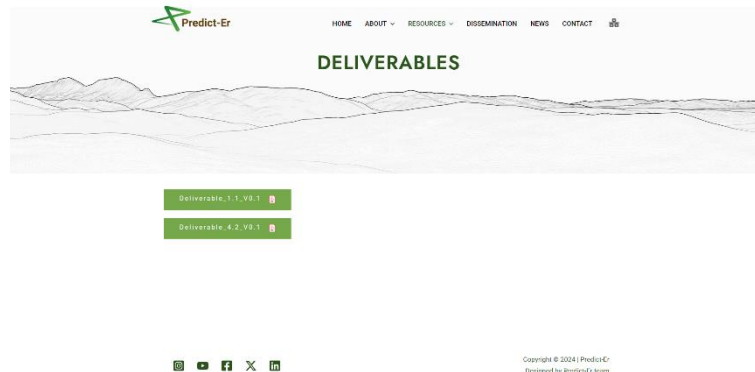


Figure 6. Resources-Deliverables page of the Predict-Er project website (website version 2.0)

All deliverables are publicly available for download, ensuring transparency and accessibility. Each deliverable is thoughtfully documented and organized, making it easy for stakeholders, researchers, and the general public to access and utilize the information.



Figure 7. Resources-Promotional Material page of the Predict-Er project website (website version 2.0)

The Promotional Material section includes various resources designed to raise awareness about the Predict-Er project and its impact. These materials are designed to engage a broader audience and communicate the project's goals and achievements.

Dissemination

The Dissemination page on the www.predict-er.com website is specifically designed to share the progress and impact of the Predict-Er project with a broad audience. Effective dissemination ensures that the project's results reach key stakeholders, including researchers, policymakers, industry professionals, and the general public. This page aims to facilitate

knowledge transfer and highlight the project's achievements through various channels and formats.

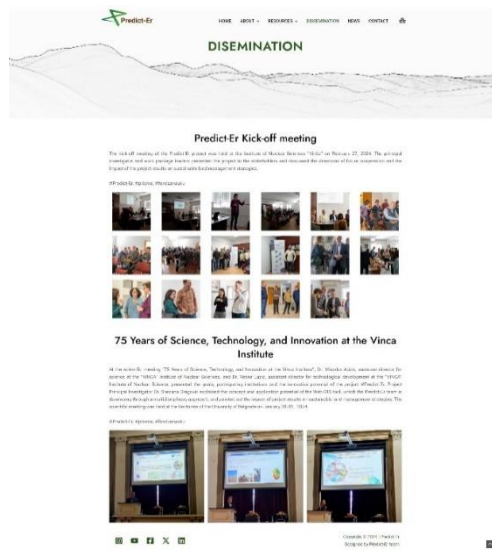


Figure 8. Dissemination page of the Predict-Er project website (website version 2.0)

News

Project News is based on regular updates of the latest developments and achievements of the Predict-Er project.



Figure 9. News page of the Predict-Er project website (website version 2.0)

Contact

A contact form and other details are provided to facilitate communication with the project team. This section ensures that visitors can easily reach out with questions or inquiries.

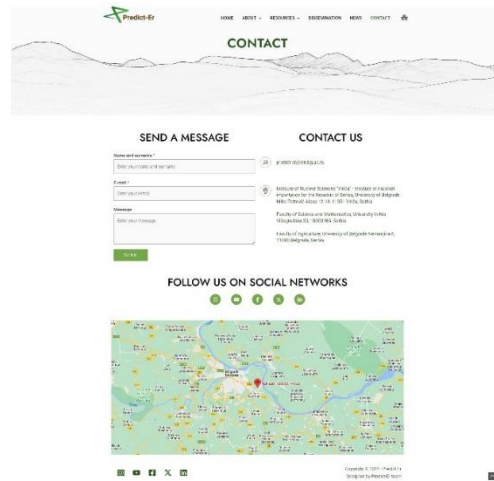


Figure 10. Contact page on the Predict-Er project website (website version 2.0)

Social media icons are prominently displayed on the Contact page (and in the footer on all pages) of the website, allowing visitors to connect with the project through various social networks. This integration ensures that communication can also be achieved through platforms like Facebook, Twitter, LinkedIn, Instagram and YouTube providing convenient and accessible options for staying updated and engaging with the project team. These social media channels are regularly updated with the latest news, events, and achievements.

4 Website Deployment

Following the website's deployment, it will be regularly updated to include new Predict-Er public deliverables as they become available, along with other necessary content updates. The latest news and updates about the project will be shared through the Predict-Er social media channels, which are linked on the website. Additional targeted dissemination methods will be developed to ensure digital inclusion and reach audiences with limited social media and online content access.

As the Predict-Er project progresses, continuous development and enhancement of the website are crucial to ensure it remains a comprehensive and dynamic resource for stakeholders.

The first update that is coming is the integration of a bilingual language model, providing content in both Serbian and English. Integration will be done with multilingual plugins, such as Polylang. By offering both Serbian and English content, the website becomes more accessible to a broader audience, including local stakeholders who prefer Serbian and international users who prefer English.

Integrating a WebGIS (Web-based Geographic Information System) portal is one of the most significant upcoming updates. This powerful tool will provide users with interactive maps and geospatial data, significantly enhancing the website's utility for researchers, policymakers, and other stakeholders.

Future development plans focus on incorporating advanced functionalities, primarily the integration of a WebGIS portal, to provide interactive and valuable tools for data visualization and analysis.

5 Website Analytics

Analytics report provides valuable insights into the website's performance, highlighting the importance of different traffic sources, user behavior, and engagement levels. It suggests areas for potential improvement, such as increasing engagement and optimizing content to retain visitors for longer durations.

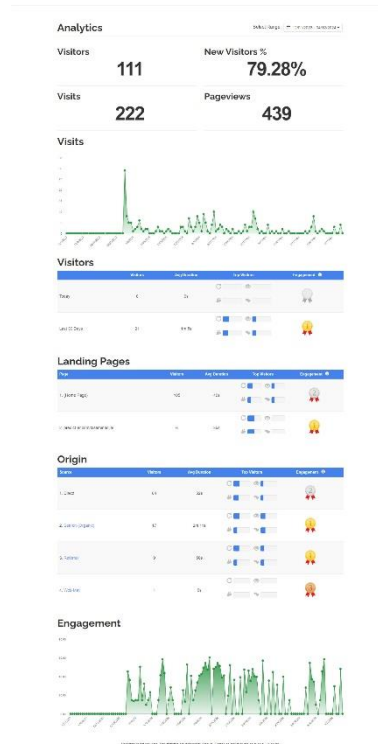


Figure 11. Basic Analytics of Predict-Er website (website version 1.0)

The website had 111 visitors, with 79.28% being new visitors. This indicates a relatively high rate of attracting new users. The Home Page was the most visited, reflecting its importance as the entry point to the website. Direct traffic is the primary source of visitors, followed by organic search, which indicates effective SEO practices. The average duration of visits varies significantly across different traffic sources, with organic search visitors spending the most time on the site. The engagement graph shows that user interaction with the site varies over time, with specific days showing higher levels of engagement. The analytics data provided is exclusively for Version 1.0 of the website.

In Version 2.0 of the website, the WP Statistics plugin has been integrated to provide comprehensive analytics and enhance the understanding of user interactions and website performance. The WP Statistics plugin is a robust analytics tool for WordPress users, offering detailed insights into website traffic and visitor behavior. It is designed to help users understand and optimize their website performance effectively. The upcoming data collection since the launch of Version 2.0 will provide valuable information to optimize user engagement further and achieve project objectives.