



D5.3 – Project website and digital identity

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2	VDI/VDE INNOVATION + TECHNIK GMBH	DE
3	INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM	BE
4	CAMBIAMO S.C.M.	ES
5	DEEP BLUE SRL	IT
6	TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY	IL
7	MOZGASSERULTEK BUDAPESTI EGYESULETE	HU
8	FUNDACION ZARAGOZA LOGISTICS CENTER	ES
9	POLIS - PROMOTION OF OPERATIONAL LINKS WITH INTEGRATED SERVICES, ASSOCIATION INTERNATIONALE	BE
10	EUROPEAN PASSENGERS' FEDERATION IVZW	BE
11	DOOR2DOOR GMBH	DE
12	VIVERO DE INICIATIVAS CIUDADANAS	ES
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Executive summary

The deliverable D5.3 – Project website and digital identity presents and describes the INDIMO website (<https://www.indimoproject.eu/>) and social media profiles. The document explains the website architecture, its accessibility criteria and reports the main contents of each page.

This deliverable provides useful information about:

- the project's scope, objectives, target groups involved, expected results, methodology applied to get them and the consortium partners [*About page*];
- the five pilot projects participating in the co-creation process envisaged in INDIMO and the identified pilots implementation strategy [*Pilots page*]. For each pilot are specified involved users (i.e. categories vulnerable-to-exclusion), specific objectives and involved partners [*single pilots pages, e.g. Emilia Romagna, etc.*];
- the project's results, i.e. the INDIMO Inclusive Digital Mobility Toolbox and the specific tools composing it: the Universal Design Manual, the Universal interface language icons, the Cybersecurity and privacy assessment guidelines and the Policy evaluation tool [*INDIMO Toolbox page and subpages*];
- resources available, among them: downloadable deliverables, presentations, publications, etc. [*Resources page*];
- news [*News page*];
- communities involved in the INDIMO co-creation process, i.e. the Co-creation Community, closely linked to European Transport and Mobility Forum (ETM Forum), and the Communities of Practice established in each pilot site [*Community page and related subpages*];
- contacts.

The INDIMO website was developed for accessibility and inclusiveness, following the principles of web-based services usability and Universal Design applied to digital environments.

The website will be regularly updated and it will represent the main dissemination channel, together with social media profiles. Project news, milestones, events, incoming workshops and any other announcement will be issued on the website news section. The project partners will support this task by sharing updates about publications, conferences or project results. Deep Blue is responsible for the design, realisation, maintenance and update of both the website and the social network pages.

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1. Introduction

1.1. About INDIMO

The INDIMO project aims to enable researchers, operators of digital mobility services and platforms, developers of digital mobility solutions and policy makers to include the user perspective and co-creation approaches in the entire development process of digital mobility solutions. This way, products and services delivered would be tailored to the actual needs of transport users. The project will identify the main characteristics of demands that digitally based mobility solutions place on users, focusing on all types of transport users and in particular on vulnerable-to-exclusion citizens (such as elderly people, children, people with disabilities, low income, low education level). The project will develop the INDIMO Inclusive Digital Mobility Toolbox consisting of the Universal Design Manual, Universal Interface Language for transport services, Guidelines for cybersecurity and personal data protection and a Policy Evaluation Tool. These tools will support policy makers, developers and service operators to develop digital mobility solutions universally accessible to citizens focusing on accessibility and social and spatial inclusivity. The toolbox will be applied and tested on five pilot projects in Madrid (Spain), Antwerp (Belgium), Emilia-Romagna (Italy), Berlin (Germany) and Galilee (Israel). INDIMO has five project objectives, as follows:

- **Objective 1:** To improve the understanding of the needs of users towards the digital transport system.
- **Objective 2:** To improve the knowledge about the requirements of a personalised digital transport system towards users.
- **Objective 3:** To co-create tools that can help engineers, developers, operators and policy makers to develop an inclusive, universally accessible personalised digital transport system.
- **Objective 4:** To facilitate the concept of universal design throughout the planning design process of digital applications and services both for accessibility and inclusion.
- **Objective 5:** To navigate future policy by channelling project results into European, regional and local policy making.

1.2. Vision for D5.3 Project website and digital identity

D5.3 aims presents and describes the project's website and social media profiles. The document explains the website architecture, its accessibility criteria and reports the main content developed for each page. The deliverable, and the INDIMO website itself, are the main outcomes of the T5.2 concerning the planning and maintenance of the INDIMO's digital identity and online presence during the project life and beyond. The maintenance of the project website, the improvement of its content and the implementation of an effective social media strategy will allow showcasing the project and interacting with

relevant stakeholder networks, both internal and external to INDIMO (e.g. Co-creation Community, local Communities of practices, the ETM Forum). To this aim the INDIMO website includes pages dedicated to the Co-creation Community and to the Communities of practice. The latter will be fully developed throughout the project, showcasing contents developed by each pilots' Community of practice. The Co-creation Community section will therefore support the co-creation process of the INDIMO Inclusive Digital Mobility Toolbox.

The project website and social media management will relate to all INDIMO work packages, collecting and disseminating the main project results trying to reach out for the largest as possible pool of stakeholders.

D5.3 consists of three main sections, as follows:

- **Section 2** describes the INDIMO website structure, including its architecture, accessibility and WCAG provisions;
- **Section 3** reports the website textual content, specifying in detail main pages and subpages;
- **Section 4** includes the links to the active social media channels, i.e. Twitter and LinkedIn.

2. INDIMO website structure

2.1. General information

Starting from the project's proposal, copywriting of website texts focused on readability, to best fit communication and dissemination purposes. Texts have been drafted and peer reviewed by the whole consortium and approved by the project coordinator.

The website architecture aligns with the common standards used for H2020 research websites, with additional usability and accessibility features, in the attempt to meet the needs of all kinds of audience to the largest extent.

Both the website structure and graphical layout has been proposed to better satisfy accessibility criteria. Fonts, styles and identity, including the logo and the web domain name (Figure 1), have been discussed and agreed upon by all the consortium members. The website's official address is <https://www.indimoproject.eu/>, hosted on DBL servers and operated through the Wordpress¹ content management system.

The website is compliant with the most recent General Data Protection Regulation (GDPR) – (EU) 2016/679 and the Web Content Accessibility Guidelines (WCAG) (version 2.0) issued by the World Wide Web Consortium (W3C) provisions.

More details about accessibility of website are provided in section 2.3.

¹ <https://wordpress.com/>

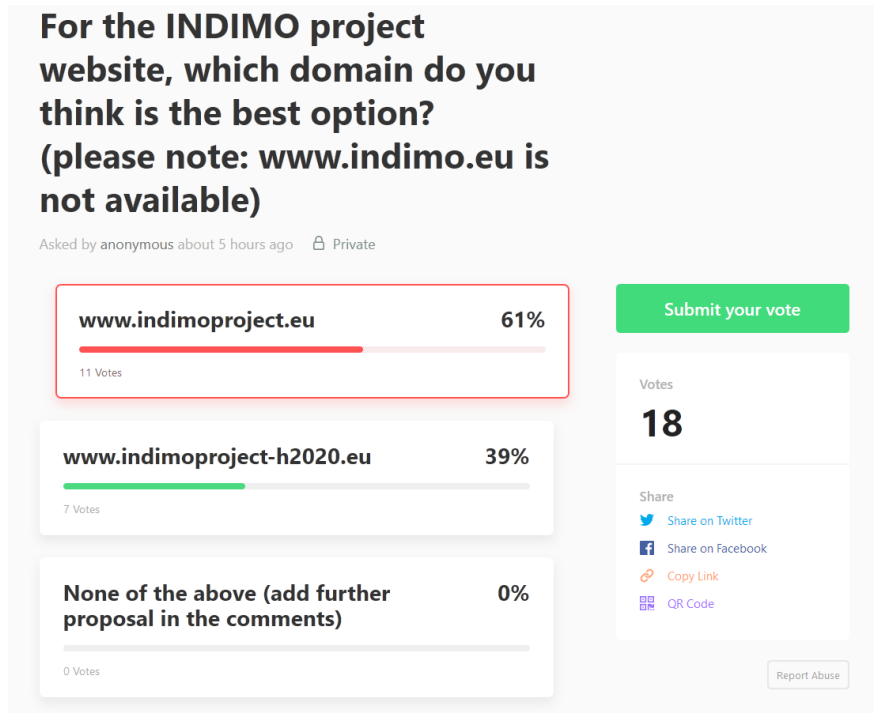


Figure 1 - results of website domain consortium poll

2.2. Architecture

As mentioned in D5.1, the website has been developed in coherence with the project visual identity. A basic website map is provided in Figure 2.

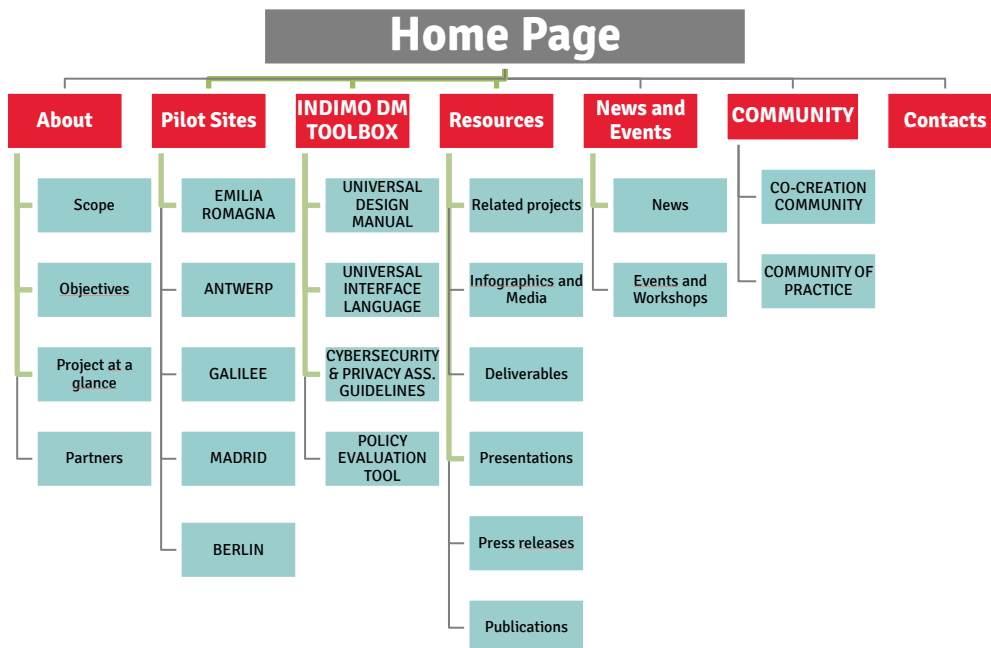


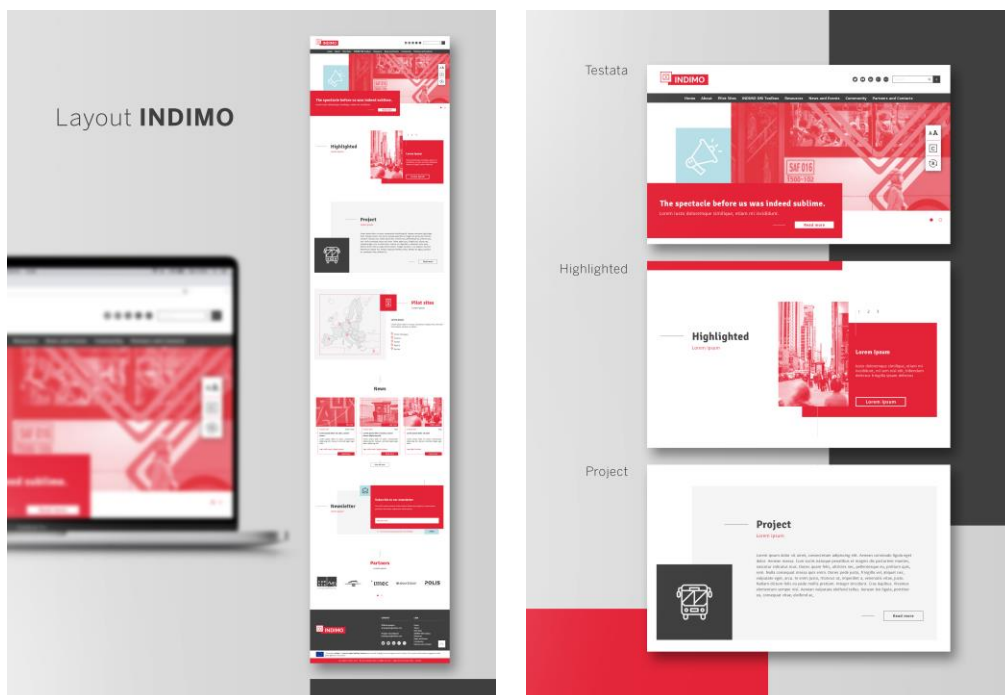
Figure 2 - website map

2.3. Digital accessibility and WCAG

Digital accessibility means that online or digital resources such as websites, tools and technologies are designed and developed so that people with any kind of impairment can navigate contents, share information, interact to the highest extent as possible with the service itself and, where provided, with other service users. Web accessibility is beneficial not only for people with impairments, but it also offers higher usability to all users accessing online services from mobile devices or through different input modes (e.g. keyboard, touch screens, voice assistants). Also ageing users, people with temporary or situational limitation, or bandwidth limitation will appreciate websites developed in compliance with WCAG provisions. Web accessibility also refers to website load speed.

2.3.1. Developed for inclusion

The INDIMO website is accessible-by-design, meaning that the overall design of INDIMO website was inspired by the basic principles² of Universal Design (UD) and meets the WCAG 2.0³ requirements for higher content accessibility. The graphic layout pursues high colour contrast, homogeneous block typologies and a recurring internal structure of pages. The font used, Signika, was chosen for its optimal readability both on paper and online. All images and links include alternative descriptions, whose function is to guide navigation for the visually impaired or users navigating via screen-readers.



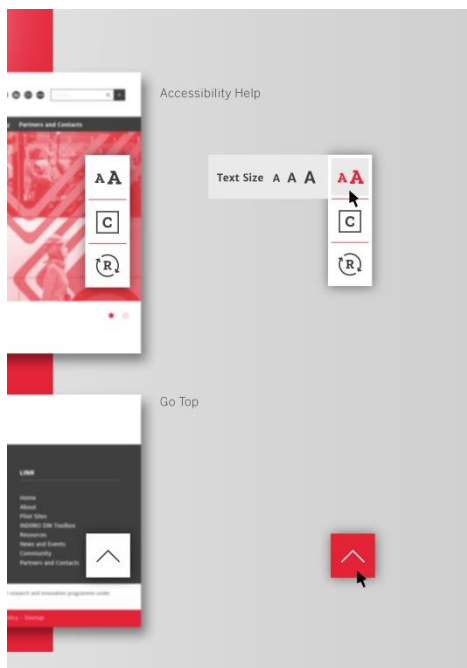
² <http://universaldesign.ie/What-is-Universal-Design/The-7-Principles/>

³ <https://www.w3.org/TR/WCAG20/#conformance-reqs>

2.3.2. Accessibility tools

To improve flexibility in use and perceptible information, four accessibility tools are featured in the website:

- Text size magnifier
- Colour theme picker
- Go to Top button
- Text reader



Such tools allow users to customise the website, combining the different options for a more pleasant navigation experience. Concerning colour themes, the minimum contrast in red and grey scores AA in WCAG ranking; the enhanced contrast version in blue palette scores AAA in WCAG ranking; the dark mode scores AA in WCAG ranking and is suggested for eye tiredness or night view. The text magnifier offers three different sizes of texts, providing optimal website layout for all of them; besides, responsiveness to all screen sizes is ensured and default system personalisation are not influenced by such additional features. A reset button is always available on screen to allow users bring the website back to its default appearance.

2.3.3. Accessibility ranking

The Accessibility Inspector⁴ and the Accessibility Developer Tools⁵ were used to ensure correct coding. Website accessibility checklists⁶ supported the evaluation of work and

⁴ https://developer.mozilla.org/en-US/docs/Tools/Page_Inspector

⁵ <https://chrome.google.com/webstore/detail/accessibility-developer-t/fpkknkljclfencbdbgkenhalefipecmb>

⁶ <https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Accessibility+overview>

automated WCAG proved INDIMO website meets the WCAG 2.1, level AA standard⁷. GTMetrix⁸ online tool was used to analyse website load speed, internal links and optimal navigation. Accessibility reports are included in Annex 1.

2.3.4. User-testing

One user-test was run, with the support of consortium partner MBE (Budapest Association of People with Physical Disabilities). The user-test consisted of two visually and one physically impaired members of MBE using the INDIMO website during a short period in May 2020. The aggregated key findings are the following:

- the website is clear and very responsive on every device, using tablet or phone;
- positive aspect to offer only a few links on the homepage;
- easy use of screen reader software;
- easy to search;
- connecting to INDIMO community and/or website operators was not a problem
- every feature worked well when tested;
- contact forms could be easily filled, either with keyboard or using screen reader
- the overall design looks good in terms of aesthetics, but can be challenging to follow information for a lightly (limb or visually) impaired person;
- red borders displaced from the picture on the 'News' page can bother visually impaired users.

2.3.5. Continuous improvement

Progressive enhancement throughout the whole duration of the project is foreseen, in order to promptly solve issues which may emerge while further contents are published.

3. Website content

This section literally reports the textual content of the INDIMO website according to the several pages and subpages composing the website.

3.1. Home page

Top slider

What are the mobility challenges addressed by INDIMO?

The INDIMO project emerged from the shared interest of fifteen partners across Europe in the accessibility and inclusivity of future digital mobility solutions.

- *Read more button [link to RELATED NEWS ARTICLE]*

⁷ <https://www.w3.org/WAI/WCAG21/Understanding/>

⁸ <https://gtmetrix.com/>

Highlights

Our monthly selection of most relevant project contents.

INDIMO Inclusive Digital Mobility Toolbox

The INDIMO Inclusive Digital Mobility Toolbox contains tools helping developers, policy makers and service operators to develop and implement accessible and inclusive mobility solutions.

- *Read more button [link to INDIMO toolbox]*

Methodology

The process INDIMO will follow to fully develop the Toolbox consists in five main steps, shortly described also in the About page. More details about the methodology can be found here.

- *Read more button [link to Methodology]*

INDIMO project

H2020 project

The INDIMO project is a three-year EU-funded Horizon 2020 project that aims to extend the benefits of digitally interconnected transport systems to people that currently face barriers in using or accessing such solutions. Through the co-design of the INDIMO Inclusive Digital Mobility Toolbox, the project enables developers, policy makers and service operators to always include the user perspective when dealing with digital mobility solutions.

- *Read more button [link to About]*

Pilot sites

Explore the five INDIMO pilots

(the block contains an interactive map of Europe where locations of pilots are displayed)

The five pilot sites are cities or regions differing in size, spatial layout, and available transport services. Each pilot brings its own specific set of socio-cultural characteristics, and therefore differing needs of inhabitants.

Explore our pilots:

- Emilia Romagna
- Antwerp
- Galilee
- Madrid
- Berlin

News

All news from INDIMO

- News 1: INDIMO approach starts from an inclusive project website
- News 2: Focus on the INDIMO challenges
- News 3: INDIMO official website is online!

- *‘View all news button [link to News]*

Newsletter

Leave us your email

Subscribe our biannual-newsletter

Partners

Consortium team

- *View all partners button [link to About page]*

Footer

The footer contains:

- EU disclaimer: “The project INDIMO – Inclusive Digital Mobility Solutions has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 875533”
- Contacts (general project info email + project coordinator email)
- Social media links (Twitter e LinkedIn)
- Privacy Policy and Cookies link
- Latest update (date of latest change)

3.2. About

3.2.1. Scope

The proliferation of smartphones and digital data collection have produced an expanding array of digital solutions for the management of mobility and logistics. This multitude of digital solutions for mobility has enabled the emergence of the 'connected traveller', who can independently plan travel routes, modes and departure times just by using a smartphone. The connected traveller receives real-time information about traffic disruptions and gives instant feedback about service quality or problems through connected mobile devices.

Digitally interconnected transport systems need to fulfil the following specific requirements:

Be inclusive and accessible for all;

- Be able to offer the same benefits to all members of our society;

- Ensure that inclusive and accessible services are deployed in multiple locations where user needs, culture and language may be different;
- Be physically and digitally secure, especially when it comes to the security of personal data;
- User needs should be assessed not only in the context of passenger mobility but also concerning logistics and delivery services;
- Be user-friendly, since both software and hardware components should provide a seamless travel or delivery experience;
- Be user-centric by design, which means that it should be shaped by a structured collaboration of users, developers, operators and policy makers through a co-creation process that puts user needs at its centre.

3.2.2. Objectives

The INDIMO project has five main objectives:

- 1 To improve the understanding of the users’ needs in the digital transport systems;
- 2 To improve knowledge about users’ requirements in personalised digital transport systems;
- 3 To co-create tools that can help developers, operators and policy makers to generate an inclusive, universally accessible and personalised digital transport system;
- 4 To foster the Universal Design approach throughout the planning and design process of digital applications and services;
- 5 To influence future policy by feeding project results into European, regional and local policy-making.

3.2.3. Project at a glance

The INDIMO project aims to break the barriers that people face in accessing digitally interconnected transport systems!

WHEN?

The INDIMO project will run for three years: from January 2020 until December 2022.



Figure 3 - dynamic project progress bars

WHICH TARGET GROUPS ARE INVOLVED?

Citizens, with special attention to vulnerable-to-exclusion groups

Developers and engineers of digital mobility solutions

Operators of digital mobility services and platforms

Policy makers

WHAT ARE THE EXPECTED RESULTS OF THE INDIMO PROJECT?

INDIMO will create an Inclusive Digital Mobility Toolbox for policy makers, developers and operators. The Toolbox will include the following tools:

- Universal Design Manual (UDM) for digital transport services
- Universal language interface icons for transport services
- Guidelines for cybersecurity and personal data protection
- INDIMO Policy evaluation tool

HOW DO WE GET THE RESULTS?

- 1 **Understanding the needs.** To overcome barriers, first we need to know what the barriers are. We will start by collecting data on the needs of different user groups;
- 2 **Working together in designing the INDIMO Toolbox.** We will invite our target groups to collaborate with us in designing a set of inclusive tools that will shape the way we look at digital mobility;
- 3 **Testing.** The INDIMO Toolbox will be tested in five pilots in Madrid (Spain), Antwerp (Belgium), Emilia Romagna (Italy), Berlin (Germany) and Galilee (Israel);
- 4 **Giving feedback.** We will incorporate users' feedback from the test phase into our toolbox, making it a truly co-created product;
- 5 **Transferring results.** The last stage is to ask ourselves: "Can this work somewhere else?". We will do a transferability assessment and develop the INDIMO toolbox as an online instrument.

Methodology

- *Read more button [link to Methodology section in this page]*

3.2.4. Methodology

The process INDIMO will follow to fully develop the Toolbox consists of five main steps, shortly described also in the About page (Figure 4). More details about the methodology can be found here.

Methodology step by step

- **Stage 1:** Identification of users' needs, requirements, capabilities, barriers and constraints regarding digital transport systems. Data collection from ten users and ten deployment case studies, including the five INDIMO pilots;



- **Stage 2:** Co-design of the INDIMO Inclusive Digital Mobility Toolbox to address the identified needs in order to bridge the digital mobility gap. Involvement of stakeholders in the Co-creation Community through, for example, co-creation workshops;
- **Stage 3:** Co-implementation of the tools included in the INDIMO toolbox to test their impact and usability. The tools – especially the Universal Design Manual and the Universal Interface Language Icons – are used to (re)design the mobility services that each pilot focuses on. Useful suggestions for improvement are collected;
- **Stage 4:** Co-evaluation, feedback, redesign. The evaluation is carried out in the pilot sites. It concerns two main aspects:
 - Process evaluation of the INDIMO toolbox, exploring how engineers, operators and policy makers integrate the tools in their usual way of working;
 - Inclusion and accessibility assessment of the mobility services explored in the pilots.
- **Stage 5:** Transfer and deployment of the INDIMO toolbox.
 - The INDIMO toolbox is deployed as an online toolbox;
 - Online and offline communication activities ensure that the results are disseminated to the target groups;
 - A transferability assessment is carried out to understand if the toolbox can achieve the same results in a different setting. Practical recommendations on how to apply and adapt the tools to different local contexts are provided.

3.2.5. Partners

Partners Logos linking to description of each partner.

3.3. Pilot projects

The pilot projects are an integral part of the co-creation process envisaged in INDIMO. They represent living laboratories where key actors (developers, service operators, policy makers, citizens) are involved in the co-creation of new or upgraded, inclusive and accessible digital mobility and logistics solutions from the very beginning of the design process.

The five pilot projects are situated in cities or regions differing in size, spatial layout, and available transport services. Each pilot brings its own specific set of socio-cultural characteristics, and therefore different needs of its inhabitants.

Special attention will be paid to different categories of vulnerable-to-exclusion users who experience barriers to access digital and physical mobility services.



The presence of each specific target group in at least two pilots enables comparison, allowing the identification of needs and potential solutions in different socio-cultural contexts. A Community of practice will be established in each pilot.

Pilots implementation strategy

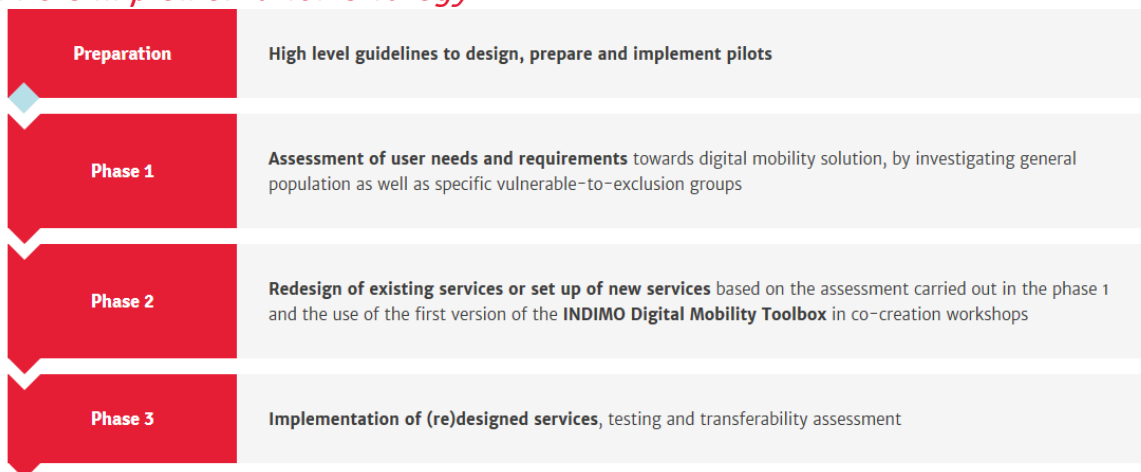


Figure 4 - implementation strategy graph

3.3.1. Emilia Romagna

Introducing digital technology to enable e-commerce in rural areas (smart boxes)

The Institute for Transport and Logistics jointly with Poste Italiane will run tests to introduce digital technology enabling e-commerce in rural areas. A smart digital locker will be installed in Monghidoro, in the Metropolitan City of Bologna, and its use will be monitored by the local project partners.

The smart locker offers several services: shipment and collection of parcels (B2C, C2X), collection of correspondence requiring a signature or payment, such as registered mail, postal bills, phone credit and prepaid debit cards recharge. Users will be able to access the digital locker interface through an app installed on their mobile devices (smartphone/tablet).

The Local Municipality and Città metropolitana di Bologna will be involved as stakeholders, together with INDIMO target groups.

Involved users

Older people

Migrants

Pilot objectives

The aim of the pilot is to facilitate digital inclusion by extending the benefits of digital technologies to target groups that are usually not reached due to their location, through the installation of a smart locker in a rural municipality. The smart locker will allow users

to enjoy the benefits of a more digitally connected society and to have access to services (including e-commerce) that may have been limited or difficult to use before.

Community of practice

(link to related Community of practice will be shown here)

Involved partners

Poste Italiane

Fondazione Istituto sui Trasporti e la Logistica

Deep Blue

3.3.2. Antwerp

Inclusive smart traffic light

The region of Flanders (Belgium) is working towards more fluid and efficient mobility. To reach this objective, several targeted actions have been launched. One of them, Mobilidata, is the collection of mobility related data for future C-ITS solutions and applications, such as intelligent traffic lights. The pilot will work on prioritising traffic streams by adapting the length of timings of green lights for pedestrians, in particular for people with reduced mobility or reduced vision.. The collection of data about the behaviour of pedestrians and crowd movement is important in order to guarantee safety and overall efficiency, thus inclusive design is essential. The Antwerp pilot will work in a co-creation environment to develop an inclusive intelligent traffic light system and deploy it in an urban environment within the City of Things, Antwerp's user testbed for smart city innovations. Developers will be involved in the design of an intelligent traffic light that is validated by end-users.

Involved users

Older people

People with disabilities

Pilot objectives

The main objectives of the pilot are to evaluate the usefulness and applicability of the INDIMO Inclusive Digital Mobility Toolbox and to test the products with real end users in order to validate the intelligent traffic light system in a real-life context.

Community of practice

(link to related Community of practice will be shown here)

Involved partners

Imec

3.3.3. Galilee

Informal ridesharing in ethnic towns

Rural areas in Israel, and Arab villages among them, experience insufficient level-of-service with regards to public transport services. Low frequency of public transport services as well as long distances from residential locations to the nearest bus stop represent barriers to the use of public transport and result in a higher use of private cars. Ride-sharing could offer a feasible solution to many different kinds of users and digital channels, particularly smartphone apps, could promote direct interaction among residents of small towns and villages. However, the user-friendliness and usability of a smartphone app is a necessary condition for realising its potential as a catalyst for behavioural change: a platform for the self-organized community, linking 'suppliers' (drivers) and 'customers' (passengers).

Involved users

Ethnic minorities

Low-educated residents

People lacking digital skills

Non-connected people

Women

Pilot objectives

The pilot will explore the efficacy, efficiency and level of satisfaction of a dedicated smartphone app for arranging carpool rides and verify its impact on the inclusion of Arab women living in the rural areas of Israel.

Community of practice

(link to related Community of practice will be shown here)

Involved partners

Technion

3.3.4. Madrid

Cycle logistics platform for deliveries

The Madrid pilot will test users' experience and needs related to the use of an existing goods delivery digital platform, in order to design a more inclusive and accessible version ensuring accessibility for vulnerable users. Initially, this platform for delivery was developed by Coopcycle, the European Federation of Bicycle Delivery Cooperatives. People with lower digital skills need, now more than ever, to gain access to healthy food while in lockdown and anytime they are confined at home for any other reason. Particular attention will be paid to the needs of lower-income, older people and functionally diverse people, especially those at risk of being socially isolated during the COVID19 pandemic or living in unwanted isolation.

La Osa Cooperative Supermarket and La Pájara will be included as pilot stakeholders, together with the INDIMO target groups.

Involved users

Low-income residents
Persons lacking digital skills
Non-connected people
Older people
People with disabilities
Women

Pilot objectives

The main aim of this pilot is to improve the access of vulnerable groups of people to healthy food through a digital delivery platform. Older as well as sensorially or emotionally diverse people may experience a generational gap in respect to the use of digital platforms. In addition, the current COVID-19 pandemic situation is pushing digital platform developers to adapt their services to people lacking digital skills. Therefore, the Madrid pilot promotes more inclusive digital delivery solutions for increasing the access to healthy food and goods to all and in all circumstances.

La Osa Cooperative Supermarket and La Pájara will be included as pilot stakeholders, together with the INDIMO target groups.

Community of practice

(link to related Community of practice will be shown here)

Involved partners

cambiaMo
Vic
Coopcycle

3.3.5. Berlin

On-demand ridesharing integrated into multimodal route planning

Urban mobility can be challenging, even in areas with good public transport coverage. In recent years many new mobility services have been introduced, primarily in urban areas, promising smarter mobility solutions. Indeed, many of these new mobility services are technology-based, thus it is important to acknowledge to what extent technology can represent a barrier for certain user groups. Door2door will contribute to the collection of specific requirements in order to increase access and provide individual mobility for all.

In the framework of the INDIMO project, door2door will carry out the Berlin pilot, focusing on user testing, to analyse the whole user experience of each user group. Jointly with all involved partners, door2door will gather data and experiences regarding not only

the accessibility of the digital service itself, such as multimodal journey route planning, booking and paying, but also the actual user experience of a shared ride.

Involved users

Ethnic minorities

Low-educated residents

Older people

Women

Pilot objectives

The Berlin pilot intends to identify user requirements of selected user groups, which can be translated into guidelines, to develop universally accessible technology, products and services. The aim is to achieve higher product quality standards, but also to increase the overall knowledge of employees and involved partners, to develop a wider understanding and sensitivity about accessibility issues. The focus of the pilot is centred around the core competency of door2door, multimodal journey planners and ride-pooling services. Throughout the pilot field test, researchers, product managers, software developers and operational staff will be involved, to ensure that the appropriate framework and methodology is in place, so that the user journey can be well documented and all necessary data is collected.

Community of practice

(link to related Community of practice will be shown here)

Involved partners

Door2Door

3.4. INDIMO Toolbox

The INDIMO Inclusive Digital Mobility Toolbox contains tools helping developers, policy makers and service operators to develop and implement accessible and inclusive mobility solutions.

The INDIMO tools support a user-centric design approach thus avoiding the necessity to retrospectively make changes to software applications, infrastructure and transport services.

The project will develop the Toolbox according to the seven principles of universal design: equitable use, flexibility in use, simple and intuitive use, perceptible information, tolerance of error, low physical effort, size and space for approach – while also considering cybersecurity and privacy. The toolbox will also expand the concept of equitable use to social, spatial and economic inclusiveness in accessing digital on-demand transport services.

The toolbox provides recommendations and advice to:

- Design digital transport solutions that are better tailored to citizens' needs, especially those of vulnerable-to-exclusion groups, by means of the Universal Design Manual;
 - Design universally understandable interfaces between transport users and the digital mobility system, through the Universal Interface Language Icons;
 - Ensure data protection and cybersecurity in digital transport solutions by means of the Cybersecurity and privacy assessment guidelines;
 - Evaluate the compliance of digital mobility solutions and services with the universal design principles, through the online Policy evaluation tool.
-
- *Link to Universal Design Manual*
 - *Link to Universal interface language icons*
 - *Link to Cybersecurity and privacy assessment guidelines*
 - *Link to Policy evaluation tool*

3.4.1. Universal Design Manual

The Universal Design Manual (UDM) for digital transport services supports developers and operators when designing accessible and inclusive mobility solutions by incentivising a user-centric thinking and offering a universal design perspective.

The UDM will be based on the analysis of user requirements and feedback from real-life applications in the pilots. The manual will build on the seven principles of universal design, while also considering cybersecurity and privacy. It will expand the concept of equitable use to social, spatial and economic inclusiveness in accessing digital on-demand transport services. The focus will be on the interaction between users and the digital transport system through user interfaces on multiple devices (e.g. mobile, desktop, interactive equipment or information display). Enablers and barriers for the use of mobility services in general will also be identified.

By following the Principles of Universal Design and considering relevant accessibility standards and regulations at European level, guidelines for developers and operators will be derived with best-practice examples and lessons learned.

The UDM will be validated in a co-creation workshop involving the INDIMO Co-creation Community. Further validation and testing of the applicability of the UDM will be carried out in the pilots. Feedback from the pilots will be used to revise and improve the UDM.

The **7 Principles of Universal Design** were developed in 1997 by a working group of architects, product designers, engineers and environmental design researchers in North Carolina. The Irish Centre for Excellence in Universal Design offers general guidelines for their use:

- *Read more button* [[link to Irish Centre for Excellence in Universal Design website; http://universaldesign.ie/What-is-Universal-Design/The-7-Principles/](http://universaldesign.ie/What-is-Universal-Design/The-7-Principles/)]

- *Download the Manual (downloadable pdf from RELATED RESOURCES)*
- *Link to Universal interface language icons*
- *Link to Cybersecurity and privacy assessment guidelines*
- *Link to Policy evaluation tool*

3.4.2. Universal interface language icons

The Universal interface language icons consist of guidelines improving the design of interfaces between transport users and the digital mobility system, to overcome barriers affecting the accessibility of transport services, especially for vulnerable-to-exclusion user groups.

Nowadays, offering effective information to all possible kinds of users is vital, especially when it comes to mobility.

To overcome any language and socio-cultural barriers, INDIMO will adopt the Universal Language approach in relation to the design of interfaces and communication campaigns for accessible transport services. Proper communication in public spaces and transport hubs includes both wayfinding and information seeking and the overall user experience. Such communication must reach users before and during their journeys, especially in critical situations or emergencies.

Starting from an in-depth analysis of the state-of-the-art and the collection of users' needs and requirements, the Universal interface language Icons will contain a catalogue of symbols, icons, images and signals. These guidelines will include the theoretical framework behind the catalogue, recommendations and tools supporting the interfaces design and examples of application.

The Universal interface language icons complements the Universal Design Manual. It will be deployed and tested in the INDIMO pilots. We will use the pilots' feedback to revise and improve the guidelines.

- *Download the Universal interface language icons (downloadable pdf from RELATED RESOURCES)*
- *Link to Universal Design Manual*
- *Link to Cybersecurity and privacy assessment guidelines*
- *Link to Policy evaluation tool*

3.4.3. Cybersecurity and privacy assessment guidelines

The Guidelines for cybersecurity and personal data protection will enhance the security of digital mobility solutions starting from a user needs perspective and in compliance with European regulations and standards (e.g. ISO 27001 compliant methodologies).

The guidelines will highlight the specific aspects of data protection and cybersecurity that need to be considered when designing user-centred and personalised digital services, from unclear privacy policies to cyber-threats. To this end, the guidelines will provide an in-depth analysis of data protection and cybersecurity issues in inclusive

digital mobility solutions, derived from a desk study and interviews with experts. A collection of best practices will be included.

The guidelines will also include a cybersecurity risk assessment framework that will be applied to the innovative mobility and logistics solutions implemented in the pilots to derive cybersecurity requirements and security evaluation criteria. In addition, methodological tools and recommendations will be provided to support the cybersecurity risk assessment (e.g. templates supporting a cybersecurity-by-design approach) and to improve privacy assessment criteria, data protection and cybersecurity through the INDIMO Policy evaluation tool. We will pay special attention to gender issues related to cybersecurity.

- *Download the guidelines (downloadable pdf from RELATED RESOURCES)*
- *Link to Universal Design Manual*
- *Link to Universal interface language icons*
- *Link to Policy evaluation tool*

3.4.4. Policy evaluation tool

The online Policy evaluation tool gives policy makers useful tips to compile strategies that take into consideration all categories of citizens, ensuring that they will fully benefit from the digital transport system, avoiding exclusion or digital divide. The tool also supports policy makers when evaluating digital mobility solutions and services before their deployment in terms of compliance with the principles outlined in the INDIMO Inclusive Digital Mobility Toolbox.

The tool will be based on insights from the deployment case studies explored in the first year of the project and co-created with the INDIMO Co-creation Community.

The Policy evaluation tool will enable the identification of barriers to the use of new services through a self-assessment checklist. The checklist will be derived from the requirements set out in the Universal Design Guidelines, in the Universal interface language icons and in the Guidelines for cybersecurity and personal data protection. Recommendations to overcome the identified barriers will be provided (e.g. training, subsidies, knowledge transfer, regulatory interventions), including specific recommendations to nudge behavioural change towards digital mobility solutions.

The policy evaluation tool will be tested and evaluated in the pilots.

- *[When the Policy evaluation tool will be developed, the page will include an interactive section with browsable contents]*
- *Link to Universal Design Manual*
- *Link to Universal interface language icons*
- *Link to Cybersecurity and privacy assessment guidelines*

3.5. Resources

Related projects

This page includes descriptions of INDIMO's sister projects. The projects list and summaries will be increased during the INDIMO life, when collaborations with other projects will be concretely activated. Currently, the page includes description of the Dignity project.

Dignity - DIGital traNsport In and for socieTY

DIGNITY is one of INDIMO's sister projects funded under the same programme (H2020-EU.3.4) and topic (MG-4-5-2019). The project will delve into the digital transport ecosystem to grasp the full range of factors that might lead to disparities in the uptake of digitalised mobility solutions by different user groups in Europe. Analysing the digital transition from both a user and provider's perspective, DIGNITY will present the challenges brought about by digitalisation, and design, test and validate the DIGNITY approach, a novel concept that seeks to become the 'ABCs for a digital inclusive travel system'. The project will build the approach step by step and provide a methodology to frame the digital gap in metropolitan/regional contexts, considering all elements of the digital transport ecosystem: the institutional framework (macro level), the provision of digital mobility (meso level) and the needs of end users (micro level). It will then combine proven inclusive design methodologies with the principles of foresight analysis to examine how a structured involvement of all actors - local institutions, market players, interest groups and end users - can help bridge the digital gap by co-creating more inclusive mobility solutions and by formulating user-centred policy frameworks. DIGNITY will demonstrate the approach in 4 pilots: Barcelona (ES), Tilburg (NL), Ancona (IT) and Flanders (B). The evaluation of DIGNITY's potential and the impacts generated in the pilots will lead to conclusions and policy recommendations for wider uptake. Practical applications for designing inclusive digital transport in the form of the DIGNITY toolkit will help public authorities, transport operators and private providers consider the needs and requirements of all users in their decision-making processes. To fully exploit DIGNITY's research results and the knowledge acquired to a broad audience, a Learning Community will be created, to raise awareness of the social implications of the digital transition and encourage the adoption of the DIGNITY approach.

Project reference: 875542

Coordinator: ISTITUTO DI STUDI PER L'INTEGRAZIONE DEI SISTEMI (I.S.I.S) - SOCIETA'COOPERATIVA

Deliverables

This page will include the INDIMO public deliverables, once approved by the European Commission. Deliverables will be downloadable.

Infographics and Media



All layouted products published and/or printed during INDIMO project will be also downloadable from this page.

Presentations

A selection of presentations concerning the project and its results, mainly realized for conferences and workshops, will be collected and downloadable.

Press releases

Articles and press releases will be collected and downloadable from this page.

Publications

This page will include the list of the INDIMO published scientific papers and their references. The list will be increased during the project life.

3.6. News

Currently the INDIMO website contains three news, as follows:

INDIMO official website is online!

March, 31, 2020

On 31 March 2020 the official INDIMO website went online. Get to know everything about the INDIMO project in the About section. Explore the five pilot projects and how the Co-creation Community and the Communities of practice will help us to build up the INDIMO Inclusive Digital Mobility Toolbox. Discover how vulnerable-to-exclusion users will be involved in the design of each tool.

Some website features are still to be fully implemented by the end of April 2020. Our aim is to achieve the WCAG standard level AA+, thus the whole website will need a continuous update. Currently, some sections still need fine tuning, nevertheless all guests are already invited to verify its accessibility and usability. Please feel free to let us know if something doesn't look right by contacting our team at info@indimoproject.eu.

We thank all consortium members for their contributions in developing this website.

- *Read more about INDIMO Inclusive Digital Mobility Toolbox ... [link to INDIMO toolbox]*
- *Listen to this*
- *Reading time 1 min*

Focus on the INDIMO challenges

April, 1, 2020

The INDIMO project has arisen from the common commitment of 15 partners across Europe that have a shared interest in accessibility and inclusion in future transport.

The current consortium decided to write a proposal starting from their past experience in innovative mobility, smart cities and Universal Design. Inclusive digital mobility was, in

fact, one of the main research streams cited by the “Action Plan for Future Mobility 2030” and published in the context of the Mobility4EU project.

The INDIMO project focuses on four main challenges:

- Access to digital mobility and logistics services may be limited due to physical or cognitive barriers.
 - Socio-economic and spatial barriers may prevent people from using digital mobility and logistics services.
 - Digital mobility is becoming increasingly international; thus, designers and developers have to consider the communication needs of people from different countries, cultures and languages.
 - Increased digitalization in mobility and logistics also increases the risk of cyber threats, which may have an impact not only on operations, but also on the privacy, health and safety of citizens.
-
- *Read more about INDIMO ... [link to About]*
 - *Read more about Mobility4EU Action Plan... [link to https://www.mobility4eu.eu/project/action_plan/]*
 - *Listen to this*
 - *Reading time 1 min*

INDIMO approach starts from an inclusive project website

April, 15, 2020

INDIMO inclusive approach starts from making digital mobility services more inclusive:

Take a look at the new INDIMO project website, designed to enhance accessibility of information for a wide range of users.

The INDIMO website has been designed coherently with the objective of the project, namely enhancing inclusivity and accessibility of digital mobility solutions: to achieve this, it allows several accessibility options – for example, different text sizes and colour modes – which contribute to the customisation of its layout, where every element is accessible for a wide range of users with different needs.

As the main online communication channel of the project, it includes background information on the project, the list of pilot sites and technical partners, as well as the objectives and the methodology pursued by the project. It will be maintained up to date with the latest news, events and project results.

The website aims to be the first point of contact for the inclusive digital mobility, not only during the project’s lifetime, but also after its end. For this reason, the [Inclusive Digital Mobility Toolbox](#) that will be developed by the partners will be made public through the website. The Toolbox has the aim of reaching out to the widest possible range of public and private actors, starting from urban mobility professionals and policy makers.

Furthermore, the website will contribute to the project's co-creation approach, by hosting the link to the European Transport and Mobility Forum, the web platform which will allow the discussions of the [INDIMO Co-creation Community](#) during the project.

The project is only at the beginning but the web domain is ready to serve as its user-friendly communication gateway and to become a knowledge and communication hub for user-centric mobility in the long term.

Make sure to follow INDIMO also on [Twitter](#) and [LinkedIn](#) and don't forget to subscribe to the [newsletter](#)!

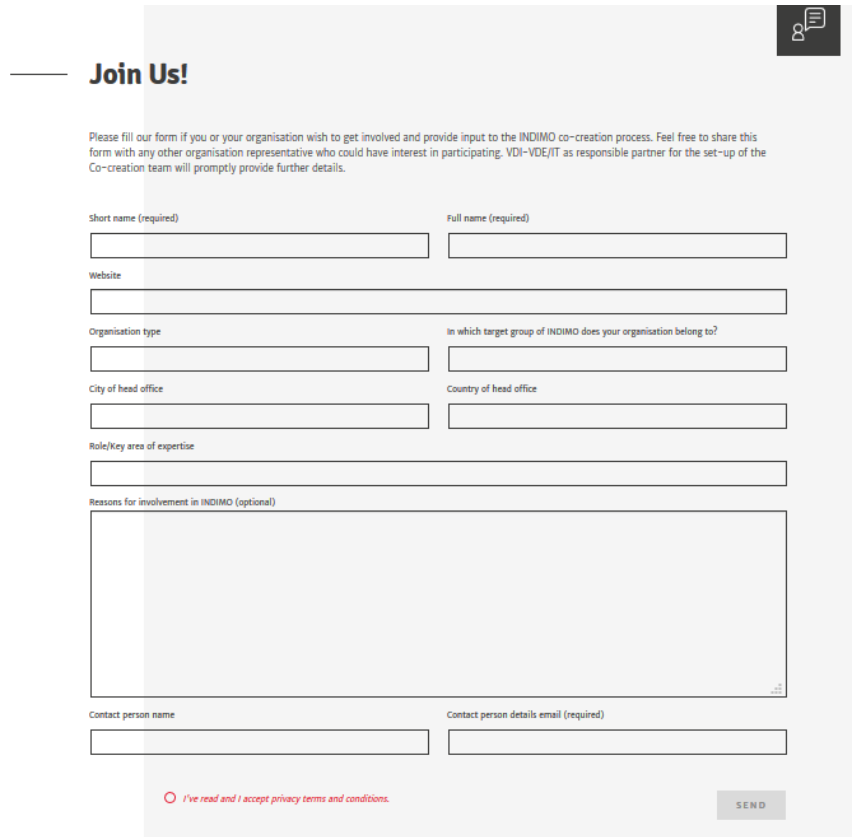
- *Listen to this*
- *Reading time 2 min*

3.7. Community

3.7.1. Co-creation Community

The INDIMO Co-creation Community is strongly involved in the co-creation of the INDIMO Inclusive Digital Mobility Toolbox. Members are representatives of the four main target groups of the project. This includes user representatives, policy makers, operators, decision makers from academia and industry as well as software and hardware developers. During a collaboration process containing a set of co-creation workshops, consultations and interviews the Inclusive Digital Mobility Tools will be developed, assessed and disseminated. The Co-creation Community is closely linked to the European Transport and Mobility Forum (ETM Forum), which intends to connect stakeholders to discuss and advocate for user-centric approaches and cross-modal cooperation in transport of passenger and freight.

- *Read more about the ETM Forum [link to ETM Forum Community; <https://community.etmforum.eu/>]*



Join Us!

Please fill our form if you or your organisation wish to get involved and provide input to the INDIMO co-creation process. Feel free to share this form with any other organisation representative who could have interest in participating. VDI-VDE/IT as responsible partner for the set-up of the Co-creation team will promptly provide further details.

Short name (required) Full name (required)

Website

Organisation type In which target group of INDIMO does your organisation belong to?

City of head office Country of head office

Role/Key area of expertise

Reasons for involvement in INDIMO (optional)

Contact person name Contact person details email (required)

I've read and I accept privacy terms and conditions.

SEND

Figure 5 - Co-creation Community sign-up form

3.7.2. Community of practice

Local Communities of practice are established in each pilot. They include users, mobility service providers and developers. They draw on the knowledge and experience of their members to propose solutions adapted to their needs and interest, in a peer-to-peer learning context.

Communities of practice can have different objectives such as:

- Developing productive services;
- Creating common knowledge on how people travel and what problems they encounter when they use digital mobility and logistics solutions;
- Empowering a specific group of people to be able to participate in key life activities depending on their abilities (i.e. going to work, school, healthcare or shopping).

When local communities of practice will be created in the pilot sites (i.e. Emilia Romagna, Antwerp, Galilee, Madrid and Berlin), this page will include links to five sections, one for each pilot. Basically, it will be the access point for the communities of practice that will autonomously organise their activities both live and online.

For each Community of practice, a box will briefly report the following information:

- *Description*

- *Local language in use*
- *Date of creation*
- *Form of interaction*
- *Member's affiliation*
- *Contact person/s*
- *Moderator/s*

3.8. Contacts

Contact us

Standard Contact form

Newsletter

Standard Newsletter form

3.9. Standard pages

Standard pages include information provided in every website either to enhance usability or to comply with regulations, such as privacy and copyright notice. All pages were customised in style and content, as for the rest of the website.

3.9.1. Privacy Policy

Standard policy compliant with GDPR provisions

3.9.2. Cookies

Standard cookie widget providing opt-in selection

3.9.3. Error “404” Page

“Whoops! The page you are looking for does not exist”

Please try with the **advanced search**

3.9.4. Advanced Search block

- Search by Keyword
- Search by Category
- Search by Filetype
- Search by Date
- Search by Pilot
- Search by Feed content

4. Social media

Twitter

The INDIMO Twitter account @INDIMO_H2020 is available at https://twitter.com/INDIMO_H2020. The project's official hashtag is #INDIMO_H2020

LinkedIn

The INDIMO LinkedIn account is available at <https://linkedin.com/INDIMO-H2020>

5. Acronyms

ACRONYM	
ETM Forum	ETM Forum European Transport and Mobility Forum
GDPR	General Data Protection Regulation
W3C	World Wide Web Consortium
WCAG	Web Content Accessibility Guidelines
UD	Universal Design
UDM	Universal Design Manual

Table 1 - list of acronyms

Annex 1

Accessibility reports

WCAG tests

Web accessibility was tested using several online services, such as the one reported here in Figure 6 and provided by Level Access⁹. INDIMO website will be periodically tested to maintain high standards.

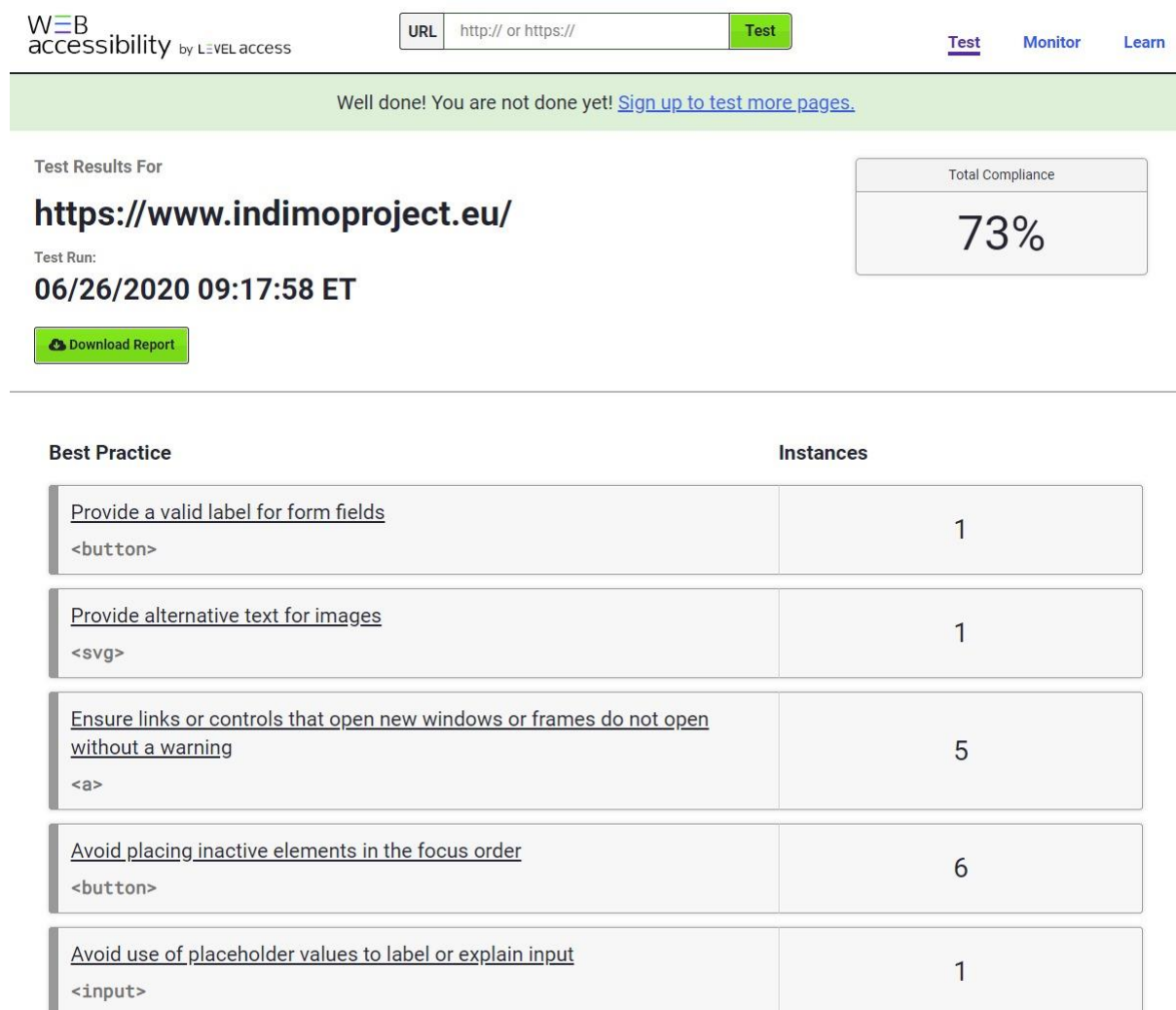


Figure 6 - WCAG website compliance

⁹ <https://www.levelaccess.com>

End-user evaluation of the INDIMO website

The **Budapest Association of People with Physical Disabilities (MBE)**, partner of the INDIMO project, carried out a preliminary evaluation of the INDIMO website in May 2020. At that time, some contents were not fully developed and minor changes were implemented also thanks to the user-feedback.

MBE involved three permanently impaired members of the association (i.e. two visually and one physically impaired) asking them to freely navigate on the website from different devices by taking notes of their experience.

The key findings are summarised below:

- the website is clear and very responsive on every surface (even using tablet or phone);
- it is good to have only a few links on the homepage.
- the screen reader software is easy to use and it is easy to search;
- the overall design looks good in terms of aesthetics, but it can be challenging to follow information for a lightly (limb or visually) impaired person;
- accessibility tools cover the main texts sometimes; *amended*
- red borders are displaced from the picture on the *News* page (bug or design feature?) – can be bother visually lightly impaired users; *amended*
- while using screen reader, drop-down menus on homepage can be hard to use as it won't response every time. It is probably due to the test-phase; *amended*
- connecting to INDIMO community and/or website operators is not a problem, since every feature worked well and all the textboxes can be easily filled (even by using screen reader).

Page-load speed test

A fast website which is easy to navigate from all kinds of devices is a key factor for accessibility. Fast websites allow easier interaction with external applications or tools used for accessibility. INDIMO website scored 99% significantly higher than average, considering recommended home page load time is under two seconds and that users tend to leave a site if pages aren't fully loaded within four seconds. The full report from GT Metrix¹⁰ attached summarizes website performance in terms of page load speed.

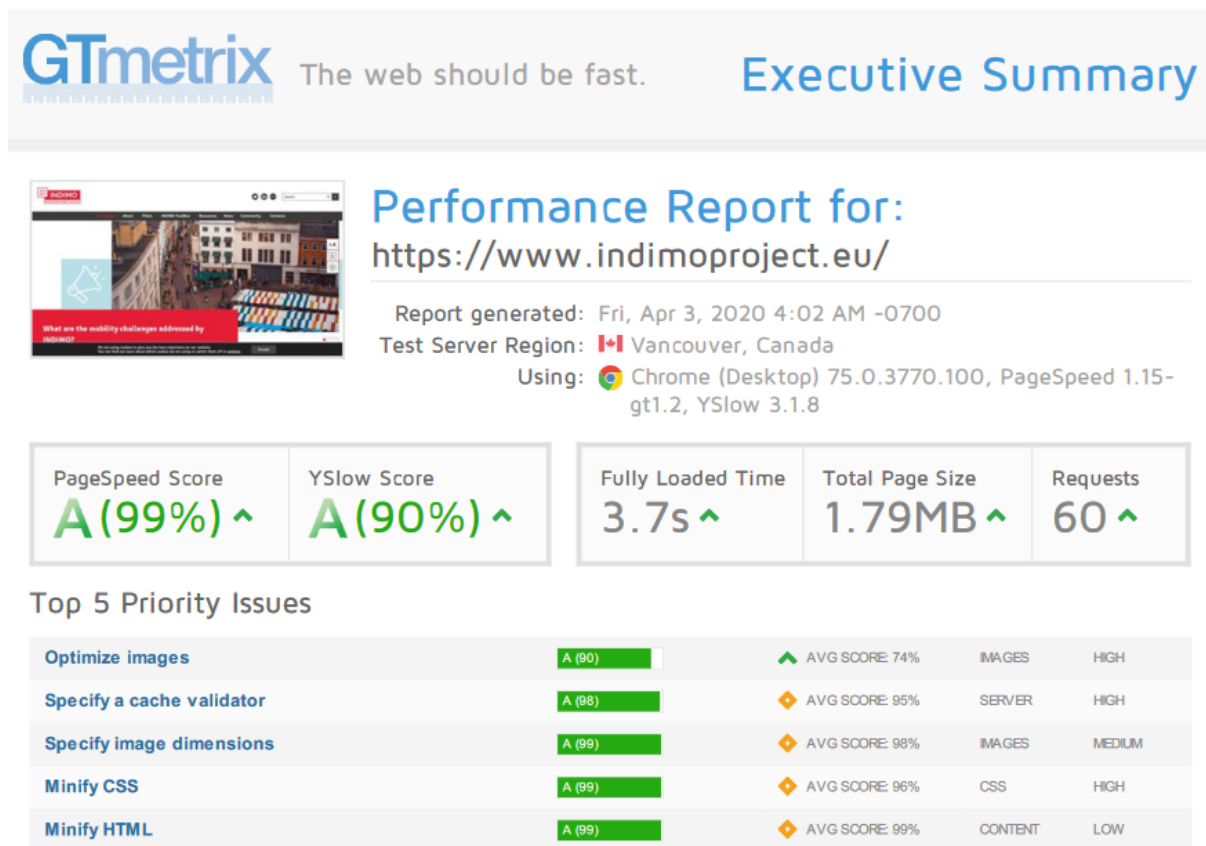
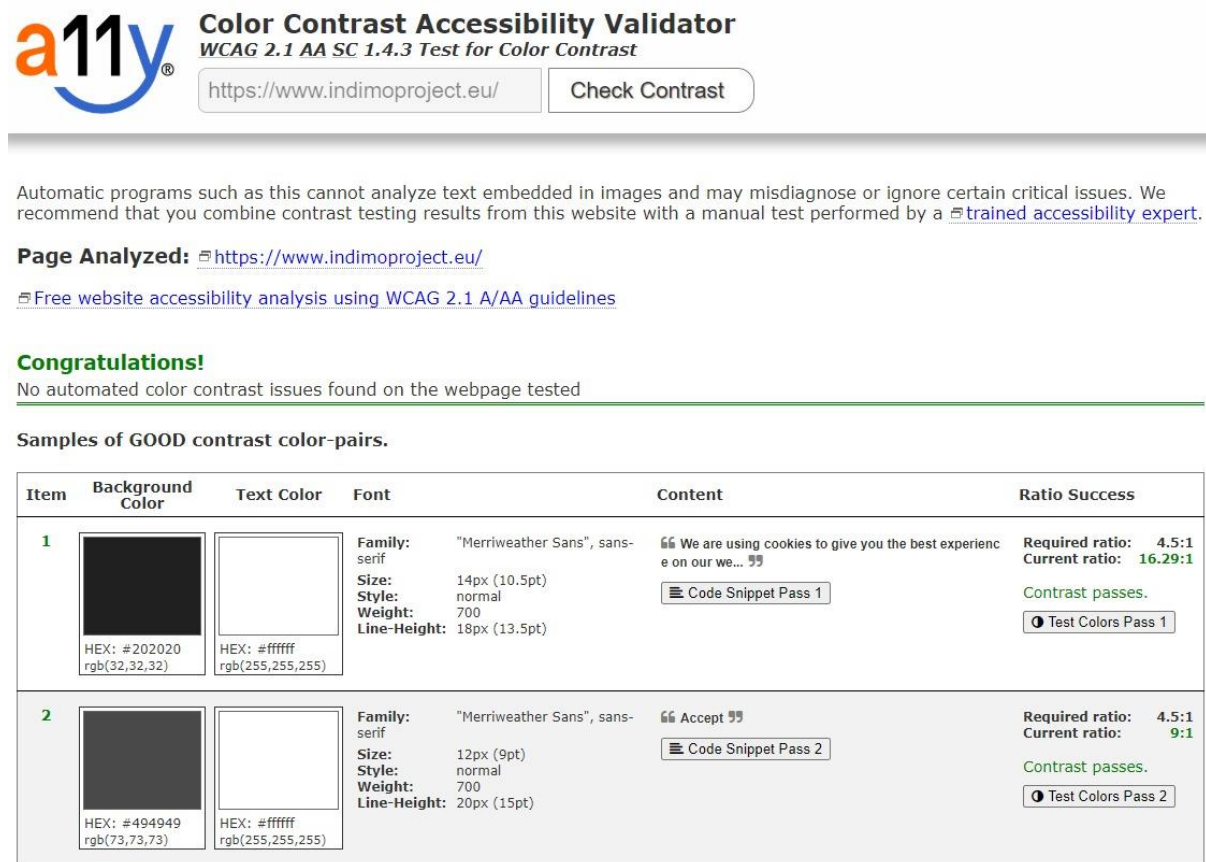


Figure 7 - website page load speed summary

¹⁰ <https://gtmetrix.com>

Colour contrast

Colour contrast was checked and verified in all the three colour themes available, to ensure readability for people with impaired colour perception. It was used by website developers', using accessible-by-design coding, i.e. checking colour contrast while applying styles and visual elements. In Figure 8 a screenshot of the online validator a11y¹¹ that was used for each colour pair in use.



a11y Color Contrast Accessibility Validator
WCAG 2.1 AA SC 1.4.3 Test for Color Contrast

<https://www.indimoproject.eu/>

Automatic programs such as this cannot analyze text embedded in images and may misdiagnose or ignore certain critical issues. We recommend that you combine contrast testing results from this website with a manual test performed by a [trained accessibility expert](#).

Page Analyzed: <https://www.indimoproject.eu/>

[Free website accessibility analysis using WCAG 2.1 A/AA guidelines](#)

Congratulations!
No automated color contrast issues found on the webpage tested

Samples of GOOD contrast color-pairs.

Item	Background Color	Text Color	Font	Content	Ratio Success
1	 HEX: #202020 rgb(32,32,32)	 HEX: #ffffff rgb(255,255,255)	Family: "Merriweather Sans", sans-serif Size: 14px (10.5pt) Style: normal Weight: 700 Line-Height: 18px (13.5pt)	“ We are using cookies to give you the best experience on our website. ” <input type="button" value="Code Snippet Pass 1"/>	Required ratio: 4.5:1 Current ratio: 16.29:1 Contrast passes. <input type="button" value="Test Colors Pass 1"/>
2	 HEX: #494949 rgb(73,73,73)	 HEX: #ffffff rgb(255,255,255)	Family: "Merriweather Sans", sans-serif Size: 12px (9pt) Style: normal Weight: 700 Line-Height: 20px (15pt)	“ Accept ” <input type="button" value="Code Snippet Pass 2"/>	Required ratio: 4.5:1 Current ratio: 9:1 Contrast passes. <input type="button" value="Test Colors Pass 2"/>

Figure 8 - colour contrast WCAG results

¹¹ <https://color.a11y.com>

Annex 2

Layouted materials

Project brochure

The project brochure is a square-folded 29,7cm x 15,2 cm format. In Figure 9 and Figure 10 a preview of the two sides of the layouted product.

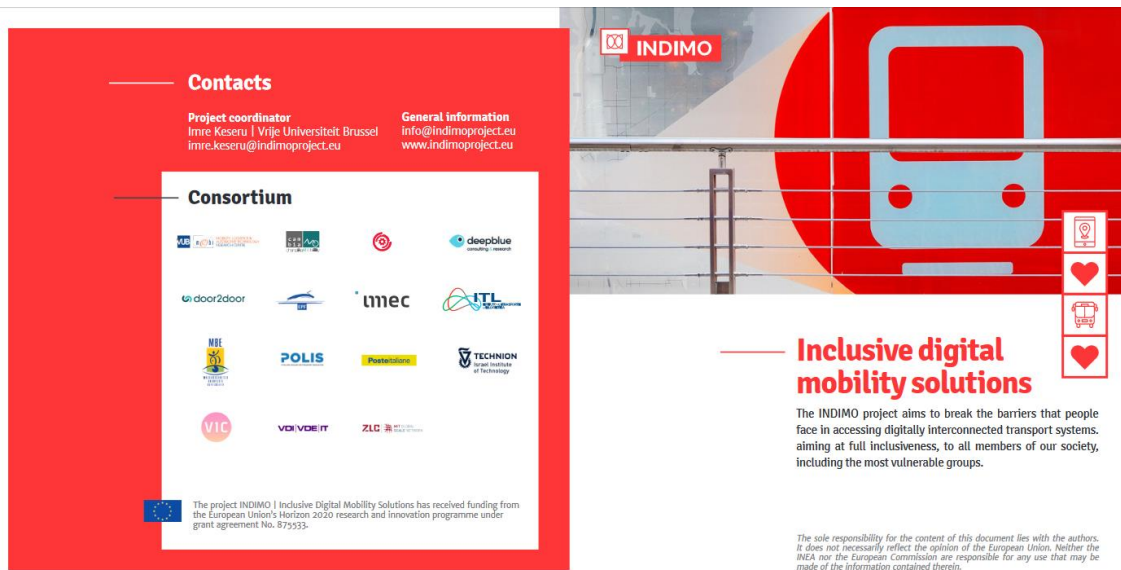


Figure 9 - external side of project brochure

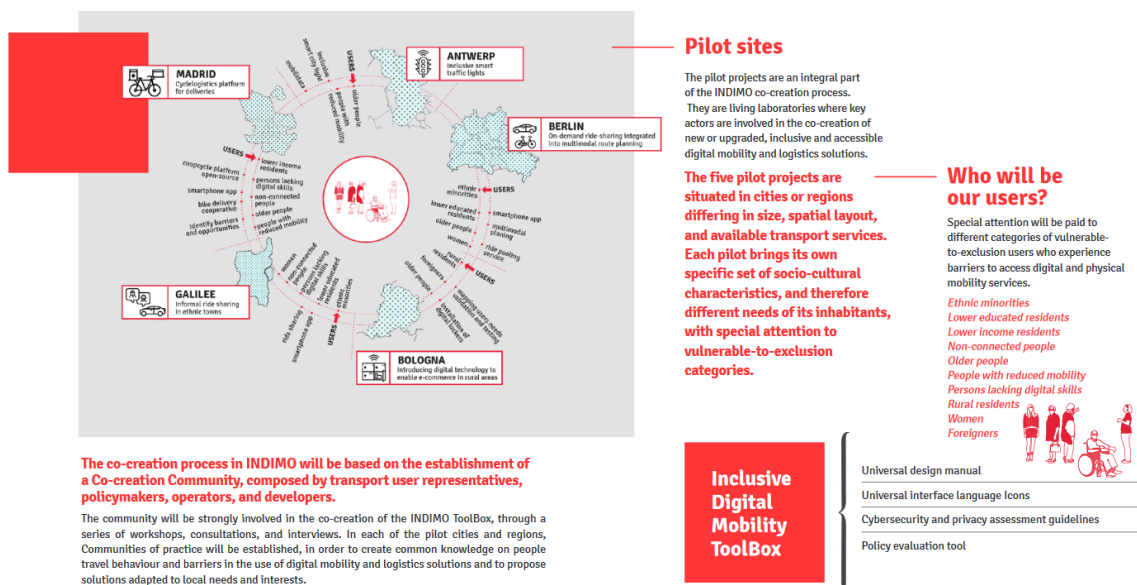


Figure 10 - internal side of project brochure

Newsletter template

The project newsletter will be modified according to needs and current updates. In Figure 11 and Figure 12 two previews of the template.

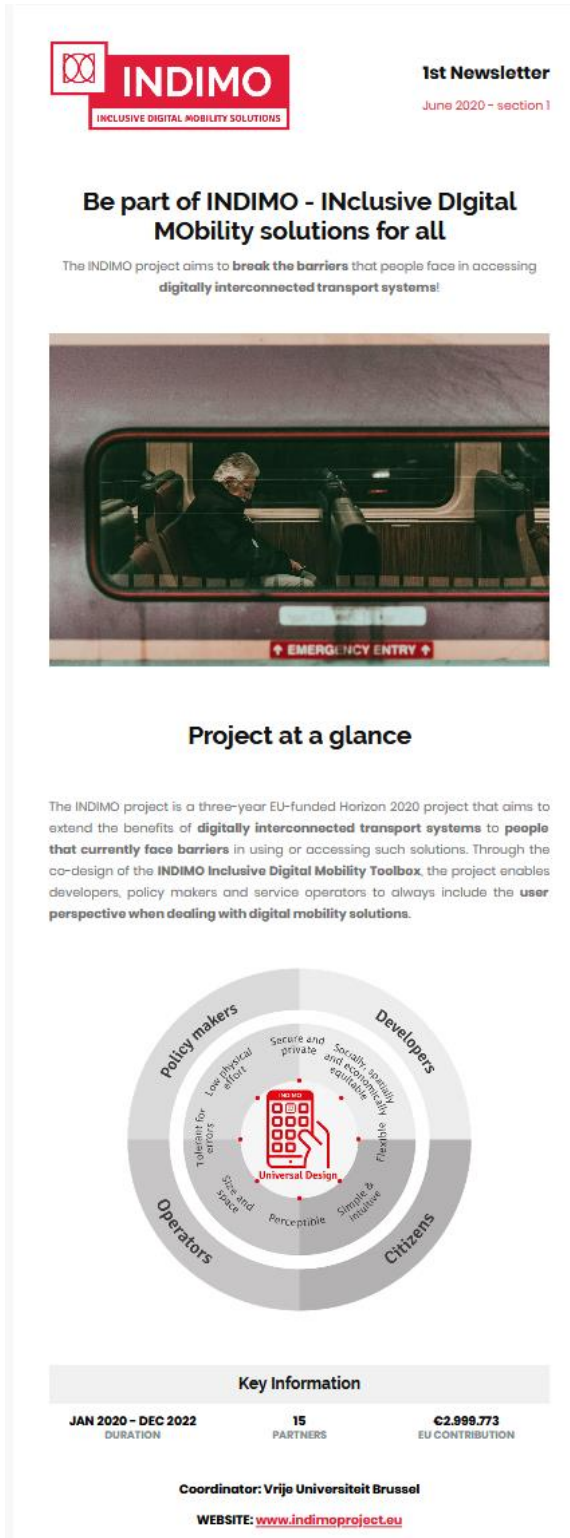


Figure 11 - preview of newsletter template

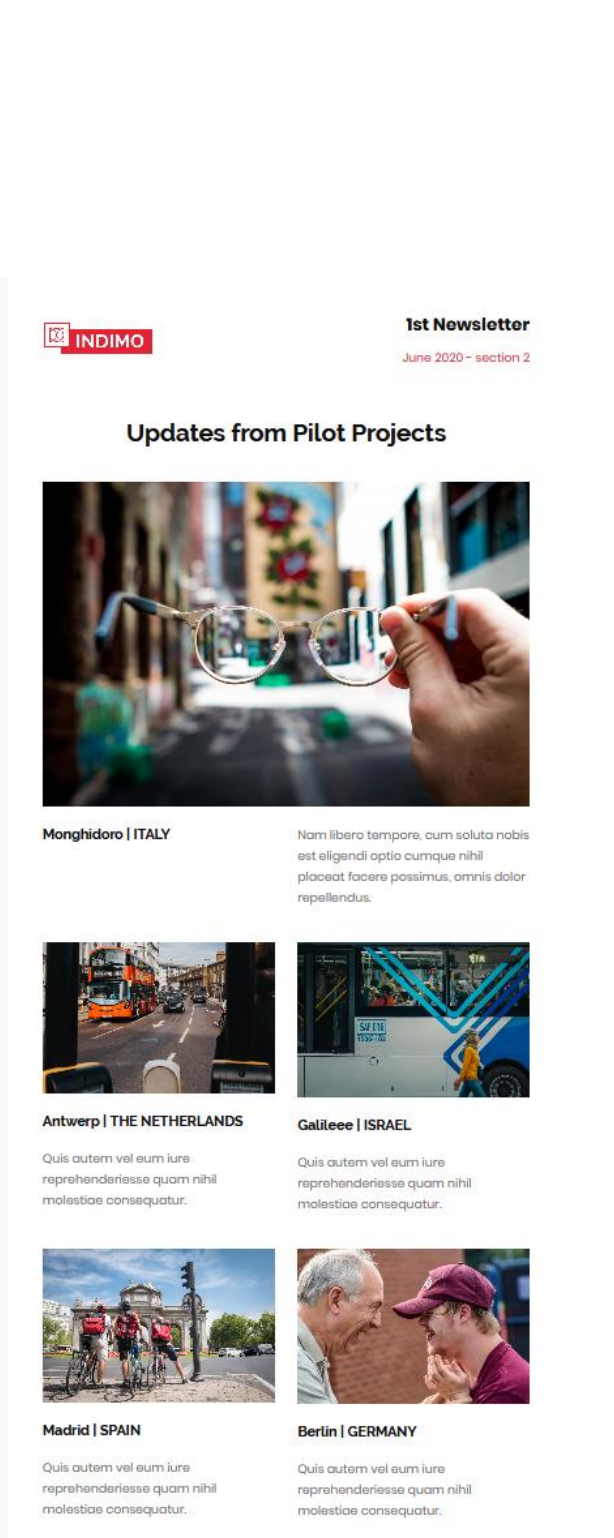


Figure 12 - preview of newsletter template