Project website and identity materials

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1. Executive Summary

This deliverable shows and describes the website and identity of the HEIDI project. The deliverable is the basis for the dissemination and communication of HEIDI. Further, it part of the HEIDI quality assurance with the aim of supporting the HEIDI consortium achieving the dissemination and communication goals within the project. The material described in this deliverable must be used in all dissemination & communication activities for HEIDI. D8.1 covers the project web presence (social media and website) and the identity material (logo, colours, templates).

Keywords: website, social media, project identity

2. Objectives

The main objective of this deliverable is to describe the project identity and ensure the quality of the HEIDI project. Using the website and various social media platforms, the goal is to spread the word about HEIDI and making it known to the widest audience possible.

The website and the identity material contribute to all Work Packages and overall objectives of HEIDI. The communication and dissemination activities will be carried out in the course of WP8.

3. Project identity material

This chapter describes the material with which HEIDI is known and will be known in the future. The identity material includes the logo, colours and various templates. The partners in the project are instructed to always use this material to ensure consistent quality and appearance and to make it immediately recognisable to outsiders that this is the HEIDI project. The identity material is used in all our dissemination and communication activities as well as on our website.

3.1   HEIDI Logo

The logo has been designed to represent connectivity and communication between cars and pedestrians, or in general human-technology-interactions. The consortium has decided on using orange as the colour for our project. Therefore, attention has been paid to use yellow/orange colours that are not too flashy but still visible, especially on big screens.

Figure 3–1: HEIDI Logo

3.2   HEIDI Colours

The main colour used in this project will be orange. As can be seen in the logo, different shades of yellow and red can also be used. The following colour codes are used:
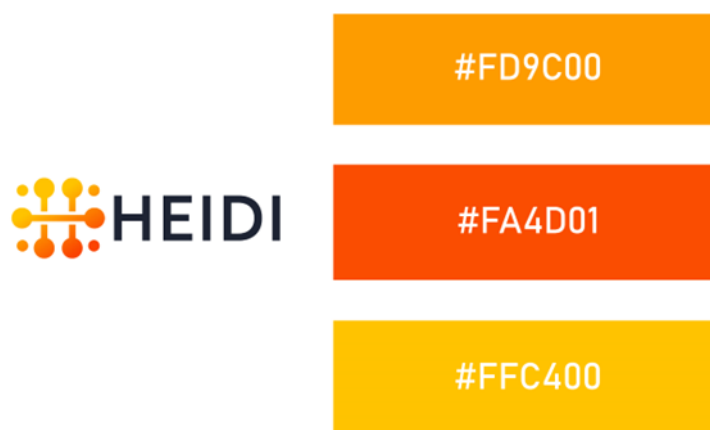

Figure 3–2: HEIDI Colours

3.3   HEIDI Templates

Various templates have been created and provided to all partners to ensure the quality of our deliverables and communication and dissemination activities. The templates for deliverables, PowerPoint Presentations and Deliverable Reviews are accessible on our Project SharePoint.

4. Project Website

Launched in November 2022, the HEIDI website is now accessible for everyone interested in the project via the following link: https://heidi-project.eu/.

The website itself is divided into 5 sections, that are displayed in the header of the website (see Figure 4–1). Most of the sections also contain subpages which will be presented in the next subchapters of this deliverable. The website is based on the project identity material that has been presented in the previous chapter.

The website and its content will be updated regularly. News updates, public deliverables, Dissemination Material and Project Videos will be up on the website as soon as they are available. This will ensure the traffic and engagement on our website and social media accounts.

4.1   Website Header

The header of the HEIDI website consists of the logo on the left side and the five sections, plus a search bar at the end:

- Home
- About HEIDI
- Partners
- Results & Media
- Contact
- Magnifier (search bar to help visitors find content on the website)

Clicking on the logo will redirect the visitors to the HOME (landing) page.

The sections are all displayed in black while the section currently visited is displayed in orange.
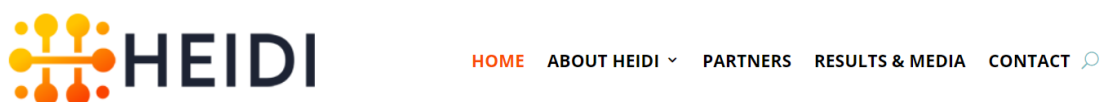

Figure 4–1: HEIDI Website Header

4.2   Website Footer

In the footer of the website, you can find important details about the project (Figure 4–2). You can find the Funding Acknowledgment & Disclaimer, the Grant Agreement number, the respective logos and the project duration for the HEIDI project there. Furthermore, the Imprint & Terms of Use and our contact details are displayed here. The e-mail address mentioned here is only used for the website. Our Social Media Platforms are also linked here (LinkedIn Account and future YouTube Account).
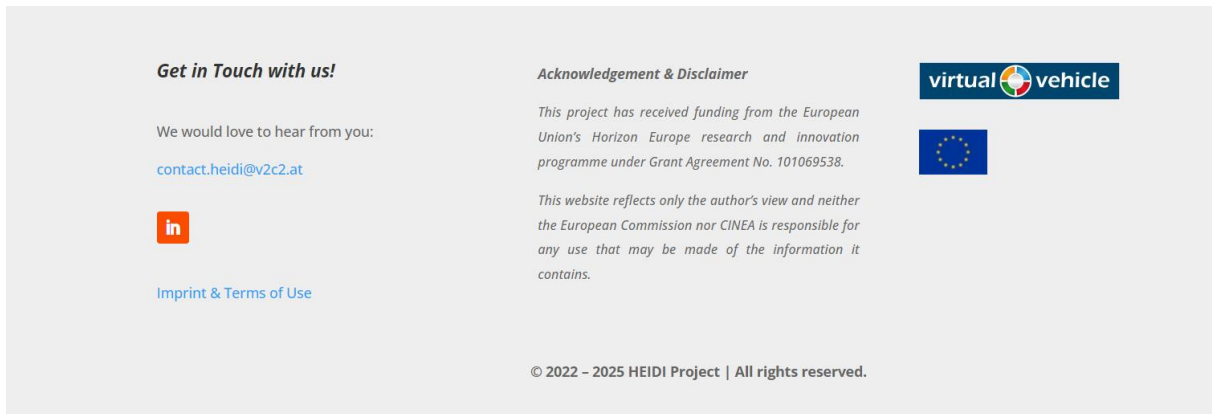
Figure 4–2: HEIDI Website Footer

4.3   Home Section

The HOME section (see Figure 4–3) is the first thing visitors see when they visit our website. It is therefore one of the most important sections. Clicking on the logo in the header or on HOME will always take you back to this page. The page should immediately show what HEIDI stands for: *Holistic and adaptivE Interface Design for human-technology Interactions*. A key visual has been used to help visualize it. By clicking on the "Find out more" button you will be redirected to the "About HEIDI" section.
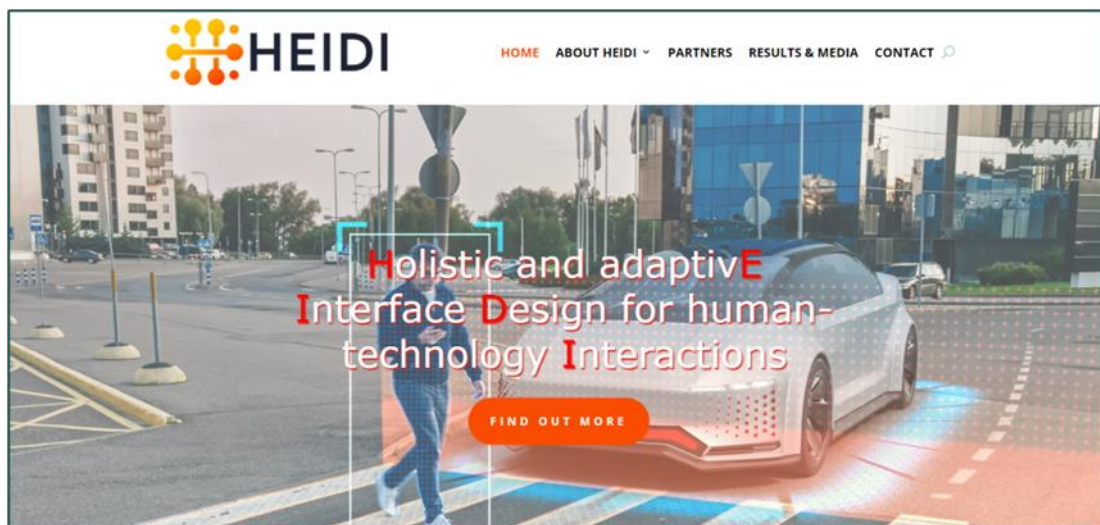

Figure 4–3: HEIDI HOME (landing) Page

Scrolling down the page, the visitors will find a project overview in numbers and the news section will appear (Figure 4–4). The news section will be updated regularly whenever the consortium wants to share something with the public. Currently, there is a post about the HEIDI Kick-Off Meeting available. By clicking on the news post, the visitors will get more information.

Figure 4–4: HEIDI Project in Numbers & News Section

4.4   About HEIDI | HEIDI in a nutshell

Clicking on "About HEIDI" in the header will open the subpage "The Project". This subpage describes HEIDI in more detail. At first, the project is described in a nutshell which gives an overview of the whole project as seen in the figure below.

In most current cars, human–machine interfaces (HMI) have limited understanding of the intentions of pedestrians and vehicles in the surroundings. This can lead to pedestrians being exposed to dangers and drivers being presented with distracting warnings. The HEIDI project aims to develop a fluid, cooperative HMI that holistically integrates internal and external sensing to create adaptive HMI solutions for drivers and other road users. This cooperative HMI effectively gathers and synchronizes driver's data and data from other road users to i) understand the situation and ii) recommend safe joint actions to all stakeholders. The coordination logic conforms to the principle of Foresight Safety®, i.e., the human-like ability to anticipate hazards and proactively avoid dangerous situations. Heidi's HMI solutions guarantee that all road users have the same understanding of the situation and ensure safe interaction between vehicles and vulnerable road users. Fluid internal and external interfaces coordinate information and joint-action recommendations addressing all user categories, while adapting to their respective states and conditions like, e.g., distracted drivers and older pedestrians.
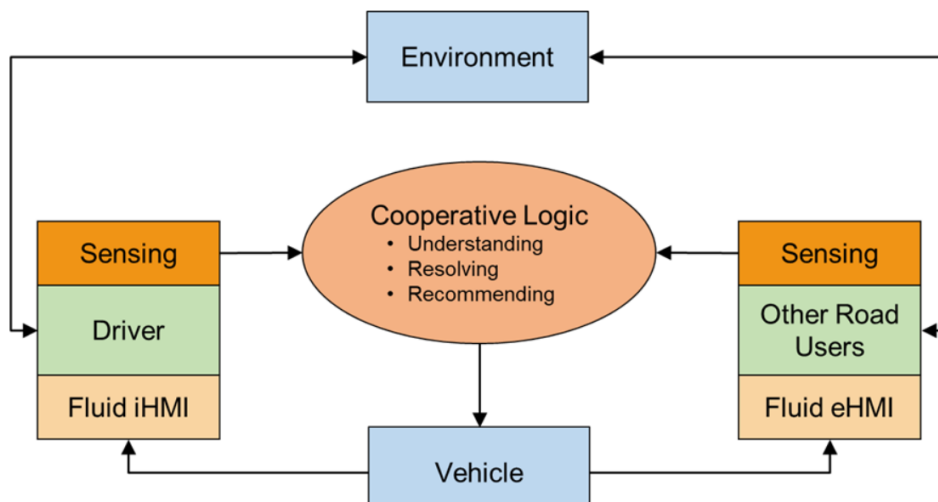

Figure 4–5: HEIDI in a nutshell

Further, also the four objectives of the HEIDI project are stated and explained (Figure 4–6).

Objectives

1 – Develop and demonstrate fluid, cooperative HMI

The HEIDI project will develop new concepts of holistic and adaptive HMIs targeting the safe interaction between drivers and pedestrians. Protoypes will be validated in a multi-user simulation environment and in real vehicles. Internal and external HMI solutions will be integrated into a cooperative HMI, which synchronises action recommendations for drivers and other road users.

2 – Develop technical innovation for mutual awareness between road users and drivers

The HEIDI project will develop i) a driver monitoring system which detects critical driver states in real time, extended by driver behaviour prediction, ii) a pedestrian monitoring system which detects road user type, attentional level and overall capability in real time, while providing the most likely future behaviours, iii) a situation assessment and decision module which identifies and addresses interaction partners by suggesting a safe joint behaviour based on combined sensed inputs, and iv) a situation resolution and tracking module which continuously tracks whether the recommended joint actions are followed and triggers HMI countermeasures if needed. An osmotic software layer will enable fast and efficient data processing and HMI updates for the above solutions.

3 – Develop suitable validation methods for assessing cooperative HMI solutions

Specific multi-user simulation environments and research methods to evaluate the safety, usability & effectiveness of the cooperative HMI solutions will be developed and validated based on defined use cases. Current infrastructure will be improved to develop novel simulation-to-reality transfer methods for perceptual systems and to support the homologation of human-centred HMI-based safety systems. Finally, catalogues of ethical guidelines for multi-user tests sharing traffic participants information will be produced.

4 – Recommendations for regulation and standardisation of adaptive internal and external HMIs

Two sets of guidelines and recommendations will be produced for i) regulation and standardisation bodies, namely EuroNCAP and IEEE, especially targeted towards external HMIs as the situation on specific regulations and standardisation is still unclear and ii) a catalogue describing the human-centred methodology which has been applied in the HEIDI project that allows technology providers to work closely with multiple stakeholders in a systematic way to create holistic HMI systems, where multiple traffic participants are considered.

Figure 4–6: HEIDI Objectives

At the end, the planned innovations of the project are also presented and explained, as seen in the following figure:

Innovations

- **Fluid design** of human-machine interactions: Information flows and adapts to user
- **Osmotic software layer** for wireless, continuous update of "meta-knowledge" and vehicle HMI
- **Adaptive tutoring system** supporting, e.g., elderly drivers with learning difficulties
- **eHMI** (external human-machine interface) to allow automated vehicles to communicate and interact with vulnerable road users (VRU)
- **Cooperative decision module** for situation recognition and joint action recommendation
- **Sensing and prediction algorithms** for different users, abilities, states and intentions
- **Multi-user co-simulation** set-up to safely evaluate cooperative road users' behavior
- **Human-centered methodologies** for evaluating safety, usability and effectiveness of multi-user HMI
- **Foresight Safety** approach to prevent the occurrence of dangerous situations like humans do

Figure 4–7: HEIDI Innovations

4.5 HEIDI Partners

Clicking on "Partners" will give the visitors an overview of the HEIDI partners. An overview with the logos of all 9 partners is provided in the figure below (Figure 4–8):

Virtual Vehicle

Bayerische Motoren Werke AG

Reutlingen University

Honda Research Institute Europe GmbH

Marelli Automotive Lighting Reutlingen (Germany) GmbH

The Swedish National Road and Transport Research Institute

Universidad de Alcalá

Tree Technology S.A.

NISYS GmbH

Figure 4–8: HEIDI Partner Overview

With a click on the partner, more information and details will appear:

- Description of the partner
- Role and contribution to the project
- Website of the partner
- Links to Social Media Accounts

The subpage is designed that visitors can easily go back to the partner overview (clicking "Back to Partners") and click through all partners.

4.6   HEIDI Results & Media

Public publications, contributions, project material and results are published in this section. The section is divided into 4 areas (see Figure 4–9). By clicking on the (+), more information about the different areas is provided. These sections will be updated continuously as soon as the material becomes publicly available.

Results & Media

Information Material

Thank you for your interest in HEIDI. We will update this section soon.
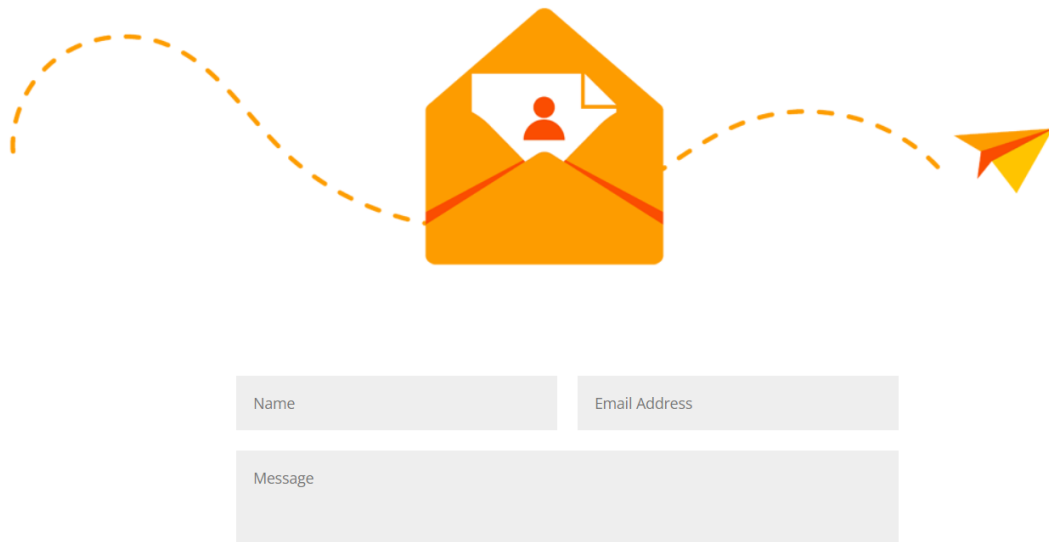
Public Deliverables

Publications

Media

Figure 4–9: HEIDI Results & Media

4.7 HEIDI Contact

In the last section, a contact form for visitors is provided (Figure 4–10). It is used for the communication between HEIDI and visitors of the website. The contact form can be filled in by any visitor and will then be sent as an email to the project coordinator team.

We would love to hear from you!

Questions or suggestions? Contact us via the form below!

Name

Email Address

Message

Figure 4–10: HEIDI Contact Form

5. Conclusion

This deliverable is important to ensure the quality of the website and all dissemination and communication activities. It should also serve as a guideline within the project. The project identity material must therefore also be used by each partner for all purposes concerning HEIDI.

The aim is to reach as large an audience as possible and thus contribute to the awareness of HEIDI.

Both the website and the social media channels will be updated regularly. As soon as project videos, public deliverables, information material or publications are available, they are immediately published on the website and our social media channels.

This ensures that visitors to our website are always up to date on the HEIDI project.

6. Abbreviations

Term	Definition
DEC	Websites, Patent Filings, Videos etc.
HEIDI	Holistic and adaptivE Interface Design for human-technology Interactions
PU	Public
WP	Work Package