



SUITCEYES

1 Jan 2018 - 31 Dec 2020

Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere
Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces

[D8.5]

Define the project identity IV

Courtesy of LightHouse for the Blind and Visually Impaired, see <http://lighthouse-sf.org>



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| Dissemination level | | |
|---------------------|--|---|
| PU | PUBLIC, fully open, e.g. web | X |
| CO | CONFIDENTIAL, restricted under conditions set out in Model Grant Agreement | |
| CI | CLASSIFIED, information as referred to in Commission Decision 2001/844/EC. | |

| Deliverable Type | | |
|------------------|---|---|
| R | Document, report (excluding the periodic and final reports) | |
| DEM | Demonstrator, pilot, prototype, plan designs | |
| DEC | Websites, patents filing, press & media actions, videos, etc. | X |
| OTHER | Software, technical diagram, etc. | |

| Deliverable Details | |
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| | | |
| | | |

| Glossary | |
|------------------|--|
| Abbr./ Acronym | Meaning |
| SUITCEYES | Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces |
| LDQR | Les Doigts Qui Rêvent |
| HARPO | Harpo Sp. z o. o. |
| HB | Högskolan i Borås / University of Borås |
| HSO | Hochschule Offenburg / Offenburg University of Applied Sciences |
| HIPI | Haptic Intelligent Personal Interface |
| Dx.y | Deliverable number y from work package x |
| GA | Grant Agreement |

Table of contents

| | |
|--|----|
| 1. Executive Summary..... | 5 |
| 2. Introduction | 6 |
| 3. Disseminating Information Through New Formats | 7 |
| 3.1 Tactile postcards and tactile poster..... | 7 |
| 3.1.1 Design of the project’s tactile logo | 9 |
| 3.2 Braille symposium programmes and bookmarks | 10 |
| 3.3 Project leaflets in German | 11 |
| 4. Dissemination of First Project Results | 12 |
| 5. Update Visual Identity Package | 14 |
| 6. Conclusions | 15 |

1. Executive Summary

The set of deliverables titled *Define the project identity (I to VI)*, report on dissemination activities and the updates of the visual identity package, which contains different materials destined to create projects awareness and dissemination of the project's results.

After a short introductory section, this report presents recent dissemination material in new formats that aim to extend our project identity to a larger community, considering the communication challenges that people with deafblindness encounter. In another section, preliminary dissemination of the project's results is presented, pointing to the future strategies to be implemented. Lastly, the updated version of the *Visual Identity Package* is shared.

This deliverable is closely related to prior deliverable *Define the project identity* versions (D8.2 - D8.4) and the *Detailed dissemination plan* (D8.9), where dissemination methods were discussed according to the specific target audiences.

2. Introduction

Aiming to keep the project's templates and publicity materials updated, in the Grant Agreement (GA) a series of deliverables titled *Define the project identity (I to VI)* is to be presented every 6 months. In previous versions of this deliverable (*Define the project identity I - III*), different aspects of the project identity were presented. A visual identity package was created, including the project logo, document templates, a set of short informative catch phrases, publicity materials, guidelines concerning the use of the project's visual identity and the accessibility features for dissemination of project information.

In the first two deliverables of this series, the focus was placed on the elements of the visual identity package, and the contents of the project's website. Once the initial material was in place, efforts were directed at ensuring that the project's dissemination materials included accessibility features to achieve an effective communication with the different target audiences. The project members continue to learn more about the target audiences through the different activities of the project, such as conducting interviews with people with deafblindness, using the publicity material and promoting project awareness in different academic and branch events.

This deliverable, D8.5 *Define the project identity IV*, aims to report on new formats and channels used to disseminate project information, specifically concerning accessible publicity material and dissemination of initial project research. This deliverable responds to two main concerns at this stage of the development of the project. One hand, feedback from project members and our target audiences have helped us to gain a deeper understanding of the potential needs and communication challenges of people with deafblindness. These insights have been used to further improve our publicity materials. A crucial step in our efforts has been to ensure information accessibility, both in order to strengthen our project identity and to comply with the user-centred design approach adopted in the project. In the other hand, at this stage of the project, demonstration of the first prototypes of the HIPI (Haptic Intelligent Personalised Interface) took place during our consortium meeting in Borås, Sweden in August 21-23, 2019. This marks the beginning of the second half of the project where, according to project's milestones, three generation of prototypes will be developed. The dissemination of these developments and other new results, will be the main concern of WP8's dissemination activities.

3. Disseminating Information Through New Formats

The project's needs concerning the dissemination activities and formats to address the defined target audiences are changing. Contact with the community of people with deafblindness, has supported our aim to regularly optimise our publicity materials, always trying to find new ways to communicate with this community. This section reports on the latest dissemination activities aimed to better communicate and augment project awareness within the deafblind community.

During the project's symposium "Haptic Communication - Breaking the Barriers for Inclusion and Participation", which took place on the 22nd of August 2019 at the University of Borås (HB) in Sweden, members of our different target audiences were present, connecting people from the scientific community and industry sector, general public and people with deafblindness. In this sense, the symposium was an opportunity to display new formats of publicity materials addressed to the deafblind community, but also to demonstrate the diversity of formats of communication to the other target audiences, aiming to show to all participants the challenges and richness of the different ways of communication of the deafblind community.

In other words, project identity has been built along the project's development, initially towards the SUITCEYES partners allowing to build a common language and visual identity. Now, the efforts are centred in extending our project identity towards a larger community. Under this objective, it was planned to reach the different target audiences (who e.g. attended the symposium) and furthermore, to create a simple experience that could invite everyone to explore and discuss around the symposiums theme (Haptic communication and inclusion) and the project's ideas and objectives.

In the next sections, tactile and Braille publicity materials will be presented that were used during the project's symposium. Also, other material used in other scenarios by our project partner Offenburg University of Applied Sciences (HSO), will be presented.

3.1 Tactile postcards and tactile poster

As mentioned earlier, we wanted to create a simple experience during the symposiums to motivate participants to discuss and explore the symposiums theme. The means to achieve this was the creation, in collaboration with our SUITCEYES partner Les Doigts Qui Rêvent (LDQR), of a poster and postcards featuring a tactile version of the project's logo (description and main features in Tables 1 and 2). These two publicity materials were intended to reach the different audiences present at the consortium. More than an a "specialised" material for people with deafblindness, they were meant to be accessible and enjoyed by all participants, creating an inclusive experience.

Featuring information in text and representing the SUITCEYES logo with a full-coloured tactile image, the intention was to produce an appealing material that informs but mainly that invites to explore and discuss around the project's topics, such as haptic communication.

Table 1 Tactile postcard description and characteristics



| Feature | Description / explanation | Example / Photograph |
|------------------------------|--|---|
| Size | 17 by 17 cm | |
| Number of postcards produced | 50 | |
| Graphic information (Face A) | <ul style="list-style-type: none"> - Project's title and catch phrases - Project description: "Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces" - Website address and social media logos - Financing information |  |
| Tactile image (Face B) | Full colour tactile image of the project's logo, using 3 different textures (paper and tissue) |  |

Table 2 Tactile poster description and characteristics

| Feature | Description / explanation | Example / Photograph |
|----------------------------|---|----------------------|
| Size | 60 by 80 cm | |
| Number of posters produced | 1 | |
| Graphic information | <ul style="list-style-type: none"> - Project's title and catch phrases - Project description: "Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces" - Website address and social media logos - Partner logos - Financing information | |

| | | |
|---------------|--|--|
| Tactile image | Full colour, large size tactile image of the project's logo, using 3 different textures (paper and tissue) |  |
|---------------|--|--|

3.1.1 Design of the project's tactile logo

Tactile images combine principles of haptic communication (aiming to express the meaning of something) and illustration (aesthetical representation of something). There are no universal conventions to create tactile images, nevertheless, each material (tissue, paper, etc) can communicate sensations and induce similar feelings. Besides the conceptual design of a tactile image, the production implies a time-consuming handmade process of cutting different materials that are then assembled assuring that the design concept is well expressed.

For the tactile version of the SUITCEYES logo, a balance was sought to accurately represent the logo respecting our User's Manual of Visual Identity (part of D8.3), and make it interesting for tactile exploration. The green part of the logo (suitcase) was represented respecting the its orientation (rotated to the right, showing that the suitcase is moving forward rather than motionless) and in high relief, which allowed to differentiate the suitcase handle, the sound waves (right corner) and the eye (left corner). A thick green paper was used for this purpose.

To represent the iris and pupil of the eye, two different textures were used. A soft blue fabric was used for the iris, and on top of it, a slightly rougher black texture was pasted representing the pupil. The combination of these three different textures (green paper, blue and black fabric) offered the possibility to differentiate the main elements of the logo.

As mentioned before, this material was distributed and displaced during the symposium (Figure 1), offering attendants a tactile experience and an opportunity to discuss around the project's objectives and the theme of the symposium: Haptic communication.



Figure 1 Participant exploring the tactile poster (left) and the general layout of the publicity material exposed during the symposium (right)

3.2 Braille symposium programmes and bookmarks

In order to better communicate with some of the participants of the symposium, project partner Harpo prepared 30 programmes printed in Unified English Braille (UEB - Grade 1, accessible for beginners and experienced readers). These programmes were printed in A4 format and distributed at the registration desk to identified Braille users and upon request (Figure 2).

At registration, all symposium participants received a folder with the programme, name tag, university plan and other general material. Harpo also prepared 70 project bookmarks that were included in the participants' folders. The bookmarks were printed in a 9 by 15 cm format, including the project's logo, the project's name in Braille (UEB – Grade 1), catch phrase, website address and social networks' logos (Figure 2). This publicity material aimed to be used by Braille users but also to create consciousness in the general public about the diverse means of communication used by the persons with deafblindness.

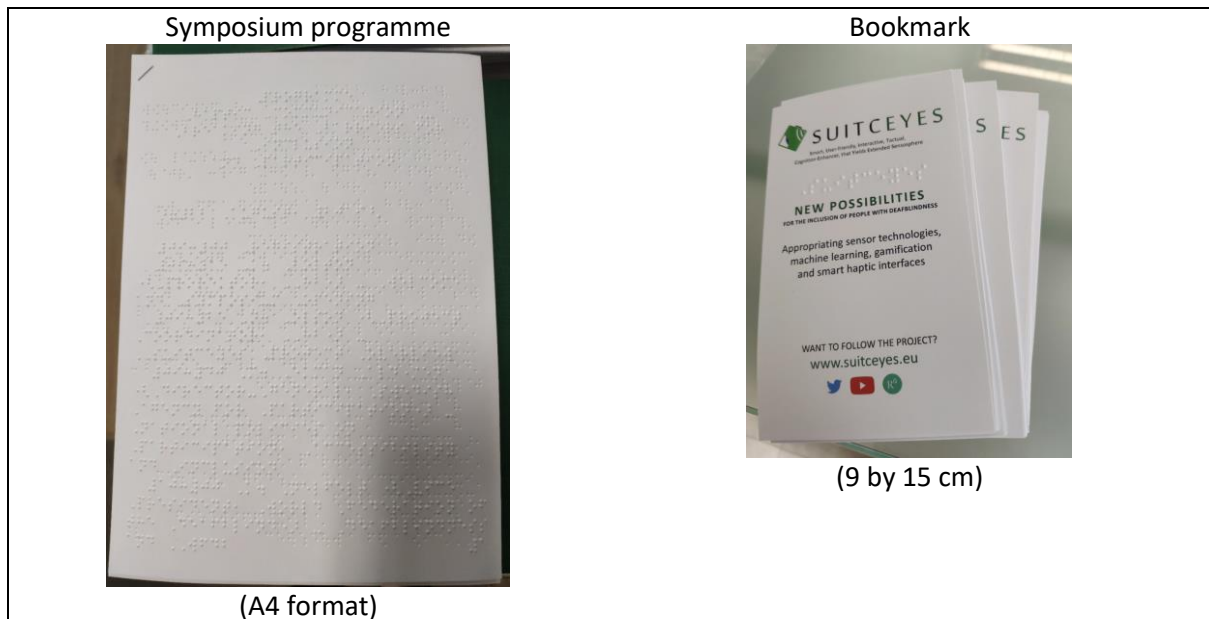


Figure 2 Complete symposium programme and project bookmark in Braille

3.3 Project leaflets in German

As part of the project activities, the project partner Offenburg University of Applied Sciences (HSO) participated in meetings with persons with deafblindness during the conference of the deafblind community in Baden-Württemberg (5th of July 2019). Participation in such venues is an opportunity to promote project awareness within these communities (as one of our target audiences identified in D8.9). Nevertheless, it was identified that offering information in English would be an additional barrier for effective communication, hence a German version of the project’s leaflet was prepared to be handed out in those meetings (Figure 3). Although English is the common language used in the project, the option of adapting existent publicity materials to other languages is open to all consortium partners.



Figure 3 German version of the project’s leaflet

4. Dissemination of First Project Results

As the project advances, it is crucial to find new channels to communicate with the scientific and research community, aiming to present and discuss the project’s results with a larger audience. At this stage, the project commences to have scientific results (publications, prototype demonstration) that are suitable to share with the scientific community.

Even more, it is important to reach the scientific community considering that the project’s scope is to create a platform that allows to integrate different technologies (through a modular design approach) that enhances continued work and further developments by others even beyond the project’s lifespan. For this to become a reality, SUITCEYES is looking for strategies to better reach the scientific community.

Although the project’s Twitter account is quite active and that we have as followers various members of the scientific community, the ResearchGate project page (Figure 4) is recently being used to share more in detail information about the project’s latest news and scientific results. With this purpose, we want to intensify the use of ResearchGate. Currently, work is focussed in reaching more researchers and maintaining up-to-date information about our latest publications and project’s results. So far, about 30 updates have been published, including news about our symposiums and our scientific publications. The site has registered more than 400 reads concerning the shared information.

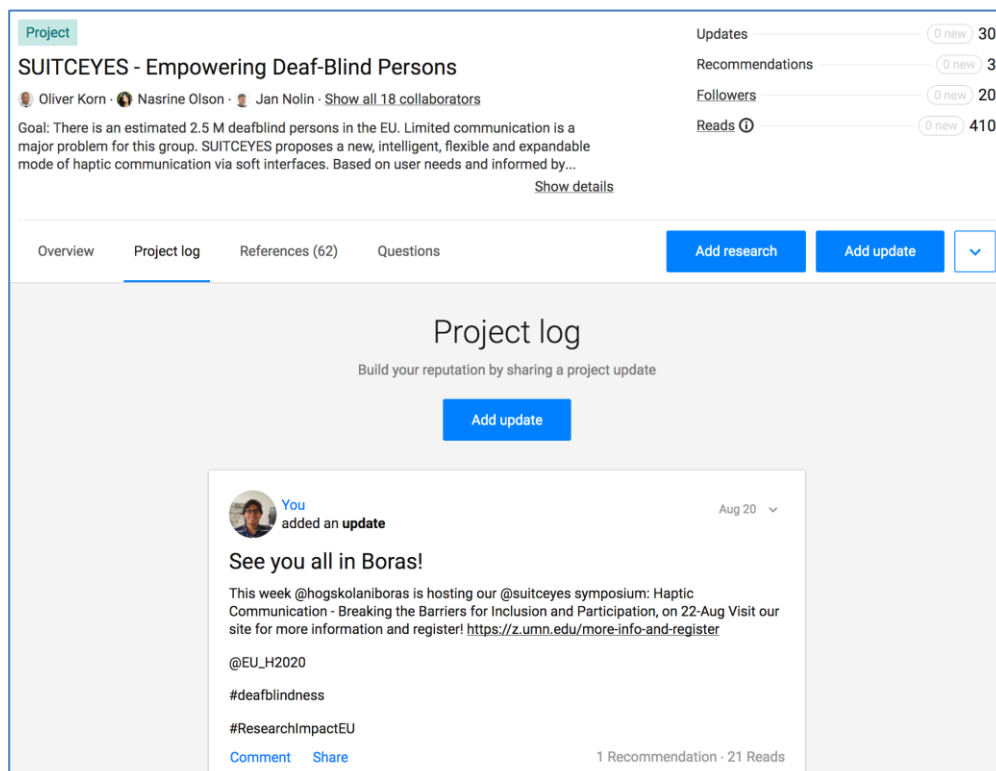

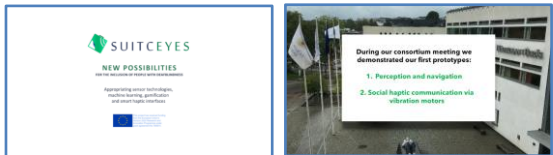

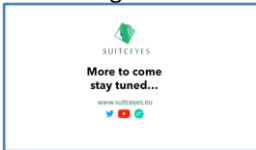


Figure 4 Project’s page in ResearchGate

Another recent initiative was the creation of a video about the initial prototype demonstration that was carried out during the consortium meeting at the University of Borås (21 - 23 August 2019) with project members. The video features general information about the two prototypes currently being

used for perception and navigation (obstacles detection and object/face recognition) and social haptic communication through vibration motors (psychophysics experiments). General characteristics of the video are presented in Table 3. This type of dissemination material aims to share general information and initial results to the scientific and interest groups communities that will be then reported formally and in-detail through scientific publications. This video is available for all partners for internal use, and once we obtain written permission from external participants showed in the footage, the video will be disseminated through our YouTube channel, Twitter account and the project’s website.

Table 3 Tactile poster description and characteristics

| Feature | Description / explanation | Example / Photograph |
|------------------------|---|---|
| Length | 2 minutes 49 seconds | |
| Accessibility features | English subtitles using capital letters in “Avenir Heavy” font, size 58, colour black over white rectangle |  |
| Original video footage | Original footage was registered during the SUITCEYES Consortium Meeting at Borås (Sweden), 20-23 August 2019 | |
| Sound | Two open source soundtracks were used from the Opsound site: - hellothisisalex_drumloop01 and - hellothisisalex_drumloop02. Both soundtracks are available in www.opsound.org/artist/hellothisisalex | |
| Software | This video was made using iMovie | |
| Sections | <ul style="list-style-type: none"> - Introduction (Project logo, catchphrase and financing information) - Video outline of prototype demonstration - Section 1 (Perception and navigation) - Section 2 (Social haptic communication via vibration motors) - Closing section (invitation to follow the project through the Website and social networks) | <p>Introduction and video outline</p>  <p>Sections 1 and 2</p>  <p>Closing section</p>  |

5. Update Visual Identity Package

The following table reports on the updates on the visual identity package. For this version the main update concerns the German version of the project's leaflet, Braille bookmark, tactile poster and tactile postcard, and prototype demonstration video.

Table 4. Visual identity package and updates

| Element | Description | Format | Date of last update (DD/MM/YY) |
|-------------------------------------|---|--------------|--------------------------------|
| Logo (Standing format) | Full colour logo in standing format | .png .pdf | |
| Logo (Horizontal format) | Full colour logo in horizontal format | .png .pdf | |
| Deliverable template | Full colour template including front page, title styles and typography | .docx | 21/09/2018 |
| Letter sheet template | Full colour template including headed page, title styles and typography | .docx | 02/08/2018 |
| Presentation template | Full colour template including title slide, contents slide, final slide, title styles and typography | .pptx | 06/08/2018 |
| Poster A1 | Full colour, digital and ready-to-print poster in A1 format (59.4 x 89.1 cm). Accessible format tested for screen-reader software. | .pdf | 15/02/2019 |
| Poster A3 | Full colour, digital and ready-to-print poster in A3 format (29.7 x 42.0 cm). Accessible format tested for screen-reader software. | .pdf | 15/02/2019 |
| Tactile poster | One full colour printed poster (60 x 80 cm), including a large size tactile image of the project's logo. | Paper | 22/08/2019 |
| Leaflet | Full colour, digital and ready-to-print leaflet in A4 format (21.0 x 29.7 cm). Accessible format tested for screen-reader software. | .pdf | 15/02/2019 |
| Leaflet (German version) | Full colour, digital and ready-to-print leaflet in A4 format (21.0 x 29.7 cm). Language: German. Accessible format tested for screen-reader software. | .pdf | 20/06/2019 |
| Flyer | Full colour, digital and ready-to-print flyer in A5 format (21.0 x 14.9 cm). Accessible format tested for screen-reader software. | .pdf | 15/02/2019 |
| Postcard with tactile logo | 50 full colour printed postcards (17 x 17 cm), including a tactile image of the project's logo. | Paper | 22/08/2019 |
| Bookmark with Braille title | Full colour bookmark (9 x 15 cm) with project information and featuring the projects name in Braille | Paper | 22/08/2019 |
| First prototype demonstration video | Video (2 minutes and 49 seconds long), featuring the first prototype demonstration during project's symposium at Borås (August 20-23, 2019) | .mp4 | 15/09/2019 |
| User manual of visual identity | Deliverable D8.3 <i>Project identity II</i> which includes the user's manual and other recommendations | .pdf | 29/09/2018 |

6. Conclusions

The SUITCEYES project has continued to create different project awareness materials that acknowledge the diversity of means of communication used by the deafblind community (Braille documents and tactile logo images). This type of material allows to share our project identity to others and particularly to our interest-group audience.

At this stage of the project, initial scientific results are available through some publications and prototype testing is starting. This is a major opportunity to reach the scientific community and begin to shape a researchers' community that could in the future support and further develop the platform developed throughout this project. For achieving this, sustained efforts are needed to reach and cultivate a researchers' community around our SUITCEYES project.