PARSEC

ACCELERATOR

D3.8 eoMall Galleries and eoPages Manual

WP3 – Large Scale Demonstrators

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Introduction

This document contains a manual for two applications: -eoPages an eoMall. For both applications was used similar infrastructure. Applications are used to publish attractive marketing content and to popularize companies and the services they offer. Therefore, there may be minor differences in the data in the guidelines with the portal. As the project develops, the document will be updated and supplemented
The first part of the document is about eoPages, the second part is about eoMall.

EOpages is a marketplace between the Earth Observation Service Industry & Users. EOpages shows the capabilities of the geo-information industry in general and value-adding companies in particular. The objective of EOpages is to help potential customers explore the available value-added geo-information services of interest to them in a new and user-friendly way.

Parsec is an accelerator that supports the development of platforms such as eoPages. PARSEC inspires and stimulates businesses to fully make use of geo-data. With support from the EU, the project provides SMEs and startups with the tech tools, the funding, the market access, and the knowledge to develop the businesses of tomorrow.

Both applications use the text uniqueness checker.
Support tools:

- To check if your *content will be clear for a wide audience*, you could use: http://gunning-fog-index.com/

This is a tool that tries to calculate the Gunning Fog Index. The Gunning fog index is a readability test for English writing. The index estimates the years of formal education a person needs to understand the text on the first reading. The fog index is commonly used to confirm that text can be read easily by the intended audience. Texts for a wide audience generally need a fog index less than 12. Texts requiring near-universal understanding generally need an index less than 8.

1. eoPages

2. Main Page

This is the main page which is displayed after entering the eoPages portal. The content of the main page is supplemented when any user completes the content of his pages.

2.1. Goals

- Enabling presentation of content published by companies
- Adding functionalities enabling easy information searching

2.2. Elements

Picture 1 below shows the Main page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element.
Next, each element will be viewed in more detail.

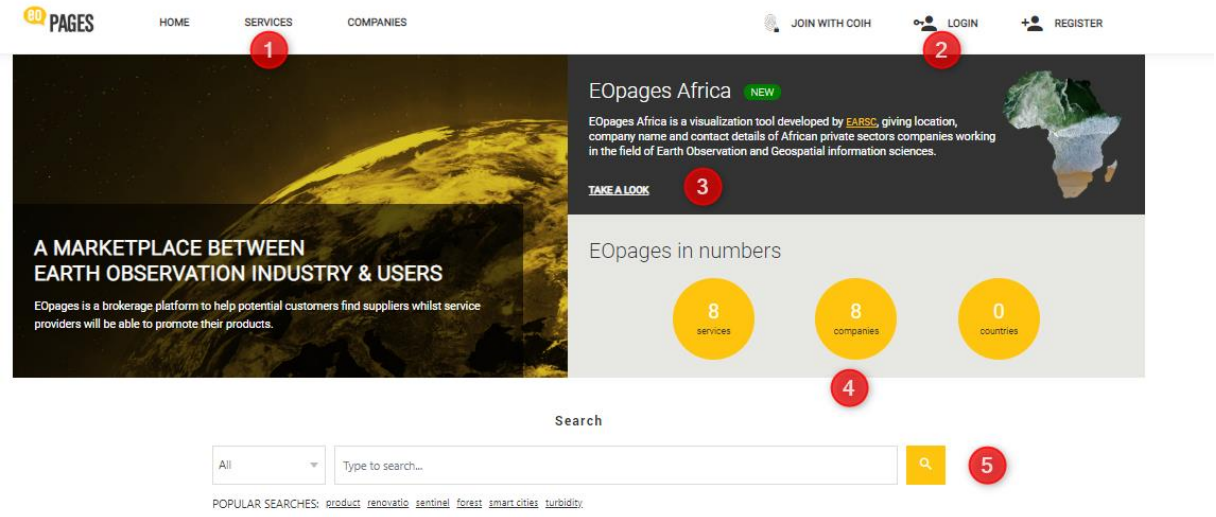


Figure 1

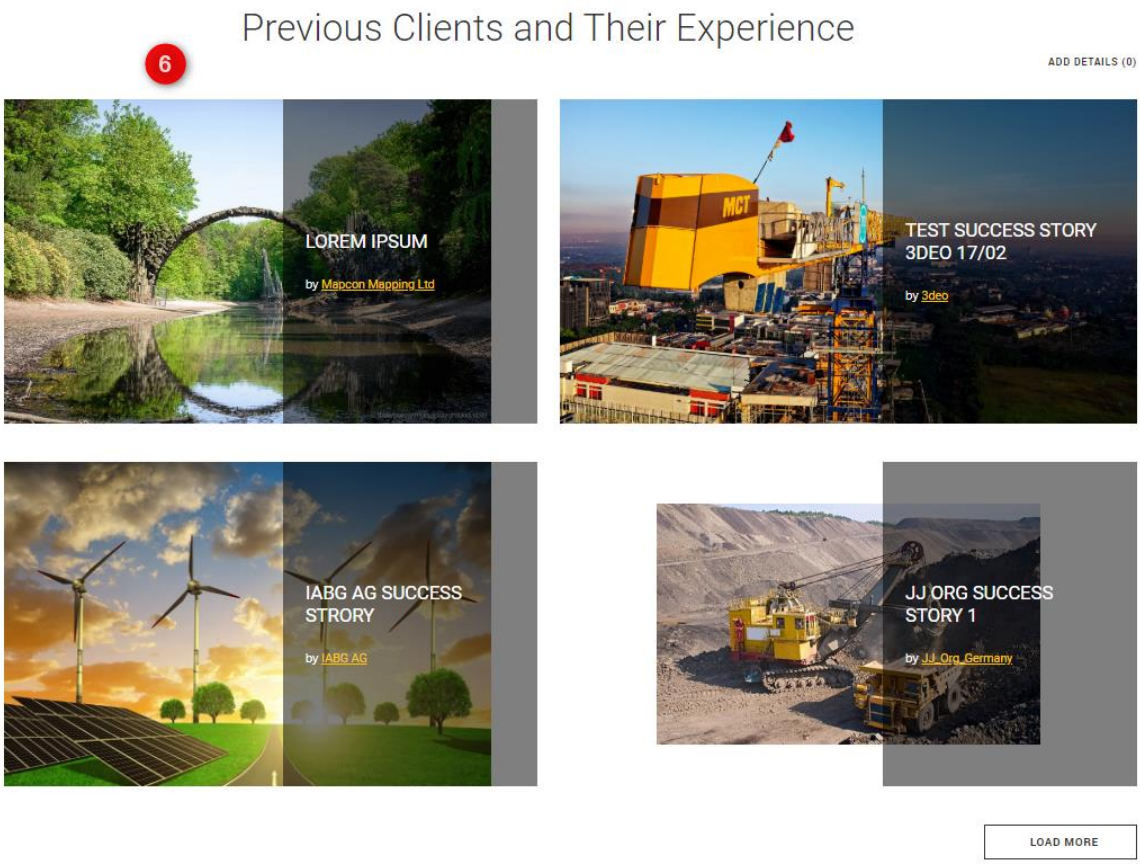


Figure 2

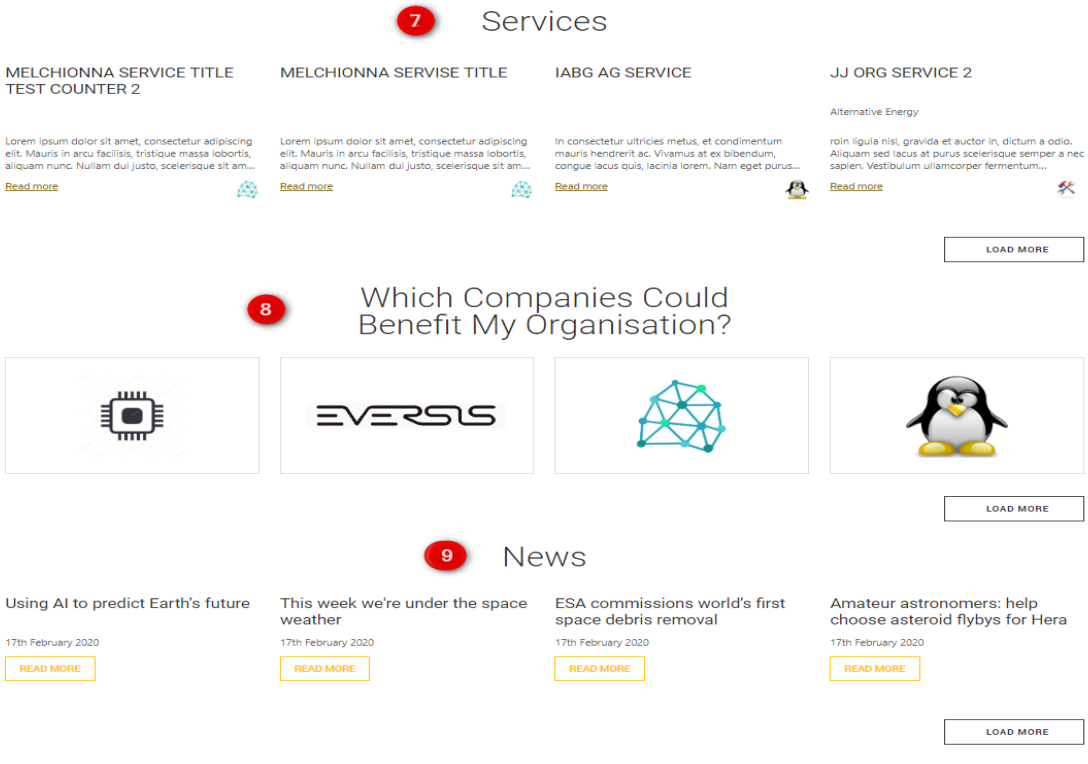
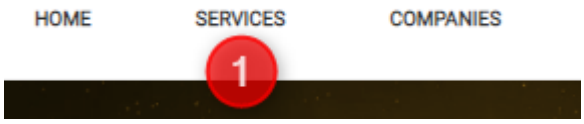


Figure 3

2.2.1. Header navigation



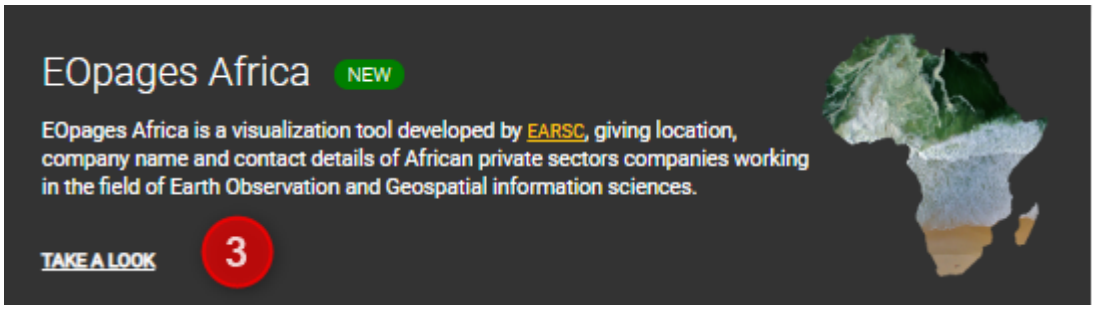
- Home button – always redirects to the main page
- Services button - no matter which page you are on, it opens a pop-up for search
- Companies button – redirects to company address book page, where user can search for company

2.2.2. Login and registration

- JOIN with COIH - redirects to the COIH authorization page
- Login - allows you to log in using your email and password
- Register - registration functionality

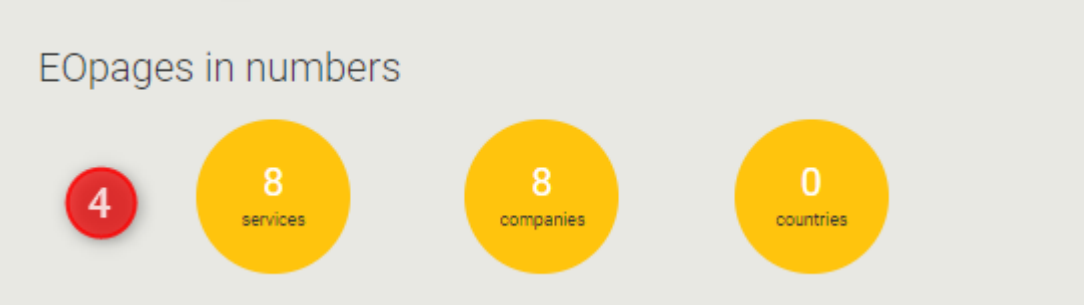
After registering, the user will be granted the rights to view the content of the pages only. In case the user wants to register the company, he must contact the EARSC operator. Only after confirmation by the EARSC operator can the user create such content as a Company page, Service page, Success Stories.

2.2.3. eoPages Africa



- The link to eoPages Africa - website contains a map with companies working in the field of Earth Observation

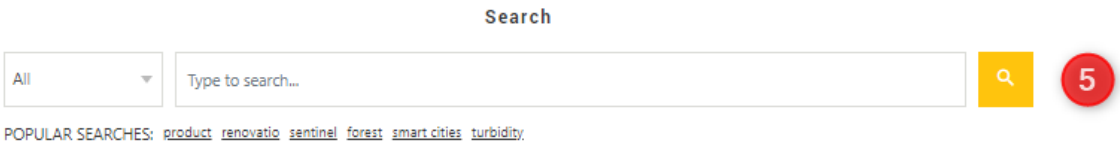
2.2.4. eoPages in numbers



- Counter indicating the amount of content on the page
  - Number of services published on the site
  - Number of companies with their profile
  - Counter indicating the number of countries in which companies operate

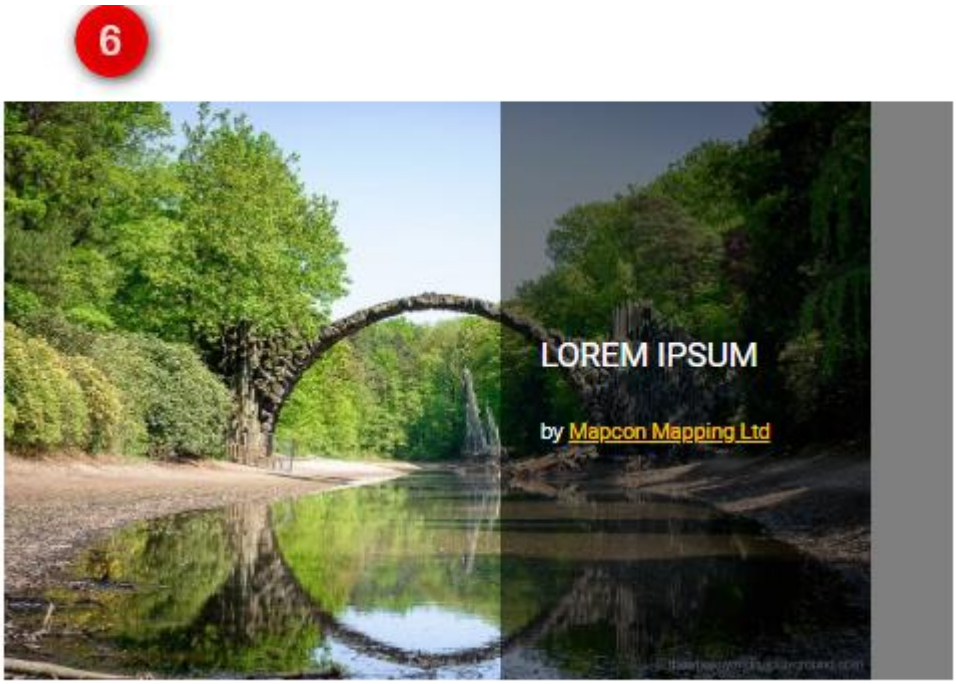
Each of the counters is a link that redirects to the selected content

2.2.5. search engine functionality



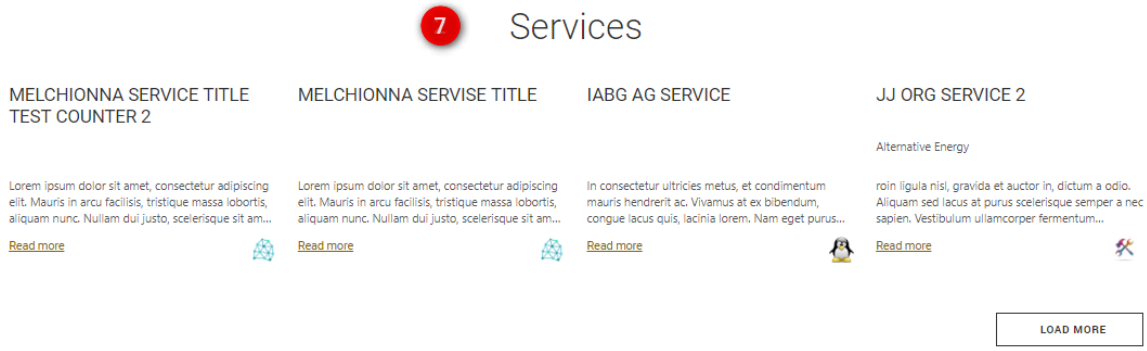
- Each query redirects the user to the search page
- On the right, the user can select a filter for the content displayed on the search page
  - All
  - Companies
  - Services
  - Success Stories
- Popular Searches - most common value search

2.2.6. Success stories



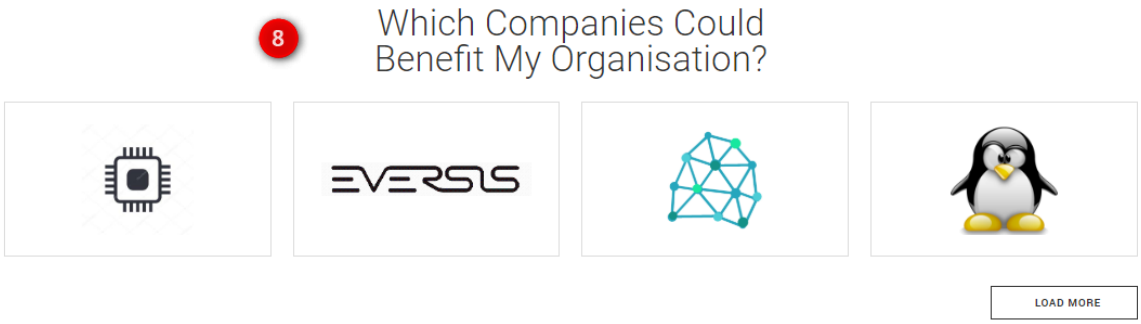
- Content published by the company
- On the main page has a title and company name, when clicked, detailed information is displayed

2.2.7. Services



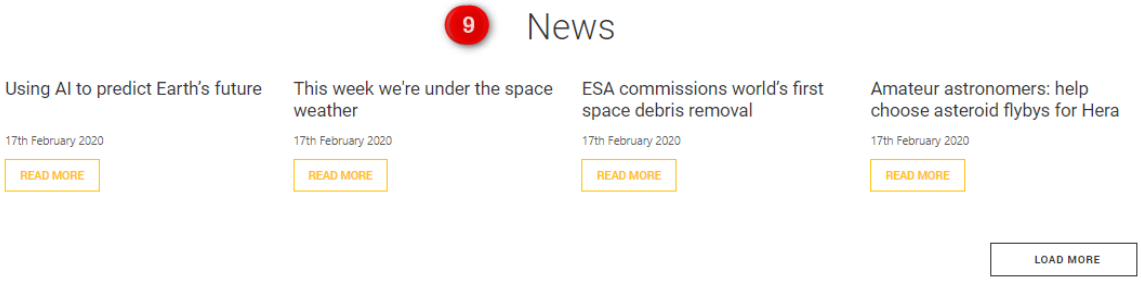
- List of services published on the website

2.2.8. Companies



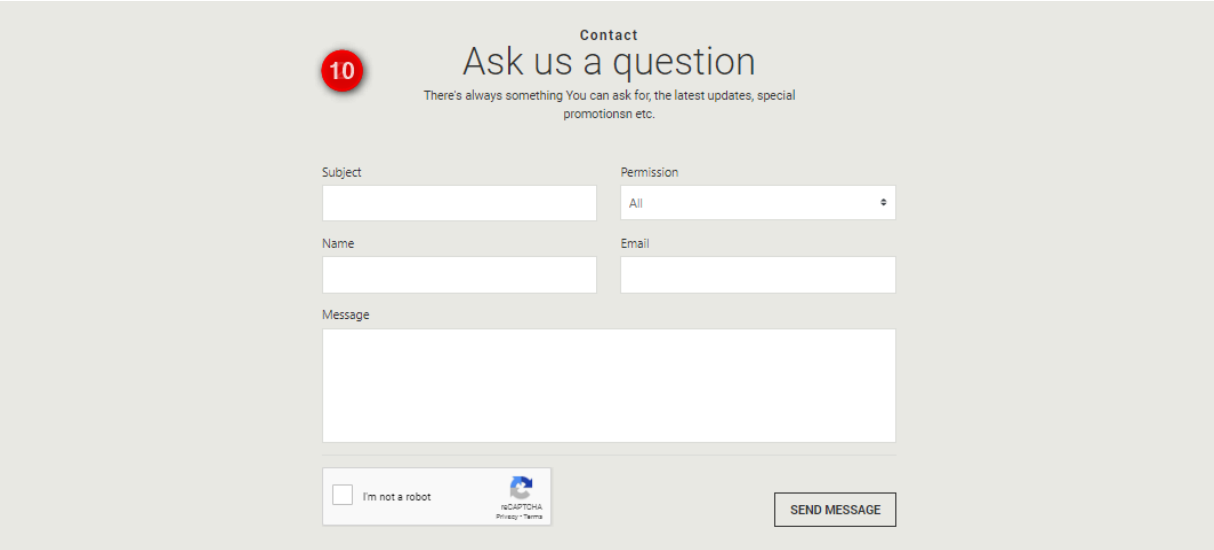
- List of companies with accounts on the website
- Companies are connected using taxonomy
- User can select one or multiple values
- The user does not have to enter the value himself. It is only needed to select the appropriate value from the list (Metadata area in Admin panel).

2.2.9. News



- Structure allowing the content to be published to an external portal
- Each message must have a title, date of publication and a link to an external service
- By clicking on the name or read more button, the user will be redirected to the external portal

2.2.10. Contact form



- Contact form allows you to communicate with the operator or selected company
- To contact the company, you must go to the company's website and click on Contact us button
- Permission - contains a list of categories for which you are contacting, the list is modified in Admin panel
- For logged-in users, the captcha module is selected automatically

3. Service Page

This is the main page presenting your Service. To create the content of the Service pages, the user must have Provider rights and access to the Admin panel.

3.1. Goals

- Create attractive content for potential clients.
- Create correct visual side of Service page within the portal.

3.2. Elements

Picture 4 below shows the Service page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

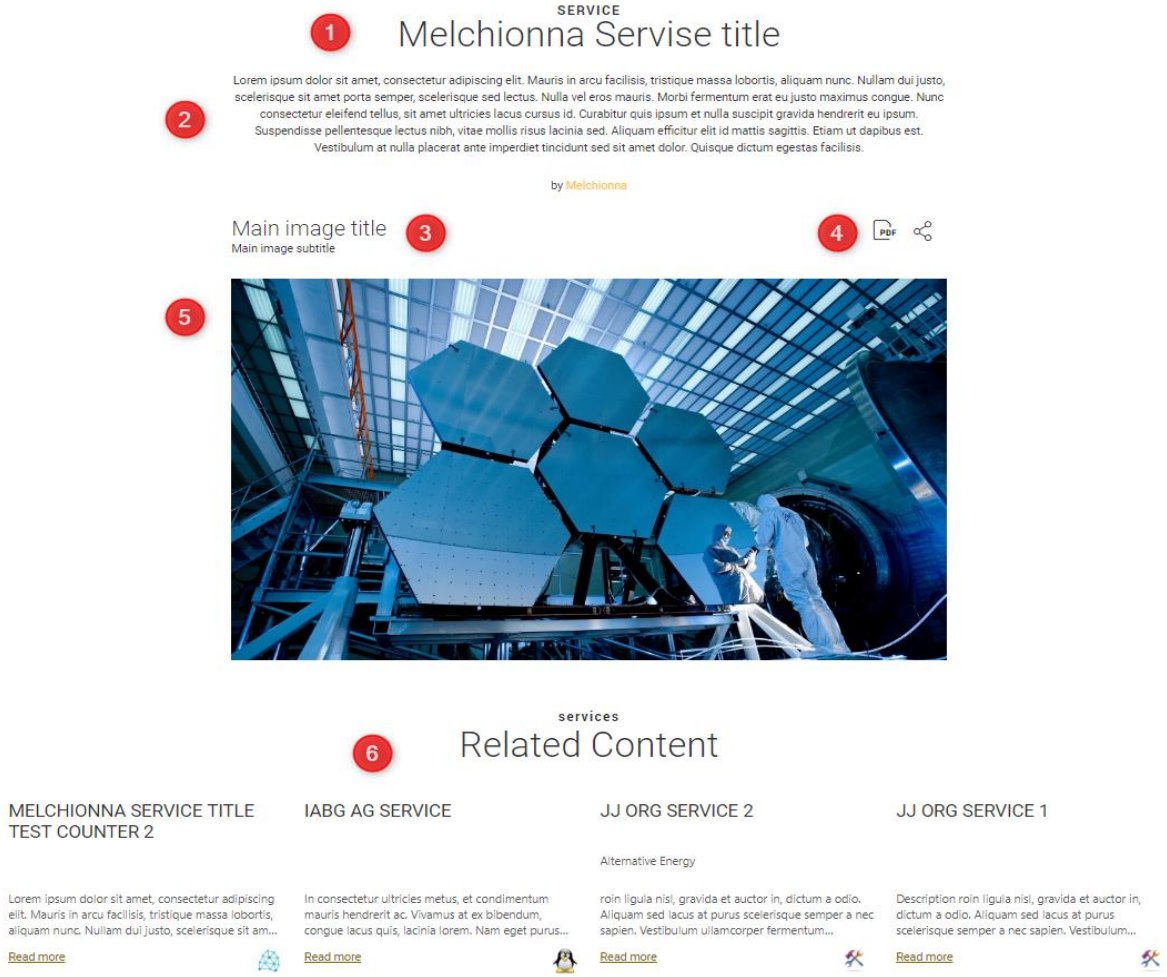
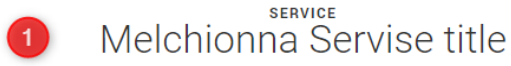


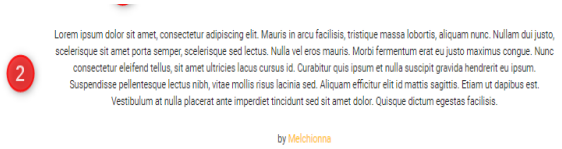
Figure 4

3.2.1. Service name



- Brief name of service as assigned by the Service provider.
- As a result, the title should be no more than 2 lines long. And as a result, the title will be better read on mobile devices.

3.2.2. Service description



- A description of the Service
- Too short or no description at all will make it difficult to find by the user. The lack of description makes the service less attractive in comparison with other services.

3.2.3. Image title and subtitle

- Image title and subtitle is set in the Administrator panel
- Make sure that the length of the name is not too long

3.2.4. Social media and PDF

- The system allows you to download content into a pdf file
- User can share the content of the page on the social media page. It is allowed to share on:
  - Facebook
  - Linkedin
  - Witter

3.2.5. Service image

5

- It is allowed Jpeg, PNG formats
- You should use high-quality images
- You should carefully consider the choice of the image. “Good” image makes the service instantly recognisable.

3.2.6. Related content and taxonomy

6

- Each service has a connection with others by same values of taxonomy
- Can be one or multiple values

- The user does not have to enter the value himself. It is only needed to select the appropriate value from the list (Metadata area in Admin panel)

4. Company Page

This is the main page presenting your Company. To create the content of the Company pages, the user must have provider rights and access to the Admin panel.

4.1. Goals

- Create correct visual side of Company page within the portal
- To acquaint the user with the company as much as possible
- Create attractive content for potential clients

4.2. Elements

Picture 5 below shows the Service page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

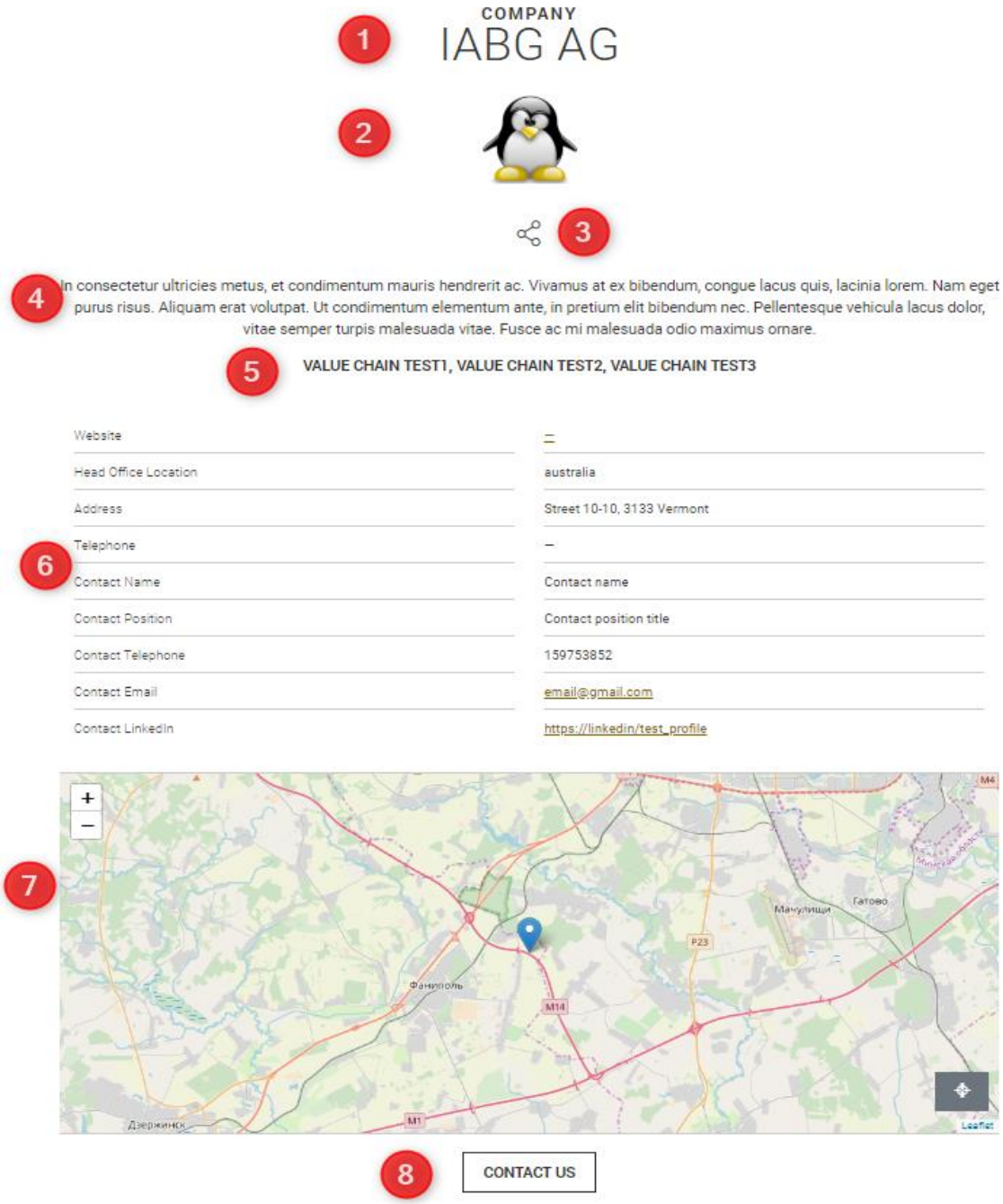


Figure 5

4.2.1. Company name

- Name of the company
- Set official name, as Company registered

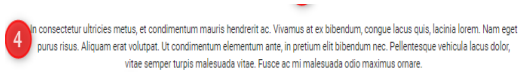
4.2.2. Company Logo

- Official logo of Company
- It could be an image in Jpeg, PNG format
- You should use a high-quality image
- If possible, provide the image on a transparent background
- The logo image should occupy the entire space of the image, with minimal indentation

4.2.3. Share button

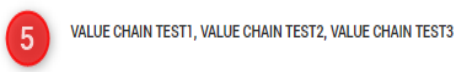
- You can share your company page on social media page

4.2.4. Description



- Description of the Company
- Text should include some key numbers (workforce, turnover)
- Recommended not to exceed 100-120 words

4.2.5. Company taxonomy



- Can be one or multiple values
- The user does not have to enter the value himself. It is only needed to select the appropriate value from the list (Metadata area in Admin panel)
- In the end, the most popular user queries will be displayed here. For the current version of the application - all values selected in the area of

Metadata are displayed. It is recommended to choose max 5 most significant values

4.2.6. Company base information

Website	–
Head Office Location	australia
Address	Street 10-10, 3133 Vermont
Telephone	–
Contact Name	Contact name
Contact Position	Contact position title
Contact Telephone	159753852
Contact Email	email@gmail.com
Contact LinkedIn	https://linkedin/test_profile

6

- List of common parameters for Companies
- Recommended not to use more than 60 characters (for every parameter)
- If the information is not filled in, the parameter is displayed with an empty value

4.2.7. Company map

7

- Company's location on the map
- The displayed point is the coordinates of the Company address

4.2.8. Contact us

- Link to contact form
- When you click the email value and name button, the email and first name will be automatically completed with the user profile data

5. Success Stories

This is the main page presenting your Success Story page. To create the content of the Success pages, the user must have Provider rights and access to the Admin panel.

5.1. Goals

- Create correct visual side of Success Story page within the portal
- To acquaint the user with the company as much as possible
- Create attractive content for potential clients

5.2. Elements

Picture 6 below shows the Success Story page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

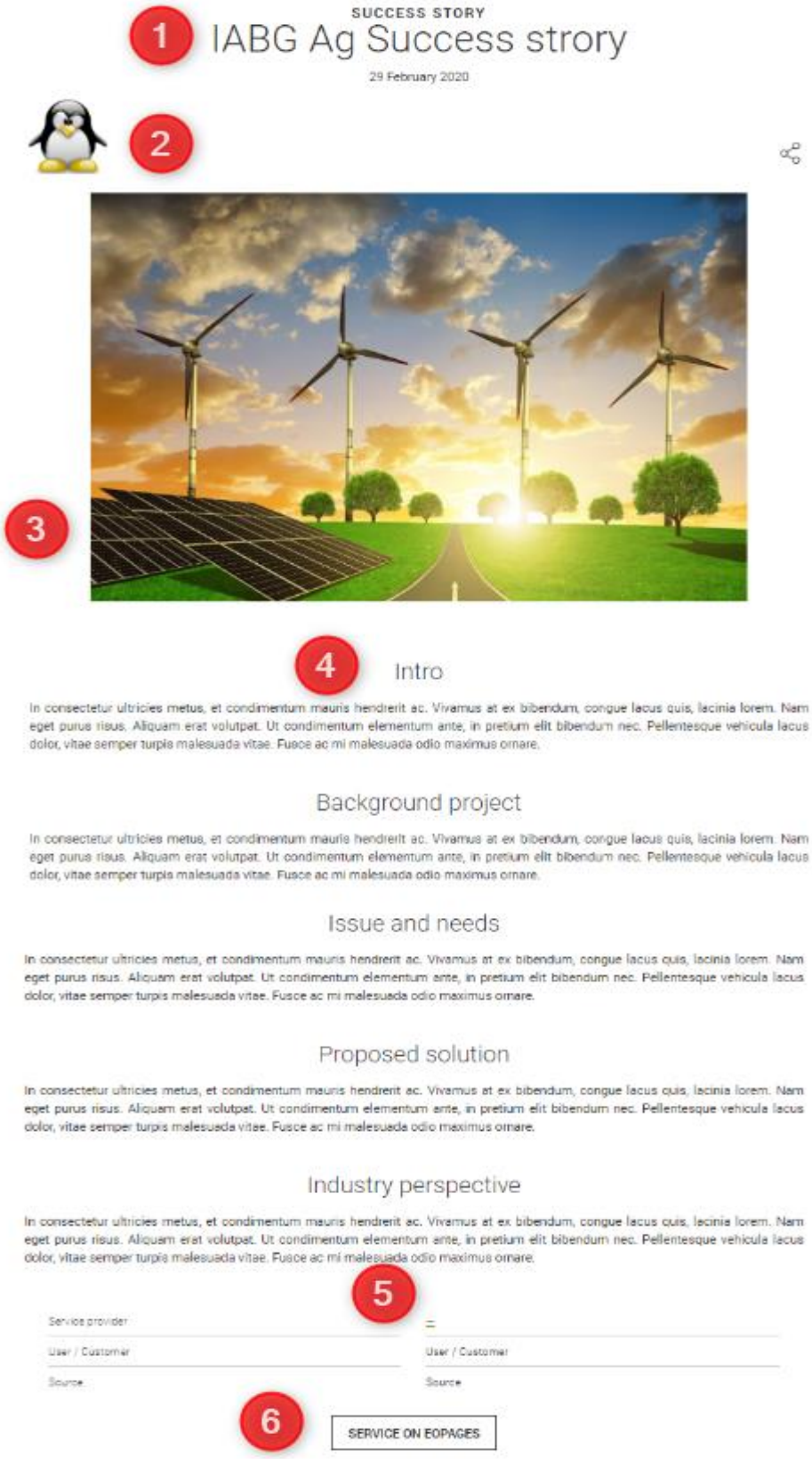

SUCCESS STORY
1
IABG Ag Success story
29 February 2020
2
3
4
Intro
In consectetur ultricies metus, et condimentum mauris hendrerit ac. Vivamus at ex bibendum, congue lacus quis, lacinia lorem. Nam eget purus risus. Aliquam erat volutpat. Ut condimentum elementum ante, in pretium elit bibendum nec. Pellentesque vehicula lacus dolor, vitae semper turpis malesuada vitae. Fusce ac mi malesuada odio maximus ornare.
Background project
In consectetur ultricies metus, et condimentum mauris hendrerit ac. Vivamus at ex bibendum, congue lacus quis, lacinia lorem. Nam eget purus risus. Aliquam erat volutpat. Ut condimentum elementum ante, in pretium elit bibendum nec. Pellentesque vehicula lacus dolor, vitae semper turpis malesuada vitae. Fusce ac mi malesuada odio maximus ornare.
Issue and needs
In consectetur ultricies metus, et condimentum mauris hendrerit ac. Vivamus at ex bibendum, congue lacus quis, lacinia lorem. Nam eget purus risus. Aliquam erat volutpat. Ut condimentum elementum ante, in pretium elit bibendum nec. Pellentesque vehicula lacus dolor, vitae semper turpis malesuada vitae. Fusce ac mi malesuada odio maximus ornare.
Proposed solution
In consectetur ultricies metus, et condimentum mauris hendrerit ac. Vivamus at ex bibendum, congue lacus quis, lacinia lorem. Nam eget purus risus. Aliquam erat volutpat. Ut condimentum elementum ante, in pretium elit bibendum nec. Pellentesque vehicula lacus dolor, vitae semper turpis malesuada vitae. Fusce ac mi malesuada odio maximus ornare.
Industry perspective
In consectetur ultricies metus, et condimentum mauris hendrerit ac. Vivamus at ex bibendum, congue lacus quis, lacinia lorem. Nam eget purus risus. Aliquam erat volutpat. Ut condimentum elementum ante, in pretium elit bibendum nec. Pellentesque vehicula lacus dolor, vitae semper turpis malesuada vitae. Fusce ac mi malesuada odio maximus ornare.
5
Service provider
=
User / Customer
User / Customer
Source
Source
6
SERVICE ON EOPAGES

Figure 6

5.2.1. Success Story Name

- A brief name of the Success story as assigned by the Service provider
- Make sure that the size of the Success story name does not exceed 115 characters

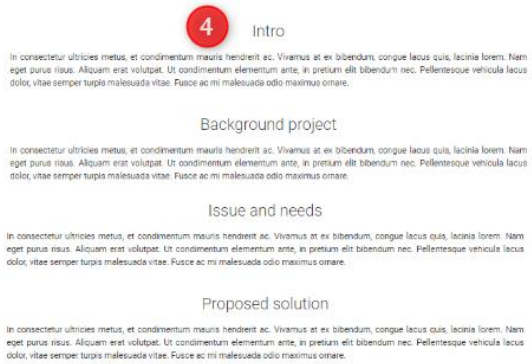
5.2.2. Success Story logo

- Every success story is assigned to company
- Logo in a link to company page

5.2.3. Main image

- It could be an image in Jpeg, PNG format
- You should use high-quality images
- In order to make the image look good on big screens recommended image sizes 1470px at 830px

5.2.4. Success Story text



- The text made by the Service provider
- Profile of the Success Story

5.2.5. Success Story info

- Information about the Service to which it is assigned Success Story

5.2.6. Connection with Service

Button which redirects to the page with which Success Story it is associated

6. Services pop-up

This is pop-up presenting filters for searching page. The selected filters use taxonomy to filter content. To change the content of dictionaries, the user must have Provider rights and access to the Admin panel.

6.1. Goals

- Facilitate searching
- Create attractive pop-up for potential clients

6.2. Elements

Picture 7 below shows the search pop-up with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

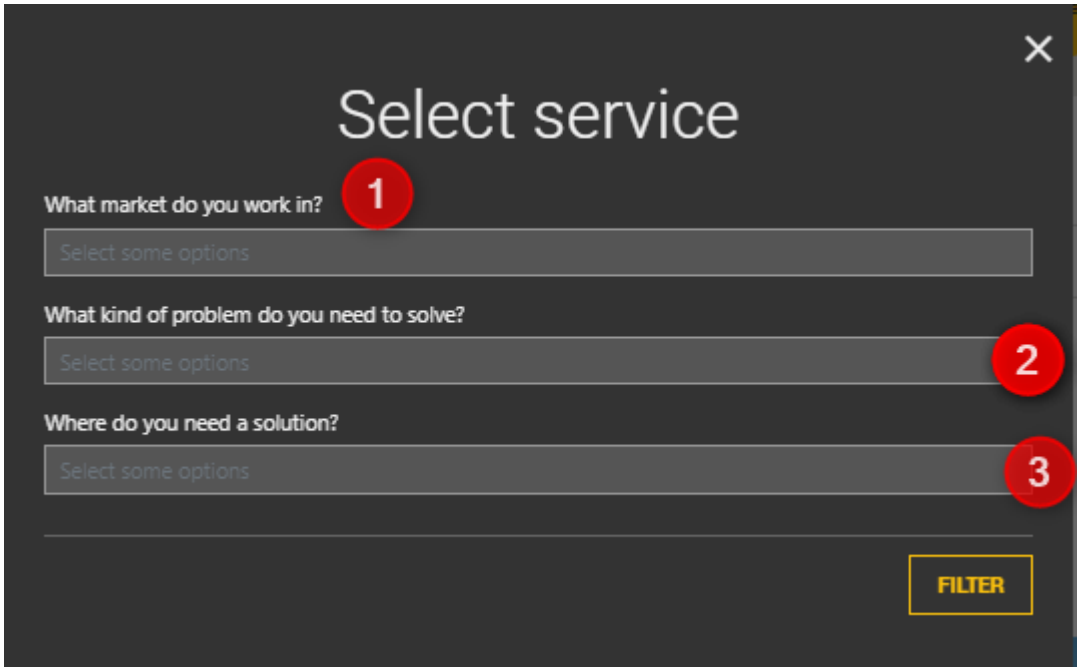


Figure 7

After clicking the filter button, the user will be taken to the Search page. On the left side the filters that were used during the search will be defined. The value from each field will be entered into the filters on the destination page.

6.2.1. Market Sector

Market sector is a dictionary defined in the Administrator panel. Only users with appropriate permissions can change them. The given dictionary refers to the area in which the company operates.

6.2.2. Area of Activity

Area of Activity is a dictionary defined in Administrator panel. Only users with appropriate permissions can change them. The given dictionary refers to actions that are performed by the service.

6.2.3. Location of Interest

Area of Activity is a dictionary defined in Administrator panel. Only users with appropriate permissions can change them. The given dictionary refers to location in which the company operates. The dictionary contains the names of countries and continents with which you can filter content.

7. Company Address Book

This is the main page presenting Company Address Book page. To create the content to display in Address Book user must create company page, the user must have Provider rights and access to the Admin panel.

7.1. Goals

- Facilitate company searching
- Create attractive page with map for potential clients

7.2. Elements

Picture 8 below shows the Success Story page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

Filtering is done by selecting the first letter from the company title.

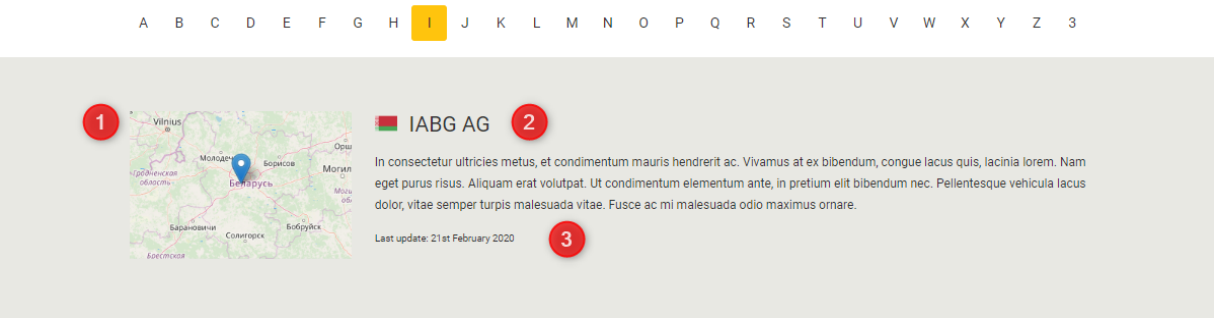
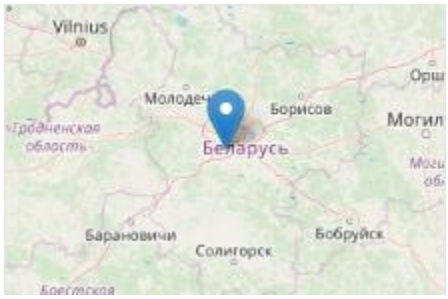


Figure 8

7.2.1. Company map

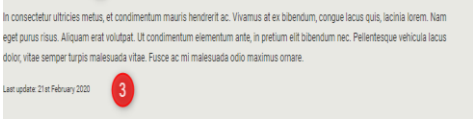


- The blue pin on the map indicates the location of the company
- Location is set in Administrator Panel
- In the absence of a location, the map will be displayed empty

7.2.2. Company Name

- Company name a link which redirects to the Company page

7.2.3. Company Description



- Description of the Company
- Text should include some key numbers (workforce, turnover)
- Recommended not to exceed 100-120 words

8. Search Page

This is the main page presenting Search page. To modificate any structure or content the user must have Provider rights and access to the Admin panel.

8.1. Goals

- Facilitate content search
- Enable to search for a specific type of content
- Create attractive page with map for potential clients

8.2. Elements

Picture 9 below shows the Search page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

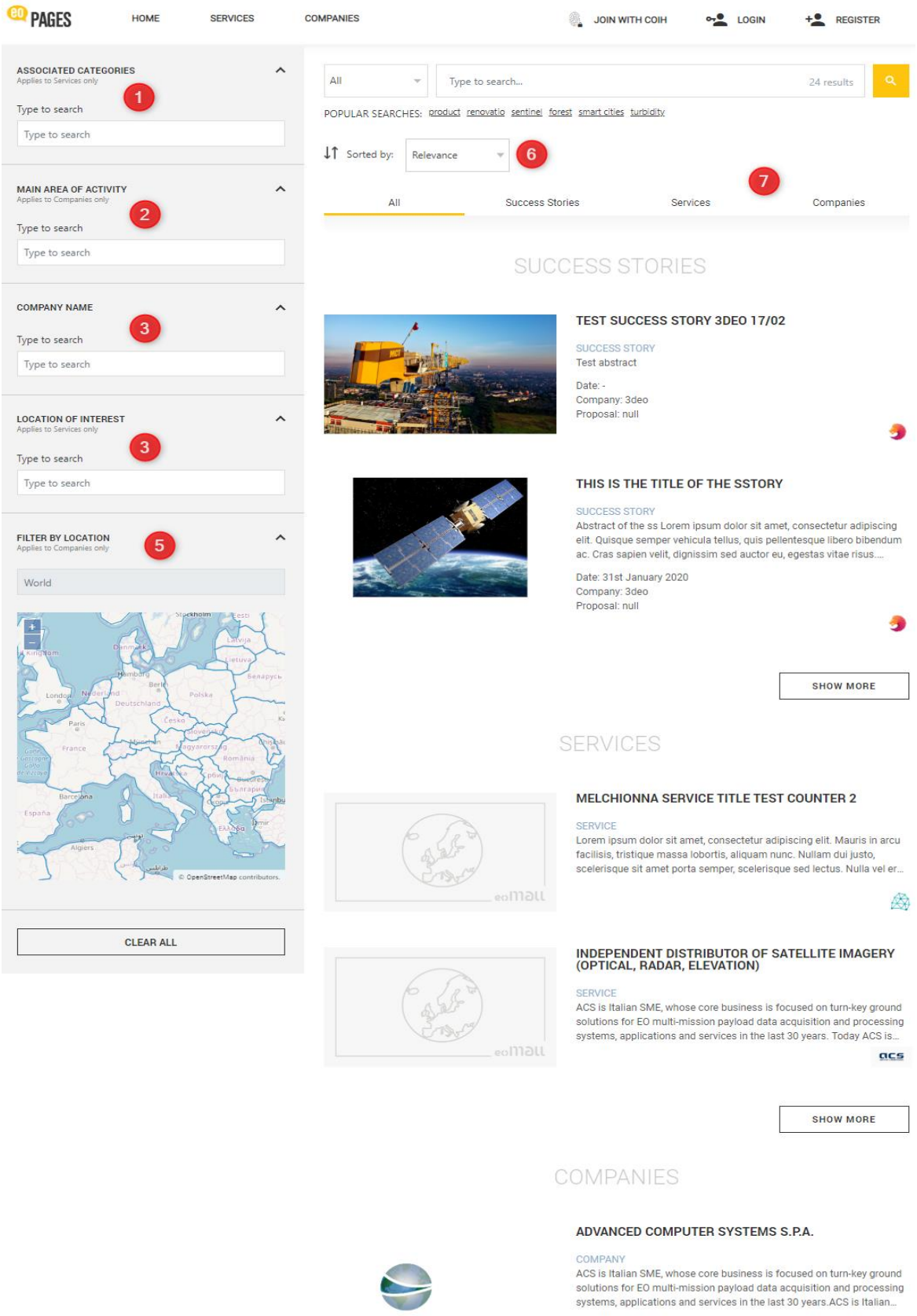
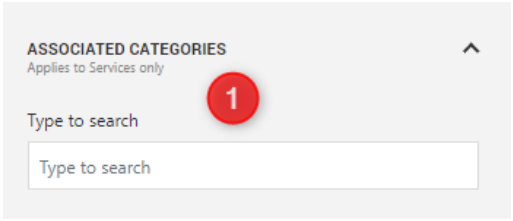

PAGES
HOME
SERVICES
COMPANIES
JOIN WITH COIH
LOGIN
REGISTER
ASSOCIATED CATEGORIES
Applies to Services only
1
Type to search
Type to search
MAIN AREA OF ACTIVITY
Applies to Companies only
2
Type to search
Type to search
COMPANY NAME
3
Type to search
Type to search
LOCATION OF INTEREST
Applies to Services only
3
Type to search
Type to search
FILTER BY LOCATION
Applies to Companies only
5
World
CLEAR ALL
All
Type to search...
24 results
POPULAR SEARCHES: product renovatio sentinel forest smart cities turbidity
Sorted by:
Relevance
6
7
All
Success Stories
Services
Companies
SUCCESS STORIES
TEST SUCCESS STORY 3DEO 17/02
SUCCESS STORY
Test abstract
Date: -
Company: 3deo
Proposal: null
THIS IS THE TITLE OF THE SSTORY
SUCCESS STORY
Abstract of the ss Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque semper vehicula tellus, quis pellentesque libero bibendum ac. Cras sapien velit, dignissim sed auctor eu, egestas vitae risus....
Date: 31st January 2020
Company: 3deo
Proposal: null
SHOW MORE
SERVICES
MELCHIONNA SERVICE TITLE TEST COUNTER 2
SERVICE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in arcu facilisis, tristique massa lobortis, aliquam nunc. Nullam dui justo, scelerisque sit amet porta semper, scelerisque sed lectus. Nulla vel er...
INDEPENDENT DISTRIBUTOR OF SATELLITE IMAGERY (OPTICAL, RADAR, ELEVATION)
SERVICE
ACS is Italian SME, whose core business is focused on turn-key ground solutions for EO multi-mission payload data acquisition and processing systems, applications and services in the last 30 years. Today ACS is...
SHOW MORE
COMPANIES
ADVANCED COMPUTER SYSTEMS S.P.A.
COMPANY
ACS is Italian SME, whose core business is focused on turn-key ground solutions for EO multi-mission payload data acquisition and processing systems, applications and services in the last 30 years.ACS is Italian...

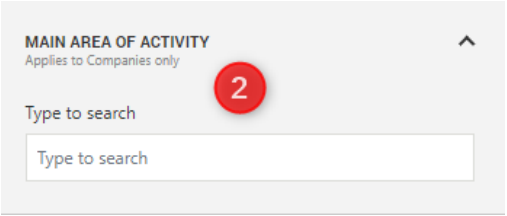
Figure 9

8.2.1. Associated categories



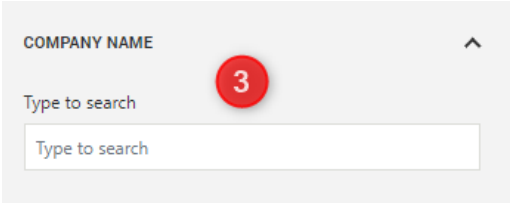
- Filter that refers to the first field in the search pop-up
- Every value from the market sector field in pop-up will be written to this filter
- The user can change the value or add a new value to the filter

8.2.2. Area of Activity



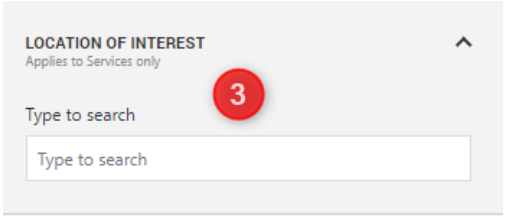
- Filter that refers to the second field in the search pop-up
- Every value from the area of activity field in pop-up will be written to this filter
- The user can change the value or add a new value to the filter

8.2.3. Company name



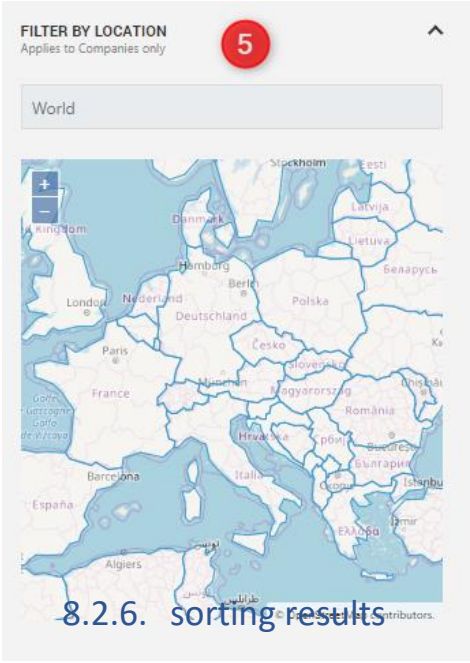
- Using this filter, the user can search for a company by name

8.2.4. Location of interest



- Filter that refers to the third field in the search pop-up
- Every value from the location of interest field in pop-up will be written to this filter
- The user can change the value or add a new value to the filter

8.2.5. Filter by location



- The filter that has no value assigned during automatic searches
- Clicking on any country on the map, the system will detect what country it is and display a list of companies that operate in that country

8.2.6. sorting results

The user can sort the search results according to their preferred options

- Relevance
- Newest
- A-Z
- Z-A

8.2.7. Type of content

Search engine allows you to filter by type of content. After selecting the appropriate tab, only this kind of content will be displayed.

EOMALL GUIDELINE

Assistant for your website in eoMALL

ABSTRACT

Guidelines for companies to create the attractive marketing content for the site Eversis

9. eoMall

10. Introduction

This Guide is intended for companies to create attractive marketing content for the site. This is not the final version of the document. The project is under development. Therefore, there may be minor differences in the data in the guidelines with the portal. As the project develops, the document will be updated and supplemented.

Support tools:

- To check if your *content will be clear for a wide audience*, you could use: http://gunning-fog-index.com/

This is a tool that tries to calculate the Gunning Fog Index. The Gunning fog index is a readability test for English writing. The index estimates the years of formal education a person needs to understand the text on the first reading. The fog index is commonly used to confirm that text can be read easily by the intended audience. Texts for a wide audience generally need a fog index less than 12. Texts requiring near-universal understanding generally need an index less than 8.

- To get the *coordinates of a place* you could use: https://www.google.com/maps
  - ✓ On your computer, open Google Maps. If you are using Maps in Lite mode, you will see a lightning bolt at the bottom and you not be able to get the coordinates of a place.
  - ✓ Right-click the place or area on the map.
  - ✓ Select What's here?
  - ✓ At the bottom, you will see a card with the coordinates.

11. Company page

This is the main page presenting your Company. To create the content of the Company pages, the user must have provider rights and access to the Admin panel.

11.1. Goals

- Create correct visual side of Company page within the portal.
- Create unique content due to the Google search engine. If the search engine finds two identical contents, it does not index the duplicate content as unique.
- To acquaint the user with the company as much as possible.
- Create attractive content for potential clients.

11.2. Elements

Figure 10 below shows the Company page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The number 1 is located on the left side of the element.

Next, each element will be viewed in more detail.

Common rules:

- Provide content in correct oral and grammatical English language.
- Make sure that this content is unique and not to copy and paste the content of your website.
- You should provide a description and select a value for all parameters that describe your Organization.
- Use simple language to make it accessible to all people, not just professionals.

Company page:

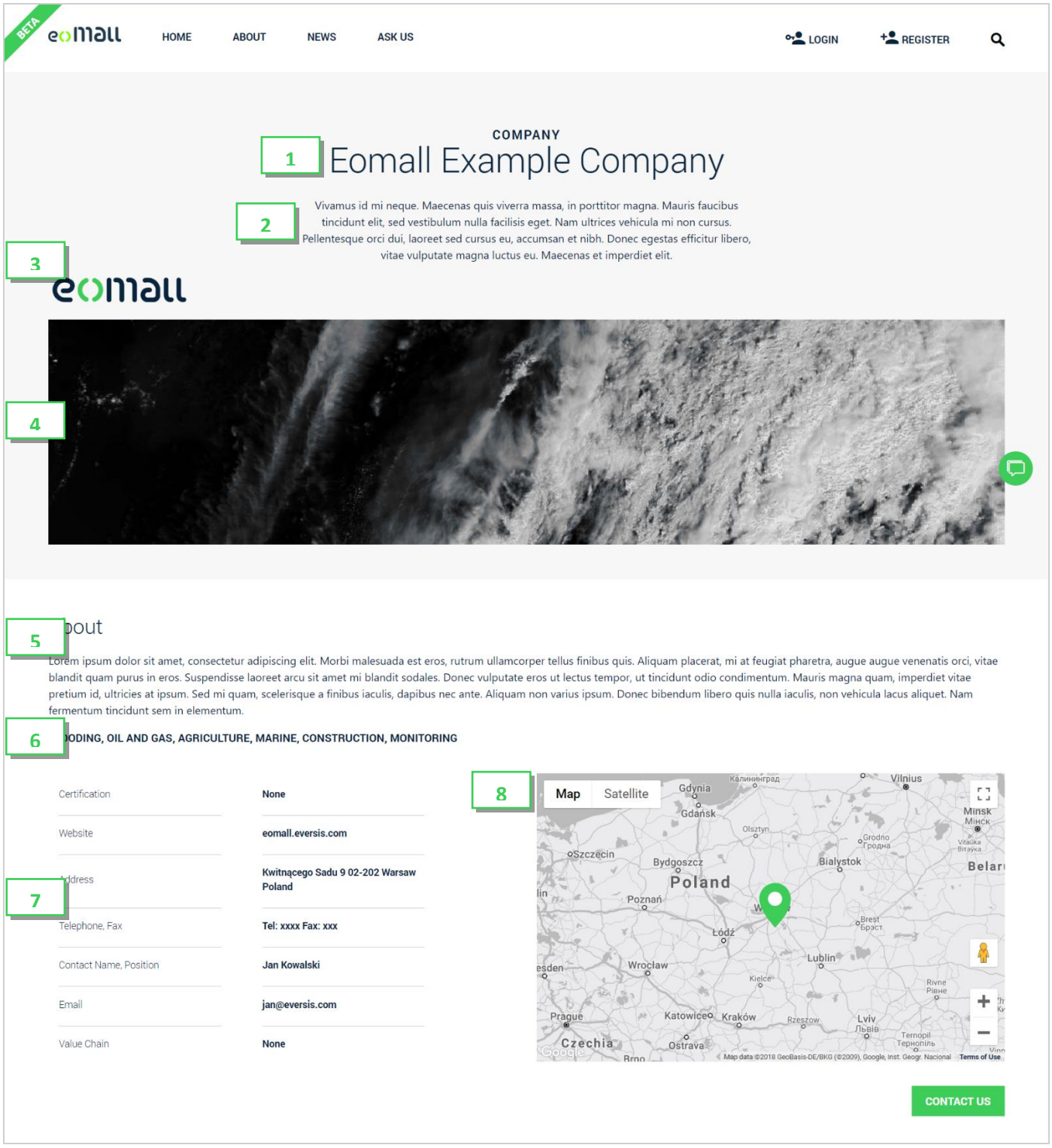

BETA
eomall
HOME
ABOUT
NEWS
ASK US
LOGIN
REGISTER
COMPANY
1
Eomall Example Company
2
Vivamus id mi neque. Maecenas quis viverra massa, in porttitor magna. Mauris faucibus tincidunt elit, sed vestibulum nulla facilisis eget. Nam ultrices vehicula mi non cursus. Pellentesque orci dui, laoreet sed cursus eu, accumsan et nibh. Donec egestas efficitur libero, vitae vulputate magna luctus eu. Maecenas et imperdiet elit.
3
eomall
4
5
bout
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi malesuada est eros, rutrum ullamcorper tellus finibus quis. Aliquam placerat, mi at feugiat pharetra, augue augue venenatis orci, vitae blandit quam purus in eros. Suspendisse laoreet arcu sit amet mi blandit sodales. Donec vulputate eros ut lectus tempor, ut tincidunt odio condimentum. Mauris magna quam, imperdiet vitae pretium id, ultricies at ipsum. Sed mi quam, scelerisque a finibus iaculis, dapibus nec ante. Aliquam non varius ipsum. Donec bibendum libero quis nulla iaculis, non vehicula lacus aliquet. Nam fermentum tincidunt sem in elementum.
6
ODING, OIL AND GAS, AGRICULTURE, MARINE, CONSTRUCTION, MONITORING
7
Certification
None
Website
eomall.eversis.com
Address
Kwitnącego Sadu 9 02-202 Warsaw Poland
Telephone, Fax
Tel: xxxx Fax: xxx
Contact Name, Position
Jan Kowalski
Email
jan@eversis.com
Value Chain
None
8
Map
Satellite
Gdynia
Gdańsk
Vilnius
Minsk
Szczecin
Bydgoszcz
Poland
Bialystok
Poznań
Łódź
Lublin
Wrocław
Kielce
Prague
Katowice
Kraków
Rzeszow
Lviv
Czechia
Ostrava
Brno
Map data ©2018 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. Nacional
Terms of Use
CONTACT US

Figure 10

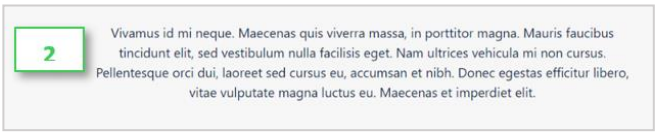
11.2.1. Company Name

Company Name

- Name of the Company.
- Set official name, as Company registered.

11.2.2. Company Mission

- The short mission statement of the Company.
- It is recommended not to exceed size in 30 words.



Company Mission

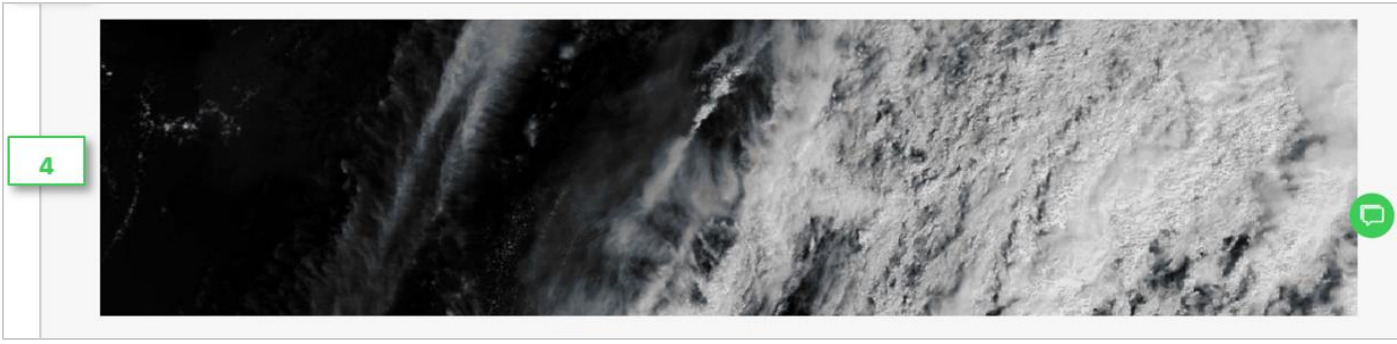
11.2.3. Company Logotype

Company Logotype

- Official logo of the Company.
- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- If possible, provide the image on a transparent background.
- The logo image should occupy the entire space of the image, with minimal indentation.
- If the logo does not fit into the page, it is possible to provide another image with the aspect ratio of 16:9 (horizontal).

IMPORTANT: do not use an image that is too small. Preferred min width and height: 132 px at 75 px (horizontal).

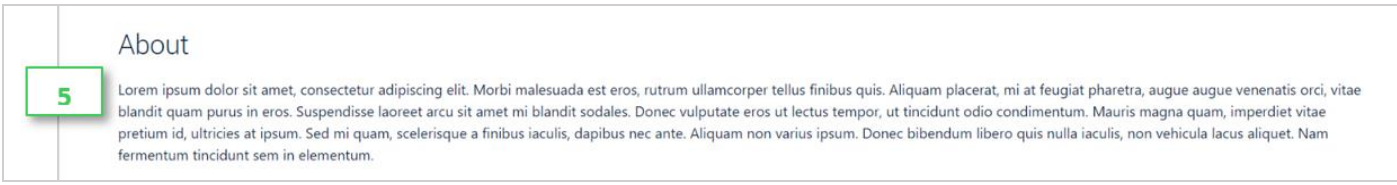
11.2.4. Main Company Image



Main Company Image

- It could be an image in Jpeg, PNG format.
- You should use high-quality images.
- Recommended using the aspect ratio of the images 16:9 (horizontal).
- In order to make the image look good on big screens, recommended image sizes 1470px at 830px.
- You should carefully consider the choice of the image. “Good” image makes the Company instantly recognisable.

11.2.5. Company Description



Company Description

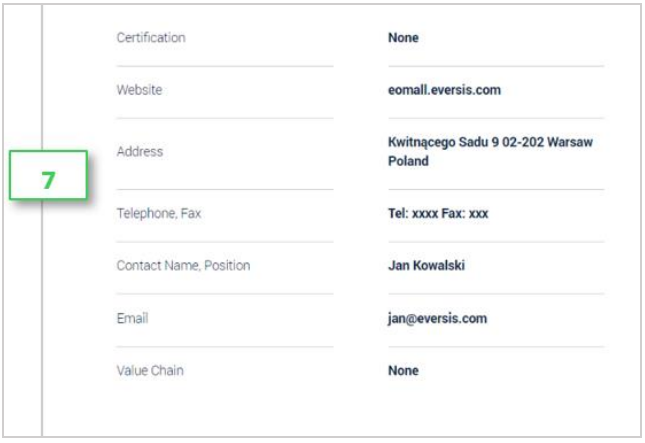
- Description of the Company.
- Text should include some key numbers (workforce, turnover).
- Recommended not to exceed 100-120 words.

11.2.6. Company Taxonomy

a

Company Taxonomy

11.2.7. Company Base information



Company Base information

- List of common parameters for Companies.
- Recommended not to use more than 60 characters (for every parameter).
- If the information is not filled in, the parameter is displayed with an empty value.

11.2.8. Company Location on the Map

- Company's location on the map.
- The displayed point is the coordinates of the Company address.
- You can find the coordinates of a point using Google maps. For a detailed description of how to do this see section 1. Introduction.

Company Location on the Map

11.3. Parameters Table

Page Elements	Parameters (Admin panel)	Comment/Example
Company Name	Company Name	*Comment:* Official name of the Company as registered.
Company Mission	Mission	*Comment:* Short mission statement of the Company. Recommended not to exceed 30 words.
Company Logotype	Logo	*Comment:* Official logo of the Company. The image should have an aspect ratio of 16:9 (horizontal), if possible, and transparent background. For more

		information, see 2.2.3. Company Logotype.
Main Company Image	Header Image	*Comment:* Large image shown in the header of the company page. The image should have an aspect ratio of 16:9 (horizontal). For more information, see 2.2.4. Main Company Image.
	Search Result Image	*Comment:* This image will be visible on the search results page and Company previews. Upload this image in case you want to use another image of logotype image. The image should have an aspect ratio of 16:9 (horizontal).
Company Description	Description	*Comment:* Description of the Company. Text should include some key numbers (workforce, turnover). Recommended not to exceed 100-120 words.
Company Taxonomy	Metadata/Market Sector	*Comment*: Keywords related to the Company provided for search. Should be selected from the list. For more information, see 2.2.6. Company Taxonomy. *Example:* Agriculture
Company Taxonomy	Metadata/Thematic (Global)	*Comment*: Keywords related to the Company provided for search. Should be selected from the list. For more information, see section 2.2.6. Company Taxonomy. *Example:* Forests, Geology, Floods
	Metadata/Tags	*Comment*: Keyword tags related to the Company. Could be defined freely by the Company. *Example:* agriculture, spatial, added value service
Company Base information	Company Certification	*Comment:* List of certification awarded by the Company.
Company Base information	Company Website	*Comment:* URL of the Company's website. *Example: https://*company.com
Company Base information	Company Address	*Comment:* Postal address of the Company (street, number, zip code, country). You should also specify the geographic coordinates of the address to display the point on the map. *Example: Street 10, 02-492, Poland*
Company Base information	Company Telephone	*Comment:* Telephone number of the Company with code. *Example:* +48 000 000 000
Company Base information	Contact Name	*Comment:* Name of the Contact - internal use. *Example:* Joe Jones
Company Base information	Contact Email	*Comment:* email of the contact - internal use. *Example: jjones@email.com*
Company Base information	Contact Telephone	*Comment:* Telephone number of the Contact with code. *Example:* +48 000 000 000
Company Base	Company fax	*Comment:* Fax number of the Company code.

information		*Example:* +48 000 000 000
Company Base information	Contact Position	*Comment:* Position of the Contact in the Company. *Example:* Manager
Company Base information	Company Value Chain	*Comment:* List of Positions in the EARSC eo Value Chain.
Company Base information	Company RegistrationNumber	*Comment:* Official registration number of the Company.
Company Base information	Company HQ Location	*Comment:* Location of the Company's Headquarter (address). You should also specify the geographic coordinates of the address to display the point on the map. *Example:* Street 10, 02-492, Poland
	Demo Link	*Comment:* URL to a demo of a service. It is an external link. This parameter is optional. *Example: https://demo_service.com*

12.Service page

This is the main page presenting your Service. To create the content of the Service pages, the user must have Provider rights and access to the Admin panel.

12.1. Goals

- Create correct visual side of Service page within the portal.
- Create unique content due to the Google search engine.
- Create attractive content for potential clients.

12.2. Elements

Figure 11 below shows the Service page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The number 1 is located on the left side of the element.

Next, each element will be viewed in more detail. Because we are not experts in earth observation/remote sensing field, the explanations are only about the visual side of what we need for the portal.

Common rules:

- Provide content in correct oral and grammatical English language.
- Make sure that this content is unique and not to copy and paste the content of your website.

- You should provide a description and select a value for all parameters that describe the Service.
- Use simple language to make it accessible to all people, not just professionals.

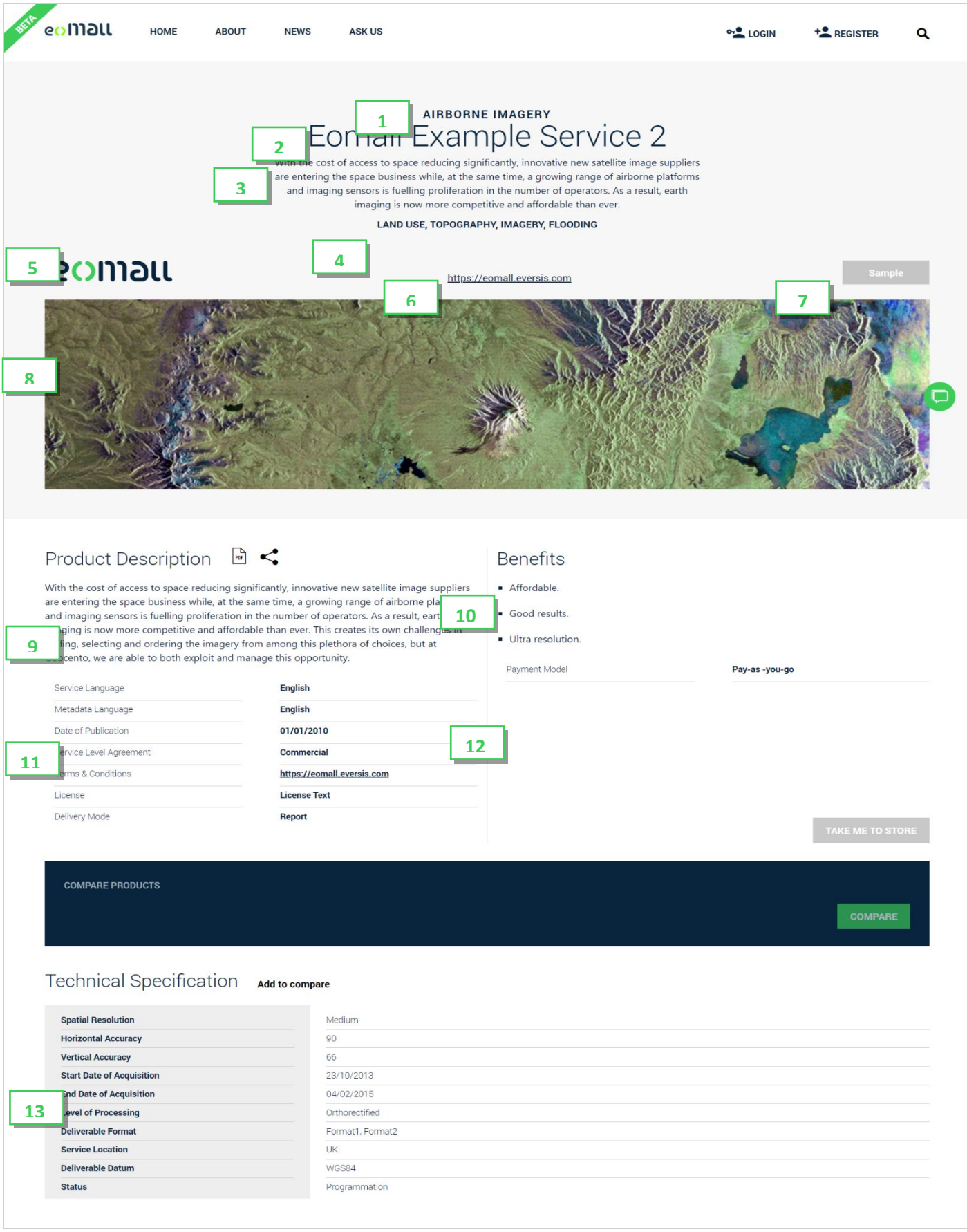

BETA
eomall
HOME
ABOUT
NEWS
ASK US
LOGIN
REGISTER
1
AIRBORNE IMAGERY
2
Eomall Example Service 2
3
With the cost of access to space reducing significantly, innovative new satellite image suppliers are entering the space business while, at the same time, a growing range of airborne platforms and imaging sensors is fuelling proliferation in the number of operators. As a result, earth imaging is now more competitive and affordable than ever.
LAND USE, TOPOGRAPHY, IMAGERY, FLOODING
5
4
https://eomall.eversis.com
6
Sample
7
8
Product Description
With the cost of access to space reducing significantly, innovative new satellite image suppliers are entering the space business while, at the same time, a growing range of airborne pla and imaging sensors is fuelling proliferation in the number of operators. As a result, eart ging is now more competitive and affordable than ever. This creates its own challenges in ling, selecting and ordering the imagery from among this plethora of choices, but at cento, we are able to both exploit and manage this opportunity.
9
Benefits
10
Affordable.
Good results.
Ultra resolution.
Payment Model
Pay-as -you-go
Service Language
English
Metadata Language
English
Date of Publication
01/01/2010
ervice Level Agreement
Commercial
11
12
rms & Conditions
https://eomall.eversis.com
License
License Text
Delivery Mode
Report
TAKE ME TO STORE
COMPARE PRODUCTS
COMPARE
Technical Specification
Add to compare
Spatial Resolution
Medium
Horizontal Accuracy
90
Vertical Accuracy
66
Start Date of Acquisition
23/10/2013
nd Date of Acquisition
04/02/2015
13
evel of Processing
Orthorectified
Deliverable Format
Format1, Format2
Service Location
UK
Deliverable Datum
WGS84
Status
Programmation

Figure 11

12.2.1. Service Sub Category

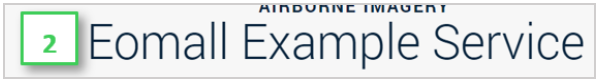
Service Sub Category name

The value depends on the Service type.
Every Category could have several sub-categories.
Can be one or multiple values under one type.
The user does not have to enter the value himself. It is only needed to select the appropriate value from the list.

IMPORTANT: The value for the sub-category for the service must be selected. This will allow users to quickly find the service according to their needs in the search engine of eoMALL.

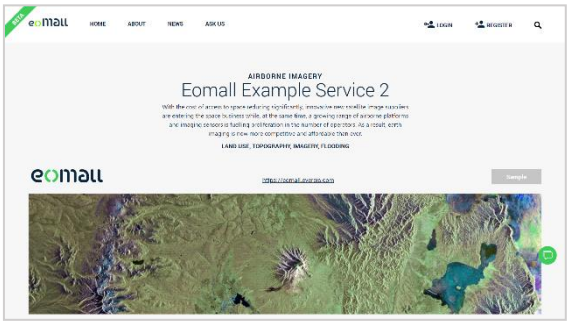
12.2.2. Service Name

- Brief name of service as assigned by the Service provider.
- Make sure that the size of the service name does not exceed 115 characters.
- As a result, the title should be no more than 2 lines long. And as a result, the title will be better read on mobile devices.

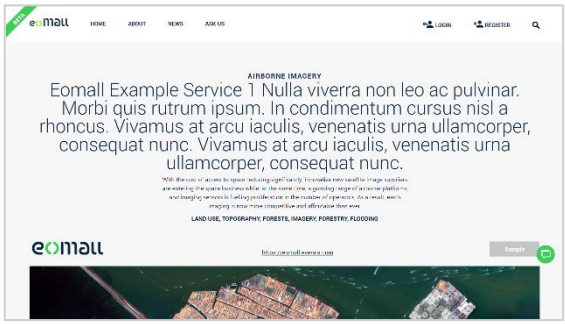


Service Name

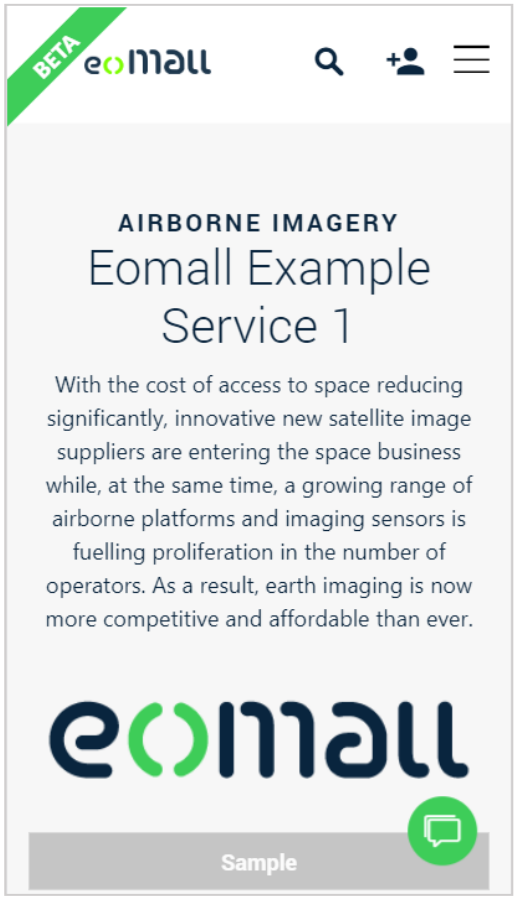
Examples of 'Good' and 'Bad' Content



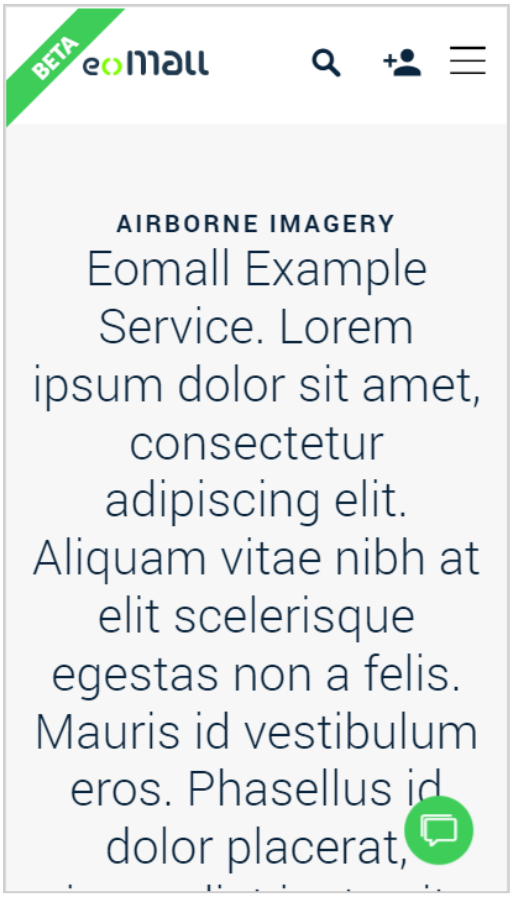
The Name is short, easy to read and remember.



The Name is too long, difficult to read. Attracts too much attention.

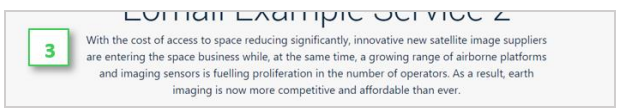


The first screen of the mobile device. The short name is easy to read. Other elements of the page are visible. More information is available to the user at once.



The name does not fit on the first screen of the mobile device.

12.2.3. Service Abstract



Service Abstract

A brief description of the Service.

- Make sure that the size of the Service Abstract does not exceed 350 characters.
- Too short or no description at all will make it difficult to find by the user. The lack of description makes the service less attractive in comparison

with other services.

IMPORTANT: Try to convey the essence of the service in the first sentences. Since this description will highlight the service among other services presented in the catalogue on the main page of eoMALL. See Image.03.

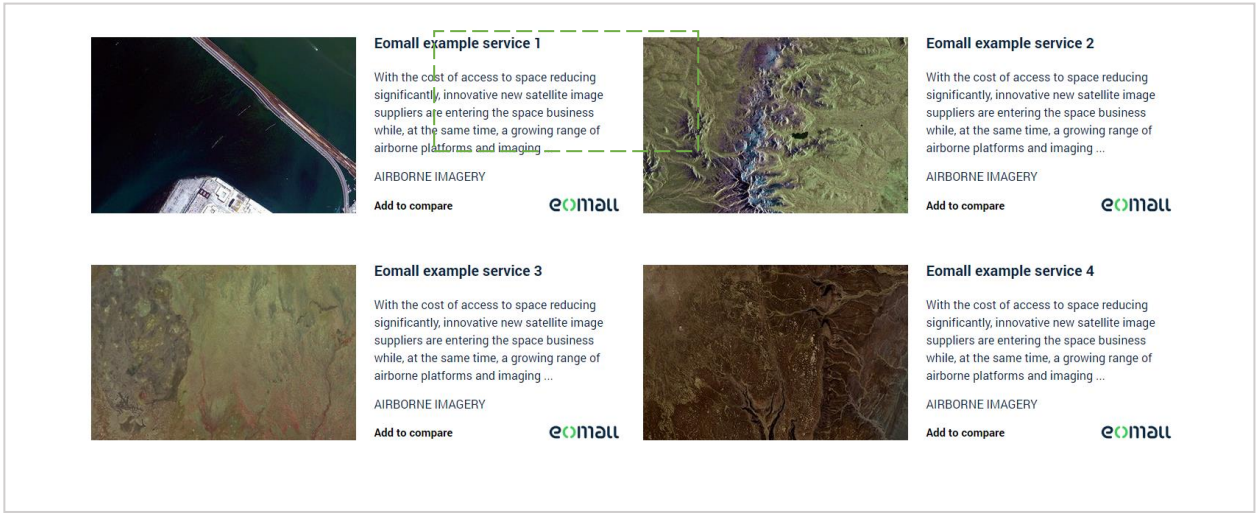
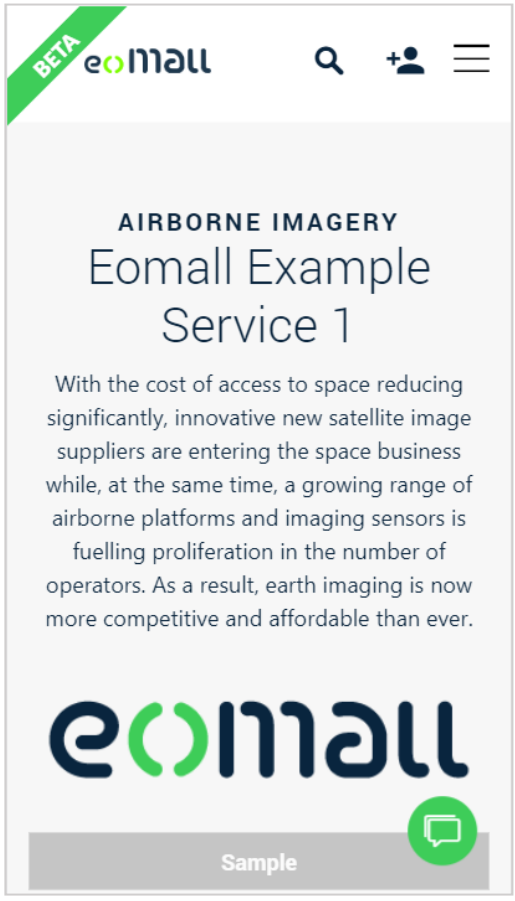
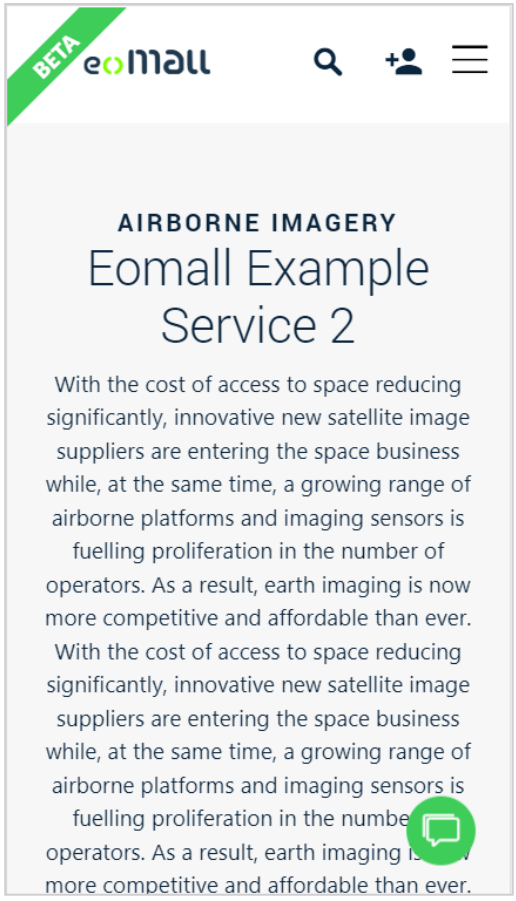


Image.03

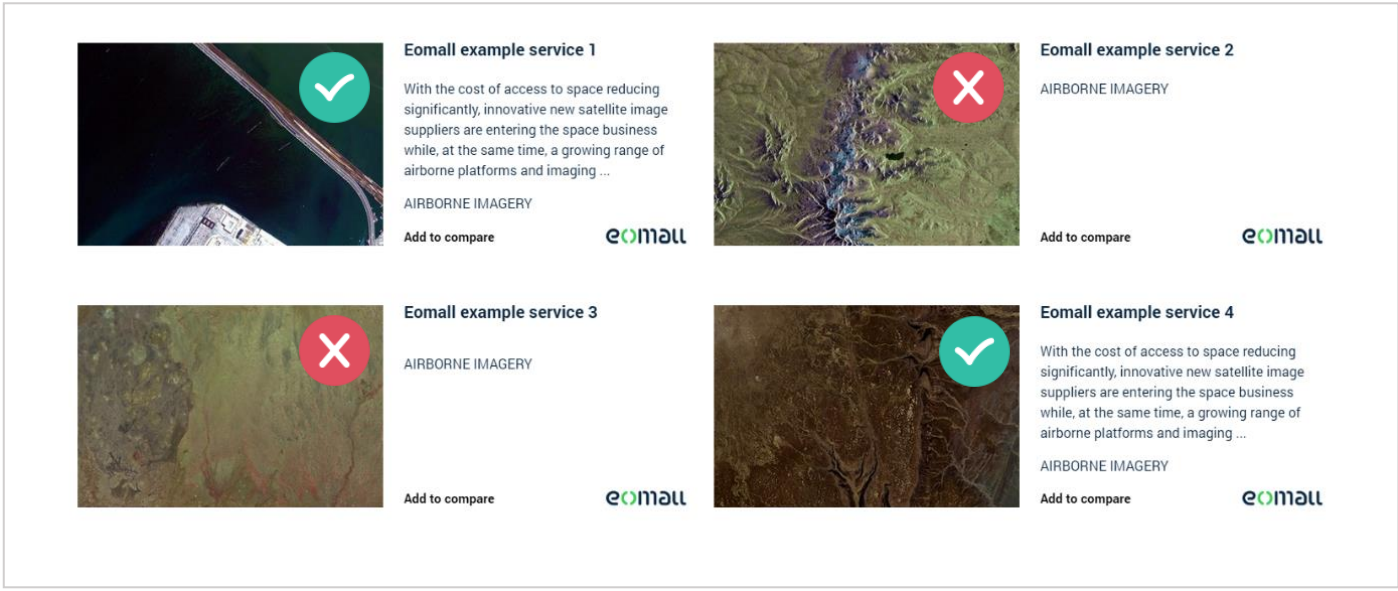
Examples of 'Good' and 'Bad' Content



The first screen of the mobile device. Service Abstract fits on the screen. The User immediately gets an overview of the Service.



Too long text on a mobile device makes it difficult to get acquainted with the Service.



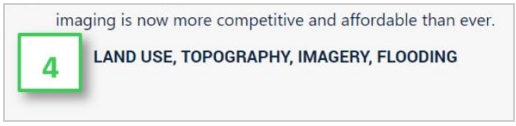
The lack of Abstract description makes it difficult to choose. On the other hand, a well-written brief description allows the user to quickly get acquainted with the service and highlights it among others.

12.2.4. Service Taxonomy

Can be one or multiple values.

The user does not have to enter the value himself. It is only needed to select the appropriate value from the list (Metadata area in Admin panel).

In the end, the most popular user queries will be displayed here. For the current version of the application - all values selected in the area Metadata are displayed. It is recommended to choose max 5-6 most significant values.



Service Taxonomy

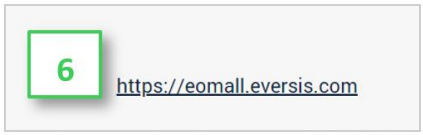
12.2.5. Logotype

Logotype

- Direct loading of the Logotype into the system is performed when filling in the Company's page.

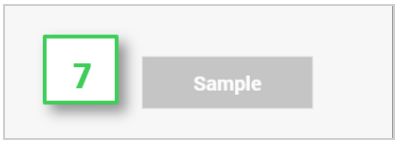
12.2.6. Link to Service page

- A link to the service page on the company website.
- You can set any link name. Recommended not to use more than 60 characters.



Link to the Service page

12.2.7. Service Sample



Service Sample

- A link to a Sample of the Service.
- Service Sample can introduce potential users to the Service.
- If the parameter is absent, the button is not displayed on the page.

12.2.8. Main Service Image

Main Service Image

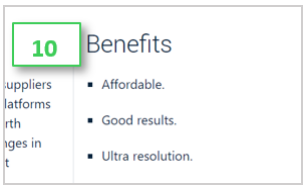
- It could be an image in Jpeg, PNG format.
- You should use high-quality images.
- Recommended using the aspect ratio of the images 16:9 (horizontal).
- In order to make the image look good on big screens, recommended image sizes 1470px at 830px.
- You should carefully consider the choice of the image. “Good” image makes the service instantly recognisable.

12.2.9. Service Description

- A high-level description of what the service offers. It may provide some element about the processing; cover the value provided by the service, in fairly non-technical terms. A definition of the deliverable.
- It is recommended not to exceed 100-120 words.

Service Description

12.2.10. Service Benefits



Service Benefits

- General benefits of using the Service.
- Benefits of using the service provide a point of appeal and show that the service can be useful for a user.
- It is recommended to add from 3 to 5 Benefits.
- Try to write down the Benefit in the form of a short phrase from 1 to 5 words.
- To Benefits list you could also add a short common description. A description should not exceed 250 characters.

12.2.11. Common Parameters

- List of common parameters for all type of Services.
- For Link parameters, you can set any link name.
- Recommended not to use more than 60 characters.
- If the information is not filled in, the parameter is displayed with an empty value.

Common Parameters

12.2.12. Payment information

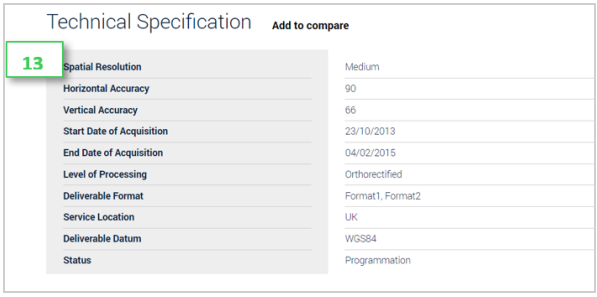
Payment information

Section describes payment information.

The user does not have to enter the value himself. It is only needed to select the appropriate value from the list.

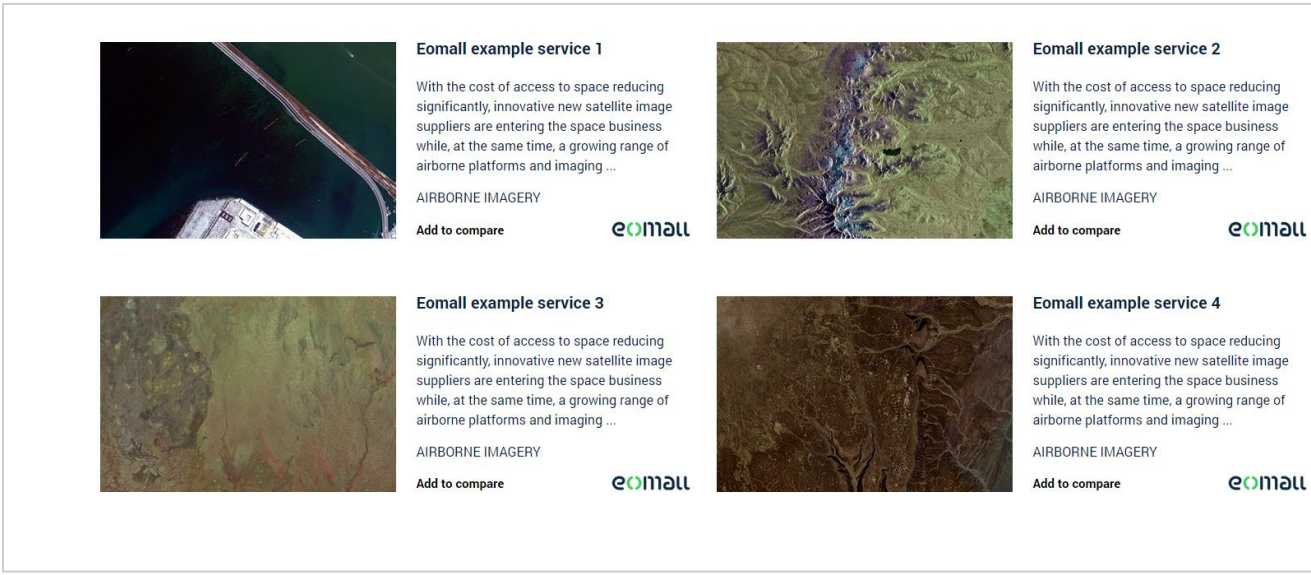
12.2.13. Technical Specification

- List of specific parameters describing the Service.
- The list of parameters depends on the type of Service.
- Filling in these parameters requires specific knowledge about the service.
- Completed parameters allow for easier comparison with other services using the Comparison tool.



Technical Specification

12.2.14. Service Preview Image



On other pages, the Service is displayed as a preview in the list of services. The image for this preview is a separate image.
Recommendations for preview image:

- Recommended using the aspect ratio of the images 16:9 (horizontal).
- You could use the same image as for Main Service image. But before the final publication, it is recommended to check how the image will look in the size of 375px at 210px.
- It could be an image in Jpeg, PNG format.
- You should use high-quality images.

12.3. Parameters table

12.3.1. Service structure type (Software)

Page Elements	Parameters (Admin panel)	Comment/Example
Service Name	Service Name	*Comment:* Brief name of service as assigned by the service provider. Recommended not to exceed 115 characters. For more information, see 3.2.2. Service Name.
Logotype	Service logo image	*Comment:* Logo of the company providing the Service.
Service Preview Image	Search result image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You should also specify Image Description. This will

		ensure the availability of content for people with disabilities For more information, see 3.2.14. Service Preview image.
Main Service Image	Main header image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You should also specify Image Description. This will ensure the availability of content for people with disabilities. For more information, see 3.2.8. Main Service Image.
	Service Provider	*Comment:* User does not need to enter a value by himself. Information about Service provider will be generated automatically.
Service Sub Category	Service Sub Category	*Comment:* Multiple choice. Can be one or multiple values under one service category. *Example:* If the service category is Intermediate then the subcategory can be any or all of UAV, Airborne or Spatial.
Service Description	Service Description	*Comment*: High-level description of what the service offers. It may provide some element about the processing, cover the value provided by the service, in fairly non-technical terms. A definition of the deliverable. For more information, see 3.2.9. Service Description.
Service Abstract	Service Abstract	*Comment:* A brief description of the Service. For more information, see 3.2.3. Service Abstract.
Common Parameters	Service Language	*Comment:* Service Language it is the language of the user interface. *Example:* English
Common Parameters	Metadata Language	*Comment:* Service Language it is Language of the metadata. *Example:* English
Common Parameters	Date of publication	*Comment:* Select a date using the calendar *Example:* 11/08/2018
Common Parameters	Service Level Agreement	*Comment:* Information about the levels of performance that a service provider is expected to achieve.
Common Parameters	Terms and condition	*Comment:* Link to the text, which describes the rules and conditions the user must agree to in order to use the Product Service. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMall Terms and Condition page Url: https://eomall.devel.esaportal.eu/terms
Common	Licence	*Comment:* Link to the text, which describes how a

Parameters		product or service can and cannot be used. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Licence page URL: https://eomall.eversis.com/licence
Common Parameters	Delivery mode	*Comment:* List of delivery modes proposed by the company. Several values can be specified. To add a new value, press „+ „ button. *Example:* Report
Common Parameters	Commercial Level	*Comment:* Single choice list *Example:* Free
Common Parameters	Service Life Cycle Status	*Comment:* Single choice list *Example:* Operational
Common Parameters	Service Scale	*Comment:* Scale of use of the service/product
Common Parameters	Service Locator	*Comment:* List of URLs providing access to the service. For the URL, it is necessary to specify Link Text, which will be visible on the page. Several values can be specified. To add a new value, press „+ „ button. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Locator page URL: https://eomall.eversis.com/locator
Payment information	Service Payment Model	*Comment:* Single choice list *Example:* Subscription
Payment information	Service price [Euro]	*Comment:* Cost in Euros *Example:* 1000
Payment information	Service Price Unit	*Comment:* Price unit *Example:* euro/hr
Service Benefits	Service Benefits	*Comment:* List of Benefits. Several values can be specified. To add a new value, press „+ „ button. For more information, see 2.2.10. Service Benefits. *Example:* ▪ Affordable ▪ Good results ▪ Ultra resolution
Service Sample	Service Sample	*Comment:* Link to a sample of the service. *Example:* after adding correct URL, button “Sample” appears on the page.
Link to Service Page	Link To Service Page	*Comment:* A link to the service page on the company website. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.6. Link to Service Page.

		Example: Link Text: eoMAll website URL: https://eomall.eversis.com
Service Taxonomy	Metadata/Market Sector (Global)	*Comment*: Keywords related to the services provided by the company for search. Should be selected from the list. For more description see 3.2.4 Service Taxonomy. *Example:* Agriculture
Service Taxonomy	Metadata/Thematic (Global)	*Comment:* Keywords related to the services provided by the company for search. Should be selected from the list. *Example:* Forests, Geology, Floods
Service Taxonomy	Metadata/Tags	*Comment*: Keywords related to the services provided by the company manually. *Example:* agriculture, spatial, added value service
Technical Specification	Service Place	*Comment:* List of regions/countries or geographic coordinates where the data is available. Here you could put a common short description. And point geographical areas. You could add any number of Geographical areas. Each area could not have limited the number of coordinates (polygons). For more Information, see 3.2.13 Technical Specification. *Example:* Service place: Description of the place Geoname: Geoname 1 Coordinates: • Longitude: 38.8951 • Latitude: 38.8951
Technical Specification	Open Source	*Comment:* Link to the licence. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more Information, see 3.2.13 Technical Specification. *Example:* Link Text: Licence page URL: https://eomall.eversis.com/licence
Technical Specification	Licence type	*Comment:* List of a single choice. For more Information, see 3.2.13 Technical Specification. *Example:* Standalone
Technical Specification	Licence duration	*Comment:* List of a single choice. Duration of the licence. For more Information, see 3.2.13 Technical Specification. *Example:* Week

12.3.2. Service structure type (Added Value)

Page Elements	Parameters (Admin panel)	Comment/Example
Service Name	Service Name	*Comment:* Brief name of service as assigned by the service provider. Recommended not to exceed 115 characters. For more information, see 3.2.2. Service Name.
Logotype	Service logo image	*Comment:* Logo of the company providing the Service.
Service Preview Image	Search result image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You should also specify Image Description. This will ensure the availability of content for people with disabilities For more information, see 3.2.14. Service Preview image.
Main Service Image	Main header image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You should also specify Image Description. This will ensure the availability of content for people with disabilities. For more information, see 3.2.8. Main Service Image.
	Service Provider	*Comment:* User does not need to enter a value by himself. Information about Service provider will be generated automatically.
Service Sub Category	Service Sub Category	*Comment:* Multiple choice. Can be one or multiple values under one service category. *Example:* If the service category is Intermediate then the subcategory can be any or all of UAV, Airborne or Spatial.
Service Description	Service Description	*Comment*: High-level description of what the service offers. It may provide some element about the processing, cover the value provided by the service, in fairly non-technical terms. A definition of the deliverable. For more information, see 3.2.9. Service Description.
Service Abstract	Service Abstract	*Comment:* A brief description of the Service. For more information, see 3.2.3. Service Abstract.
Common Parameters	Service Language	*Comment:* Service Language it is the language of the user interface. *Example:* English
Common Parameters	Metadata Language	*Comment:* Service Language it is Language of the metadata. *Example:* English
Common Parameters	Date of publication	*Comment:* Select a date using the calendar *Example:* 11/08/2018

Common Parameters	Service Level Agreement	*Comment:* Information about the levels of performance that a service provider is expected to achieve.
Common Parameters	Terms and condition	*Comment:* Link to the text, which describes the rules and conditions the user must agree to in order to use the Product Service. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMall Terms and Condition page Url: https://eomall.devel.esaportal.eu/terms
Common Parameters	Licence	*Comment:* Link to the text, which describes how a product or service can and cannot be used. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Licence page URL: https://eomall.eversis.com/licence
Common Parameters	Delivery mode	*Comment:* List of delivery modes proposed by the company. Several values can be specified. To add a new value, press „+ „ button. *Example:* Report
Common Parameters	Commercial Level	*Comment:* Single choice list *Example:* Free
Common Parameters	Service Life Cycle Status	*Comment:* Single choice list *Example:* Operational
Common Parameters	Service Scale	*Comment:* Scale of use of the service/product
Common Parameters	Service Locator	*Comment:* List of URLs providing access to the service. For the URL, it is necessary to specify Link Text, which will be visible on the page. Several values can be specified. To add a new value, press „+ „ button. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Locator page URL: https://eomall.eversis.com/locator
Payment information	Service Payment Model	*Comment:* Single choice list *Example:* Subscription
Payment information	Service price [Euro]	*Comment:* Cost in Euros *Example:* 1000
Payment information	Service Price Unit	*Comment:* Price unit *Example:* euro/hr
Service Benefits	Service Benefits	*Comment:* List of Benefits. Several values can be specified. To add a new value, press „+ „ button. For

		more information, see 2.2.10. Service Benefits. *Example:* ▪ Affordable ▪ Good results ▪ Ultra resolution
Service Sample	Service Sample	*Comment:* Link to a sample of the service. *Example:* after adding correct URL, button "Sample" appears on the page.
Link to Service Page	Link To Service Page	*Comment:* A link to the service page on the company website. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.6. Link to Service Page. *Example:* Link Text: eoMAll website URL: https://eomall.eversis.com
Service Taxonomy	Metadata/Market Sector (Global)	*Comment*: Keywords related to the services provided by the company for search. Should be selected from the list. For more description see 3.2.4 Service Taxonomy. *Example:* Agriculture
Service Taxonomy	Metadata/Thematic (Global)	*Comment:* Keywords related to the services provided by the company for search. Should be selected from the list. *Example:* Forests, Geology, Floods
Service Taxonomy	Metadata/Tags	*Comment*: Keywords related to the services provided by the company manually. *Example:* agriculture, spatial, added value service
Technical Specification	Service Place	*Comment:* List of regions/countries or geographic coordinates where the data is available. Here you could put a common short description. And point geographical areas. You could add any number of Geographical areas. Each area could not have limited the number of coordinates (polygons). *Example:* Service place: Description of the place Geoname: Geoname 1 Coordinates: • Longitude: 38.8951 • Latitude: 38.8951
Technical Specification	Deliverable spatial resolution [m]	*Comment:* Data resolution value [m].
Technical Specification	Deliverable accuracy vertical [m]	*Comment:* Value of the vertical accuracy [m].
Technical Specification	Deliverable accuracy horizontal [m]	*Comment*: Value of the horizontal accuracy [m].
Technical	Deliverable raster	*Comment:* List of raster layer in the deliverable. To add a

Specification	layers	new value, press „+ „ button.
Technical Specification	Deliverable vector layers	*Comment:* List of fields contained in the attribute table. To add a new value, press „+ „ button.
Technical Specification	Deliverable Accuracy	
Technical Specification	Deliverable formats	*Comment:* List of format available including web services
Technical Specification	Deliverable datamodel	*Comment:*
Technical Specification	Deliverable datum	*Comment:* Geodesic reference of the service by default.
Technical Specification	Datum translator	*Comment:*
Technical Specification	Start date of acquisition	*Comment:* Start date of the acquisition of the data.
Technical Specification	End date of acquisition	*Comment:* End date of the acquisition of the data.
Technical Specification	Service status	*Comment:* List of single choice. *Example:* Bespoke

12.3.3. Service structure type (Intermediate)

Page Elements	Parameters (Admin panel)	Comment/Example
Service Name	Service Name	*Comment:* Brief name of service as assigned by the service provider. Recommended not to exceed 115 characters. For more information, see 3.2.2. Service Name.
Logotype	Service logo image	*Comment:* Logo of the company providing the Service.
Service Preview Image	Search result image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You should also specify Image Description. This will ensure the availability of content for people with disabilities For more information, see 3.2.14. Service Preview image.
Main Service Image	Main header image	*Comment:* This image will be visible on search results and service previews. You should use the aspect ratio of the images 16:9 (horizontal). You

		should also specify Image Description. This will ensure the availability of content for people with disabilities. For more information, see 3.2.8. Main Service Image.
	Service Provider	*Comment:* User does not need to enter a value by himself. Information about Service provider will be generated automatically.
Service Sub Category	Service Sub Category	*Comment:* Multiple choice. Can be one or multiple values under one service category. *Example:* If the service category is Intermediate then the subcategory can be any or all of UAV, Airborne or Spatial.
Service Description	Service Description	*Comment*: High-level description of what the service offers. It may provide some element about the processing, cover the value provided by the service, in fairly non-technical terms. A definition of the deliverable. For more information, see 3.2.9. Service Description.
Service Abstract	Service Abstract	*Comment:* A brief description of the Service. For more information, see 3.2.3. Service Abstract.
Common Parameters	Service Language	*Comment:* Service Language it is the language of the user interface. *Example:* English
Common Parameters	Metadata Language	*Comment:* Service Language it is Language of the metadata. *Example:* English
Common Parameters	Date of publication	*Comment:* Select a date using the calendar *Example:* 11/08/2018
Common Parameters	Service Level Agreement	*Comment:* Information about the levels of performance that a service provider is expected to achieve.
Common Parameters	Terms and condition	*Comment:* Link to the text, which describes the rules and conditions the user must agree to in order to use the Product Service. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMall Terms and Condition page Url: https://eomall.devel.esaportal.eu/terms
Common Parameters	Licence	*Comment:* Link to the text, which describes how a product or service can and cannot be used. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Licence page

		URL: https://eomall.eversis.com/licence
Common Parameters	Delivery mode	*Comment:* List of delivery modes proposed by the company. Several values can be specified. To add a new value, press „+ „ button. *Example:* Report
Common Parameters	Commercial Level	*Comment:* Single choice list *Example:* Free
Common Parameters	Service Life Cycle Status	*Comment:* Single choice list *Example:* Operational
Common Parameters	Service Scale	*Comment:* Scale of use of the service/product
Common Parameters	Service Locator	*Comment:* List of URLs providing access to the service. For the URL, it is necessary to specify Link Text, which will be visible on the page. Several values can be specified. To add a new value, press „+ „ button. For more information, see 3.2.11. Common Parameters. *Example:* Link Text: eoMAll Locator page URL: https://eomall.eversis.com/locator
Payment information	Service Payment Model	*Comment:* Single choice list *Example:* Subscription
Payment information	Service price [Euro]	*Comment:* Cost in Euros *Example:* 1000
Payment information	Service Price Unit	*Comment:* Price unit *Example:* euro/hr
Service Benefits	Service Benefits	*Comment:* List of Benefits. Several values can be specified. To add a new value, press „+ „ button. For more information, see 2.2.10. Service Benefits. *Example:* ▪ Affordable ▪ Good results ▪ Ultra resolution
Service Sample	Service Sample	*Comment:* Link to a sample of the service. *Example:* after adding correct URL, button “Sample” appears on the page.
Link to Service Page	Link To Service Page	*Comment:* A link to the service page on the company website. For the URL, it is necessary to specify Link Text, which will be visible on the page. For more information, see, 3.2.6. Link to Service Page. *Example:* Link Text: eoMAll website URL: https://eomall.eversis.com
Service Taxonomy	Metadata/Market Sector (Global)	*Comment*: Keywords related to the services provided by the company for search. Should be selected from the list.

		For more description, see 3.2.4 Service Taxonomy. *Example:* Agriculture
Service Taxonomy	Metadata/Thematic (Global)	*Comment:* Keywords related to the services provided by the company for search. Should be selected from the list. *Example:* Forests, Geology, Floods
Service Taxonomy	Metadata/Tags	*Comment*: Keywords related to the services provided by the company manually. *Example:* agriculture, spatial, added value service
Technical Specification	Service Place	*Comment:* List of regions/countries or geographic coordinates where the data is available. Here you could put a common short description. And point geographical areas. You could add any number of Geographical areas. Each area could not have limited the number of coordinates (polygons). *Example:* Service place: Description of the place Geoname: Geoname 1 Coordinates: • Longitude: 38.8951 • Latitude: 38.8951
Technical Specification	Spatial resolution [m]	*Comment:* Data resolution value [m].
Technical Specification	Accuracy vertical [m]	*Comment:* Value of the vertical accuracy [m].
Technical Specification	Accuracy horizontal [m]	*Comment*: Value of the horizontal accuracy [m].
Technical Specification	Start date of acquisition	*Comment:* Start date of the acquisition of the data. *Example :* mm/dd/yyyy
Technical Specification	End date of acquisition	*Comment:* End date of the acquisition of the data. *Example :* mm/dd/yyyy
Technical Specification	Level of processing	*Comment:* List of a single choice. *Example:* RAW
Technical Specification	Deliverable formats	*Comment:* List of format available including web service. To add a new value, press „+ „ button.
Technical Specification	Deliverable NbBands	*Comment:* Number of bands (wavelength) / layers.
Technical Specification	Deliverable datum	*Comment:* Geodesic reference of the service by default.
Technical Specification	Datum translator	*Comment:*
Technical	Status	*Comment:* List of a single choice.

Specification		*Example:* Archive

13.Success story

This is the main page presenting your Success Story page. To create the content of the Success pages, the user must have Provider rights and access to the Admin panel.

13.1. Goals

- Create correct visual side of Company page within the portal.
- Create unique content due to the Google search engine. If the search engine finds two identical content, it does not index the duplicate content as unique.
- To acquaint the user with the company as much as possible.
- Create attractive content for potential clients.

13.2. Elements

Image.04 below shows the Success story page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The number 1 is located on the left side of the element.

Next, each element will be viewed in more detail.

Common rules:

- Provide content in correct oral and grammatical English language.
- Make sure that this content is unique and not to copy and paste the content of your website.
- You should provide a description and select a value for all parameters that describe your Organization.

Use simple language to make it accessible to all people, not just professionals.

BETA
eomall
HOME
ABOUT
NEWS
ASK US
LOGIN
REGISTER
SUCCESS STORY
Eomall Success Story
AGRICULTURAL, IMAGERY, CROP, OPTICAL MEDIUM RESOLUTION IMAGERY FOR FORESTRY, FORESTRY, FORESTS
1
2
3
4
5
6
DONG energy
Profile
20th January 2018
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Proposal
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11
Benefits
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Turpis egestas maecenas pharetra convallis posuere.
Maecenas ultricies mi eget mauris pharetra.
Egestas maecenas pharetra convallis posuere.
Maecenas ultricies mi eget mauris pharetra.
Egestas maecenas pharetra convallis posuere.
12
1,250
1,000
750
500
250
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

13.2.1. Success Story Name

Success Story Name

- A brief name of the Success story as assigned by the Service provider.
- Make sure that the size of the Success story name does not exceed 115 characters.
- As a result, the title should be no more than 2 lines long. And as a result, the title will be better read on mobile devices.

13.2.2. Success story Taxonomy

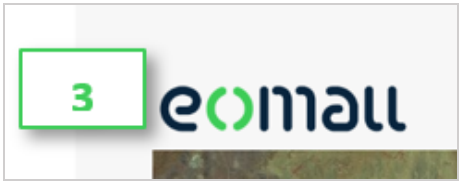
Can be one or multiple values.

The user does not have to enter the value himself. It is only needed to select the appropriate value from the list (Metadata area in Admin panel)

In the end, the most popular user queries will be displayed here. For the current version of the application - all values selected in the area Metadata are displayed. It is recommended to choose max 5-6 most significant values.

Success story Taxonomy

13.2.3. Success story's Company Logotype



Success story's Company Logotype

Direct loading of the Logotype into the system is performed when filling in the Company's page.

13.2.4. Main Success story Image

Main Success story Image

- It could be an image in Jpeg, PNG format.
- You should use high-quality images.
- Recommended using the aspect ratio of the images 16:9 (horizontal).
- In order to make the image look good on big screens recommended image sizes 1470px at 830px.
- You should carefully consider the choice of the image. “Good” image makes the Success story instantly recognisable.

13.2.5. Receiver Logotype

Receiver Logotype

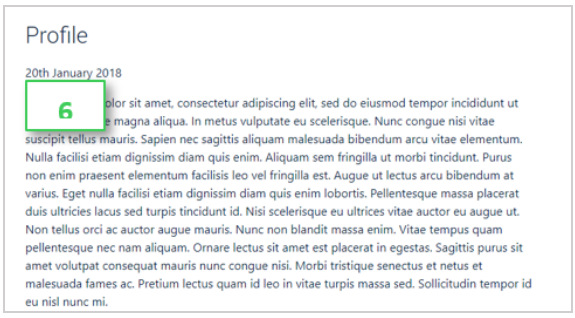
Logo of the receiving company who purchased the service

- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- If possible, provide the image on a transparent background.
- The logo image should occupy the entire space of the image, with minimal indentation.
- Recommended aspect ratio is 16:9.
  If the logo does not fit into the page, it is possible to provide another image with the aspect ratio of 16:9 (horizontal).

IMPORTANT: do not use an image that is too small. Preferred min width and height: 735 px at 415 px (horizontal).

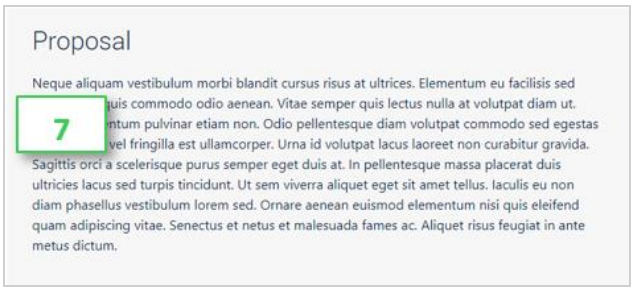
13.2.6. Success story Profile

- Profile of the Success story.
- Requirements at the beginning of project - 100-120 words.



Success story Profile

13.2.7. Success story Proposal



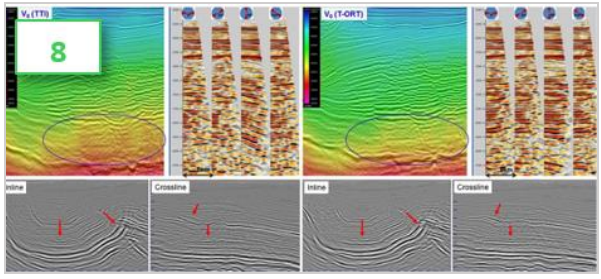
Success story Proposal

The proposal made by the Service provider.

It is recommended not to exceed 100-120 words.

13.2.8. Success story Proposal Image

- Medium size image used to show proposal plans.
- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- Recommended aspect ratio is 16:9.
- Do not use an image that is too small. Preferred min width and height: 735 px at 415 px (horizontal).



Success story Proposal Image

13.2.9. Customer Experience Image

Customer Experience Image

It can be any image close to the subject (Customer Experience).

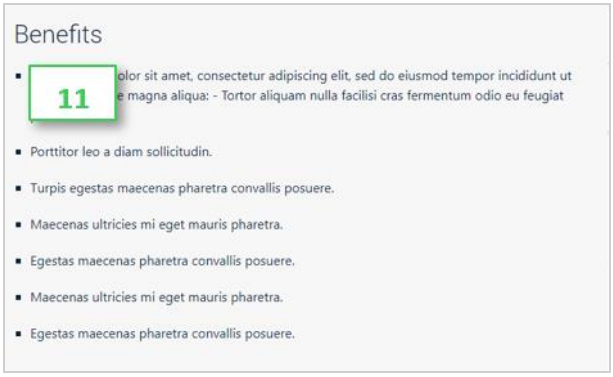
- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- Recommended aspect ratio is 16:9.
- Do not use an image that is too small. Preferred min width and height: 735 px at 415 px (horizontal).

13.2.10. Customer Experience

- Quote from the customer on received service.
- The ideal length is 100-120 words but may vary.

Customer Experience

13.2.11. Success story Benefits



Success story Benefits

Benefits of using the service provider.

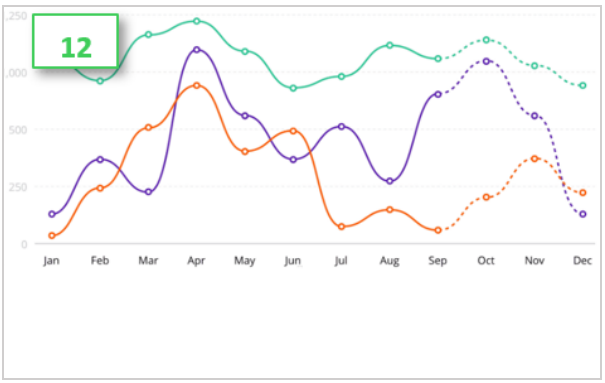
It is recommended to add from 4 to 7 Benefits

Recommended using short phrases.

13.2.12. Benefits Image

It can be any graphics close to the subject (Success story Benefits).

- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- Recommended aspect ratio is 16:9.
- Do not use a graphics that is too small. Preferred min width and height: 735 px at 415 px (horizontal).



Benefits Image

13.3. Parameters Table

Page Elements	Parameters (Admin panel)	Comment/Example
Success story Name	Success story Title	*Comment:* Title/name of Success Story. For more Information, see 4.2.1 Success story Name
Success story Taxonomy	Metadata/Market Sector	*Comment*: Keywords related to the Success story provided for search. Should be selected from the list. For more information, see section 4.2.2. Success story Taxonomy. *Example:* Agriculture
Success story Taxonomy	Metadata/Thematic (Global)	*Comment*: Keywords related to the Success story provided for search. Should be selected from the list. For more information, see section 4.2.2. Success story Taxonomy. *Example:* Forests, Geology, Floods
Success story's Company Logotype		*Comment:* Direct loading of the Logotype into the system is performed when filling in the Company's page.
Main Success story Image	Success story Main Header Image	*Comment:* Large image shown in the header of the Success story page. The image should have aspect ratio of 16:9 (horizontal). For more information, see 4.2.4. Main Success story Image.
Receiver Logotype	Success story Receiver Logo	*Comment:* Logo of the receiving company who purchased the service. For more information, see 4.2.5.

		Receiver Logotype.
Success story Profile	Success story Profile	*Comment*: Requirements at the beginning of the project: 100-120 words.
Success story Proposal	Success story Proposal	*Comment*: Proposal made by the service provider: 100-120 words.
Success story Proposal Image	Success story Proposal Image	*Comment*: Medium size image used to show proposal plans. For more information, see 4.2.8. Success story Proposal Image.
Customer Experience Image	Success story Customer Experience Image	*Comment*: Image next to Customer Experience. For more information, see 4.2.9. Customer Experience Image.
Customer Experience	Success story Customer Experience	*Comment:* Quote from a customer on received service. The ideal length 100-120 words but may vary.
Success story Benefits	Success story Benefits	*Comment:* Benefits of using the service provider. For more Information, see 4.2.11 Success story Benefits.
Benefits Image	Success story Benefits Image	*Comment:* Image next to benefits. For more information, see 4.2.12 Benefits image.
	Metadata/Tags	*Comment*: Keyword tags related to the Success story. Could be defined freely by the Company. *Example:* agriculture, spatial
	Success story Location	*Comment:* Region (the place), where Success story took place. You should enter coordinates. The data needed for the search.
	Success story Service Type Category	*Comment:* Single choice list. The data needed for the search *Example:* Can be one of three values: Intermediate Services, Software, Added Value.
	Success story Service Type Subcategory	*Comment:* Can be one or multiple values under one category. The data needed for the search. *Example:* If the Service type is Imagery then the subcategory can be any or all of UAV, Airborne or Spatial.
	Success story Service On EoMall Link	*Comment:* There it is necessary to specify what kind of service or services linked to this story. This refers to the services presented at eoMALL.
	Success story Service Link External	*Comment:* Link to an external page with the service. You should set Link name and URL with
	Success story Publication Date	*Comment:* Date when the story was first published. Publication Date assigns automatically, during publication.
	Success story Receiver Organisation Type	*Comment:* Organization type of the receiving company. The data needed for the search.

		Example: One of the following values: Public Authority, Large Business Or Industrial Organisation, Small to Medium Size Business, Start-up, University or Research Institute, International Body
	Success story Search Result Image	*Comment:* This image will be visible on the search results and Success story previews. You could use the same image as for Main Service image. But before the final publication, it is recommended to check how the image will look in small size. You should use the aspect ratio of the images 16:9 (horizontal).

PARSEC
ACCELERATOR

Our Partners

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