

D3.15 eoMall Galleries and eoPages Manual II

WP3 – Large Scale Demonstrators

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Introduction

The document is an integral part of the previous document D3.8. The document has been updated with corrected parts in the eoMALL and eoPAGES applications and a new chapter has been added that relates to the new eoPages Africa application.

This document contains a manual for three applications: -eoPages, eoPages Africa an eoMall. For each application 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 and the last part refers to eoPages Africa.

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.

eoPages Africa is the same application, only refers to a specific area in the world – Africa. Only companies and content from Africa can be published in the application.

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 start-ups with the tech tools, the funding, the market access, and the knowledge to develop the businesses of tomorrow.

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.

1. eoPages

1.1. Main Page

This is the main page which is displayed after entering the eoPages portal, the main page can be found at https://eopages.eu/. The content of the main page is supplemented when any user completes the content of his pages.

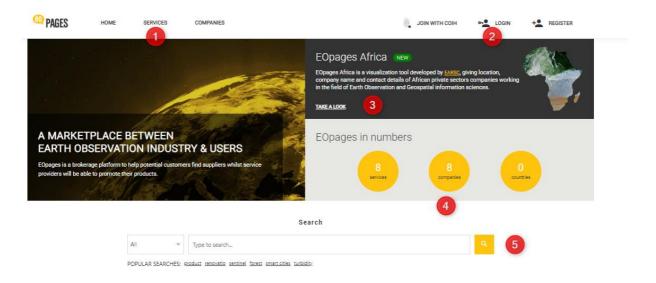
1.2. Goals

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

Elements 1.3.

Pictures 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.



Previous Clients and Their Experience

ADD DETAILS (0)

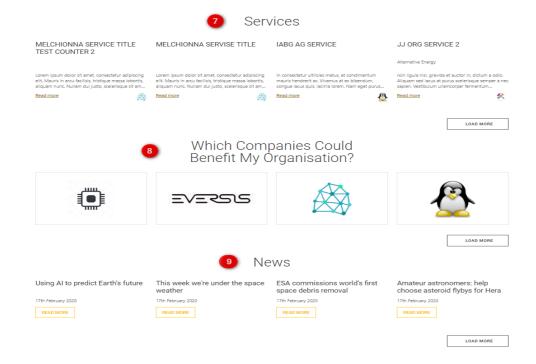








LOAD MORE



1.3.1. 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

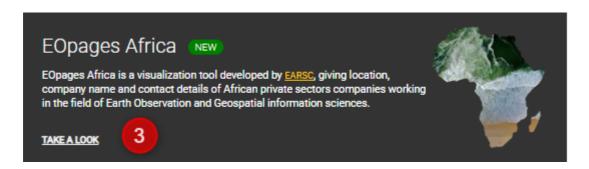
1.3.2. Login and registration



- 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.

1.3.3. eoPages Africa



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

1.3.4. eoPages in numbers



- Counter indicating the amount of content on the page
 - $\circ \quad \text{Number of services published on the site} \\$
 - o 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

1.3.5. 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
 - o All
 - o Companies
 - Services
 - Success Stories
- Popular Searches most common value search

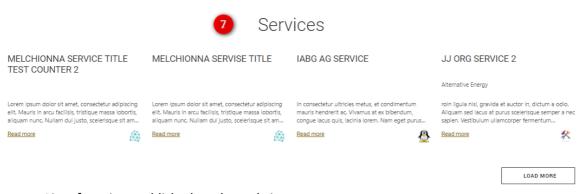
1.3.6. Success stories





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

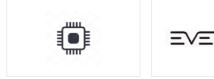
1.3.7. Services



List of services published on the website

1.3.8. Companies







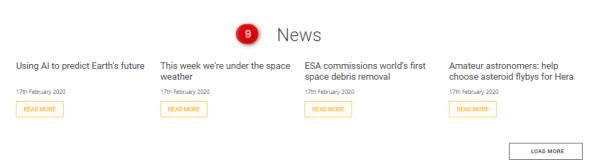




LOAD MORE

- 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).

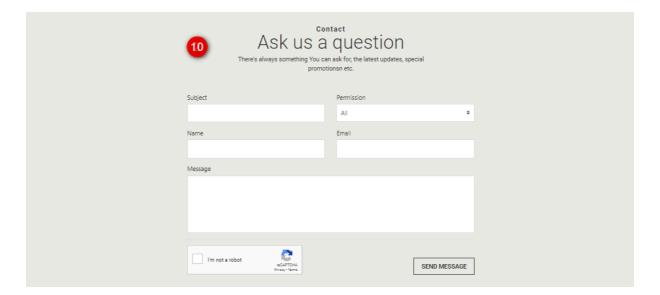
1.3.9. News



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

1.3.10. 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

2. Service Page

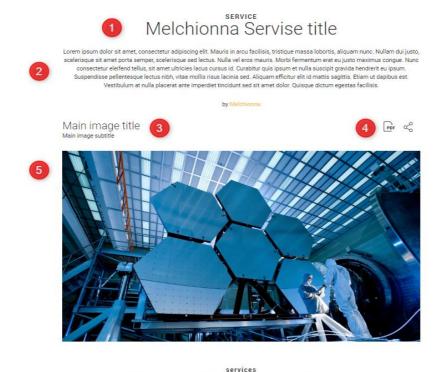
This is the main page presenting your Service. To create the content of the Service pages, the user must have Provider rights and access to the Admin panel.

2.1. Goals

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

2.2. 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.



MELCHIONNA SERVICE TITLE TEST COUNTER 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in arcu facilisis, tristique massa lobortis, aliquam nunc. Nullam dul justo, scelerisque sit am... Read more IABG AG SERVICE JJ ORG SERVICE 2 Alternative Energy Toin ligula nisi, gravida et auctor in, dictum a odio. Aliquam sed lacus at purus scelerisque semper a nec sapien. Vestibulum ullamcorper fermentum... Read more Read more

Related Content

2.2.1. 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.

2.2.2. Service description

Lorem ipsum dolor sit amet, consecteur adpiscing ells. Mauris in arcu facilisis, tristique massa lobortis, aliquam nunc. Nullam dui justo, sociécisque sit amet ports sempet, sociécisque sed lectus. Nulla vel eros mauris. Moto fermentum erat eu justo maximus conque. Nunc consecteur celefreto tellus, sit amer utrinicels lous cusus id. Curabitur quis ipsum en ruila suscipit gravida bendrent eu josum. Suspendisse pellentesque lectus nibh, vitae mollis risus lacinis aed. Aliquam efficitur elli ti mettis sagittis. Einam ut dapibus est. Vestibulum en ruilla placerat ante imperdet inoridunt sed sit amet dolor. Cuisque dictum egestas facilisis.

- A description of the Service
- Too short or no description at all will make it difficult to find by the user. The lack of

Page 14 of 79

description makes the service less attractive in comparison with other services.

2.2.3. Image title and subtitle

Main image title



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

2.2.4. 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:
 - o Facebook
 - o Linkedin
 - o Witter

2.2.5. Service image





- 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.

2.2.6. Related content and taxonomy



- 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)

3. Company Page

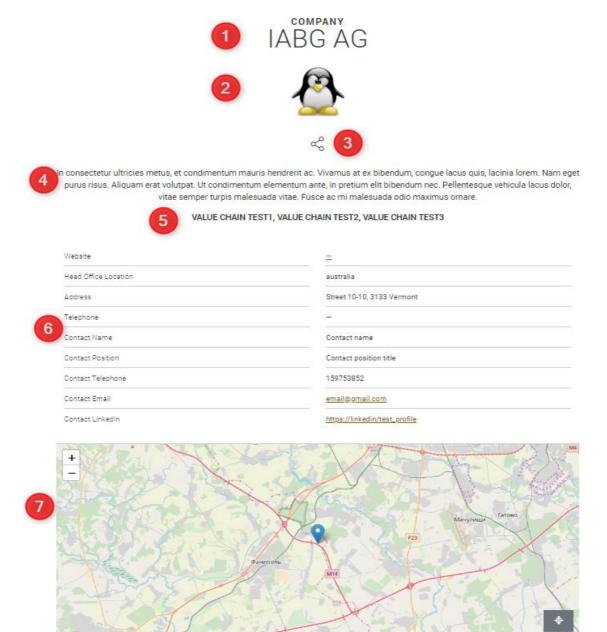
This is the main page presenting your Company. To create the content of the Company pages, the user must have provider rights and access to the Admin panel.

3.1. 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

3.2. 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.



CONTACT US

3.2.1. Company name



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

3.2.2. 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

3.2.3. Share button



 You can share your company page on social media page

3.2.4. Description



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

3.2.5. Company taxonomy

VALUE CHAIN TEST1, VALUE CHAIN TEST2, VALUE CHAIN TEST3

- 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

3.2.6. 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

3.2.7. Company map



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

3.2.8. 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

4. 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.

4.1. 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

4.2. 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.













Intro

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Background project

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Issue and needs

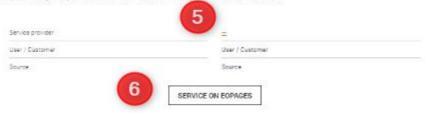
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Proposed solution

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Industry perspective

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4.2.1. 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

4.2.2. Success Story logo



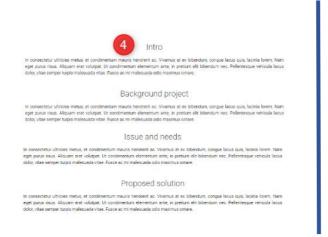
- Every success story is assigned to company
- Logo in a link to company page

4.2.3. 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

4.2.4. Success Story text



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

4.2.5. Success Story info



Information about the Service to which it is assigned Success Story

4.2.6. Connection with Service



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

5. Services pop-up

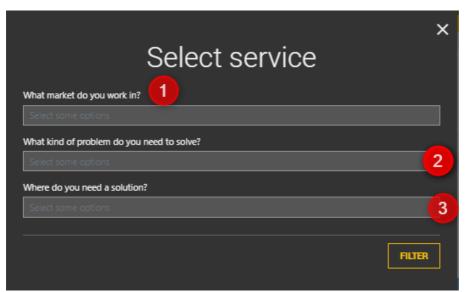
This is pop-up presenting filters for searching page. The selected filters use taxonomy to filter content. To change the content of dictionaries, the user must have Provider rights and access to the Admin panel.

5.1. Goals

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

5.2. 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.



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.

5.2.1. 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.

5.2.2. 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.

5.2.3. 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.

6. 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.

6.1. Goals

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

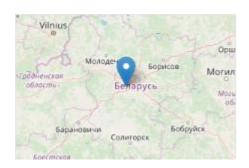
6.2. Elements

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.



6.2.1. 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

6.2.2. Company Name



Company name a link which redirects to the Company page

6.2.3. Company Description



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

7. 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.

7.1. Goals

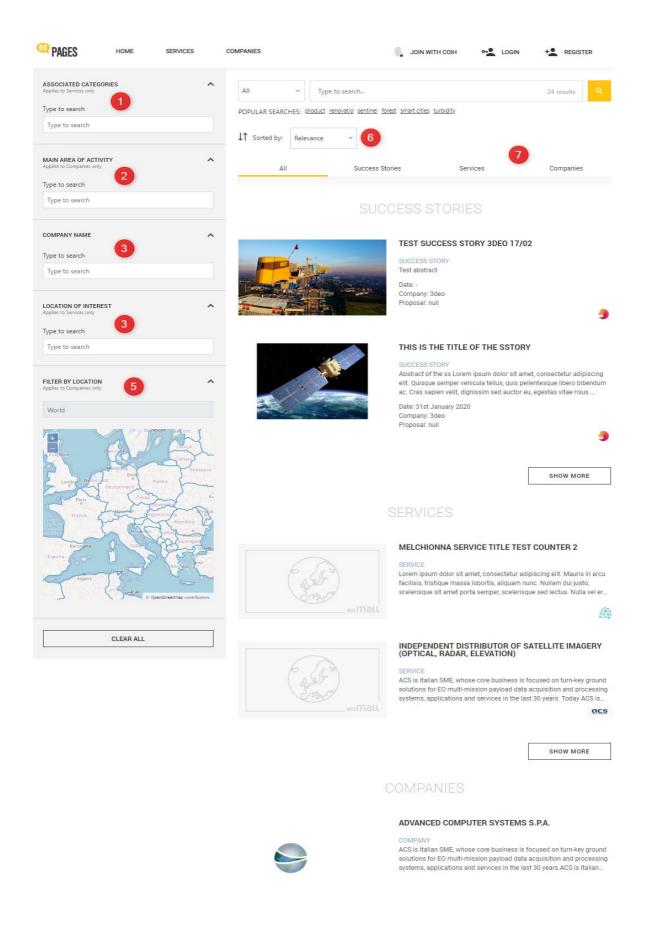
- Facilitate content search
- Enable to search for a specific type of content

• Create attractive page with map for potential clients

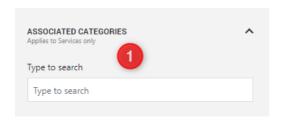
7.2. Elements

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.

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7.2.1. 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

7.2.2. 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

7.2.3. Company name



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

7.2.4. Location of interest

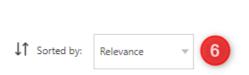


- Filter that refers to the third field in the search pop-up
- Every value from the location of interest field in pop-up will be written to this filter
- The user can change the value or add a new value to the filter

7.2.5. 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



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

- Relevance
- Newest
- A-Z
- o **Z-A**

7.2.7. 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**

8. eoMall

9. 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.

10. 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.

10.1. 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.

10.2. Elements

Picture 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 is located on the left side of the element.

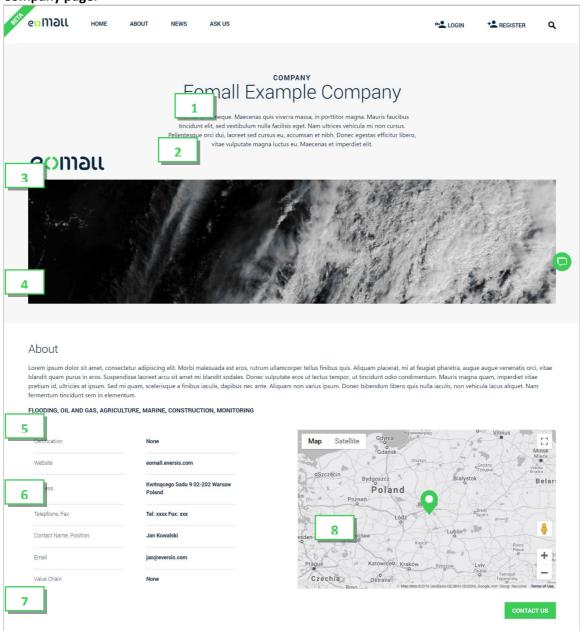
Next, each element will be viewed in more detail.

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:



10.2.1. Company Name



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

10.2.2. Company Mission

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



Company Mission

10.2.3. 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).

10.2.4. 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.

10.2.5. Company Description



Company Description

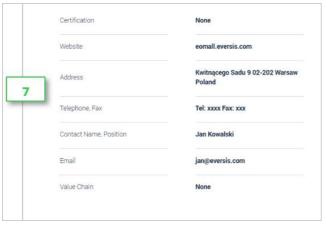
- Description of the Company.
- Text should include some key numbers (workforce).
- Recommended not to exceed 100-120 words.

10.2.6. Company Taxonomy

EO Companies and services are described using the EARSC Taxonomy to organize them by thematic area and by market sector to which they apply



10.2.7. 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.

10.2.8. 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

10.3. 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). 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 information	Base	Company Certification	Comment: List of certifications awarded by the Company.
Company information	Base	Company Website	Comment: URL of the Company's website. Example: https://company.com
Company information	Base	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 information	Base	Company Telephone	Comment: Telephone number of the Company with code. Example: +48 000 000 000
Company information	Base	Contact Name	Comment: Name of the Contact - internal use. Example: Joe Jones
Company information	Base	Contact Email	Comment: email of the contact - internal use. Example: jjones@email.com
Company information	Base	Contact Telephone	Comment: Telephone number of the Contact with code. Example: +48 000 000 000
Company information	Base	Company fax	Comment: Fax number of the Company code. Example: +48 000 000 000
Company information	Base	Contact Position	Comment: Position of the Contact in the Company. Example: Manager
Company information	Base	Company Value Chain	Comment: List of Positions in the EARSC eo Value Chain.
Company information	Base	Company Registration Number	Comment: Official registration number of the Company.
Company information	Base	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

11.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.

11.1. 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.

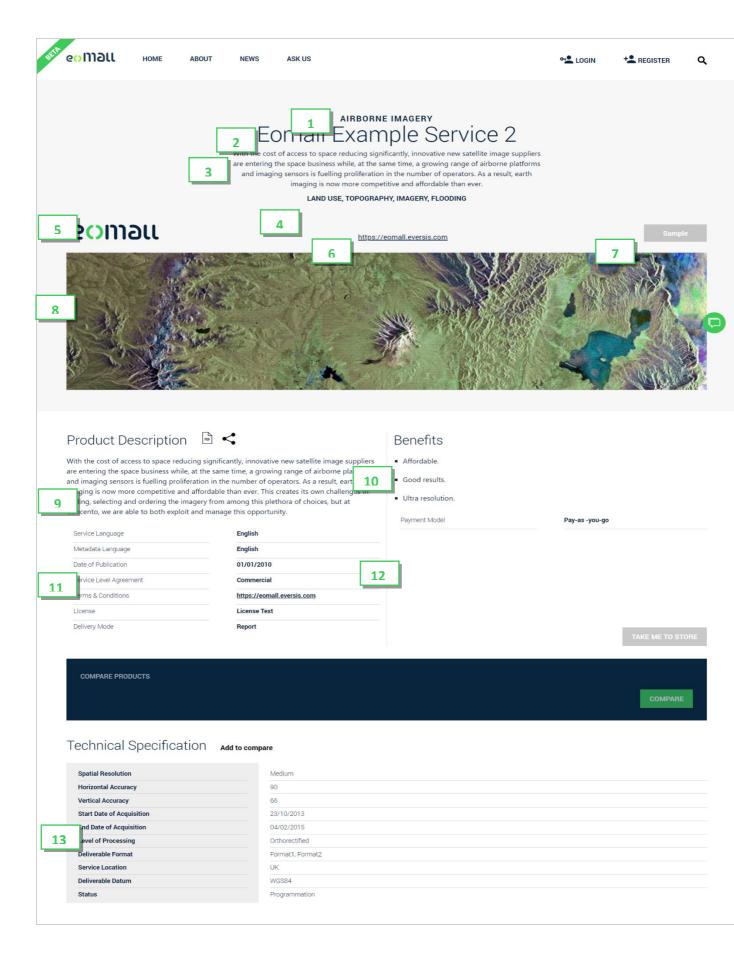
11.2. Elements

Picture 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.



11.2.1. Service Sub Category



The value depends on the Service type. Every Category could have several subcategories.

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 subcategory 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.

11.2.2. 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.

2 Eomall Example Service

Service Name

Examples of 'Good' and 'Bad' Content





The Name is short, easy to read and remember.



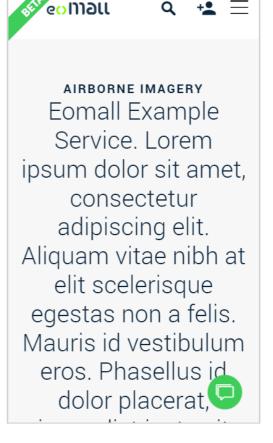


The Name is too long, difficult to read. Attracts too much attention.



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.

11.2.3. 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.

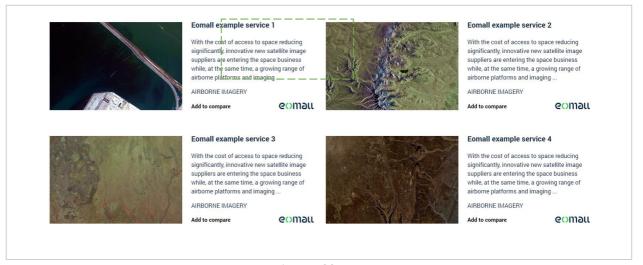


Image.03

Examples of 'Good' and 'Bad' Content

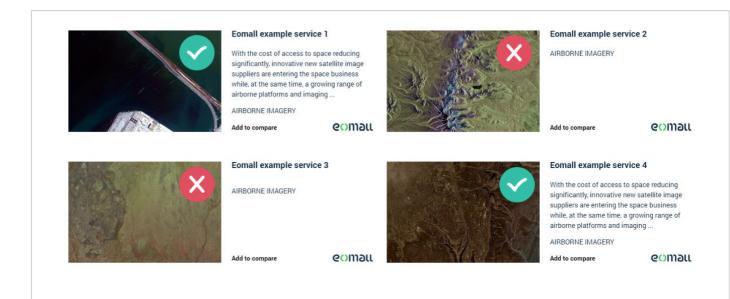


The first screen of the mobile device. Service Abstract fits on the screen. The User immediately gets an overview of the Service.





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.

11.2.4. 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

11.2.5. Logotype

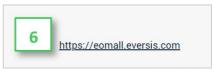


Logotype

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

11.2.6. 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

11.2.7. 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.

11.2.8. Main Service Image

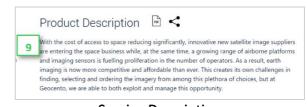


Main Service Image

- 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.

11.2.9. 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

11.2.10. 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.

11.2.11. 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

11.2.12. 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.

11.2.13. 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

11.2.14. Service Preview Image



Eomall example service 1

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 ...

AIRBORNE IMAGERY

o compare

eomau



Eomall example service 2

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 ...

AIRBORNE IMAGERY

Add to compare

eomau



Eomall example service 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 ...

AIRBORNE IMAGERY

dd to compare

eomau



Eomall example service 4

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 ...

AIRBORNE IMAGERY

dd to compare

eomau

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.

11.3. Parameters table

11.3.1. 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
	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
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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

11.3.2. 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

Service Sample Link to Service Page	Service Sample Link To Service Page	more information, see 2.2.10. Service Benefits. Example: Affordable Good results Ultra resolution Comment: Link to a sample of the service. Example: after adding correct URL, button "Sample" appears on the 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

11.3.3. 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 formats 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 Exc	cample: Archive
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12. 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.

12.1. 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.

12.2. Elements

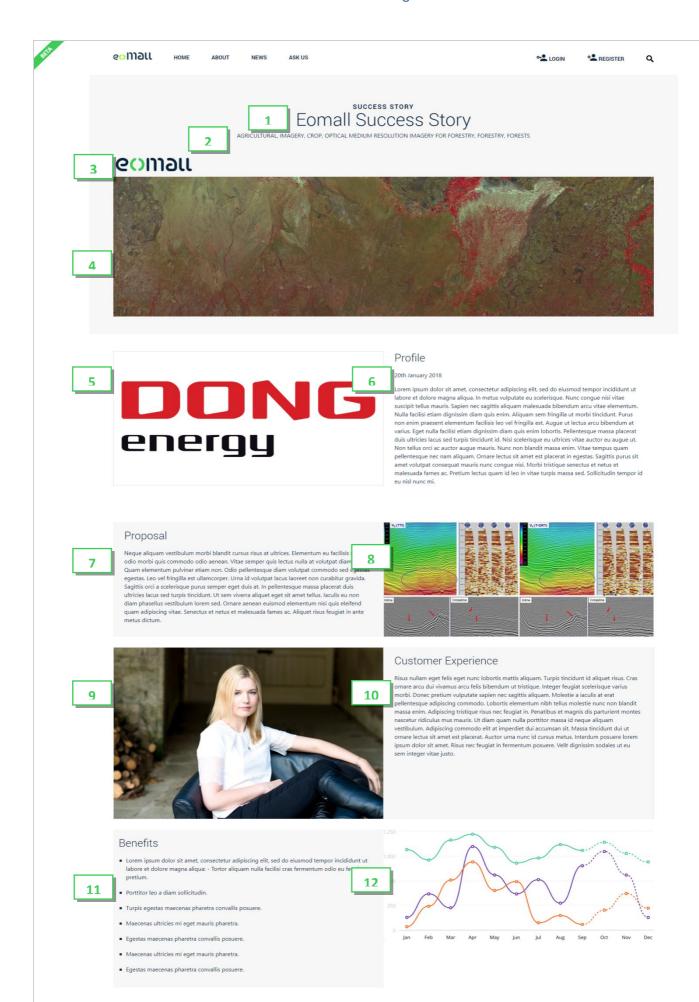
Image.04 below shows the Success story page with the correct content. The numbers on the page indicate the main elements, which the user needs to perform on their own in the administration panel. The number 1 is located on the left side of the element.

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.



12.2.1. 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.
- 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.

12.2.2. 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

12.2.3. Success story's Company Logotype



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

12.2.4. 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.

12.2.5. Receiver Logotype



Receiver Logotype

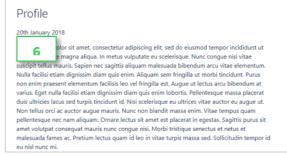
- Logo of the receiving company who purchased the service
- It could be an image in Jpeg, PNG format.
- You should use a high-quality image.
- If possible, provide the image on a transparent background.
- The logo image should occupy the entire space of the image, with minimal indentation.
- Recommended 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).

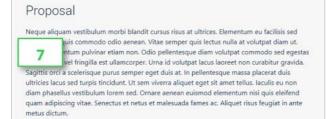
12.2.6. Success story Profile

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



Success story Profile

12.2.7. Success story Proposal



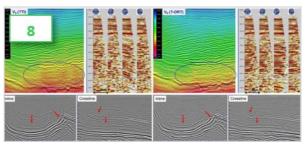
Success story Proposal

The proposal made by the Service provider.

It is recommended not to exceed 100-120 words.

12.2.8. 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

12.2.9. 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
- Do not use an image that is too small. Preferred min width and height: 735 px at 415 px (horizontal).

12.2.10. Customer Experience

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

Customer Experience It felis eget nunc lobortis mattis aliquam. Turpis tincidunt id aliquet risus. Cras musus arcu felis bibendum ut tristique. Integer feugiat scelerisque varius etium vulputate sapien nec sagittis aliquam. Molestie a iaculis at erat pellentesque adipiscing commodo. Lobortis elementum nibh tellus molestie nunc non blandit massa enim. Adipiscing tristique risus nec feugiat in. Penatibus et magnis dis parturient montes nascetur ridiculus mus mauris. Ut diam quam nulla portitior massa id neque aliquam vestibulum. Adipiscing commodo elit at imperdiet dui accumsan sit. Massa tincidunt dui ut ornare lectus sit amet est placerat. Auctor urna nunc id cursus metus. Interdum posuere lorem ipsum dolor sit amet. Risus nec feugiat in fermentum posuere. Velit dignissim sodales ut eu sem integer vitae justo.

Customer Experience

12.2.11. Success story Benefits

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.

Success story Benefits

Benefits of using the service provider.

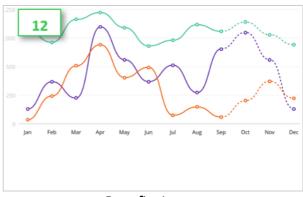
It is recommended to add from 4 to 7 Benefits

Recommended using short phrases.

12.2.12. 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

12.3. 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 Organization, Small to Medium Size Business, Start-up, University or Research Institute, International Body
Success story Se Result Image	earch	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).

13.eoPAGES Africa

13.1. Introduction

This guideline is targeted at companies and operators managing this application. The description contains detailed information about each element on the page and how to use it. There is also a description of how to use the application for end users who will not register.

eoPages Africa is being implemented, which is why individual elements may differ in a given document and in a production environment. The planned completion date is in two weeks, i.e. the end of July 2020.

13.2. Goals

In creating this portal, the contractor was guided by several postulates:

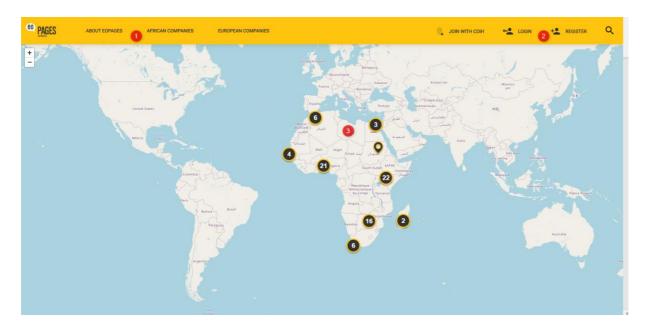
- Enabling presentation of content published by companies
- · Adding functionalities enabling easy information searching in Africa
- Create correct visual side of Company page within the portal
- To acquaint the user with the company as much as possible

13.3. Elements

Individual pages and the elements on them will be presented below. Each functional element will be described separately, the description will include the mode of operation and purpose. At eoPages Africa, we distinguish between several pages:

- Main Page
- African Companies Page
- Search Page
- Company Profile Page

14. Main Page



The main page of the portal is an interactive map and a function bar at the top of the page. The top bar at number one has links that lead to eoPages or to specific pages of the application.

- About eoPages leads to the eoPages page and description about this application
- African Companies leads to a page that contains all registered companies in a given application. All companies are sorted alphabetically and it is possible to filter by the first letters of the company name
- European Companies leads to the eoPages page, which contains all registered companies at eoPAGES. All companies are sorted alphabetically and it is possible to filter by the first letters of the company name

The elements at number 2 refer to login and registration. Also, with these elements is the search engine logo, after clicking on which additional input will be displayed.

The number 3 indicates the continent of Africa and the companies that are located there. The map works interactively, which means that after zooming in, markers on the map are assigned to individual regions. After zooming in even more, the pins are assigned to the countries in which the company operates. After pressing such an approximate button, a window appears with a clickable company name. After clicking on the name, the user is transferred to the company's profile.

15. Company Page

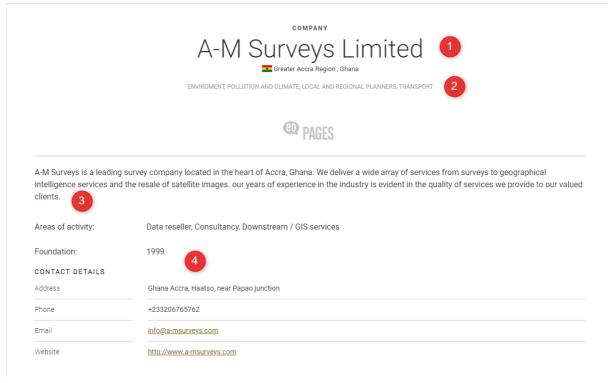
The company profile page contains basic information about the company.

15.1. Goals

- Enabling the presentation of content published by companies
- Create attractive content for potential clients
- Create correct visual side of Company page within the portal

15.2. Elements

Picture 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 red circles with numbers inside located next to the element. Next, each element will be viewed in more detail.

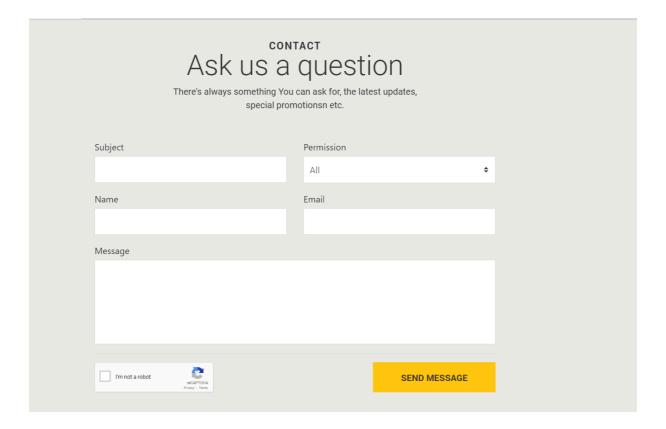


Numbered items have the greatest value for your business page. Under number 1 there is the name of the company and the region it comes from these data are completed in the admin panel after logging in. At number 2 there is EARSC Taxonomy, which defines the field in which the company operates. At number 3 there is a description of the company. It contains basic information about

what the company hires and what services it offers. Number 4 is the company's contact details. All these data are set in the CMS Liferay admin panel.

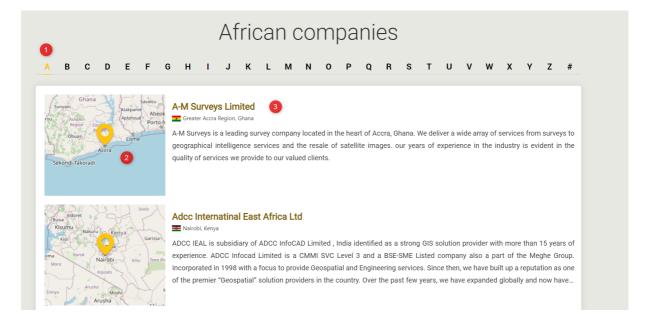
15.3. Contact form

- 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



16.African Companies

This is the main page presenting African 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.



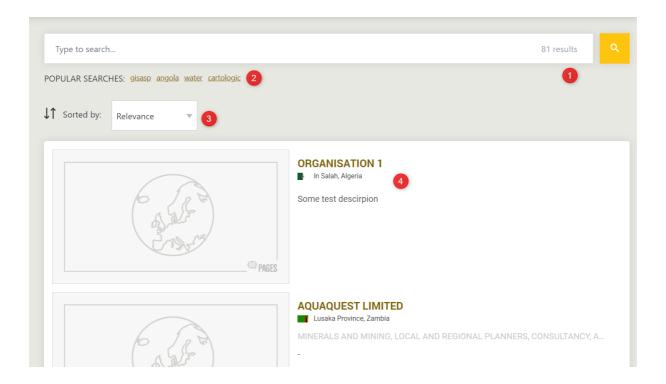
Filtering is done by selecting the first letter from the company title. If the company name begins with a digit or other element that is not a letter of the Latin alphabet, then such an entry will be placed under the sign #.

Each company has a description and a location on the map. The yellow 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

Company name a link which redirects to the Company page. Below the name is the flag of the company's country of origin and the region. There is also a short company description added that comes from the profile page.

17. Search Page

The search page is structured to quickly find the required information. The website contains several useful elements that allow you to find the necessary information faster. Each such element has been marked with a tag with a number, in addition, the page has filters that are located on the left side of the page. Filters will be discussed separately in the next section.

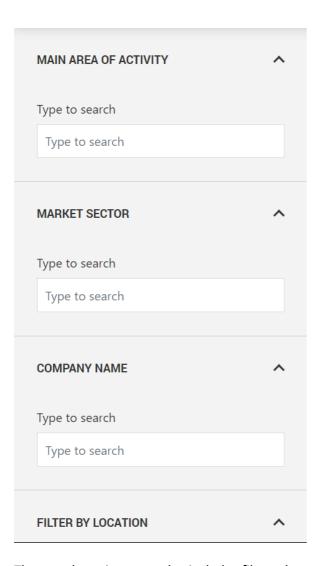


Under number one there is the number of records that correspond to the searched content. The user can freely modify the content that is entered in this field. The number 2 indicates the items that were searched most often, the statistics are dynamically retrieved from Google Analytics.

The button at number 3 allows you to sort the search results any way you like, there are several options. Search results follow. The result contains some information about the company that was found. The name of the company which is a link to the company's profile. Flags and the region the company comes from and a brief description of the company. Next to it, the company logo is rendered.

In the given example, we see the default image of eoPages Africa because the company does not have a logo, any other company that does not include its own logo will also have a default image.

17.1. Filters



The search engine page also includes filters that are based on the EARSC taxonomy. Each filter helps to extract detailed information pertaining to the selected industry.

- Main Area of Activity this filter defines the EO area in which the company works.
- Market Sector EARSC Taxonomy
- Company Name using this filter, the user can search for a company by name
- Filter by Location an interactive clickable map where you can choose a country from Africa. The search results will show companies that come from that country



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