



IMMERSE

Implementing Mobile MEntal health Recording Strategy for Europe

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Table of contents

1. Summary.....	2
2. Deliverable report.....	2
2.1 Website overhaul.....	2
2.1.1 Updating existing pages.....	2
2.1.2 Addition of new sections.....	3
2.1.3 User Experience Improvements.....	3
2.1.4 Patient Advisory Board feedback and Implementation.....	3
2.1.5 Did our changes make a difference?.....	3
2.2 Twitter.....	4

1. Summary

In response to the evaluators comments (after evaluation on December 2nd 2022), we have adapted our website (www.immerse-project.eu) and increased our Twitter publication frequency. See evaluator comments below:

“IMMERSE public website and social media channels online: The website currently greatly focuses on the presentation of consortium facts rather than providing an appealing storyline for different user groups (website visitors). Also, the website’s design and text-heavy nature does not comply with designs of modern websites. The Twitter feed greatly contains the presentation of team members and could be posted at higher frequency. Furthermore, the content posted is partly not appropriate to promote the project. It is advised to professionalize both the website and the project’s presentation on Twitter.”

2. Deliverable report

2.1 Website overhaul

As part of our ongoing efforts to enhance user experience and improve the overall functionality of our website, a major website overhaul was conducted following an internal review and consultation with a graphic design expert and a communication scientist in training. This report outlines the key activities undertaken, including updates to existing pages, addition of new sections, and the implementation of feedback received from our patient advisory board (PAB).

2.1.1 Updating Existing Pages

The existing pages on our website underwent significant updates to improve accessibility and user comprehension. Most notably, the website content was rewritten using simplified

language to make it more easily understandable. This was done in response to feedback suggesting that the original content was overly complex. Furthermore, the results page was enhanced to showcase our first public deliverables, providing visitors with valuable information regarding our project's progress.

2.1.2 Addition of New Sections

To enrich the user experience and provide comprehensive information, several new sections were added to the website. These include:

1. **Product Description Section:** This section offers detailed information about our product, providing visitors with a clear understanding of its features and benefits.
2. **Teams Section:** A dedicated section was created to introduce our teams, highlighting their expertise and roles within the project.
3. **Studies Section:** This section outlines the various phases of our project, providing visitors with a comprehensive overview of our research and development process.
4. **Blog Section:** In an effort to engage with our audience and share valuable insights, a blog section was incorporated to regularly publish informative and relevant articles.

2.1.3 User Experience Improvements

During the website update process, significant emphasis was placed on improving the overall user experience. The following enhancements were implemented:

1. **Clear and Consistent Color Scheme:** A clear and consistent color scheme was established to align with our project's logo. This ensures visual cohesion and reinforces our brand identity throughout the website.
2. **Streamlined Navigation:** The navigation structure of the website was redesigned to enhance user-friendliness. Clear and intuitive menus and buttons were implemented to facilitate easy navigation and help users locate desired information efficiently.
3. **Easy-to-Understand Visualizations:** Visual elements were optimized to improve information comprehension. Visualizations were made more user-friendly and visually appealing, enabling visitors to grasp complex information more easily.

2.1.4 PAB Feedback and Implementation

Following the completion of the website overhaul, our patient advisory board (PAB) was engaged to provide feedback and recommendations. The PAB responses were summarized and shared with the website team in May 2023. The PAB highlighted the need for improvements in the mobile phone view and suggested revisions to the wording. We promptly addressed these concerns and implemented the necessary changes. Additionally, the PAB expressed interest in having videos and more comprehensive information about our app and its usage. Currently, we are exploring the incorporation of 2D videos for explaining app-related content.

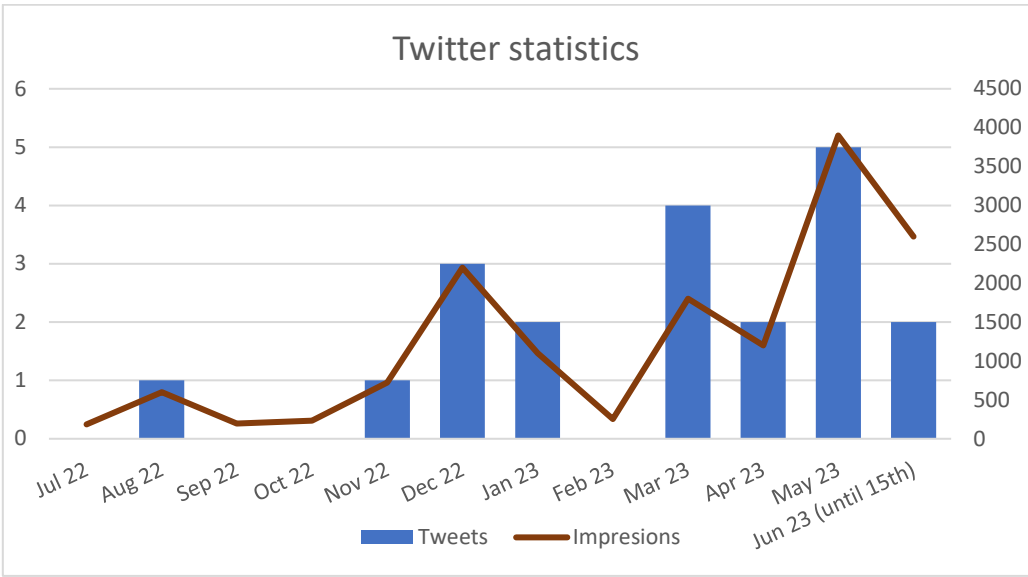
2.1.5 Did our changes make a difference?

Based on end-user feedback, the website overhaul and user experience improvements undertaken have significantly enhanced the user experience and accessibility of our project. We will continue to monitor user feedback, ensure information is up-to-date, and make

further updates to ensure the optimal user experience on our website. In upcoming months, we will furthermore increase efforts in search-engine optimization (SEO) to increase project visibility and increase website traffic.

2.2 Twitter

Since the end of 2022, we have made an effort to create more activity on our Twitter account (@IMMERSE project) and ensure continuity in the number of tweets that are published. In the past few months, we have therefore seen an overall increase in the number of tweets and impressions (number of users that have seen tweets) on the IMMERSE Twitter account. In coming months, additional efforts will be made to increase our follower count, with 500 followers as a minimum goal by the end of 2023.



Month	Tweets	Impressions	Engagement rate	Link Clicks	Retweets without comments	Likes	Replies	New followers
Jul 22	0	185	3.3%	0	0	0	0	2
Aug 22	1	600	3.5%	14	6	7	0	3
Sep 22	0	196	7.6%	2	0	0	0	-1
Oct 22	0	234	0.5%	0	0	0	0	1
Nov 22	1	723	4.2%	3	6	10	0	-4
Dec 22	3	2.165	4.3%	9	16	30	1	3
Jan 23	2	1.094	2.8%	0	10	17	0	9
Feb 23	0	255	4.1%	2	0	0	0	5
Mar 23	4	1.819	9.8%	13	18	34	1	10
Apr 23	2	1.165	9.9%	1	5	16	0	24
May 23	5	3.894	3.3%	0	15	40	2	2
Jun 23 (until 15 th)	2	2.806	3.7%	37	7	32	0	27