



Interreg

Austria-Hungary

European Union – European Regional Development Fund



InnoWood

Training documents Multi-Vendor-Platform

Version history

V1.0	Initial document	08.2019	Palkovits-Rauter
V2.0	Adjustments	10.2019	Palkovits-Rauter
V3.0	Adjustments and additions	10.2019	Palkovits-Rauter
V4.0	Adjustments and additions	08.2020	Palkovits-Rauter
V5.0	Adjustments according GS	08.2020	Palkovits-Rauter

Content

1	The purpose of the document	3
2	The structure of the document	3
3	Functionalities	4
3.1	Landing Page for the wood industry.....	4
3.2	Search for services and products.....	6
3.3	Company presentation	7
3.4	Ads	8
3.5	Communication options	9
3.6	Knowledge base.....	10
3.7	„Innovation by Innowood“	11
3.8	Multilingualism	11
4	Subscription.....	12
5	Company profile	16
6	Further features	17

1 The purpose of the document

The purpose of the training / documentation

- Knowing the platform and its functions
- Creating a company profile

Structure of the training / documentation

It guides the interested party through the instructions step by step, which also serve as a reference work.

- Those who are interested, can move independently between the chapters, so they can get to know the platform and its functions at their own pace.

2 The structure of the document

This training document is divided into five chapters:

- Functionalities
- Search engine
- Subscription
- Company profile
- Additional attributes

3 Functionalities

This area of the documentation describes all of the important functions of the multi-vendor platform.

3.1 Landing Page for the wood industry

The holznetzwerk.eu multi-platform landing page offers several options. These will be now described in detail.

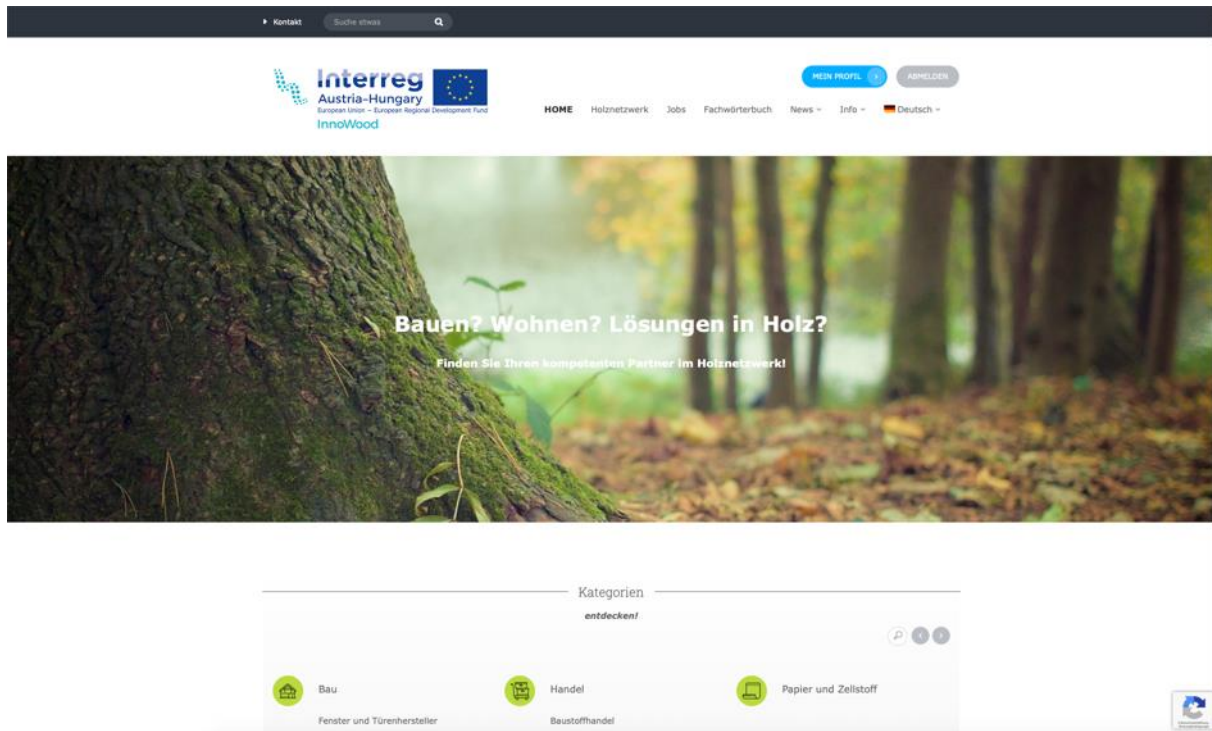


Figure 1 Landing Page woodnetwork.eu

Top Bar:

At the top of the home page there are several ways to contact us. There is a search box as well, where you can search for determined terms on the platform.

Menu Bar:

On the left, next to the Innowood platform logo you can find the website's main menu, which contains the HOME, Wood Network, Jobs, Dictionary, News, Info, SIGN UP and SIGN IN buttons.

- The HOME button always brings back the visitor to the landing page
- Wood Network: on this page you can find all of the registered companies. You can also display different search options here, and find the sought company on the map. Depending on the sought result, you can directly select a company and obtain relevant information of it.

- **Jobs:** The registered companies have the opportunity to publish open positions, internships, project collaborations or different kind of topics.
- **Special dictionary:** you can find here a glossary for the correct use of wood industry related terms.
- **News:** this button contains the innovations of Innowood project, the time of the events, interesting facts with videos and links, as well as a special dictionary.
- **Information:** this page gives you further information about the Innowood project. There is also a contact form and you can find here information of the registered members.
- **Language settings:** here you can select the language of the website (German, English, Hungarian)
- **SIGN UP:** this button leads to a two-step registration
- **SIGN IN:** login link for the registered users

Search:

Search on the landing page allows you to search through platform entries. The following search fields are available here:

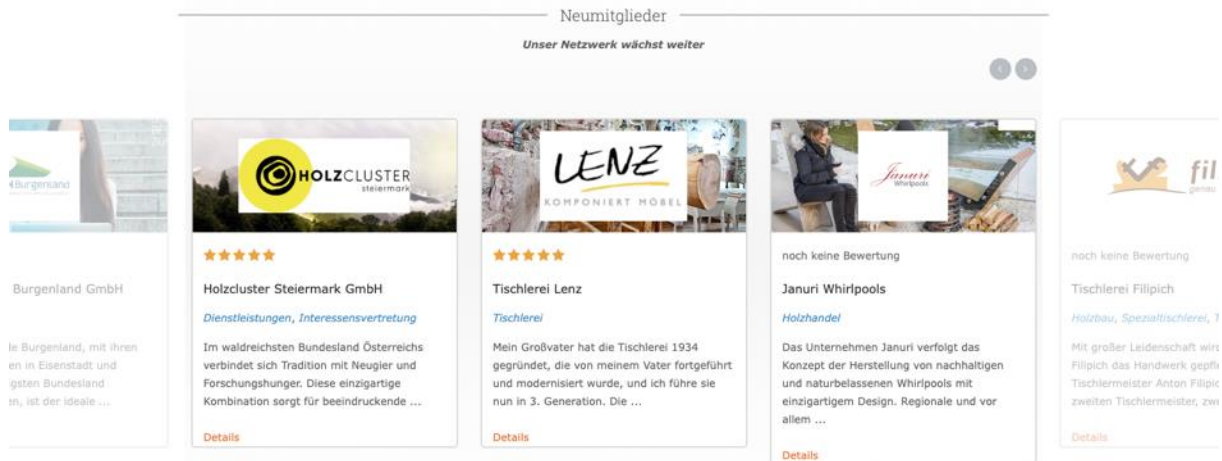
- **Search keywords:** you can write the sought expression in this field
- **Categories:** you can use the search input or the drop-down menu to narrow down the search (e.g carpenter)
- **Location:** you can enter a location directly; suggestions for locations are offered immediately via the drop-down menu
- **Radius:** in addition to the location, you can also use the slider to adjust the search radius in kilometers, so that, for example, only companies within a 50 kilometers radius are displayed

Categories:

By selecting a category or a subcategory, the visitor can contact directly the companies assigned to that category

Cluster partners and other companies:

The registered Austrian and Hungarian cluster partners, as well as all other new members are listed, between their short profile you can search by scrolling. By selecting a company, you can get to its detailed profile.



How it works:

The registration process is described directly on the landing page shortly to make it easier to start the registration.

Recent members:

Recently registered companies are displayed here. By selecting a company, you can get to its detailed profile.

Wood innovation:

This section of the landing page presents the wood product innovations, including their contact information, where this innovation can be obtained.

Footer Bar:

The last part of the landing page contains the imprint, the privacy regulations, the contact form, the training material and the possibility of registration, as well as the news, the events, link to the landing page and to the innovations.

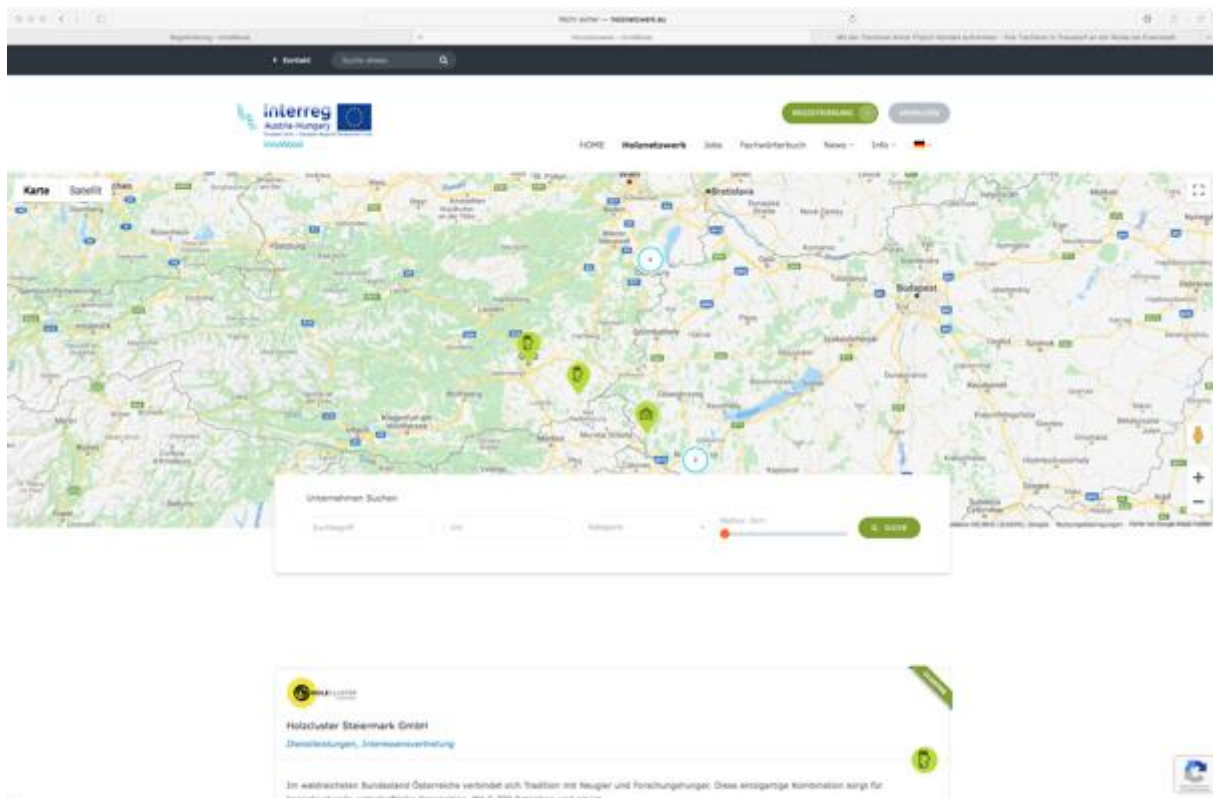
3.2 Search for services and products

The website includes an interactive map that shows the companies graphically as well depending on the search criteria. The company profiles are displayed directly below the map. By clicking on the selected company, the visitor gets directly to the full profile of the firm. In addition, the assigned product categories are displayed.

The following search fields are available here:

- Search keywords: you can write the sought expression in this field
- Categories: you can use the search input or the drop-down menu to narrow down the search (e.g. carpenter)

- Location: you can enter a location directly; suggestions for locations are offered immediately via the drop-down menu
- Radius: in addition to the location, you can also use the slider to adjust the search radius in kilometers, so that, for example, only companies within a 50 kilometers radius are displayed



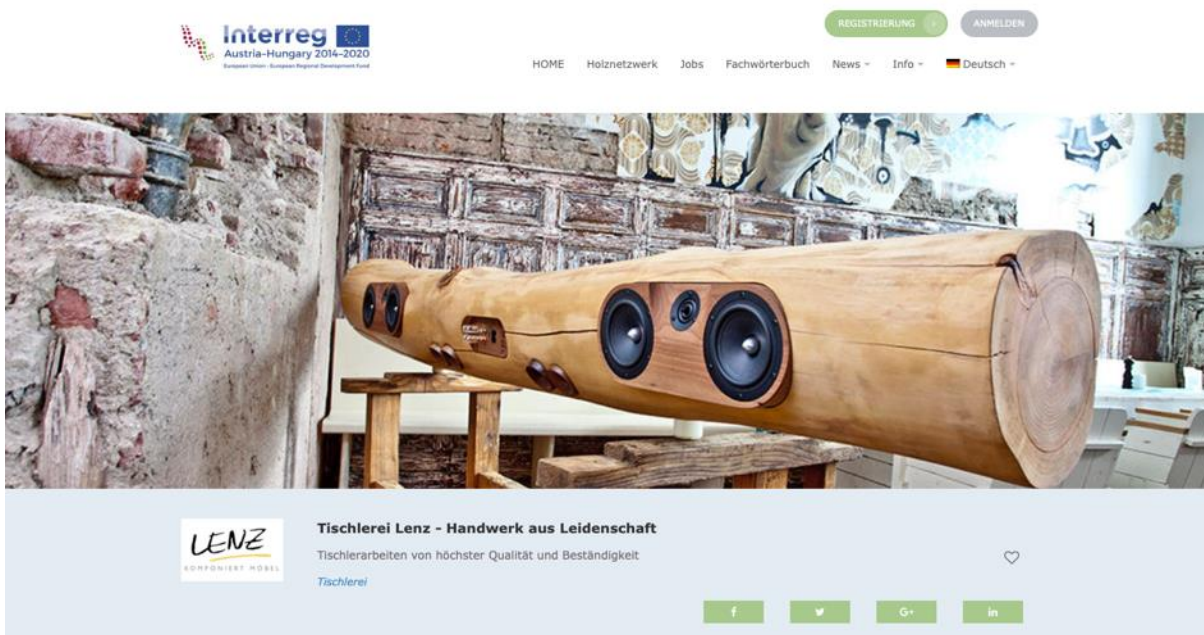
3.3 Company presentation

The profile of the corporation is very diversified and contains a lot of detailed information. That allows small businesses not to have their own website.

In addition to the company's history, contact information, opening hours, location on the map, images, current offers and opinions submitted by visitors can also be viewed.

Additional links can be selected to existing social media profiles, such as Facebook, Twitter or LinkedIn, as well as direct contact with the company through the platform.

Here is an example of the company from the platform:



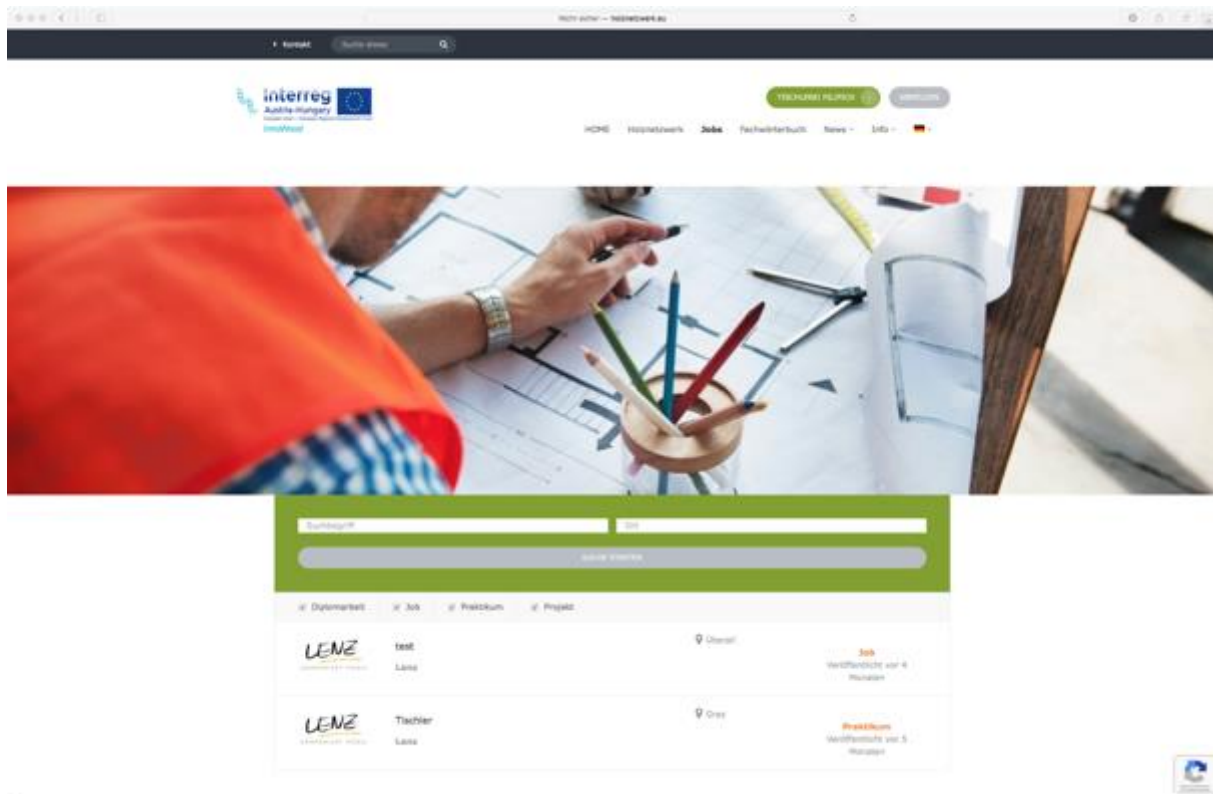
The screenshot shows the top navigation bar of the Interreg Austria-Hungary 2014-2020 website. The logo is on the left, and navigation links for HOME, Holznetzwerk, Jobs, Fachwörterbuch, News, and Info are in the center. On the right, there are buttons for REGISTRIERUNG and ANMELDEN, and a language selector for Deutsch. Below the navigation bar is a large image of a wooden speaker. Underneath the image is a grey box containing the logo for 'LENZ KONFORMERT MOBEL', the company name 'Tischlerei Lenz - Handwerk aus Leidenschaft', a description 'Tischlerarbeiten von höchster Qualität und Beständigkeit', and social media icons for Facebook, Twitter, Google+, and LinkedIn.

3.4 Ads

Registered companies can advertise current job offers, internship programs, project collaborations or dissertation topics. Visitors can search for offers with a search term or with a job restriction, and can contact directly the company offering the tender.

The company creating the offers is responsible for the removal of expired offers. This can be made through the company profile.

If a company wants to publish job offers in other languages, it should contact the administrator. He/she will create the job offers in other languages. The automatic translation service can also be used at this point.



3.5 Communication options

The communication options on the multiple vendor platform are manifold. Visitors can contact the operators of the platform via email or different social media platforms such as Facebook, Twitter or LinkedIn.

The possibilities for contacting the registered companies depend on the information provided by them. Depending on the inputs, visitors can contact the companies by phone, email, or through their website or their social media platform. The integrated mailing system allows direct communication through the multiple vendor platform.

Figure 2 Contact form

In addition, registered users can contact the companies. An internal messaging service is available for this. In the current version, you can only send an email attachment as the first sender. A document cannot be sent as a reply. This service is used to communicate with each other without exchanging mail information in advance.

3.6 Knowledge base

Under the News menu, there are two subheads, functioning as a knowledge base.

Useful information:

This subhead contains useful links to the companies and project partners in order to provide additional information from other existing websites.

Special dictionary:

The dictionary contains more than 1,400 terms from the wood industry from Hungarian translation. The platform allows you to directly search for important information in order to correctly interpret the offers of Hungarian organizations.



Alle | # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Suche nach Suche

There are currently 1459 Wort in this directory

Diamantschneide (die)

CVD

Klammer (Pl.)

Kapcsok

Frässpindel (der)

maróorsó

Klappenhalter (der)

csendesítő olló

Figure 3 Hungarian-German dictionary

3.7 „Innovation by Innowood“

As a result of the Innowood project, there are various wood selections that made the production mature. This side of the platform presents these innovations, information about designers and product description.

3.8 Multilingualism

The multi-vendor platform is available in three languages:

- German
- Hungarian
- English

This multilingualism allows platform operators to become attractive to international audience. If a company wants to be available in multiple languages or display the company presentation in a proper language, the content must be activated by the administrator in three languages.

4 Subscription

The visitor registers the enterprise area with a username and an email address. The visitor also has to confirm the password (re-type).

The screenshot shows the registration page of the Innowood website. At the top left is the logo for Interreg Austria-Hungary, supported by the European Union and the European Regional Development Fund. To the right are buttons for 'REGISTRIERUNG' and 'ANMELDEN'. A navigation menu includes 'HOME', 'Holznetzwerk', 'Jobs', 'Fachwörterbuch', 'News', 'Info', and a language selector for 'Deutsch'. The main heading is 'REGISTRIEREN SIE SICH'. Below this are four input fields: 'BENUTZERNAME *', 'EMAIL *', 'PASSWORT *', and 'PASSWORT AGAIN *'. An orange 'REGISTRIERUNG' button is positioned below the fields. At the bottom, there is a link for 'Login' with the text 'Sind sie schon registriert?'.

Figure 4 Subscription

The screenshot shows the company profile creation page. It features the same header as Figure 4, including the Interreg logo and navigation menu. Below the header is a user navigation bar with icons and labels for 'Meine Geschäfte', 'Profil', 'Favoriten', and 'Posteingang'. A light blue banner contains the text 'Sie haben noch kein Unternehmen registriert'. Below this banner is a blue button labeled 'GESCHÄFT HINZUFÜGEN'.

Figure 5 Company profile creation

The administrator will receive a system letter about the registration. After a security check, the administrator will authorize the user to create a company profile.

After a successful registration and login, the firms have the opportunity to provide their company details. In the first step, there is a possibility to create a new business profile. It will be in a „pending” state. The business profile can be checked only after the active intervention of the system

administrator. This allows the administrator to delete potentially incorrect or inappropriate entries, images and videos.

The screenshot shows a web form for uploading a company profile. At the top, there is a navigation bar with the Interreg Austria-Hungary logo, the European Union flag, and the InnoWood logo. The navigation bar includes links for HOME, Holznetzwerk, Jobs, Fachwörterbuch, News, Info, and a language selector set to Deutsch. The form itself is a vertical sequence of five steps, each marked with a number in a blue box. Step 1 is 'Name' with a text input field. Step 2 is 'Logo' with a blue button labeled 'DATEI HOCHLADEN'. Step 3 is 'Bannerbild' with another blue button labeled 'DATEI HOCHLADEN'. Step 4 is 'Beschreibung' with a text input field. Step 5 is 'About' with a rich text editor. The rich text editor has a toolbar with options for bold, italic, list, quote, link, unlink, and text color. There is also a 'Dateien hinzufügen' button above the editor.

Figure 6 Upload company profile

If the business owner wants to translate into other languages than their own, he/she should contact the system administrator. The administrator then creates the appropriate language profiles. This means that the business owner has the opportunity to insert additional text in the appropriate languages.

There is a possibility to an automatic translation of the text in the appropriate language profiles. This option must be clarified with the administrator. There is no guarantee that the automatic translation will work properly, as it is an external service. If you choose the automatic translation, the business owner must verify the content of each language profile.

When creating a new business profile, the profile stores the user's data such as name, logo, banner image, short description, about (long description), images, slogan, category and category icon on the first page. On the second page all contact details are entered. An important field is the "Country" field. Either Austria or Hungary must be specified here so that the entry can also be assigned. It is also possible to specify the (delivery) radius of the company. (Please note that the system can only work with METER specifications!).

Contact persons, contact details, opening hours and social media links are entered on the following pages. The user can also choose whether she/he wants to activate a rating and comment possibility for her/his business profile or not.

If comments and ratings are allowed, the comment or rating will only be visible in the corresponding language profile. If the user would like to use this for all other language profiles as well, the administrator should be contacted. Once the business profile has been created, additional profiles can be created as well. As long as the administrator has not released the profile, it will remain unpublished.

The screenshot displays the Innowood user interface. At the top left, the logo for Interreg Austria-Hungary is shown, featuring a stylized map of the region and the text "Interreg Austria-Hungary European Union - European Regional Development Fund InnoWood". To the right of the logo are two buttons: "SILKEP" and "ABMELDEN". Below the logo is a navigation menu with links for "HOME", "Holznetzwerk", "Jobs", "Fachwörterbuch", "News", "Info", and "Deutsch".

Below the navigation menu is a horizontal bar with four tabs: "Meine Geschäfte", "Profil", "Favoriten", and "Posteingang". The "Meine Geschäfte" tab is active.

Below the tabs is a message box with the text: "Vielen Dank, Ihr Unternehmen steht jetzt zur Überprüfung aus." Below this message is the section header "PENDING UNTERNEHMEN".

Under the "PENDING UNTERNEHMEN" section, there is a search bar containing the text "Seebald" and a "MANAGEN" button. Below the search bar is a blue button with the text "GESCHÄFT HINZUFÜGEN".

Figure 7 Unpublished business profile

If the administrator activates the business profile, and it is translated into all three available languages, the owner can manage all three language profiles independently.

When editing your business profile, make sure that the language of the webpage is the same as the language of the business profile (the webpage can handle only one language parameter at the same time).

The screenshot displays the InnoWood website header and a user navigation menu. The header includes the Interreg Austria-Hungary logo (European Union - European Regional Development Fund) and the InnoWood logo. Navigation links include HOME, Holznetzwerk, Jobs, and Fachwörterbuch. The user menu contains: Meine Geschäfte, Profil, Favoriten, Jobs, and Posteingang. Below the menu, the section 'VERÖFFENTLICHTE BUSINESSES' lists three business profiles, each with a 'MANAGEN' button:

- Tischlerei Lenz
- Asztalosműhely Lenz
- Joinery Lenz

Figure 8 Language profile management

5 Company profile

The registered company displays different information on its own page. A picture with high quality gives the first impression of the organization.

About the company:

The organization has the opportunity to write some important information about its history, place or product range.

Contact:

The contact block is on the left side of the page. The company enters here its phone number, address, email address and website address. The location is also shown on the interactive map.

Pictures:

The company has the opportunity to upload representative images of the organization, its employees or its products. The correct/suitable naming and/or numbering of the images is crucial, since these designations are also published during upload. It is advisable to use short, concise English titles and/or numbers, since the images should only be saved once in the gallery.

Offers:

On the Offers tab, the company can manage its current offers, job offers, internship opportunities, project collaborations or theses. If the offers should be made available in all language versions, the administrator should be contacted for the activation of the further language versions.

Opinions:

Visitors have the opportunity to submit comments in a text and in a star form. If the ratings should be made available in all language versions, the administrator should be contacted for the activation of the further language versions.

Wall:

On the Wall tab, visitors can see the messages sent to the company.

Messages:

The visitors can send messages to the company directly through the multi-seller platform.

Internal messaging:

Registered platform users can send messages using an in-platform messaging system.

6 Further features

In the course of implementing the multi-vendor platform, care was taken to ensure that the used technology will be freely available, that is, open source. Therefore, it is possible to add additional functions during operation. For example:

- Date bookings: Companies can manage time blocks to make appointments within their profile, so that visitors can meet an interesting company as a first impression.
- Different kind of memberships: it would be possible to create more precise user roles on the platform, thus limit or expand them in certain areas
- Web shop: for the web shop, the requirements are not applied to the duration of the project, but such a business was achievable
- Newsletter: an automatic newsletter distribution can be set up by visitors and users
- Additional plug-ins: the basic technology provides a various number of plug-ins (additional functions) that can be integrated into the multi-vendor platform