



## PROPOSAL

Proposal full title: Leapfrog User-friendly  
Proposal acronym: LEAPFROG  
Type of funding scheme: Collaborative Project (CP) - Large-scale integrating project (IP)  
Work programme topics addressed: Objective FP7-R&D-2010-5.3 User-friendly products for consumers  
Date of preparation: 25.06.2009 14:56  
List of participants:

Participant no.	Participant organisation name	Participant short name	Country
1 (CO)	CleverLand Ltd	CLL	United Kingdom
2	SmartService Oy	SSO	Finland
3	University of Largetown	UOL	United Kingdom

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Please note...

- the information for the proposal front page is retrieved from **Proposal > Project > General Information**. See section 2.1 in the EMDESK User Manual.
- the beneficiary list is generated from the contractors list at **Proposal > Contractor > Contractors**. See section 3.2 in the EMDESK User Manual.

## Project Summary

The project will have several impact on the "generic" market segment of user friendly products and services. It will help leapfrog from the currently existing state-of-the-art to the next level of user friendliness, productivity, happiness and better...



Please note...

- the *Project Summary* is retrieved from the input field **Proposal / Project Summary** at **Proposal > Project > General Information**. See section 2.1 in the EMDESK User Manual.

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## Table of Content

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<b>1. Scientific and/or technical quality, relevant to the topics addressed by the call</b> .....	4
1.1. Concept and objectives .....	4
1.2. Progress beyond the state-of-the-art.....	4
1.3. S/T methodology and associated work plan.....	4
1.3.i. Overall strategy of the work plan .....	4
1.3.ii. The timing of the different WPs and their components .....	5
1.3.iii. Detailed work description broken down into work packages.....	1
1.3.iii.I. Work package list .....	1
1.3.iii.II.a. Deliverables List.....	2
1.3.iii.II.b. Work document List .....	3
1.3.iii.III. Work package description .....	4
1.3.iii.IV. Efforts for the full duration of the project .....	10
1.3.iii.V. List of milestones.....	1
<b>2. Implementation</b> .....	2
2.1. Management structure and procedures .....	2
2.2. Individual participants.....	2
2.3. Consortium as a whole.....	4
2.3.i. Sub-contracting.....	4
2.3.ii. Other countries.....	4
2.3.iii. Additional partners .....	4
2.4. Resources to be committed.....	4
<b>3. Impact</b> .....	2
3.1. Dissemination and/or exploitation of project results, and management of intellectual property2	
3.2. Expected impacts listed in the work programme.....	2
<b>4. Ethical Issues</b> .....	2
4.1. ETHICAL ISSUES TABLE.....	2
<b>5. Consideration of gender aspects</b> .....	2
<b>6. Estimated budget</b> .....	3
6.1. Partnership.....	3
6.2. Estimated budget table.....	4



Please note...

- the *Table of Content* is generated in line with the structure of the *Proposal* established at **Proposal > Part B**.
- on project registration the structure prepared at **Proposal > Part B** by default (depends on funding scheme set) is in compliance with the structure recommended in the *Annex 4: Instructions for drafting Part B of the proposal of the Guide for Applicants*. See section 3.2.1 in the EMDESK User Manual.

## 1. Scientific and/or technical quality, relevant to the topics addressed by the call

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### 1.1. Concept and objectives

Comment stated in the Guide for Applicants:

*Explain the concept of your project. What are the main ideas that led you to propose this work? Describe in detail the S&T objectives. Show how they relate to the topics addressed by the call. The objectives should be those achievable within the project, not through subsequent development. They should be stated in a measurable and verifiable form, including through the milestones that will be indicated under section 1.3 below.*

### 1.2. Progress beyond the state-of-the-art

Comment stated in the Guide for Applicants:

*Describe the state-of-the-art in the area concerned, and the advance that the proposed project would bring about. If applicable, refer to the results of any patent search you might have carried out.*

### 1.3. S/T methodology and associated work plan

Comment stated in the Guide for Applicants:

*A detailed work plan should be presented, broken down into work packages (WPs), which should follow the logical phases of the implementation of the project, and include consortium management and assessment of progress and results. (Please note that your overall approach to management will be described later, in section 2).*

*Notes: The number of work packages used must be appropriate to the complexity of the work and the overall value of the proposed project. The planning should be sufficiently detailed to justify the proposed effort and allow progress monitoring by the Commission. Any significant risks should be identified, and contingency plans described*

#### 1.3.i. Overall strategy of the work plan



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.

**1.3.ii. The timing of the different WPs and their components**

	Year 1												Year 2																													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24																		
WP 1	Requirement Definition																																									
T 1.1	Requirement Gathering																																									
T 1.2			Requirement Specification																																							
WP 2						Conceptualisation and Architecture																																				
T 2.1						Conceptualisation																																				
T 2.2							Definition of design and architecture																																			
WP 3													Construction and implementation																													
T 3.1													Construction of Frame																													
T 3.2														Prototyping																												
WP 4	Dissemination																																									
T 4.1	Set up Website and other outreach instruments																																									
T 4.2	Publications, presentations, conference participations																																									
WP 5																																										
T 5.1																																										
T 5.2																																										
WP 6	Project Management																																									
T 6.1	Set up Project management infrastructure																																									
T 6.2	Quality, risk and IPR management																																									



Please note...

- the Gantt Chart and alignment/timing of work packages, tasks, deliverables and milestones results from the work plan structure at **Proposal > Work Plan > WP Structure**. See section 3.3.1 in the EMDESK User Manual.

### 1.3.iii. Detailed work description broken down into work packages

#### 1.3.iii.I. Work package list

Work package No. <sup>1</sup>	Work package title	Type of activity <sup>2</sup>	Lead participant no. <sup>3</sup>	Lead participant short name	Person-months <sup>4</sup>	Start month <sup>5</sup>	End month <sup>6</sup>
WP01	Requirement Definition	RTD	1	CLL	30	M01	M13
WP02	Conceptualisation and Architecture	RTD	1	CLL	50	M06	M12
WP03	Construction and implementation	RTD	2	SSO	39	M12	M18
WP04	Dissemination	DEM	3	UOL	19	M01	M13
WP05	Piloting	RTD	2	SSO	25	M18	M22
WP06	Project Management	MGNT	1	CLL	24	M01	M24
				Total	187		



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.
- the table *Work package list* is generated according to the work plan information at **Proposal > Work Plan** and person months allocated at **Proposal > Work Plan > Staff Effort**. See section 3.3.1 in the EMDESK User Manual.

<sup>1</sup> Work package number: WP 1 – WP n.

<sup>2</sup> RTD = Research and technological development (including any activities to prepare for the dissemination and/or exploitation of project results, and coordination activities); DEM = Demonstration; MGT = Management of the consortium; OTHER = Other specific activities, if applicable in this call.

<sup>3</sup> Number of the beneficiary leading the work in this work package.

<sup>4</sup> Total number of person-months allocated to each work package.

<sup>5</sup> Measured in months from the project start date (month 1).

<sup>6</sup> Measured in months from the project start date (month 1).

1.3.iii.II.a. Deliverables List

Del. no. <sup>7</sup>	Deliverable name	WP no.	Lead beneficiary	Est. Person-Months	Nature <sup>8</sup>	Dissemination level <sup>9</sup>	Delivery date <sup>10</sup>
D04.1	Project Website	WP04	UOL	30	O	PU	M03
D05.1	Web Site set up	WP05	SSO	50	O	PU	M03
D01.1	User requirements report	WP01	CLL	39	R	RE	M06
D01.2	Specification	WP01	CLL	19	R	PU	M08
D02.1	Basic Results concepts	WP02	CLL	25	R	PP	M12
D02.2	Final concepts and architectures	WP02	CLL	10	R	PU	M12
D03.1	Framework implementation	WP03	SSO	10	O	PU	M15
D06.1	Contractual report (Progress/ Management/Cost Statements)	WP06	CLL	4	R	PU	M24
			Total	187			



Please note...

- the table *Deliverable List* is generated according to the deliverable list and information at [Proposal > Work Plan > Deliverables/Work Documents](#). See section 3.3.3 in the EMDESK User Manual.

<sup>7</sup> Deliverable numbers in order of delivery dates. The numbering convention D<WP number>.<number of deliverable within that WP> For example, deliverable D4.2 would be the second deliverable from work package 4.

<sup>8</sup> The nature of the deliverable indicated by using one of the following codes: R = Report, P = Prototype, D = Demonstrator, O = Other

<sup>9</sup> The dissemination level indicated by using one of the following codes: PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Commission Services).

<sup>10</sup> Measured in months from the project start date (month 1).

1.3.iii.II.b. Work document List

WD. no. <sup>11</sup>	Work document name	WP no.	Lead participant	Lead participant short name	Est. Person-Months	Nature <sup>12</sup>	Dissemination level <sup>13</sup>	Delivery date <sup>14</sup>
WD04.1	Project Website	WP04	3	UOL	3	O	PU	M03
WD05.1	Web Site set up	WP05	2	SSO	1	O	PU	M03
WD01.1	User requirements report	WP01	1	CLL	2	R	RE	M06
WD01.2	Specification	WP01	1	CLL	4	R	PU	M08
WD02.1	Basic Results concepts	WP02	1	CLL	2	R	PP	M12
WD02.2	Final concepts and architectures	WP02	1	CLL	2	R	PU	M12
WD03.1	Framework implementation	WP03	2	SSO	2	O	PU	M15
WD06.1	Contractual report (Progress/Management/Cost Statements)	WP06	1	CLL	1	R	PU	M24
				Total	17			



Please note...

- the table *Work Document List* is generated according to the work document list and information at [Proposal > Work Plan > Deliverables/Work Documents](#). See section 3.3.3 in the EMDESK User Manual.

<sup>11</sup> Work document numbers in order of delivery dates. The numbering convention WD<WP number>.<number of workdocument within that WP> For example, Workdocument WD4.2 would be the second workdocument from work package 4.

<sup>12</sup> The nature of the workdocument indicated by using one of the following codes: R = Report, P = Prototype, D = Demonstrator, O = Other

<sup>13</sup> The dissemination level indicated by using one of the following codes: PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Commission Services).

<sup>14</sup> Measured in months from the project start date (month 1).



1.3.iii.III. Work package description

Work package no.	WP 01	Lead Participant	CLL	Starting:	M1	Ending:	M13
Work package title	Requirement Definition						
Activity Type	Research activities						
Participant number	1	2	3	Total			
Participant short name	CLL	SSO	UOL				
Person-months	8	14	8	30			
Person-years	0,7	1,2	0,7	2,5			
<b>Objectives</b>							
Objective of this work package is to gather and analyse user requirements and define specifications for the later conceptualisation, architecture and implementation phases.							
<b>Description of work and role of participants</b>							
<b>Task 1.1 Requirement Gathering (SSO):</b> User will be addressed to identify general and particular user expectations for a product that is used in the specified circumstances. Particular attention will be given to the user product interaction.							
<b>Task 1.2 Requirement Specification (UOL):</b> From the gathered user expectations and the subsequent analysis the specifications for the product/service to be investigated will defined.							
Deliverables no.	Deliverables title						Submission date
D01.1	User requirements report						M06
D01.2	Specification						M08
Work doc. no.	Work Document title						Submission date
WD01.1	User requirements report						M06
WD01.2	Specification						M08
Milestone no.	Expected result						Expected date
M01.1	Requirements Specification						M04



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

Work package no.	WP 02	Lead Beneficiary	CLL	Starting:	M6	Ending:	M12
Work package title	Conceptualisation and Architecture						
Activity Type	Research activities						
Beneficiary number	1	2	3	Total			
Beneficiary short name	CLL	SSO	UOL				
Person-months	21	16	13	50			
Person-years	1,8	1,3	1,1	4,2			
<b>Objectives</b>							
The objective of this WP is to conceptualise the understanding derived from the user requirements for the product and transform the concepts into the technical framework and subsequently.							
<b>Description of work and role of beneficiary</b>							
<b>Task 2.1 Conceptualisation:</b> This task will use the Zweistein approach to create a holistic concept for the product.							
<b>Task 2.2 Definition of design and architecture:</b> This Task builds a framework that transforms the concepts of task 2.1 into a technical framework that can be used to perform the construction and the build of the prototype in the subsequent WP.							
Deliverables no.	Deliverables title						Submission date
D 2.1	Basic Results concepts						M12
D 2.2	Final concepts and architectures						M12
Milestone no.	Expected result						Expected date
M 2.1	Implementation Plan						M08



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

Work package no.	WP 03	Lead Beneficiary	SSO	Starting:	M12	Ending:	M18
Work package title	Construction and implementation						
Activity Type	Research activities						
Beneficiary number	1	2	3	Total			
Beneficiary short name	CLL	SSO	UOL				
Person-months	21	12	6	39			
Person-years	1,8	1,0	0,5	3,3			
Objectives							
This work package has the objective to turn the specification into the desired product/service. In a holistic approach the basics architecture and framework will be elaborated and transferred into building a prototype. Specific focus is put on close integration of users in the interpretation of the user requirements.							
Description of work and role of beneficiary							
<b>Task 3.1 Construction of Frame:</b> The overall design and framework will be defined and prepared so that a prototype can be build.							
<b>Task 3.2 Prototyping:</b> The prototype will be build according to the specifications and the developed overall architecture/design. User involvement at early stage will be made sure.							
Deliverables no.	Deliverables title						Submission date
D 3.1	Framework implementation						M15
Milestone no.	Expected result						Expected date
M 3.1	Progress Report						M12



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

Work package no.	WP 04	Lead Beneficiary	UOL	Starting:	M1	Ending:	M13
Work package title	Dissemination						
Activity Type	Demonstration activities						
Beneficiary number	1	2		3	Total		
Beneficiary short name	CLL	SSO		UOL			
Person-months	10	4		5	19		
Person-years	0,8	0,3		0,4	1,6		
<b>Objectives</b>							
The objectives of the dissemination WP is to make sure that the project itself as well as the individual results are presented to the relevant audience. Appropriate communication channels will be used for efficient use of resources.							
<b>Description of work and role of beneficiary</b>							
<p><b>Task 4.1 Set up Website and other outreach instruments:</b> Physical and virtual PM platforms will be established for efficient project collaboration. Email distribution lists, document repositories, task management, joint calendar functions will be part of the collaboration environment.</p> <p><b>Task 4.2 Publications, presentations, conference participations:</b> Integrative part of the project management is the support of the creation of IPR as well as the protection. Also the intrinsic and endogenous risks need to be managed and in case of "off line" situation appropriate remedies defined and implemented.</p>							
Deliverables no.	Deliverables title						Submission date
D 4.1	Project Website						M03
Milestone no.	Expected result						Expected date
M 4.1	Dissemination Plan						M10



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

Work package no.	WP 05	Lead Beneficiary	SSO	Starting:	M18	Ending:	M22
Work package title	Piloting						
Activity Type	Research activities						
Beneficiary number	1	2	3	Total			
Beneficiary short name	CLL	SSO	UOL				
Person-months	5	10	10	25			
Person-years	0,4	0,8	0,8	2,1			
<b>Objectives</b>							
The piloting will deliver the validation of the prototype artifacts, developed. Particularly the user reaction will be recorded and analysed to precisely evaluate the user value of the prototype.							
<b>Description of work and role of beneficiary</b>							
<b>Task 5.1 Piloting of Prototype:</b>							
As a basic yet powerful tool for the dissemination for the project a website will be set up using a content management system so that all project partners can readily input new information about the project.							
<b>Task 5.2 Evaluating prototype:</b>							
All partners are committed to disseminate the project results in publications, Conference presentations, posters, and exhibition participation. Equally important is the protection of the IPR in the prototypes.							
Deliverables no.	Deliverables title						Submission date
D 5.1	Web Site set up						M03
Milestone no.	Expected result						Expected date



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

Work package no.	WP 06	Lead Beneficiary	CLL	Starting:	M1	Ending:	M24
Work package title	Project Management						
Activity Type	Management activities						
Beneficiary number	1					Total	
Beneficiary short name	CLL						
Person-months	24					24	
Person-years	2,0					2,0	
Objectives							
The objective of this WP is to set up and maintain the Project management infrastructure and to support all WP leader and partners to comply with the administrative requirements.							
Description of work and role of beneficiary							
<b>Task 6.1 Set up Project management infrastructure:</b> Set up...  <b>Task 6.2 Quality, risk and IPR management:</b>							
Deliverables no.	Deliverables title					Submission date	
D 6.1	Contractual report (Progress/ Management/Cost Statements..)					M24	
Milestone no.	Expected result					Expected date	
M 6.1	Management Report					M24	



Please note...

- the table *Work package description* is generated for each work package and according to work plan information retrieved from **Proposal > Work Plan**. See section 3.3.2 in the EMDESK User Manual.
- general information on the work package is retrieved from **Proposal > Work Plan > WP Structure**
- work description of work packages/tasks is retrieved from **Proposal > Work Plan > WP Description**
- person month per participant is retrieved from **Proposal > Work Plan > Staff Effort**
- deliverables of work packages are retrieved from **Proposal > Work Plan > Deliverables**
- milestone of work packages is retrieved from **Proposal > Work Plan > Milestones**

1.3.iii.IV. Efforts for the full duration of the project

Table: Project Effort 1 - estimated Efforts per Work package and per participant for the full project period (in person-month)

Participant no.	Participant short name	WP 01	WP 02	WP 03	WP 04	WP 05	WP 06	Total person months
1 (CO)	CLL	8	21	21	10	5	24	<b>89</b>
2	SSO	14	16	12	4	10	0	<b>56</b>
3	UOL	8	13	6	5	10	0	<b>42</b>
Total		<b>30</b>	<b>50</b>	<b>39</b>	<b>19</b>	<b>25</b>	<b>24</b>	<b>187</b>



Please note...

- The table *Efforts for the full duration of the project* is generated from information retrieved from **Proposal > Work Plan > Staff effort**. See section 3.3.6 in the EMDESK User Manual.

Table: Project Effort 2 - estimated Efforts per Activity Type and per participant for the full project period (in person-month)

Activity Type	P1 CLL	P2 SSO	P3 UOL	Total activities	% of total person month
<b>Research activities</b>					
WP01	8	14	8	30	34.52%
WP02	21	16	13	50	17.86%
WP03	21	12	6	39	7.14%
WP04	10	4	5	19	14.88%
<b>Total</b>	<b>60</b>	<b>46</b>	<b>32</b>	<b>138</b>	<b>74.4%</b>
<b>Demonstration activities</b>					
WP05	5	10	10	25	11.31%
<b>Total</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>25</b>	<b>11.31%</b>
<b>Management activities</b>					
WP06	24	0	0	24	14.29%
<b>Total</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>14.29%</b>
<b>Total Beneficiaries</b>	<b>89</b>	<b>56</b>	<b>42</b>	<b>187</b>	<b>100%</b>



Please note...

- The table *Efforts for the full duration of the project* is generated from information retrieved from **Proposal > Work Plan > Staff effort**. See section 3.3.6 in the EMDESK User Manual.



1.3.iii.V. List of milestones

Milestone number	Milestone name	Work package(s) involved	Expected Date <sup>15</sup>	Means of verification
M01.1	Requirements Specification	WP1, WP2	M04	
M02.1	Implementation Plan	WP2, WP3	M08	
M03.1	Progress Report	WP1, WP2, WP3	M12	
M04.1	Dissemination Plan	WP4, WP3	M10	
M06.1	Management Report	WP6	M24	



Please note...

- The table *List of milestones* is generated from information retrieved from **Proposal > Work Plan > Milestones**. See section 3.3.4 in the EMDESK User Manual.

<sup>15</sup> Measured in months from the project start date (month 1).

## 2. Implementation

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### 2.1. Management structure and procedures

Comment stated in the Guide for Applicants:

*Describe the organisational structure and decision-making mechanisms of the project. Show how they are matched to the complexity and scale of the project.*



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.

## 2.2. Individual participants

Organisation name		Description of the organisation
CleverLand Ltd.		CleverLand is the market leader for user friendly products and services in the unsaturated market segment of "Generic".
WP	Roles/Major Contribution	Experience
WP 01	Project lead and lead for the user requirements	CLL has an extensive experience in this area
WP 02	Key Contributor	CLL has some key knowledge
WP 05	Key contributor	CLL has extensive experience
WP 06	Minor Contributor	CLL has chosen to focus on WP2
No.	Collaborator	Description of activity
C 1	Dr. Edmund Robertson	Dr. Edmund Robertson has received his PhD in industrial design at the University of Oxford in 1990 after finishing his studies on left hander in the use of large trucks and small push cars at the University of North-Brighton. He has longstanding experience in wrong used tools and equipment and has issued many papers on the subject of usability.
C 2	Mrs. MoneyPenny Dorothy	Ms. Dorothy MoneyPenny has received her master degree in economy at the South-Liverpool School of Economy. She has longstanding experience in administering large industrial and research projects. She has received the young-project-managers award in 1978.

Organisation name		Description of the organisation
SmartService Oy		SmartService is a main player in the supply chain in the Finish "Generic" market.
WP	Roles/Major Contribution	Experience
WP 02	minor contribution	contribution in the field of user interaction
No.	Collaborator	Description of activity
C 1	Dr. Häkkinen Mani	Dr Mani Häkkinen has received his PhD at the University of Lapland and has spent large part of his academic career including his thesis on "the discovery of the role of the user in operating medium and large size of rescuing and mobile equipment".

Organisation name		Description of the organisation
University of Largetown		The University of Largetown is a leading university in usability design, testing and evaluation. UOL has a long track record in breathtaking new insights in user behavior under normal environmental situations.
WP	Roles/Major Contribution	Experience
WP 06	UOL is especially responsible for the project management.	UOL has an extensive experience in management and administration of R&D projects.
No.	Collaborator	Description of activity
C 1	Prof. Harold Zweistein	Prof. Dr. Dr. hc. Harold Zweistein holds a PhD in usability research from the Princesstown University and a Masters from the London Institute of Technology. He is one of the few experts that look at a user of a product and can tell whether he/she is happy using it. His leapfrogging scientific approach was developed over year of testing users using unacceptable tools and products.



Please note...

- the tables describing each participant, task contribution and key personnel are generated from information retrieved from *Proposal > Contractor > Contractor's Details* and *Proposal > Contractor > Key Personnel*. See sections 3.2.2.1 and 3.2.2.2 in the EMDESK User Manual.

## 2.3. Consortium as a whole

### Comment stated in the Guide for Applicants:

Describe how the participants collectively constitute a consortium capable of achieving the project objectives, and how they are suited and are committed to the tasks assigned to them. Show the complementarity between participants. Explain how the composition of the consortium is wellbalanced in relation to the objectives of the project. If appropriate describe the industrial/commercial involvement to ensure exploitation of the results. Show how the opportunity of involving SMEs has been addressed

### 2.3.i. Sub-contracting

Subcontractor name	General Communication Ltd.	Type	Private Company (not SME)
Description of activity			
General Communication Ltd. will mainly contribute in the area of some of the minor work activities.			
Person in charge			
Nikulainen Kai			

Subcontractor name	Second Management Services Sprl	Type	SME
Description of activity			
Outsourcing of parts of the project management.			
Person in charge			
Susan Stanson			

### 2.3.ii. Other countries

### Comment stated in the Guide for Applicants:

If a one or more of the participants requesting EU funding is based outside of the EU Member states, Associated countries and the list of International Cooperation Partner Countries, explain in terms of the project's objectives why such funding would be essential.

### 2.3.iii. Additional partners

### Comment stated in the Guide for Applicants:

If there are as-yet-unidentified participants in the project, the expected competences, the role of the potential participants and their integration into the running project should be described.

## 2.4. Resources to be committed

### Comment stated in the Guide for Applicants:

In addition to the costs indicated on form A3 of the proposal, and the staff effort shown in section 1.3 above, please identify any other major costs (e.g. equipment). Describe how the totality of the necessary resources will be mobilised, including any resources that will complement the EC contribution. Show how the resources will be integrated in a coherent way, and show how the overall financial plan for the project is adequate. (Recommended length for Section 2.4; two pages)



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.
- the tables describing third parties/sub-contractors are generated from information retrieved from **Proposal > Contractor > Contractors**. See section 3.2.1 in the EMDESK User Manual.

### 3. Impact

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#### 3.1. Dissemination and/or exploitation of project results, and management of intellectual property

Comment stated in the Guide for Applicants:

*Describe the measures you propose for the dissemination and/or exploitation of project results, and the management of knowledge, of intellectual property, and of other innovation-related activities arising from the project.*

#### 3.2. Expected impacts listed in the work programme

Comment stated in the Guide for Applicants:

*Describe how your project will contribute towards the expected impacts listed in the work programme in relation to the topic or topics in question. Mention the steps that will be needed to bring about these impacts. Explain why this contribution requires a European (rather than a national or local) approach. Indicate how account is taken of other national or international research activities. Mention any assumptions and external factors that may determine whether the impacts will be achieved.*



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.

## 4. Ethical Issues

### Comment stated in the Guide for Applicants:

Describe any ethical issues that may arise in the project. In particular, you should explain the benefit and burden of the experiments and the effects it may have on the research subject. Identify the countries where research will be undertaken and which ethical committees and regulatory organisations will need to be approached during the life of the project.

### 4.1. ETHICAL ISSUES TABLE

	YES	PAGE	COMMENT
Informed Consent			
Does the proposal involve children?			
Does the proposal involve patients or persons not able to give consent?			
Does the proposal involve adult healthy volunteers?			
Does the proposal involve Human Genetic Material?			
Does the proposal involve Human biological samples?			
Does the proposal involve Human data collection?			
Research on Human embryo/foetus			
Does the proposal involve Human Embryos?			
Does the proposal involve Human Foetal Tissue / Cells?			
Does the proposal involve Human Embryonic Stem Cells?			
Privacy			
Does the proposal involve processing of genetic information or personal data (eg. health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)			
Does the proposal involve tracking the location or observation of people?			
Research on Animals			
Does the proposal involve research on animals?			
Are those animals transgenic small laboratory animals?			
Are those animals transgenic farm animals?			
Are those animals cloning farm animals?			
Are those animals non-human primates?			
Research Involving Developing Countries			
Use of local resources (genetic, animal, plant etc)			
Benefit to local community (capacity building ie access to healthcare, education etc)			
Dual Use			
Research having potential military / terrorist application			
I CONFIRM THAT NONE OF THE ABOVE ISSUES APPLY TO MY PROPOSAL			



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.
- the table *Ethical Issues* is generated statically.

## 5. Consideration of gender aspects

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Comment stated in the Guide for Applicants:

*These could include actions related to the project consortium (e.g. improving the gender balance in the project consortium, measures to help reconcile work and private life, awareness raising within the consortium) or, where appropriate, actions aimed at a wider public (e.g. events organised in schools or universities).*



Please note...

- the descriptive content of each headline is retrieved from the associated section at **Proposal > Part B**. See section 3.4 in the EMDESK User Manual.



## 6. Estimated budget

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### 6.1. Partnership

Participant no.	Participant organisation name	Organisation type	Role
1	CleverLand Ltd	Private Company (not SME)	CO
2	SmartService Oy	SME	CR
3	University of Largetown	Higher, secondary education establishment	CR



Please note...

- The table *Partnership* are generated from information retrieved from **Proposal > Contractor > Contractors**. See section 3.2 in the EMDESK User Manual.

## 6.2. Estimated budget table

Participant no.	Participant short name	Method of calc. indirect costs	Estimated eligible costs (whole duration of the project)								Total		
			RTD		DEM		MGNT		OTHER		Req. EC funding	Receipts	Req. EC funding
			Costs	Req. EC funding	Costs	Req. EC funding			Costs	Costs			
1 (CO)	CLL	Real indirect cost	974.910	487.455	163.590	81.795	404.667	404.667	0	0	<b>1.543.167</b>	<b>2.000</b>	<b>971.917</b>
2	SSO	Transi. Flat	609.333	457.000	45.333	22.667	12.400	12.400	2.000	2.000	<b>669.066</b>	<b>2.000</b>	<b>492.067</b>
3	UOL	Transi. Flat	150.417	112.813	22.782	11.391	14.000	14.000	0	0	<b>187.199</b>	<b>0</b>	<b>138.204</b>
Total			<b>1.734.660</b>	<b>1.057.267</b>	<b>231.705</b>	<b>115.853</b>	<b>431.067</b>	<b>431.067</b>	<b>2.000</b>	<b>2.000</b>	<b>2.399.431</b>	<b>4.000</b>	<b>1.602.186</b>



Please note...

- The table *Estimated budget table* is generated on computations based on data input at **Proposal > Contractor > Financial Information** and **Proposal > Work Plan > Staff effort**. See sections 3.2.2.3 and 3.3.6 in the EMDESK User Manual.