Guide through the ECO-NautiNET platform functionalities for BSOs

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Following chapters bring step by step instructions for use of each functionality on the ECO-NautiNET platform. Functionalities are presented chronologically in order of appearance to the user, when users tries to set up their profile and use the platform.

1. Sign up to the platform

First step user can take on the homepage is to choose to log in or sign up (in case of first visit to the platform). In Figure 1 location of the log in /sign up button is shown.
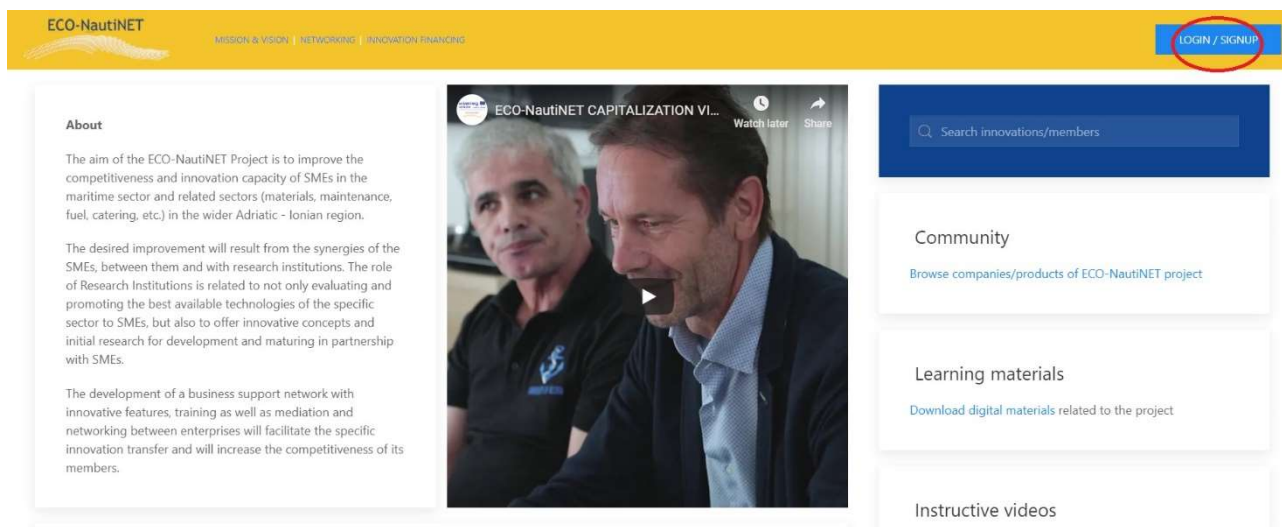

Figure 1 Homepage and sign-up button

There are two ways to sign up to the ECO-NautiNET platform, as a user which has options to create new companies later on, as a two-step approach or as a company in one step. This choice is shown in Figure 2.
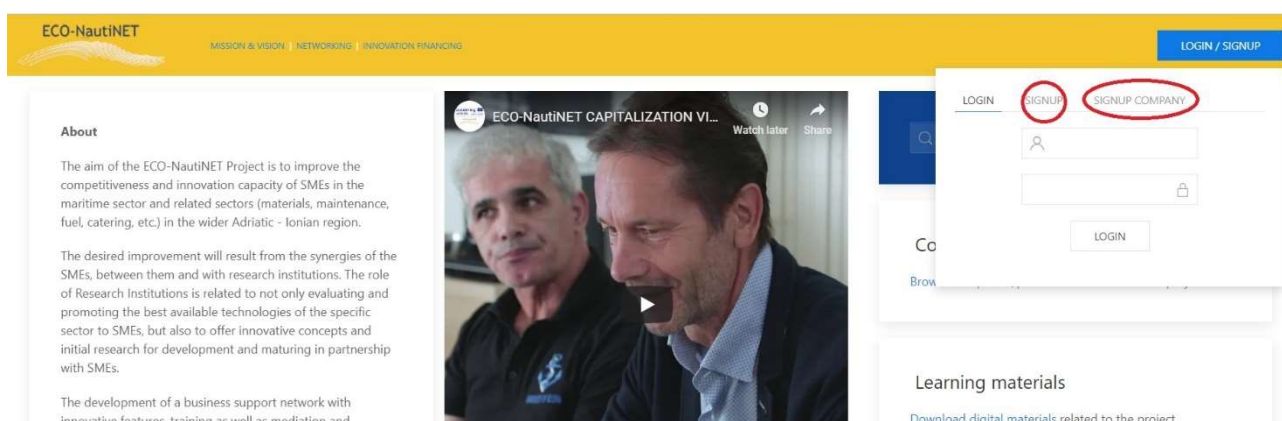

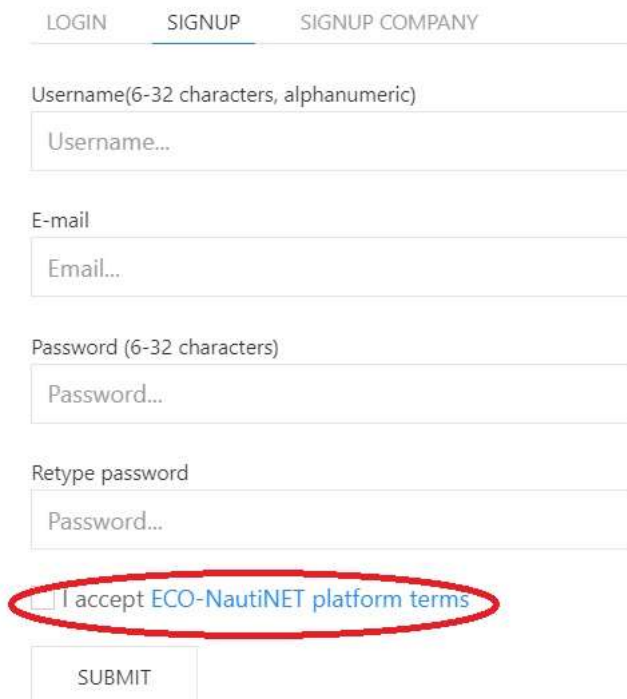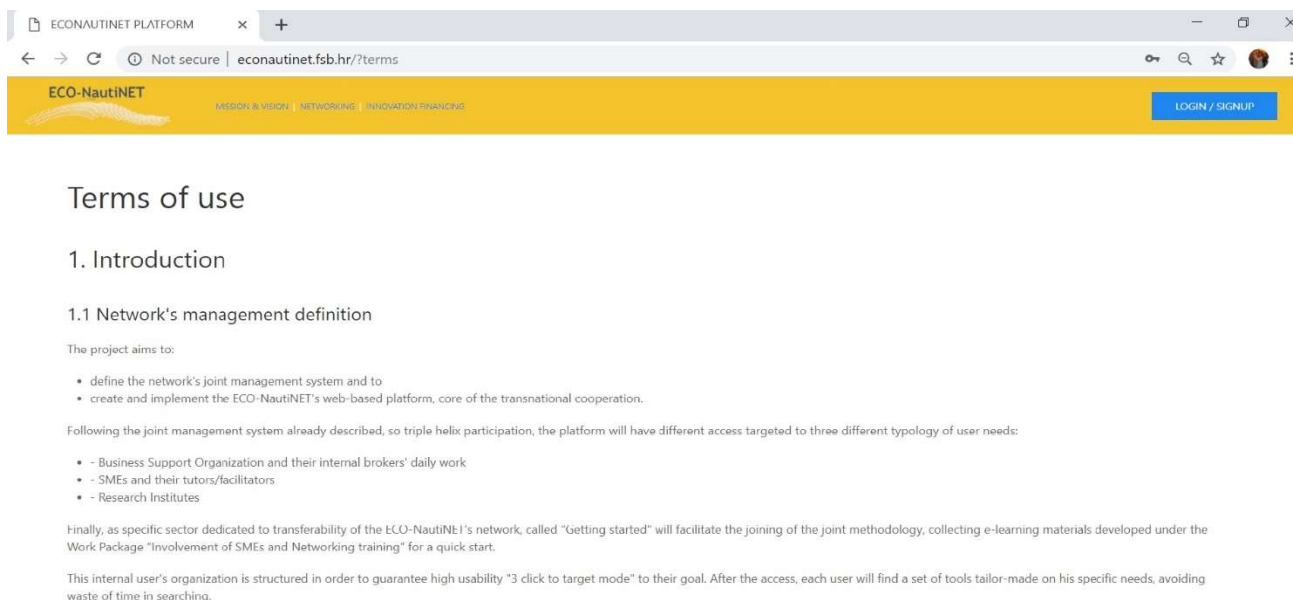*Figure 2 Choice of one step or two-step sign up*

Figure 3 One step sign up - terms of use

In Figure 3 the form for two-step sign up is presented and this step offers the user to view ECO-NautiNET platform's terms of use. The terms of use are identical to the contents of D T.2.1.1 Agreement on ECO-NautiNET model of Network's joint management system, except for the need of signature and stamp, which is not needed in the online acceptance of these terms.

When the user clicks on the link "ECO-NautiNET platform terms", new tab opens and the whole text of Terms of use can be viewed. This is illustrated by Figure 4.

Once the user accepts the Terms of use, they are allowed to click "Submit" button.

Clicking on "Submit" button automatically sends an e-mail for the confirmation of the account on the user-imputed e-mail address. Example of such e-mail is shown by Figure 5.

Figure 4 Terms of use of ECO-NautiNET platform

Figure 5 User validation e-mail

Alternative way to handle the signup process is one step approach for companies. This approach opens a form (Figure 6) in which user can input basic details about the company, including interest and short description. Also, like in the previous approach, user needs to accept the Terms of use.
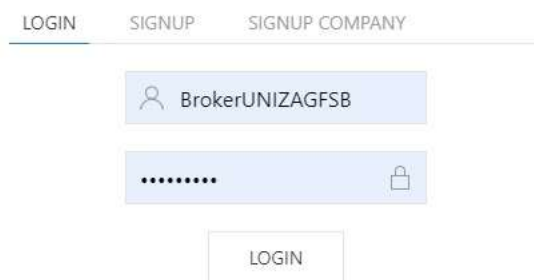

Figure 6 One step signup for companies

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User will, after submitting the form, receive the same e-mail for verification as it was the case in previous approach.

2. Profile creation
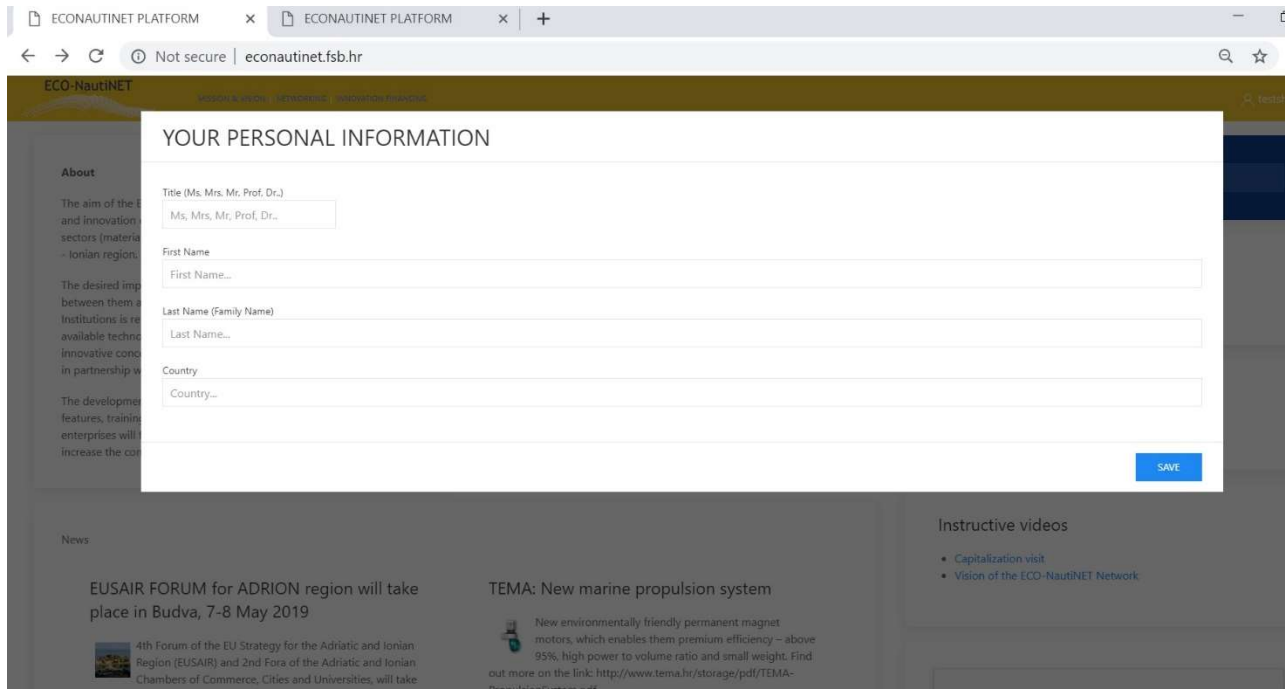
After the user verification e-mail has been responded, user can log in to the platform, using the chosen username and password (defined by user in the sign up form), as show in Figure 7.

Figure 7 Login data

Once user logs in, personal information is requested, as shown in Figure 8. This information is used for the purposes of platform's statistics and to personalize the profile.

Figure 8 Personal information

Following the user's profile personalization, user can now access their personal area on the platform. This area is offered after the user clicks on their name in the upper right corner of the screen (Figure 9).
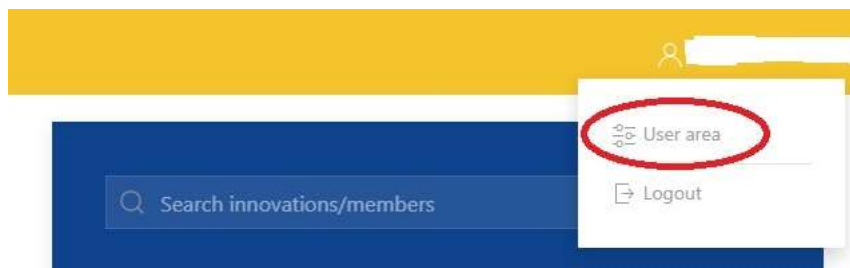
Figure 9 Access to the user area

User's area offers several functionalities: Company profile creation (in case of one stage signup, this profile is filled with data inputed by user during the registration), products/technologies publication function and conversation function. Figure 10 shows the view on user's area.
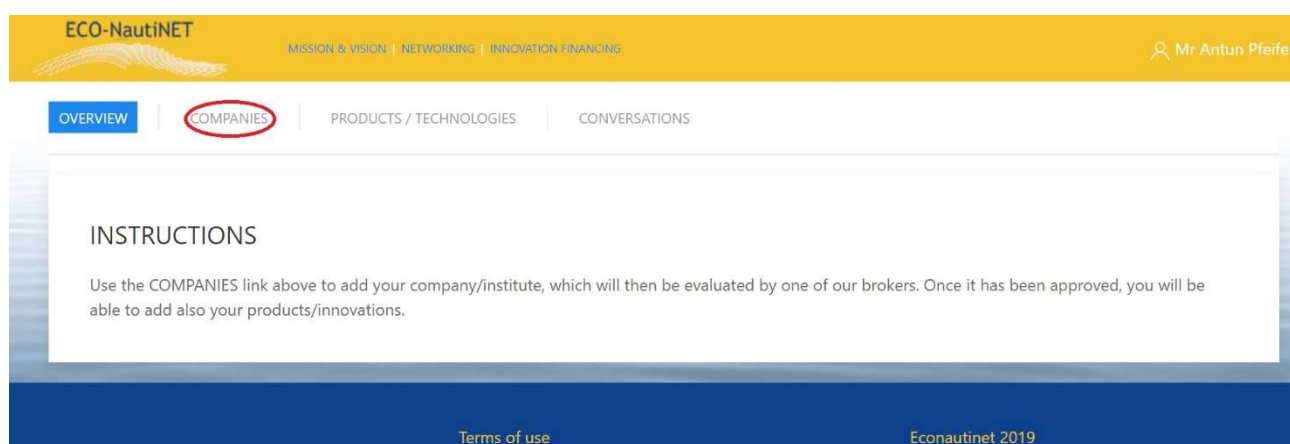
Figure 10 Functionalities in the user's area

After choosing the "companies" section, user can add a new company which they will be able to represent and create a profile for them. If there are several companies handled by the same user, they can be visible on the list in "companies" section (Figure 11).
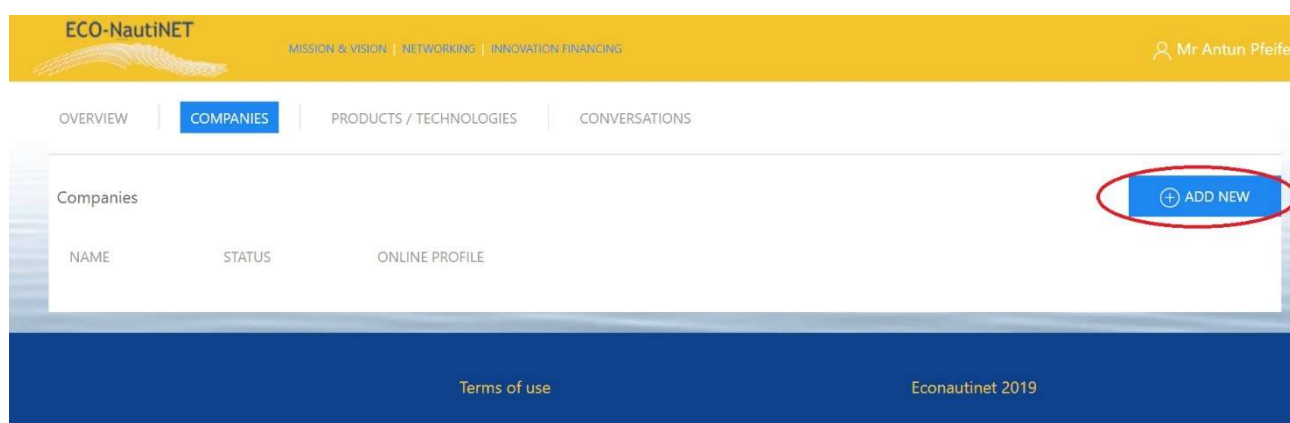
Figure 11 "Companies" section

Companie's profile (shown in Figure 12), consistes of basic information about the company (1), detailed description of the main activities and interests of the company (2), options to upload documents about the company (3) and option to upload pictures which will be shown on the public profile (4).

Figure 12 Companies profile

Next functionality on disposal for users is publication of their products, technologies or innovative concepts. For this functionality, users profile and company profile must be approved by the broker. Otherwise, the message visible on Figure 13 will appear.
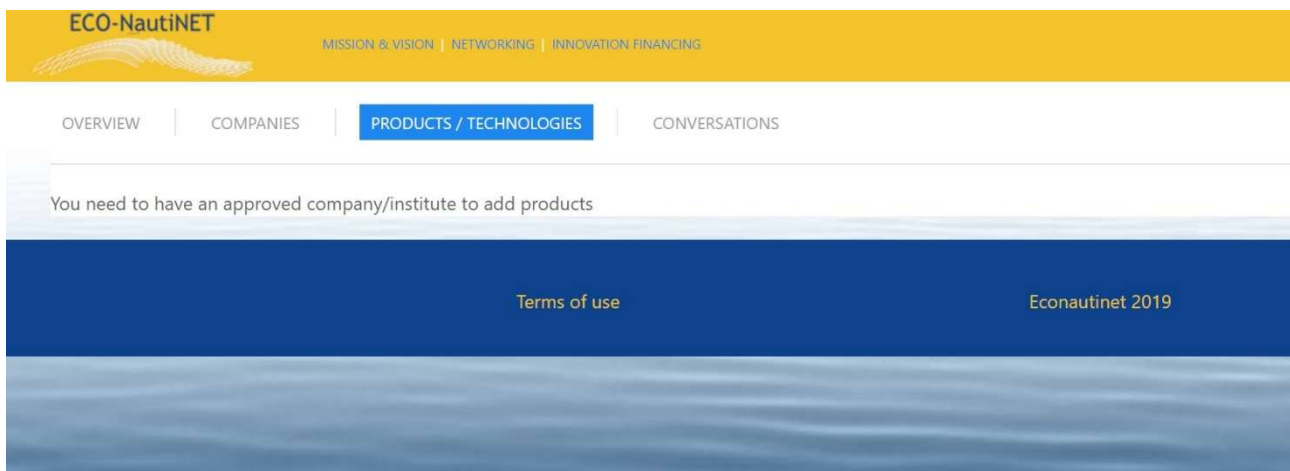
Figure 13 Warning message in case company profile is not yet approved

After the profile has been approved, user can also request match, by clicking a button "Request match", located in users are, under Companies list, as show in Figure 14.

OVERVIEW | COMPANIES | PRODUCTS / TECHNOLOGIES | CONVERSATIONS

Companies   ⊕ ADD NEW

NAME	STATUS	ONLINE PROFILE	MATCHING
.	Approved	🌐	Request match Edit

Figure 14 Request match option

Following this user's request, brokers receive an e-mail with details about the user and the request and can approach the handling of this request (chapter 6).

3. Publication of products and innovations

Functionality which allows for publication of products, technologies and innovative concepts is available to users once their user and company profile is approved by the broker. To add a new product/technology, the procedure is similar to the procedure of creating a new company profile. User needs to use "add new" button to create new products. Existing products can be changed by clicking on "Edit" button, as visible in Figure 15.
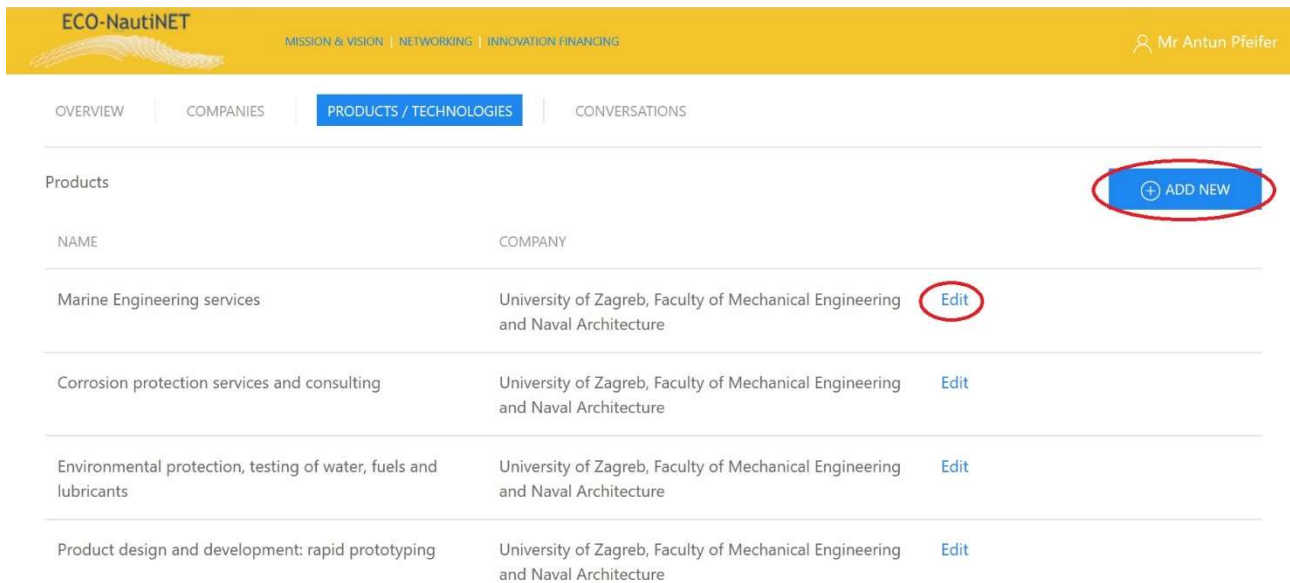

Figure 15 Publication of products/technologies

To input detailes about the product (Figure 16), user can add information such as products name, short an long description (1), type of the product, wether it is public or private content and interests which this product/technology addresses (2) and it is possible to upload documents which might bring more details or illustrate the use of product/technology (3).

Figure 16 Detailed description of the product

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4. Homepage and search options

Homepage (Figure 17) consists of several tabs and links to sections on the ECO-NautiNET platform. On top of bringing the main information about the project and the Network, news, new members and technologies sections, it brings the calendar, mission and vision tab, statistics overview tab and tab dedicated to useful information about the opportunities for funding of industry-academy joint projects.
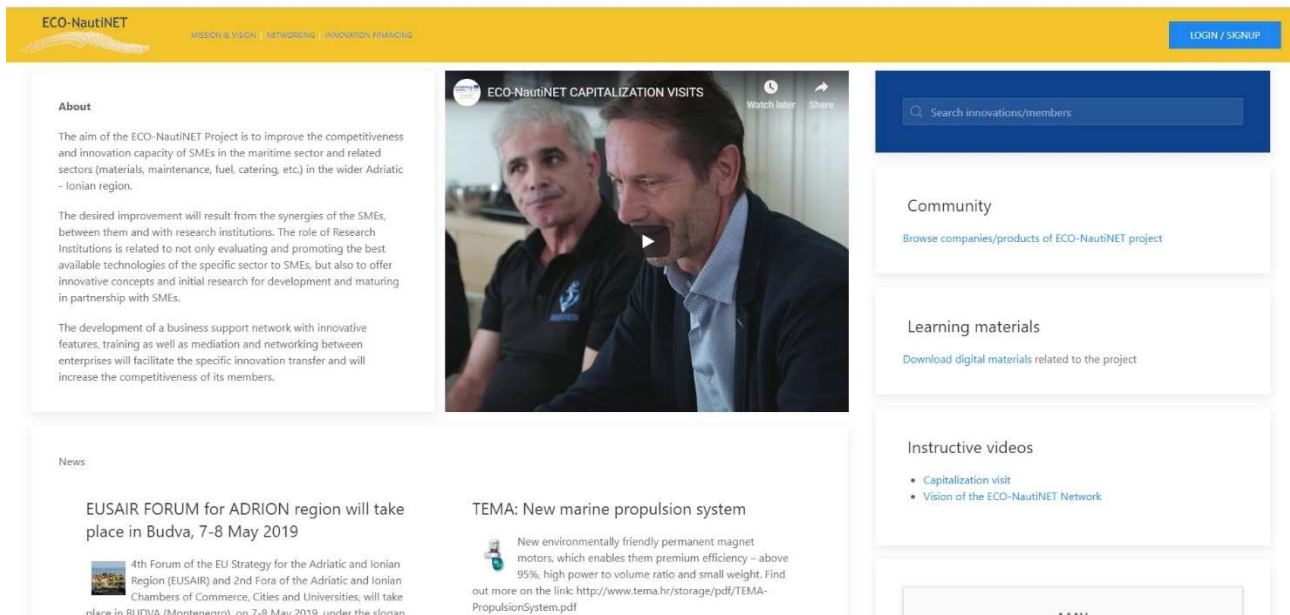

Figure 17 Homepage

In order to search for network members, user can choose between general search mechanism and community tab, while learning materials can be found as a separate section, as illustrated by Figure 18.
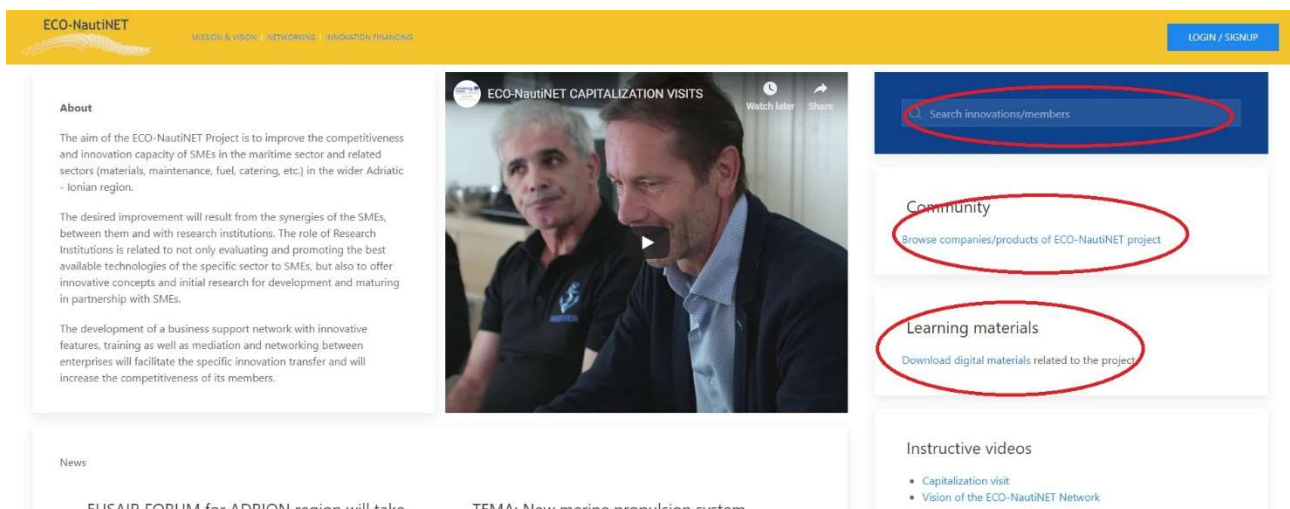

Figure 18 Main sections on the homepage to search for content

To give a quick access to the interesting and instructive video content, separate section is prepared for uploads and publication of videos about the project and, in future, about content that would be useful for Network members (Figure 19).
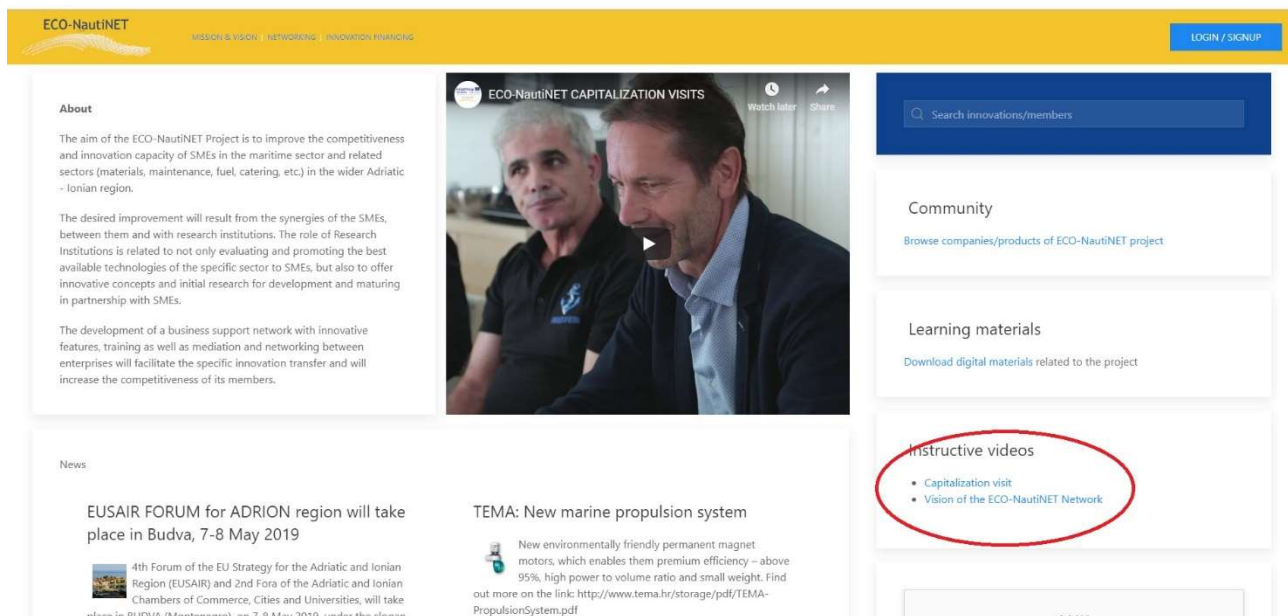

Figure 19 Instructive videos section

Homepage has a centrally placed "News" section, which brings most interesting events and new technologies from outside of the Network (Figure 20).
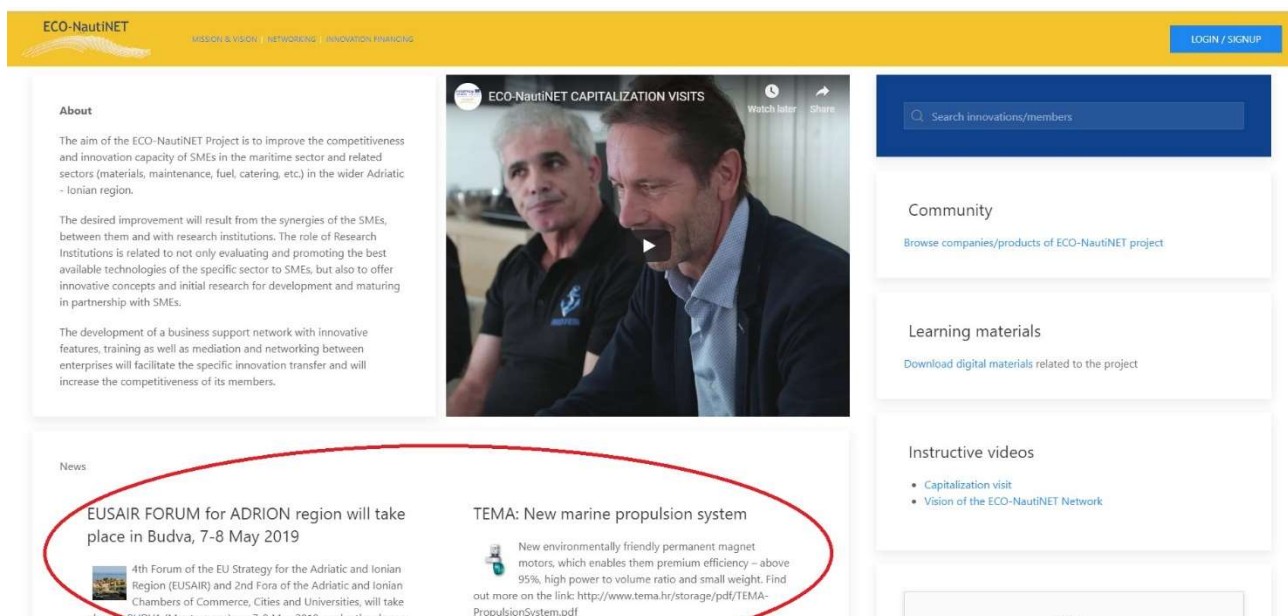

Figure 20 The News section

Also, dynamics sections about new Network members, who created a profile on the platform, and about new innovative concepts and technologies published by registered members are placed under the news section (Figure 21).
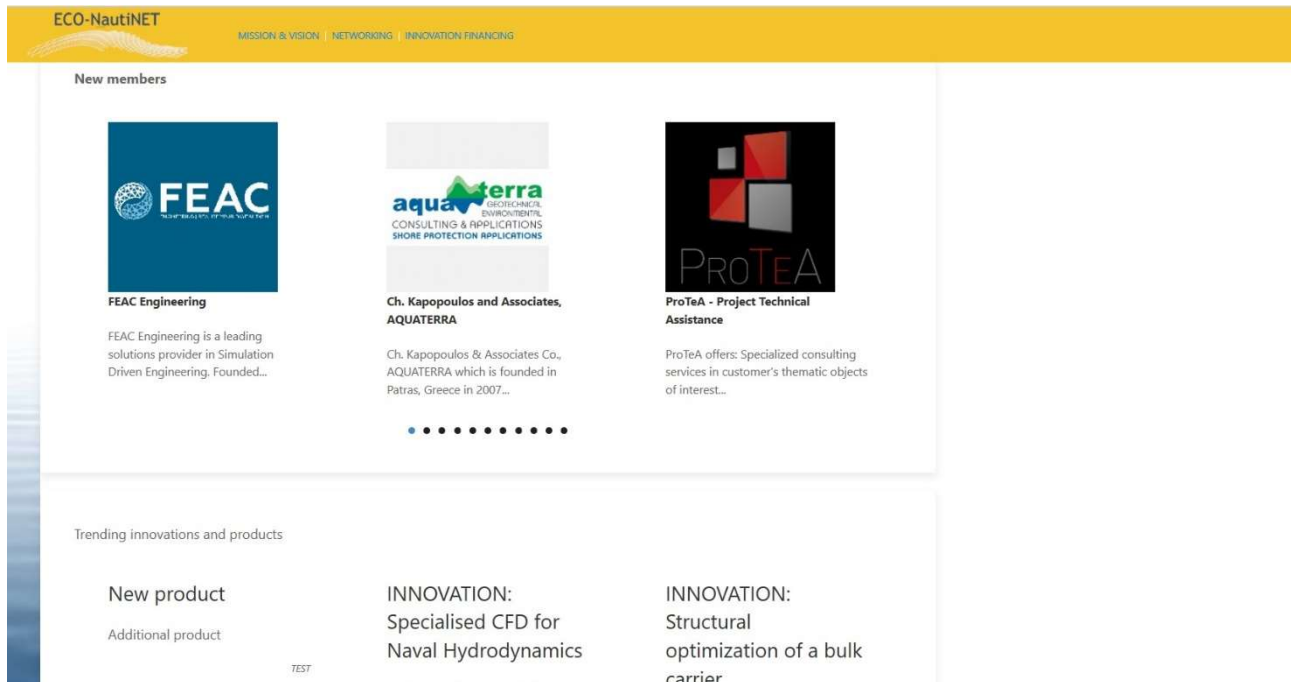
Figure 21 New members and technologies section

By clicking on the "Community" tab, users can browse through the existing profiles of network members who have their profiles approved by the brokers. Figure 22 illustrates this community section, which enables users to see all existing members on the platform.
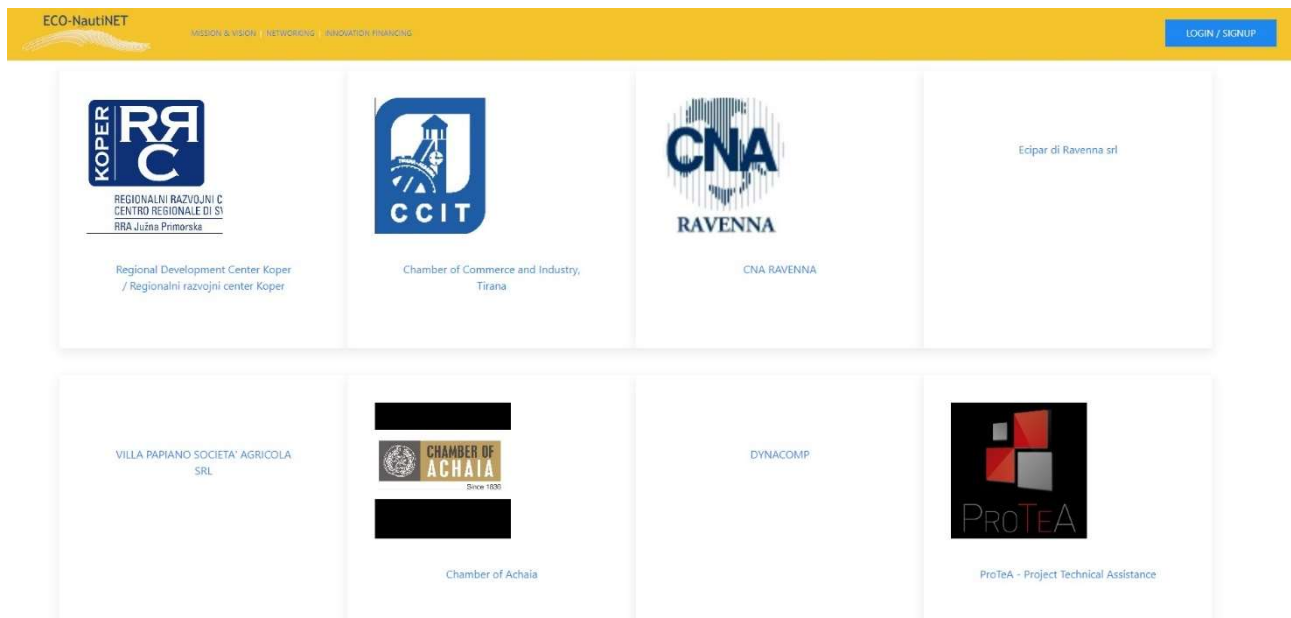

Figure 22 Community section

General search functionality

To search through the any number of different subjects, themes and interests, general search mechanism is available for the users and is located in the upper right corner of the homepage. Results of the search bring the approved profiles and presentations of the published (and public!) products currently on the platform.

In case of search for keyword "university", the Figure 23 brings the results in the form of presently registered companies and institutions, as well as product/innovation/technology descriptions which mention the keyword.
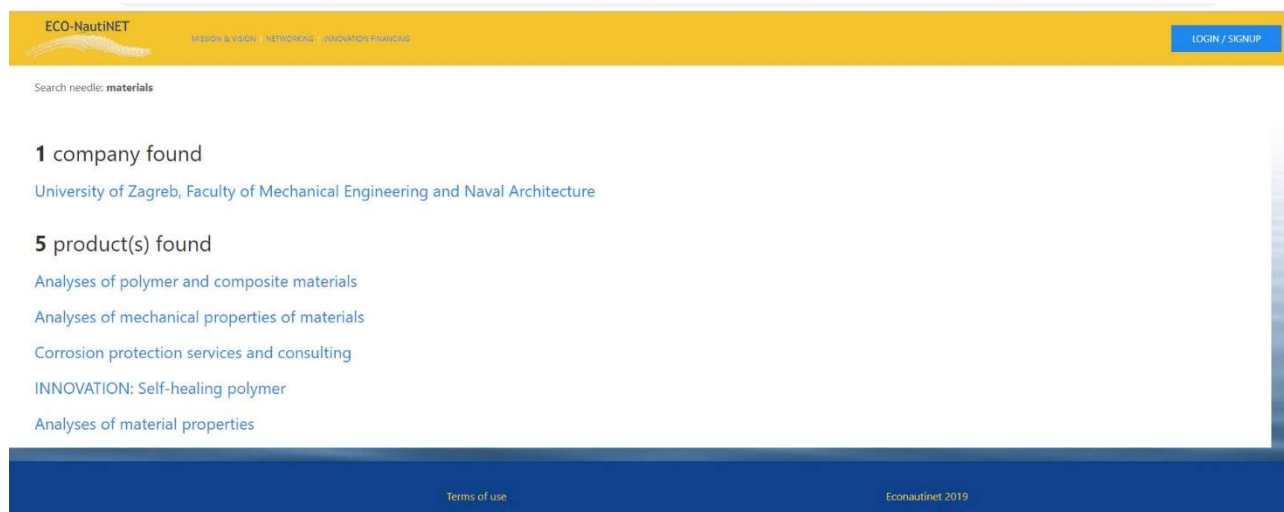

Figure 23 Search results: keyword "university"

In case of search for keyword "materials", results in Figure 24 bring the institution which has interest in the field to which the keyword belongs and products which have such keyword among the interests they are declared to be addressing.

Figure 24 Search results: keyword "materials"

In case of the keyword "engineering", we can see the largest spread of results in Figure 25, which brings back all the companies which have interest in the field of "engineering" and all the products which address "engineering" as such.

Figure 25 Search results: keyword "engineering"

5. E-Learning section and useful information

E-learning section contains instructive materials (presentations, templates, documents and videos) which address the network building and user guides for the use of platform. Also, it is a "living" section, which will be updated with new materials.

To go to the e-learning section, user needs to click on the link marked in the Figure 26.
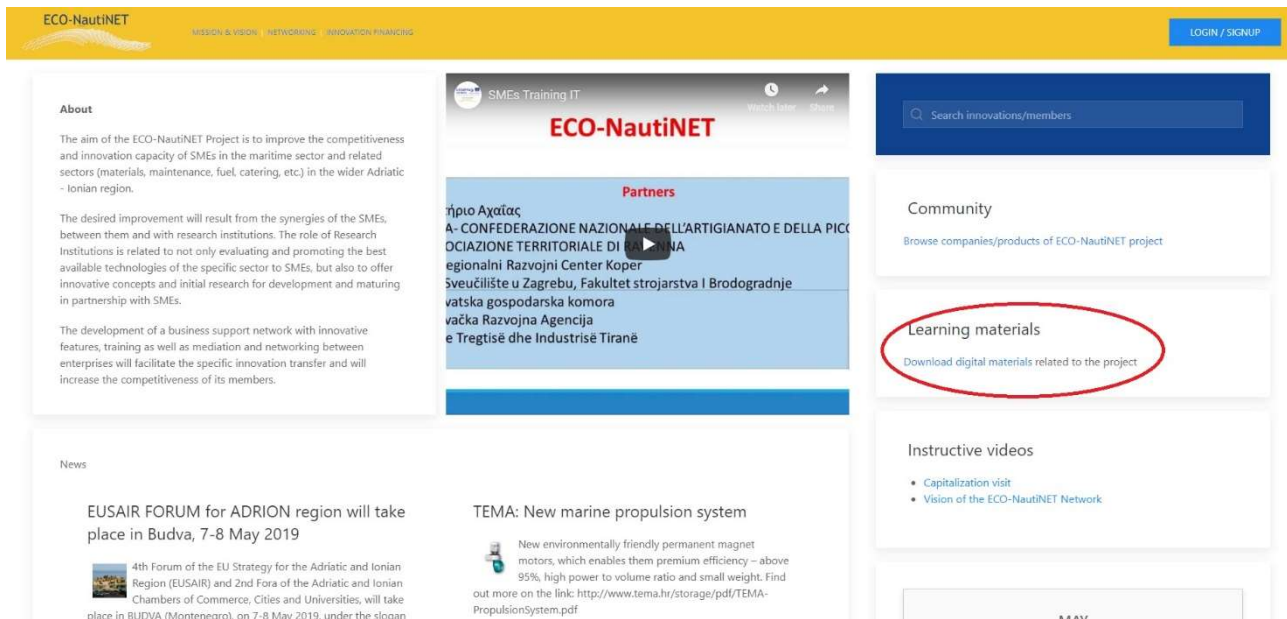

Figure 26 Go to the e-learning section

Once the user opens the e-learning section, they encounter the materials for various training, including the training of "Angels of change" in ECO-NautiNET Network, divided into various chapters:

Training programme and materials for distance learning of tutors and facilitators of the network

What is a network? Why creating it? Which are the advantages and fields of application?

BMC - The Business Model Canvas to build a network: theory and tool

Planning a platform for ECO-NautiNET network

Our experience of the training of tutors and facilitators

Presentation of best practices and experiences of networks

Also, this section includes internal guides for the use of functionalities of the platform and grows with new materials about innovation and product development. The view of this section is given in Figure 27.
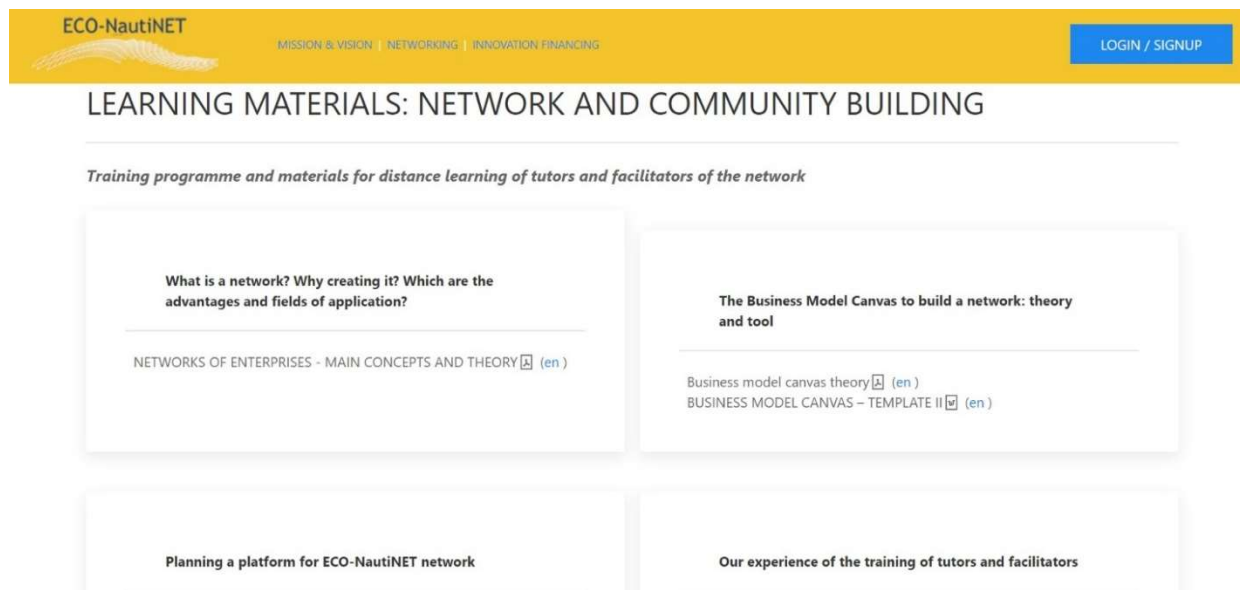
Figure 27 Learning materials section

To download the materials available in their own language, users need to click the link of the appropriate language, as presented by Figure 28.
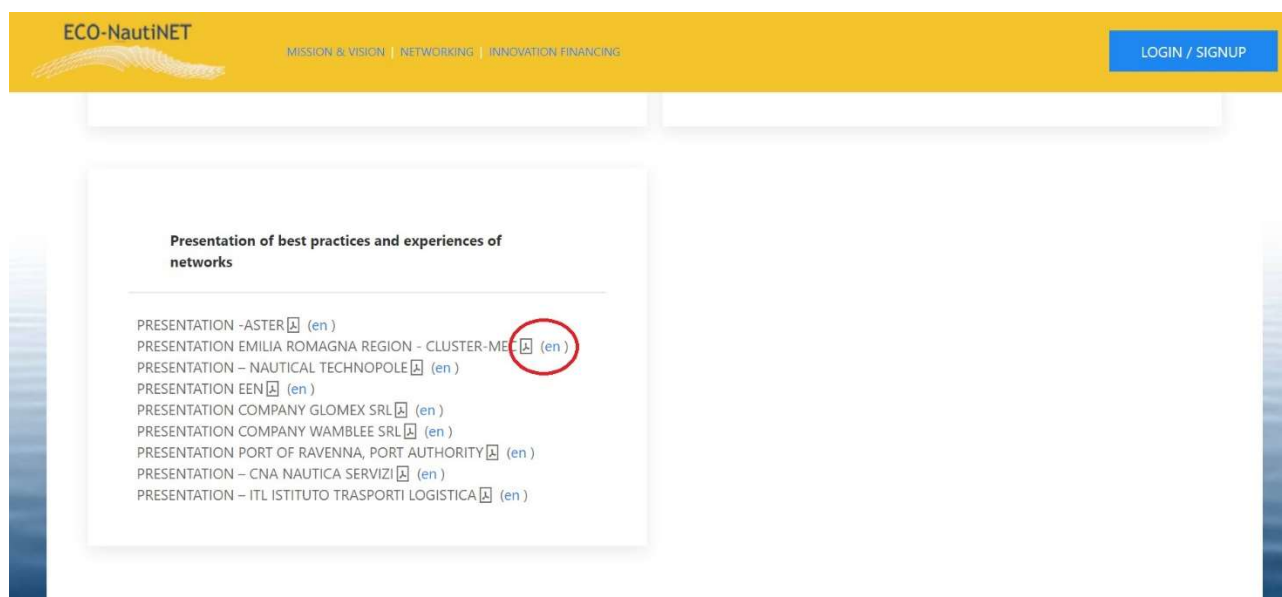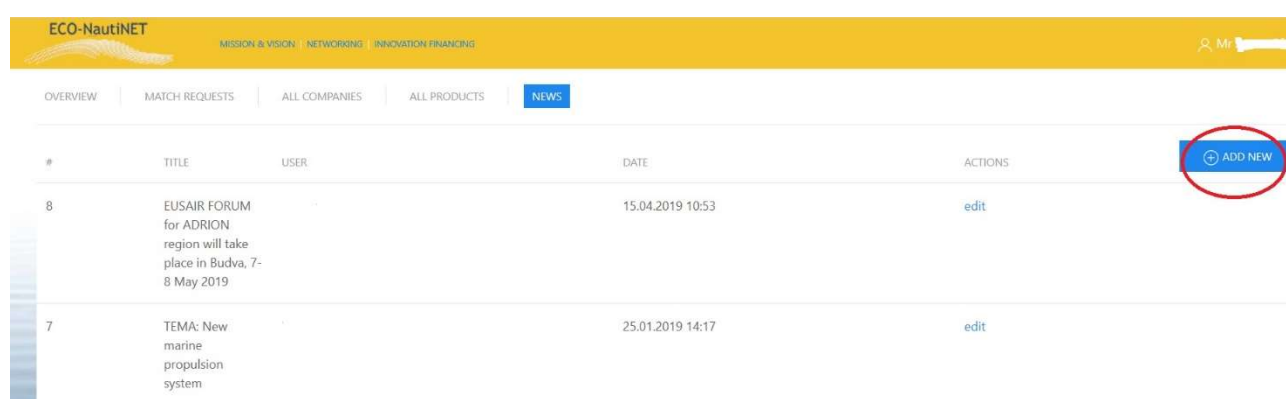

Figure 28 Downloading the materials
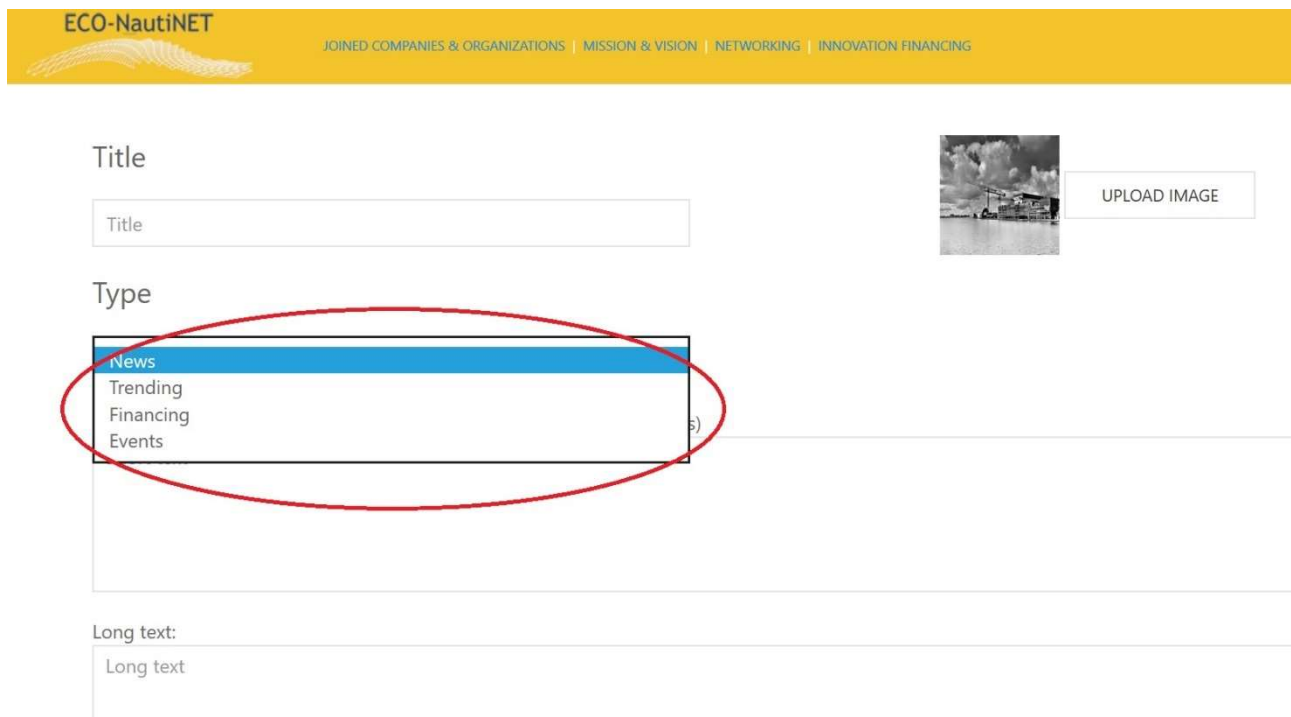
6. News publication

Business Support Organizations (BSOs) can publish news to the platform's homepage. This is performed by clicking the "news" tab and then "add new" button, as shown in Figure 29. Additional functionality to note is the possibility to make news active and inactive, depending on their relevance and in case the user does not wish to remove the news (for example, it is used for future reference). Making a news inactive will remove it from the homepage, but the content will remain on the platform.

Figure 29 News publication

In order to create a new published news, BSOs have a sheet with information on disposal, as given in **Pogreška! Izvor reference nije pronađen.**. They need to input Title, type of the news, short and long description, which will vary on the homepage (short) and after the users click on the news (long). Further on, BSOs can upload the figure that will accompany the news on homepage and in the view when the news are being opened by the users. Important thing to note is that the news are sorted according to the category: News, Trending, financial news which are to be published in the "Innovation financing" section, Events. This division is shown in **Pogreška! Izvor reference nije pronađen.**.

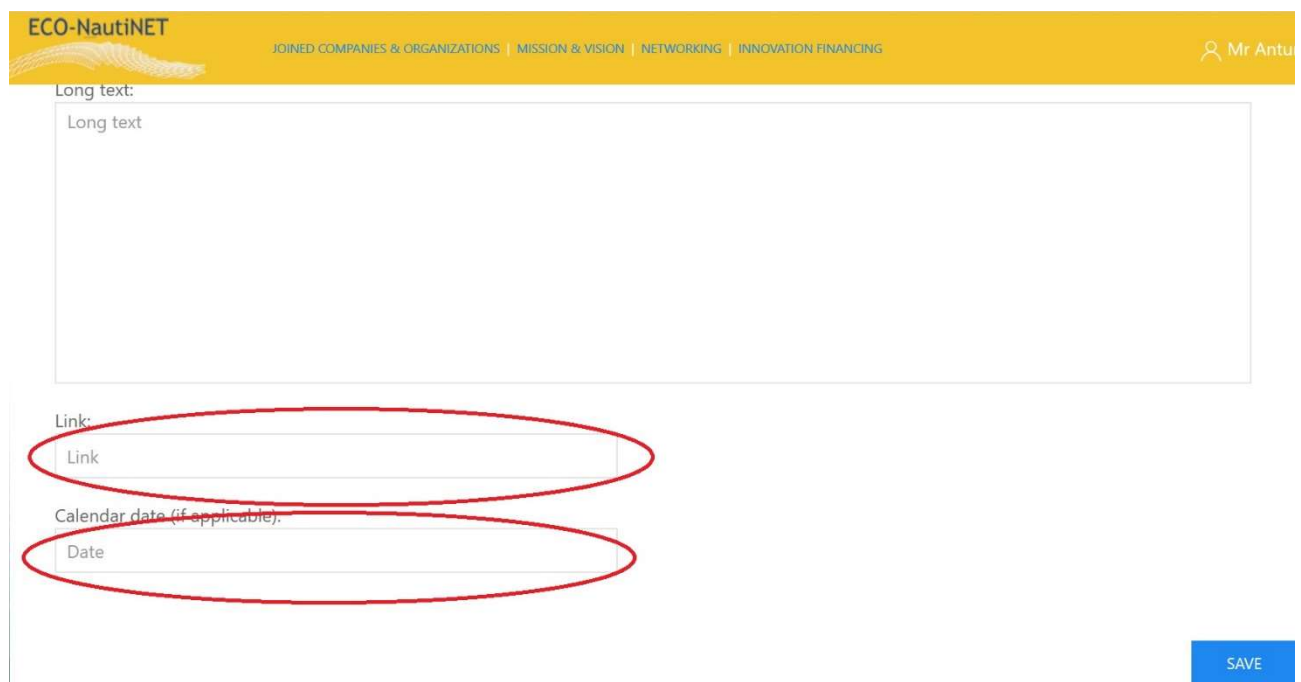*Figure 30 New news publication*

In order to connect the news to the calendar on the homepage and to improve the user-friendliness, new field were added to news publication (shown in Figure 31):

- Link: adds a hyperlink to the news, enabling to attach, for example, a link to the homepage of some event
- Calendar date: adds the news/event to the calendar, to warn users that it is happening on a particular date
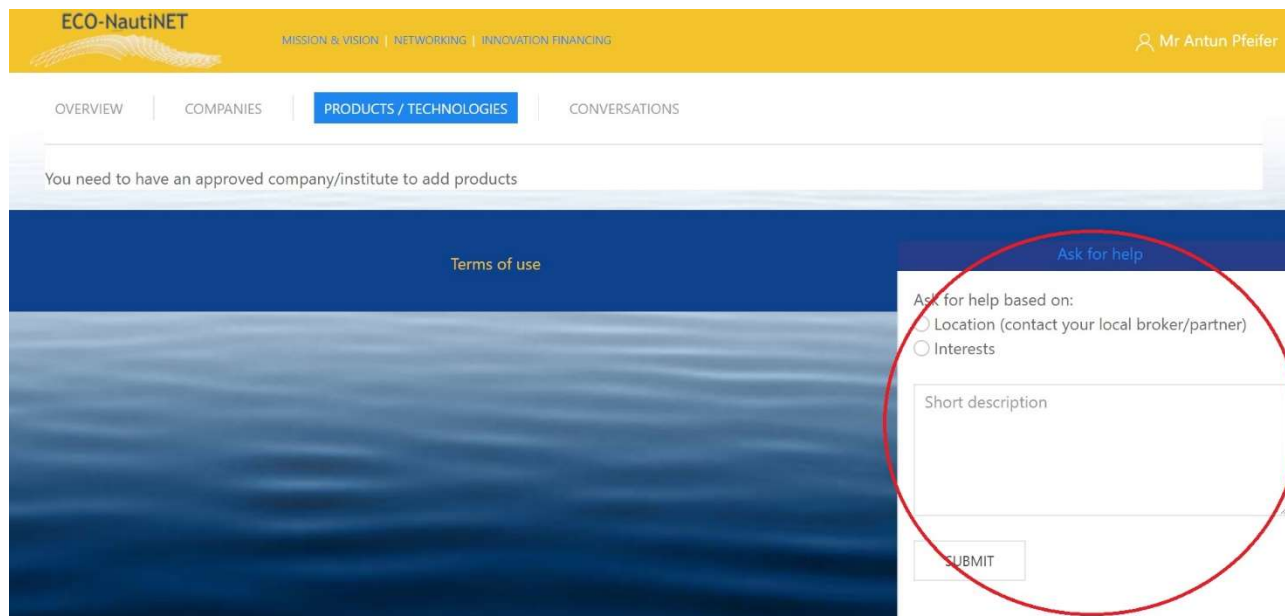

Figure 31 New fields for news

7. Asking for help

In any previously mentioned section of the platform, users always have on their disposal, in the lower right corner of the screen, the "Ask for help" button, which expands into the console shown in Figure 32.

Figure 32 Ask for help

After the user clicks on "submit" button, Brokers will receive an e-mail with the content shown in Figure 33, with details needed to contact the user.

Figure 33 E-mail from the user asking for help

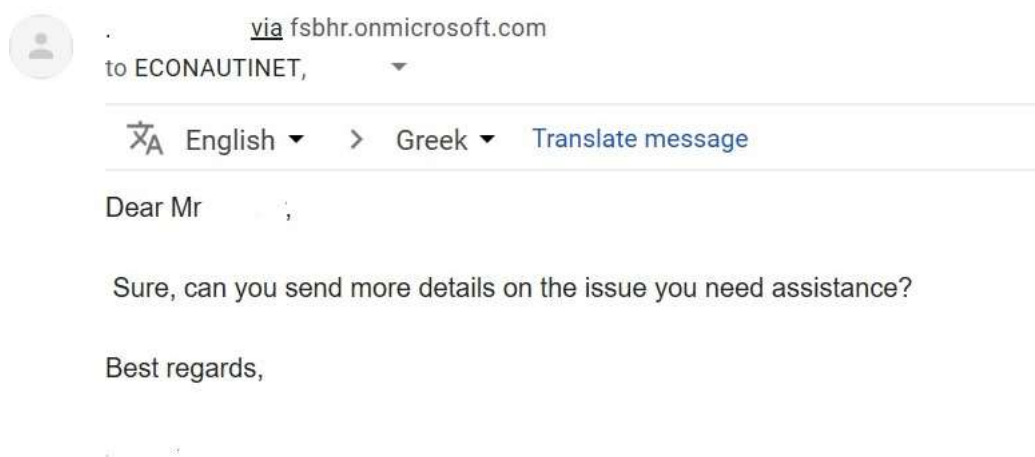After the response of Brokers is sent to the user's e-mail, they can expect an e-mail from econautinet@fsb.hr address (similar to Figure 34).

Figure 34 Response to users