QPTI

complexity made simple

Creating an academic website - Center for Research in Applied Ethics

CASE STUDY

Industry: Research
Client: University of Bucharest, Romania
Year: 2022-2023

The Center for Research in Applied Ethics, part of the University of Bucharest, Romania, sought to enhance its online presence.

The new platform needed to support the Center's mission of facilitating discussions on moral and ethical issues within various institutions and organizations.

By partnering with OPTI, the Center aimed to build a hub for academic resources, publications, and advisory services for a wide-ranging audience, including schools, hospitals, multinational companies, and other organizations.

CENTRUL DE CERCETARE
ÎN **ETICĂ APLICATĂ**

CHALLENGES

The project faced both technical and human challenges, such as the following:

NEED FOR A MODERN WEBSITE

The existing website was outdated and lacked the functionality and design for an active research center.

FACILITATING OF ETHICAL DISCUSSIONS

The website needed to serve as a platform for addressing moral issues across various institutions and organizations.

DIVERSE AUDIENCE

The website had to be accessible and engaging for a wide range of users.

CONTENT MODULES

The website required modules to showcase the Center's international projects, publications and advisory activities.

WORDPRESS

SOLUTION

To meet these requirements, OPTI chose WordPress as the foundation for the website due to its cost-effectiveness and portability and included functionalities such as:

INTEGRATION OF SOCIAL NETWORKS

✓ The website was linked to the Center's Instagram, Facebook, Twitter, and YouTube accounts.

CUSTOM TABS AND INFO HIERARCHY MODULE

✓ Sub-pages are organized as tabs using dedicated modules, allowing for better content navigation.

SEO IMPLEMENTATION

✓ Sitemaps, semantic tags, and Google optimizations were added to improve the site's search engine ranking.

PUBLISHING NEW ARTICLES

✓ New academic articles were disseminated and published via the Zotpress plugin.

RICH SIDEBAR AND ZONE AREA

✓ Functionalities included a site search bar, news section, academic articles section, "Are you interested" section, "Applied Ethics Newsletter", etc.

TAGS

✓ Research areas were tagged throughout the site, allowing for a visually stunning display of content.

ADDING CONTENT TO PAGES

✓ The ability to add titles, texts, images, lists, and more was integrated.

CUSTOM DISPLAY OF CONTENT

✓ Content was structured and styled according to the Center's specific requirements, using web technology.

MAXIMUM CONTROL FOR THE BENEFICIARY

✓ Special content-builders in WordPress were implemented, giving maximum control over the website's content.

TECHNOLOGIES

Wordpress, Wordpress plugins, PHP, MySQL, HTML5, CSS, Bootstrap, Javascript.

TESTIMONIAL

"With the digital communication and website infrastructure built together with OPTI, we have always felt at the level of our academic partners in Oxford, Basel or Tubingen. The digital platforms we developed with OPTI are always a boost for our research, whether we are talking about cognitive and moral enhancement, virtuous artificial intelligence or the ethics of emerging technologies."

- Constantin Vică
Center for Research in Applied Ethics

CONTACT US

Direct		Socials	
✉	office@opti-software.com	in	opti-software
▥	+(40) 774 453 302	f	optisoftware
🌐	**www.opti-software.com**	✖	opti-software

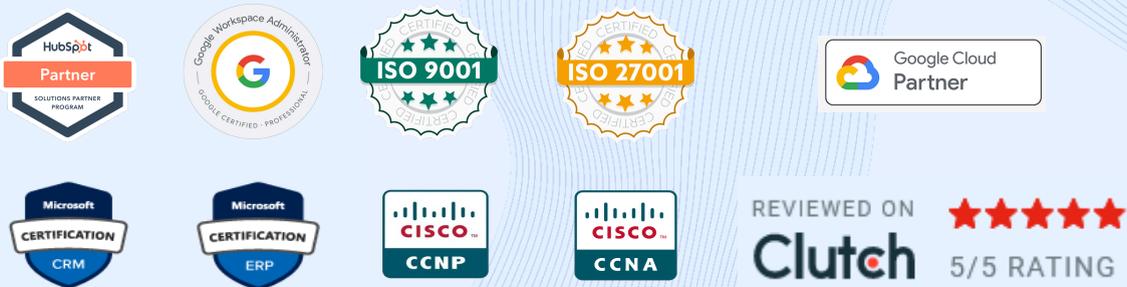| Str. Dr. Ioan Nanu Muscel 4, Bucharest, Romania |
|---|

OPTI

PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

CERTIFICATIONS

KNOW-HOW

Frameworks & Languages	JavaScript	PHP	Python	Java
	Rust	C#	React	Angular
	Typescript	HTML5		
Databases	PostgreSQL	Microsoft SQL Server	BigQuery	
	Mongo	MySQL	Hadoop	
ERP/CRMs	HubSpot	Salesforce	FreshSales	Microsoft Dynamics 365
	Zoho	Pipedrive	Zendesk	MiniCRM
Server Configuration	Linux OS	Load Balancers	HTTP Daemons	