

# Website: Green Clean

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## Event:

- **Mission/purpose:**
  - In this era of technology and diverse modes of transportation, infrastructure, and energy sources, a lot of carbon dioxide emissions are released daily. Our mission is to raise awareness of this problem and provide sustainable solutions for homeowners.
- **Vision/goal:**
  - Our goal is to make a difference, no matter how big or small, in how people conduct their daily routine that includes the release of carbon emissions that can further harm the planet.

## Target:

- Our targeted audience are homeowners. We want to help these people find sustainable ways to help the environment by doing everything they can to decrease their carbon footprint.

## Competitors:

- Since our goals are very similar to many other environmental groups that have similar websites, all of them will be our competitors. An example of a competitor is [Greenpeace](#), which is an organization with a website that spreads awareness on the increase in pollution and carbon emissions, but also explains some solutions. However, out of all these competitors, we need to stand out so that our message can properly reach the homeowners and cause a change.

## What We Want:

- Since our goals are very similar to many other environmental groups that have similar websites, all of them will be our competitors. However, out of all these competitors, we need to stand out so that our message can properly reach the homeowners and cause a change.

## Aesthetics:

- Eco friendly colors, images encouraging homeowners to pursue an environmental friendly life, a minimalistic style, & interactive functions that the users may enjoy

## Key Words:

- Carbon neutral, modern carbon, zero emissions, sustainable design, passive solar, homeowner friendly, guide to becoming environmentally friendly, renewable energy, climate change, green living, carbon footprint, biodiversity, pollution.

## Site Map:

- Covered in the site map