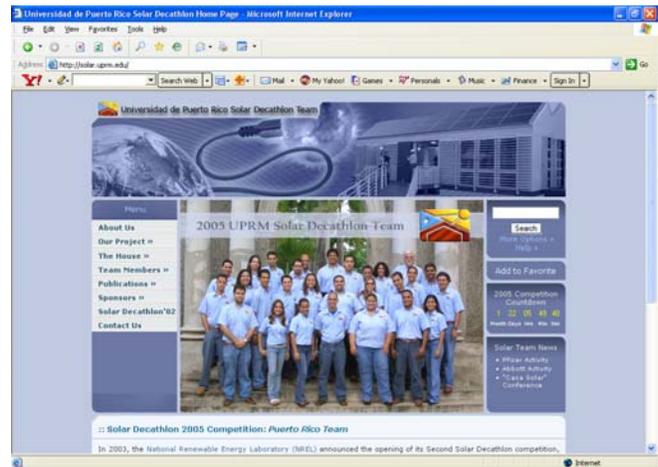


# Web Site

Universidad de  
Puerto Rico  
Solar Decathlon  
2005

The Universidad de Puerto Rico Solar Decathlon 2005 Web Development Team (WDT) developed an informational website about the endeavors of our project. The starting point of our design was the evaluation of our audience and the establishment of the objectives to be achieved using the media. We are targeting a general public, who would like to know more about energy alternative that are clean, abundant, reliable and affordable. The website serves as an internal and external communication tool and an alternative media to enforce our brand image. Spanish is our native language, but we decide to initially design the website in English for two reasons: many Puerto Ricans can read in English and we want to target our audience in the United States.



One of the main attractions of our website is a countdown clock. We decided to include it to create expectation about the milestone: the beginning of the competition. Our plan is to use the website to promote the daily events of the competition in order to maintain informed our audience in Puerto Rico.

Solar.uprm.edu has been an important fundraising tool for our team. Actual team sponsors have used the website to communicate with us.

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## Technology and Ecology, Partners for the Future

When we created our web page we thought in every element to make a unique and user friendly one. These elements will allow us to comply with all the specifications and at the same time show who we are and where we come from.

All the elements in our web page are originals such as the colors, structure, images and the information. In our page you can find relevant information about the Solar Decathlon, our project and the ways we are educating our target about the use of energy and its alternatives.

The user will easily find the information because we created a manageable structure including links that will permit them obtain more information about renewable energy. The language used is the most appropriate to the target selected and to all the users.

In order to make our page an interactive and interesting one we are using images to complement the information. The page was created thinking in the users needs and we are sure that we achieve that goal.

