**Needs Analysis for Content Strategy**

**Site**

http://www.wrcsd.org/

**Audience Profile**

The main audience are women and children threatened by or involved in domestic violence or sexual assault who want to get help and information. Further, the second group of audience are the people and/or organizations who are interested in being a WRC volunteer or sponsor. Finally, the broadest group of audience includes anyone who would like to donate to WRC for their general needs and events.

**Subject Matter**

Women’s Resource Center (WRC) is a community that provides supportive services, counseling, shelter and education. The WRC wants to create an environment where domestic violence and sexual assault are neither tolerated nor accepted. They provide the audience with some services such as residential, counseling, prevention and events.

**Desired Outcome**

Desired outcome would be a website with a good usability which is easy to navigate through. It is common that people hesitate to ask for help, so the website has an important role in bringing these people together and encouraging the audience to join the community and also invite others with similar issues and concerns to become a member.

**Voice and Tone**

When the audience are women who are seeking for some help so the tone should be **soft and warm.** When the audience is a person who are involved in the recovery process the tone could be more **strong and standing** to convey the supportive character to the audience.

**Reason for Choosing Site**

The WRC site has a significant role in the women, children and men’s lives who are threatened by or involved in domestic violence or sexual assault. It is very important that these people get required help, information and support to face these situations. Though this community has an impact on some people lives, the current website does not have the same impact to encourage people to join their community. The site is not organized and it is not easy to navigate through the site. Besides, the audience cannot scan pages easily because there is too much information and each page looks like a flyer rather than a webpage.