**Needs Analysis for Content Strategy**

**Site**

Body Beautiful Car Wash

http://www.bodybeautiful.com/index.php

**Audience Profile**

Male/female, age 25 and up

Busy people - parents, professionals

Eco-conscious - cares about the environment

Philanthropic - wants to give back to the local community

Car enthusiasts - cares about aesthetic maintenance

**Subject Matter**

A car wash that caters to busy, cost-conscious, and eco-conscious clients.

**Desired Outcome**

* To reach a broad scope of clients that
  + are short on time
  + care about the long-term aesthetic maintenance of their cars
  + want to reduce the negative impact that home car washing can have on the environment
  + want to give back to their local community
* To educate clients about general car body maintenance
* To educate clients about how Body Beautiful Car Wash strives to reduce its impact on the environment
* To raise awareness about Body Beautiful Car Wash’s charity fundraising program and contributions to local community organizations

**Voice and Tone**

Young, energetic, fresh, environmentally conscious, philanthropic, family-friendly

**Reason for Choosing Site**

The site is

* outdated
* lacking in visual appeal
* lacking in design hierarchy