# Planning a Site

* Community Garage Auto Repair
* Goal: let our customers know what type of services we offer and give them an idea of how much it will cost
* Challenges: customers request a website to view services and prices
* Located in Baltimore, Maryland
* Family owned business

# Define Users

* Driver that needs regular maintenance (oil, brakes, tires)
* Driver that got into a fender bender
* Driver that needs to get a car State Inspection
* Driver that is stuck with a flat tire
* Driver that wants to repaint/redesign their car
* Driver with an engine light on

# Analyze the Market

* Company offers a wide range of services in a conveniently located location
* Company has a clean, reliable, trustworthy atmosphere

# Define Core Values

* Culture: Israeli owner. Languages available: English, Hebrew, Spanish
* Customer: in need of car repair/service
* Voice/Personality: friendly, trustworthy
* Feeling: understands the importance of needing a car and gets the service done quickly or has a replacement while car is in repair
* Impact: customers will leaving with a feeling that we car for them

# Define Brand

* Community Garage provides auto repair services to drivers in need of car repair/services in a clean environment and trustworthy employees; helping customers feel taken care of