

# The Temple Inn & Suites

## Purpose Statement.

The main purpose of the Temple Inn & Suites website is to promote and provide information about the specialized services that this hotel chain offers to meet the needs of temple patrons who came to serve in the temple or who participate in events such as sealings, weddings, receptions, and youth trips.

In addition, the website will have a form to collect the client's information in order to make reservations.

## Target Audience.

The target audience of the Temple Inn & website is described below:

- **Who:** Full-time temple missionaries, couples or families that are going to perform the sealing ordinance in the temple, every member of the church interested in making ordinances for their ancestors.
- **Age:** 0 to 100.
- **Infrastructure:** Modern, comfortable and spacious rooms, babysitting services, wedding receptions and more.
- **Income:** Income levels will typically be between 100,000 and above annually.
- **Motivation:** Promote the work in the temples and in turn provide comfort to guests who come from other places.

## Personas.

Peter M. Smith.



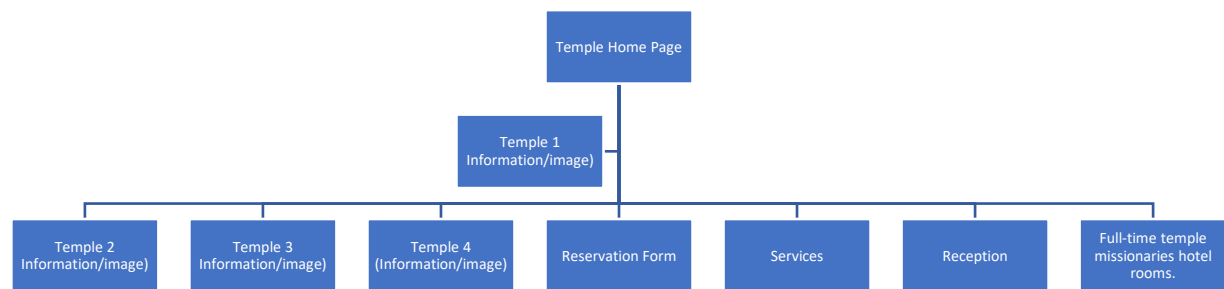
- **Occupation:** Full-time temple missionary.
- **Demographics and Education:** 61 years old. Holds a bachelors degree in Computer Science. Has served as a Bishop in his ward and as a Mission President for three years in Bogota Colombia.
- **Goals and motivation for using the site:** Make hotel reservations, choose a type of room and special accommodations.
- **Social:** Likes to serve in the church and visit all the temples around the world with her wife. Sometimes, has meetings with his ex-missionaries.
- **Quote:** “When I am in the temple I feel as I am the Lord’s house.”

Claudia Palmer.



- **Occupation:** Bank secretariat.
- **Demographics and education:** 25 years old. Holds a bachelor degree in Business Management.
- **Goals and motivation for using the site:** She is recently engaged with her boyfriend, and they are planning their sealing in the temple. They are looking for a reception and food services for their wedding. Also she needs to make hotel reservations for her parents, those who live far away.

## Site Map.



## Color Scheme.

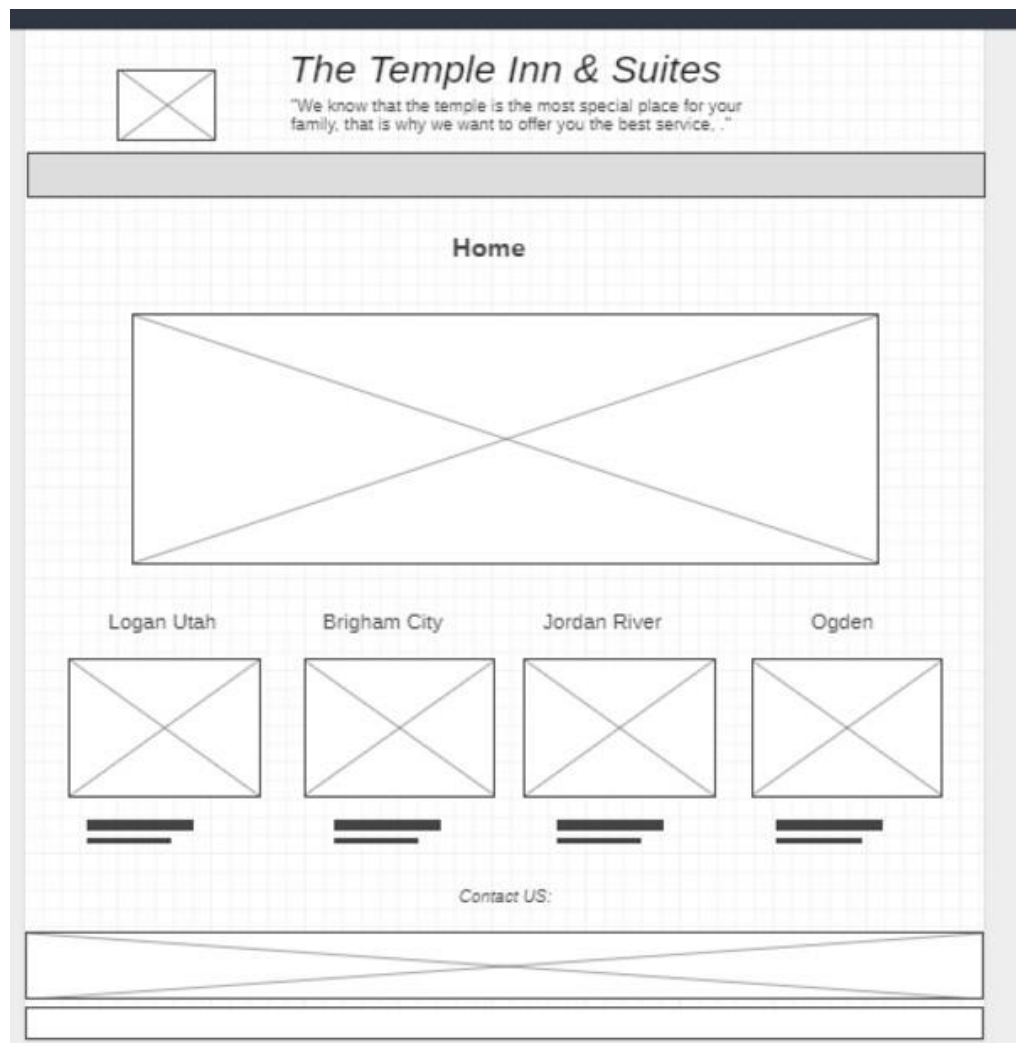
**Background Color:** #FFFFFF White.  
**Navigation Bar Color:** 87CEFA LightSkyBlue.

## Typography.

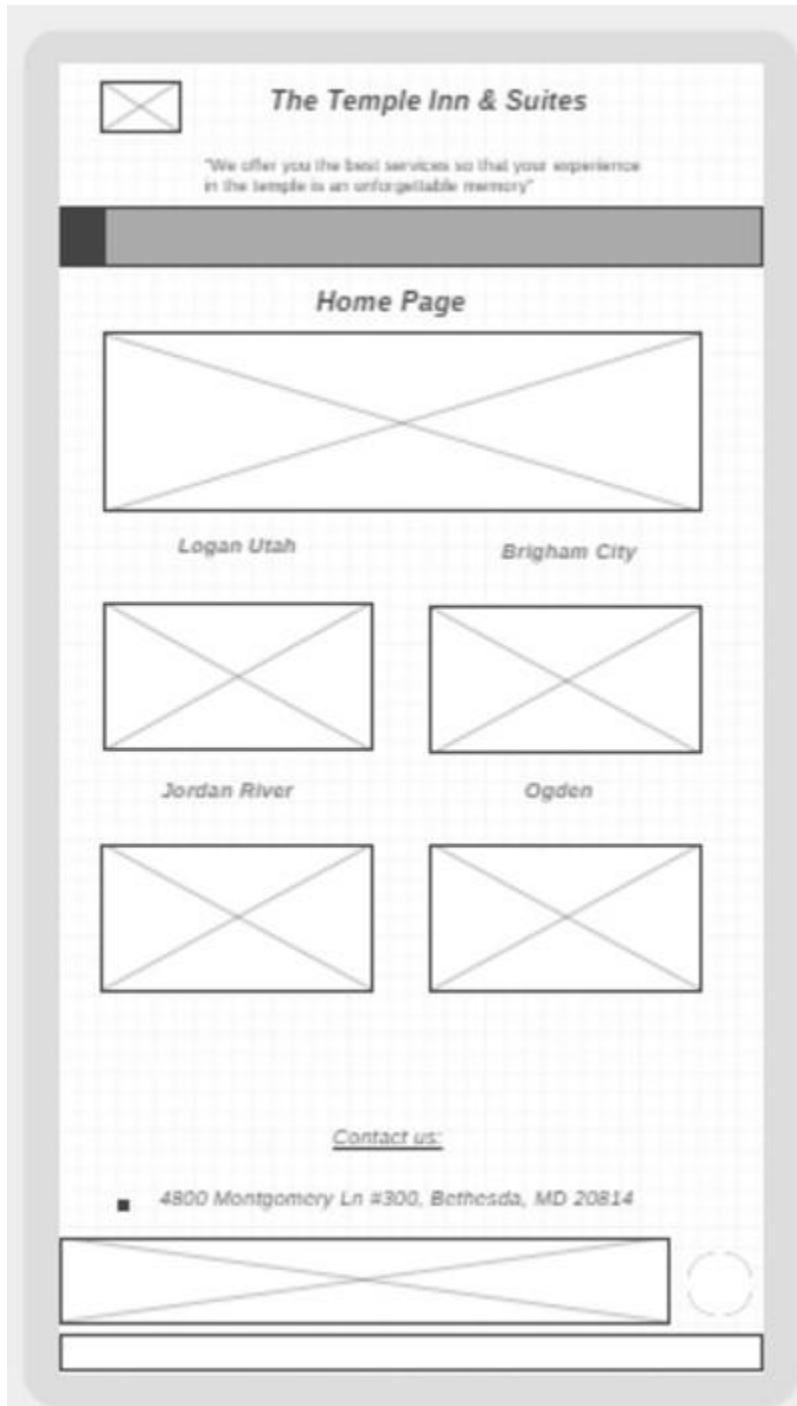
Object/Item	Font	Size	Color
Headings:	Arbutus Slab	50px	Black.
Motto :	Tangerine	25px	Black.

## Wireframe Sketches.

### Large View:



## Medium View:



## Small View:

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### The Temple Inn & Suites

"We know that the temple is the most special place for your family, that is why we want to offer you the best service."

Home

Logan Utha

Ogden

Brigham City

Jordan River

Contact us:

4800 Montgomery Ln #300, Bethesda,  
MD 20814

