Temple Inn & Suites Website Planning Document

SITE PURPOSE:
The website purpose is to provide information about the hotel and the different services it offers and promotes.

TARGET AUDIENCE:
The target audience would be members of The Church of Jesus Christ of Latter-Day Saints who are traveling to participate in events at the temple such as weddings and youth trips and need overnight accommodations. This would also include members who are serving in the temple as workers or full-time temple missionaries. Members can visit the website using mobile, tablet, or desktop devices. Some scenarios that describe the purpose in visiting this site would be:
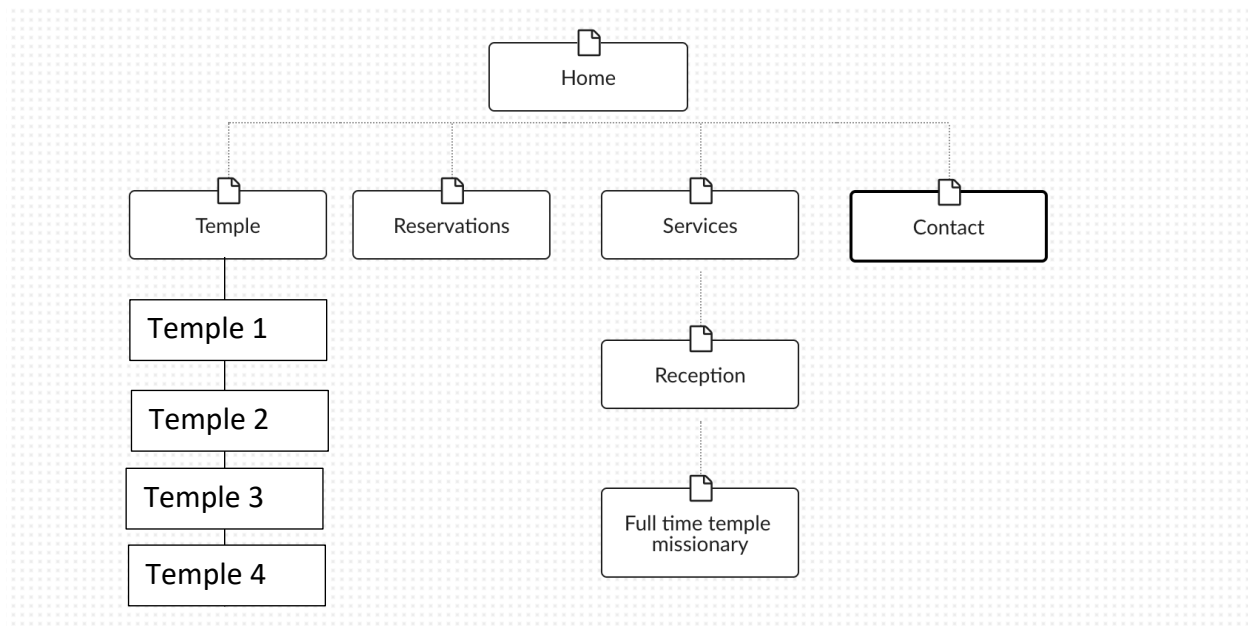What is the weather near the temple?
Is a shuttling service available from the hotel?
What are the options for long-term stay?
Is there a place to hold a reception?

SITE MAP:

COLOR SCHEME:

#edb500	#500a5d	#1d1c20	#bfbfbf	#efefef

The colors will be mostly black and white and gray with highlighting colors of purple and gold.

TYPOGRAPHY:

Google fonts Playfair Display is a serif font that will be used as headlines. Google font Lato is a sans-serif font that will be used for body copy and shows contrast to the serif headlines.
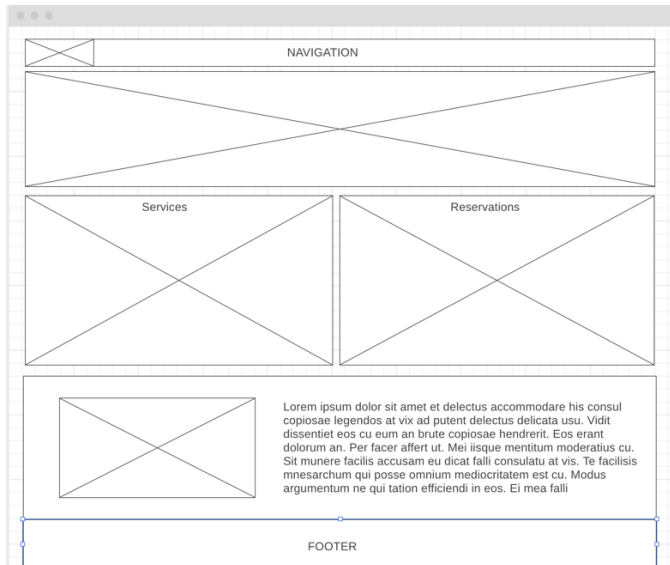
Example:

Temple Inn & Suites

The Temple Inn & Suites is a hotel chain headquartered in Bethesda, MD that builds and manages specialized hotel accommodations near temple locations of The Church of Jesus Christ of Latter-day Saints around the world.
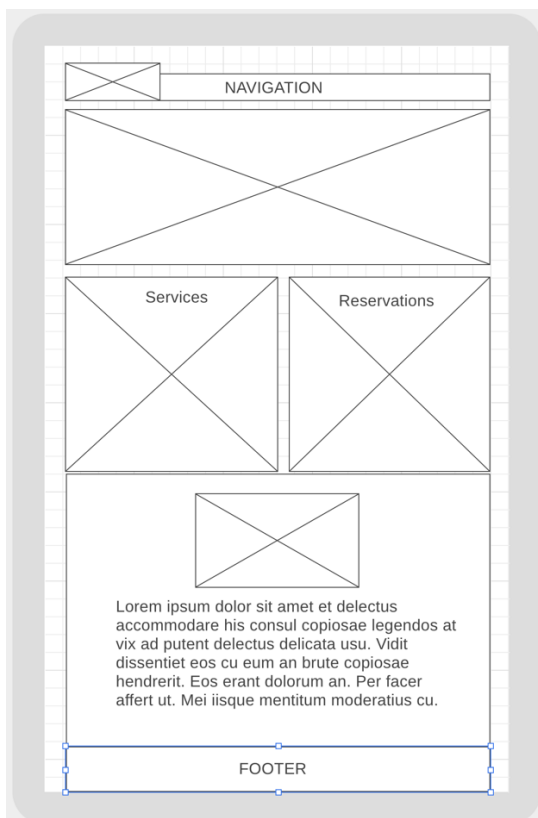
WIREFRAME SKETCHES:

DESKTOP

NAVIGATION

Services

Reservations

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FOOTER

TABLET

NAVIGATION

Services

Reservations

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FOOTER

MOBILE

NAVIGATION

Services

Reservations

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FOOTER