

The Temple Inn & Suites

Site Plan

Site Name

According to GoDaddy.com, the domain name (templeinnandsuites.com) is available at a low price of \$2.99 for the first year with a 2-year registration.

Site Purpose

The Temple Inn and Suites is a hotel chain that provides unique accommodations and services to those attending Temples of the Church of Jesus Christ of Latter-day Saints. The website will provide information to potential clients and tools to book hotel rooms or register for other services.

Target Audience and Scenarios

The target audience is members of the Church of Jesus Christ of Latter-day Saints attending Temples located throughout the world and looking for a place to stay in an environment that recognizes and reveres the sacred nature of Temple attendance.

Scenario 1

Name: Maurine Smith

Occupation: Retired

Demographic: 80-year-old widow, volunteers time at the Temple once a month.

Goal/motivation for using site: Maurine lives a few hours away from the temple and doesn't like to drive long distances after spending an entire day at the temple. She uses the site to book a room.

Scenario 2

Name: Luke and Julie Anderson

Occupation: College Professor and Homemaker

Demographic: Early 40s, have a standing monthly date to attend the Temple. They live a few hours away and would rather have dinner and spend the night in a hotel than make the drive home. They also have older children who will be thinking about marriage soon.

Goal/motivation for using site: They use the site to book a room at the hotel and also to see pictures and information on services offered, such as a wedding reception venue, for when their children are thinking about marriage.

Scenario 3

Name: Bruce Hilton
Occupation: Military
Demographic: 35 years old, serves as Young Men's President in his Ward
Goal/motivation for using site: Bruce is responsible for planning youth activities and temple trips. He uses the site to check for availability, pricing, services and venues offered.

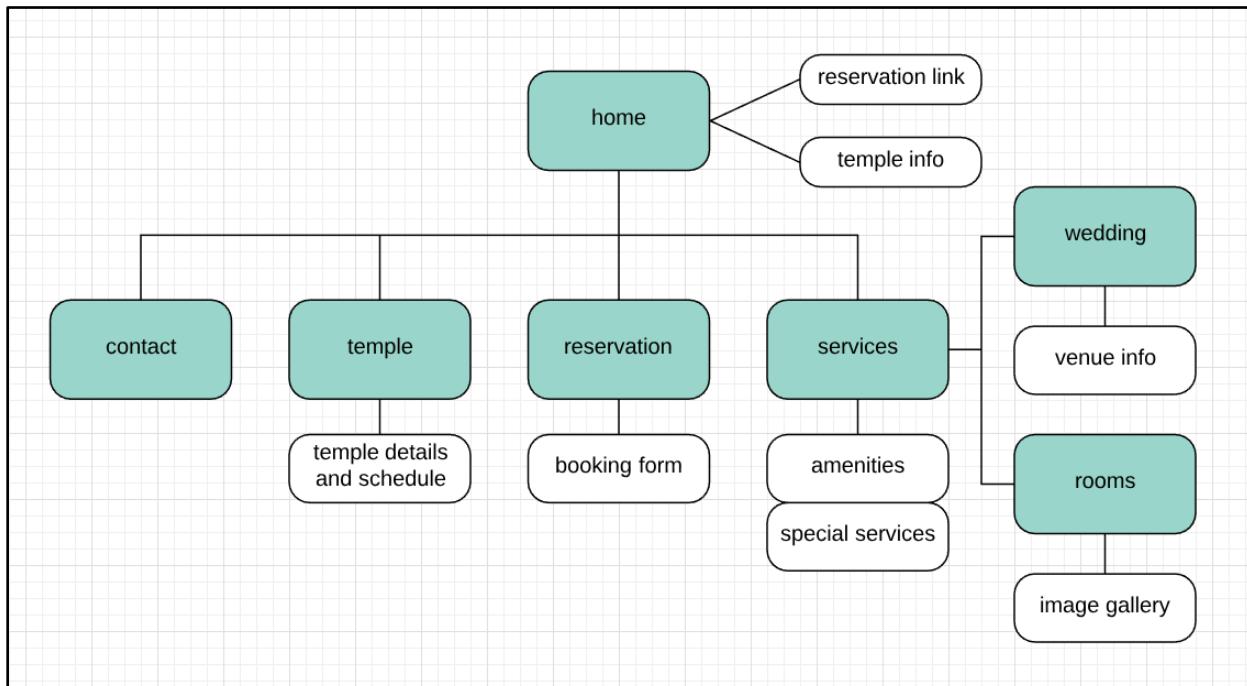
Scenario 4

Name: Shaun Brown and Christine Thomas
Occupation: Students
Demographic: Early 20s. Shaun and Christine are engaged to be married
Goal/motivation for using site: Shaun and Christine use the site to plan for their stay after they are married in the Temple. They are also interested in having a luncheon or reception at the hotel, and they are researching pricing and what the venue looks like.

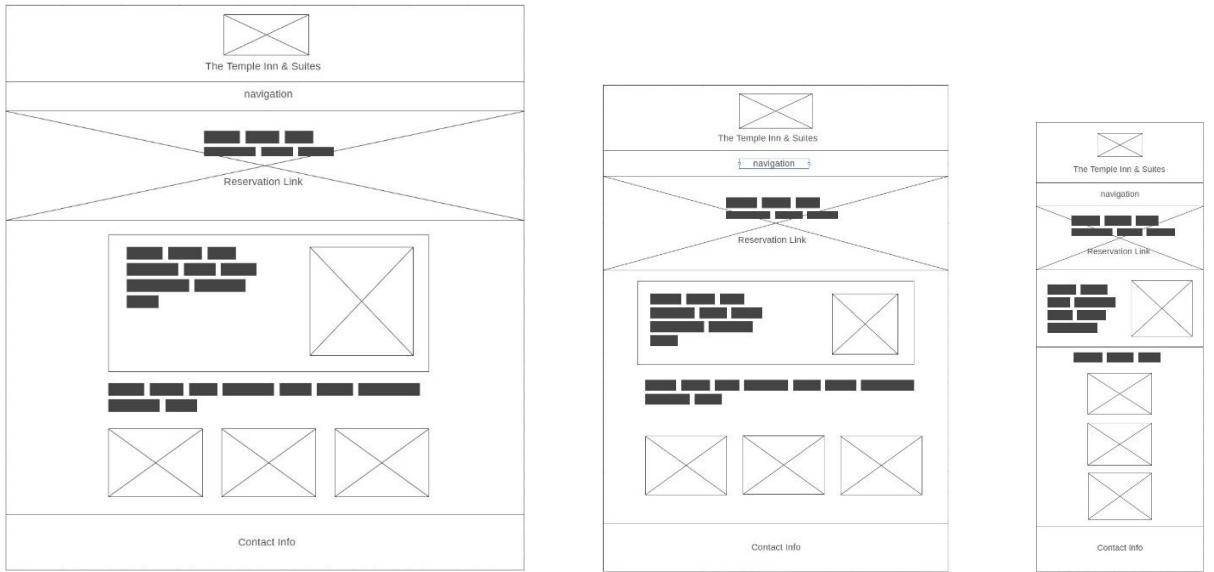
Scenario 5

Name: Chim Richalds
Occupation: Pharmaceutical Sales
Demographic: 38 years old, Married and has 3 young children, travels often for work.
Goal/motivation for using site: Chim travels often for his job and has made it a goal to avoid dangers and pitfalls of being alone out on the road, so he likes to stay near Temples and attend when he can. The hotel provides a unique experience unlike other hotels. Chim uses the site to book his stay and see which locations they offer.

Site Map



Wireframe Sketches – Large, Medium, Small



Color Scheme

Color Palette Example:



Typography

Site Header	Cinzel (Google Font)	50 px
Heading Level 2	Cinzel (Google Font)	40 px
Heading Level 3	Cinzel (Google Font)	30 px
Paragraph Text	Cardo (Google Font)	20 px