

# 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

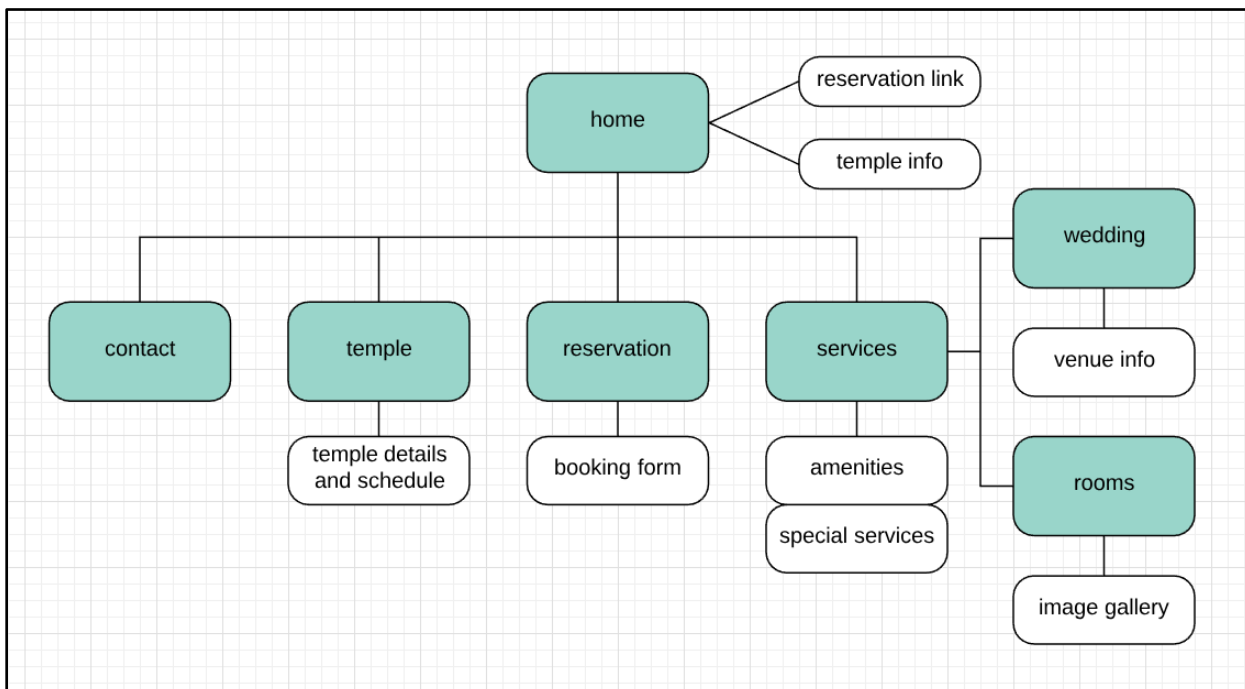
Occupation: Pharmaceutical Sales

Demographic: 38 years old, Married and has 3 young children, travels often for work.

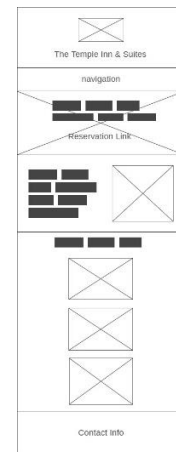
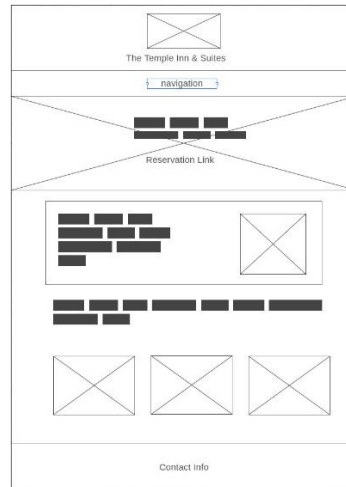
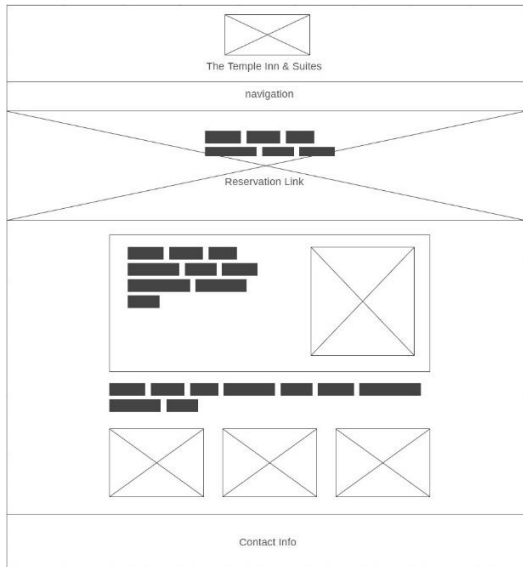
Goal/motivation for using site: Chim travels often for his job and has made it a goal to avoid dangers and pitfalls of being alone out on the road, so he likes to stay near Temples and attend when he can.

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