The Temple Inn & Suites Plan

Site Name

The Temple Inn & Suites

URL Name

www.TempleInn&Suites.com

Site Purpose:

The purpose of the Temple Inn & Suites is to provide relevant hotel information to the customers. Temple Inn & Suites will have pages for specialized services and explanation of amenities. Customers will have the ability to reserve rooms and find detailed information on four temples.

The four temples are: Salt Lake Temple, St George Temple, Los Angeles Temple, Phoenix Temple. There will be information for wedding receptions that are scheduled to happen. The site will have a contact page detailing the address, mailing address, and phone numbers to reserve a stay at the inn.

PARC

Proximity: I will have the navigation bar positioned at the top of the page. The links in the navigation bar will be grouped together horizontally and positioned in the middle of the page.

Alignment: The form will be aligned vertically and will have the form input descriptions directly above the input form box.

Repetition: Font types will each be assigned a specific function. There will be different fonts which will be applied to different elements.

Contrast: I will use light green as my primary color and theme. I will use black, white, and blue colors to contrast with the green design.

Target Audience:
The main audience will be LDS members due the hotel's proximity to the temple sites. There will also be tourists who stay here during the busier tourist seasons. I will describe three personas to describe two people with different backgrounds and reasons to visit the Temple Inn & Suites.

Single Traveler Persona: Sarah Jones. Age 46. Lives in Fairbanks, Alaska. She is a marriage counselor. Sarah's husband passed away ten years ago. Her only child lives in Salt Lake City. She wants to visit her son during General Conference but does not wish to impose on him as her son currently has five children. She is interested about staying in a hotel close to a temple because from where she is from, temples are far away. She wishes to stay for one week.

Where: Salt Lake City
When: She will visit during early April and is currently searching for a hotel to stay in during the last week of March.
What/How: Using Google Chrome on her Kindle Fire tablet. She does not own a computer.
Goal 1: Sarah needs to reserve a room on the first week of March. She will use the website to schedule it.
Goal 2: Sarah would like to look at the ordinance schedule for the Salt Lake Temple.
Goal 3: Sarah would like to bring her small dog on the trip so she looks at the hotel website to see if the rooms are pet friendly.

Family Vacation Persona: Lynna Thomas. She has four children and lives in Los Angeles, California. She is planning a trip to St. George with her children, her husband John Thomas will stay in Los Angeles because he can't take time off work. She is visiting St. George, Utah with her children. Lynna is interested in the St. George temple and wants to visit it with her daughter. She believes the Temple Inn & Suites is a good value and has a great location next to the temple and a short drive to Snow Canyon where the will spend one day on their trip.

Where: Los Angeles
When: She will visit during the second week in April. She is searching for a list of hotels in St. George during the last week in March.
What/How: She is using Firefox on her Windows 10 laptop.
Goal 1: Lynna would like to visit the St. George temple with her daughter and would like to look at the time of the temple hours.
Goal 2: Lynna will look at the hotel website and see if they have a pool and if they serve complimentary breakfast. She will also see what restaurants are close by.
Goal 3: She will look at the website to make sure there are rooms with two queen beds available, and if they have a roll away beds available. She will then make the reservation.

Young Single Persona: Brett Butler. Brett is 29 years old and he is planning a visit to Los Angeles, California to enjoy some warm weather. He wants to travel to Utah on December 1-4. He likes the Temple Inn & Suites location because his roommate from college lives about 5 minutes from the location.

Where: Chicago, Illinois

When: Brett will check the website during October. He wants to visit the first week of December.
What/How: He will use Google Chrome on his iPhone.
Goal 1: Brettt will check the hotel map to make sure it is close to his friend.
Goal 2: Brett will check to see if the hotel offers a free shuttle to and from the airport.
Goal 3: Brett will look at the hotel map and make sure he can walk to local restaurants and coffee shops for breakfast and lunch.

Site Map: This site map is a sketch of all website pages and references and illustrates the relationship between those pages.
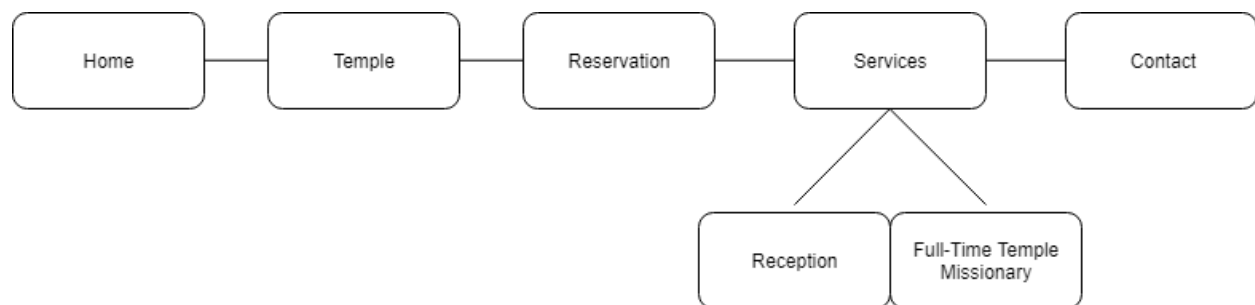
Color Scheme

My color scheme will be with light colors. These are my selected colors to help reflect the site's purpose and function.

Background: Light Grey.

Navigation bars: Dark Brown.

Navigation highlight: Purple.

Shadows and border colors: Black.

Typography

I will use three Google Fonts and one normal font.

Normal Font -

Verdana. Verdana will be used for the header title and the h1, h2, etc. elements.

Google Fonts -

Roboto. This font will be used for the Navigation bars. Sans-Serif will be the backup font.

Work Sans. This will be used for the body articles. This will also be used for miscellaneous text and for the contact information. Sans-Serif will be the backup font.

Wireframe Sketches: Produce wireframe sketches of at least the home page of the site design considering the purpose, specifications, and target audience. You should include sketches for small, medium, and large views respectively meaning smart phones, tablets, and large width monitors.