# Temple Inn & Suites Site Plan

Site Purpose

The purpose of the Temple Inn & Suites website is to provide essential information about what the Temple Inn & Suites can offer customers as a means of promoting the hotel chain and hopefully persuading people to stay at the hotels the company provides.

Target Audience

Since the primary goal of Temple Inn & Suites is to provide hotel services near temples belonging to the Church of Jesus Christ of Latter-Day Saints, the primary target audience is expected to be members of that Church looking for an overnight stay nearby.

Narrowing it a bit further, the most likely demographic to look for a nearby hotel would be temple workers, Church members going on a temple trip alone or bringing youth for baptisms and sealings, and people getting ready for a wedding or newlyweds. Going by those, the age range for that demographic would likely be from around 20 to 90 years old.

Site Map
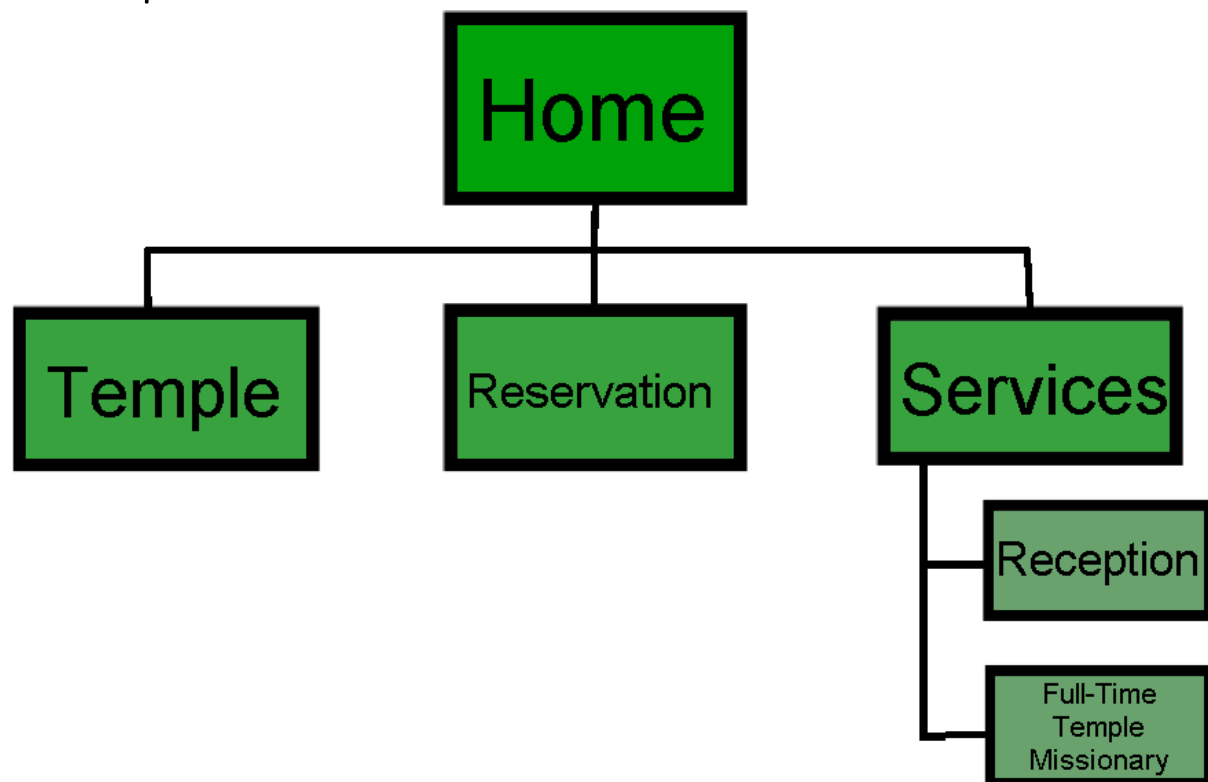
Color Scheme

#B8DCE6	#AACDF0	#93C6E6	#86B9E3	#73ABBF
Main	Accent	Accent	Background	Header

https://coolors.co/b8dce6-aacdf0-93c6e6-86b9e3-73abbf

Typography

- Headings: Merriweather 400 (https://fonts.google.com/specimen/Merriweather)
- Everything else: Mulish Light 300 (https://fonts.google.com/specimen/Mulish)

Wireframe Sketches

Large Homepage: https://wireframe.cc/uUGS2z

Medium Homepage: https://wireframe.cc/vFMJ4i

Small Homepage: https://wireframe.cc/1grzuN