TheTempleInnHotels.com

Site Plan

Document Description

This document's purpose is to describe TheTempleInnHotels.com website. This includes its purpose, target audience including personas and example scenarios, a simple sitemap, color scheme information, and typography information. This document will be used to plan the Temple Inn & Suites term project that will be developed as part of the CIT 230 course.

Site Name

The Temple Inn & Suites site name is TheTempleInnHotels.com. As the name implies, it will provide information regarding the hotel chain headquartered in Bethesda, MD. The company has hotel locations near temples that provide unique services to members of The Church of Jesus Christ of Latter-day Saints.

Site Purpose

The primary purpose of TheTempleInnHotels.com is to provide information to hotel guests. The hotel provides special services for temple patrons including free access to changing rooms and bathroom facilities for those that have traveled far and desire to change to/from church clothes. Low-cost short-term child-care services. Long-term stay accommodations including suites with kitchenettes for full-time temple missionaries. A wedding reception hall with simple catering and access to a kitchen. A lobby featuring temple history themes. And a family history search center.

Target Audience

- **Who**: Any non-local individual attending a temple located near one of the companies hotels.
- **Age**: 18 - 100
- **Technology**: Uses smartphones, tablets, laptops, or desktops for quickly finding information they need to make informed decisions.
- **Motivation**: Quickly find information regarding hotel accommodations, child-care, changing rooms, and reception hall reservations.

Personas

Michael Razor

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- **Occupation:** Retired high school principal.
- **Demographics and Education:** 65 years old. Master's Degree in Education. Married to his wife of 40 years. Three grown children.
- **Reason for using TheTempleInnHotels.com:** Recently he and his wife were called as temple missionaries and needs a place to stay near the temple while serving.
- **Social:** Spends little time outdoors. Enjoys reading, watching shows with his wife, and going to dinner with his wife.
- **Technology:** Does not like to use a computer while at home. Prefers to use his iPhone 8 or iPad Pro for looking up information. He likes to listen to audiobooks through his iPod while driving. Does not enjoy learning new technologies.
- **Quote:** "If it ain't broke, don't fix it."
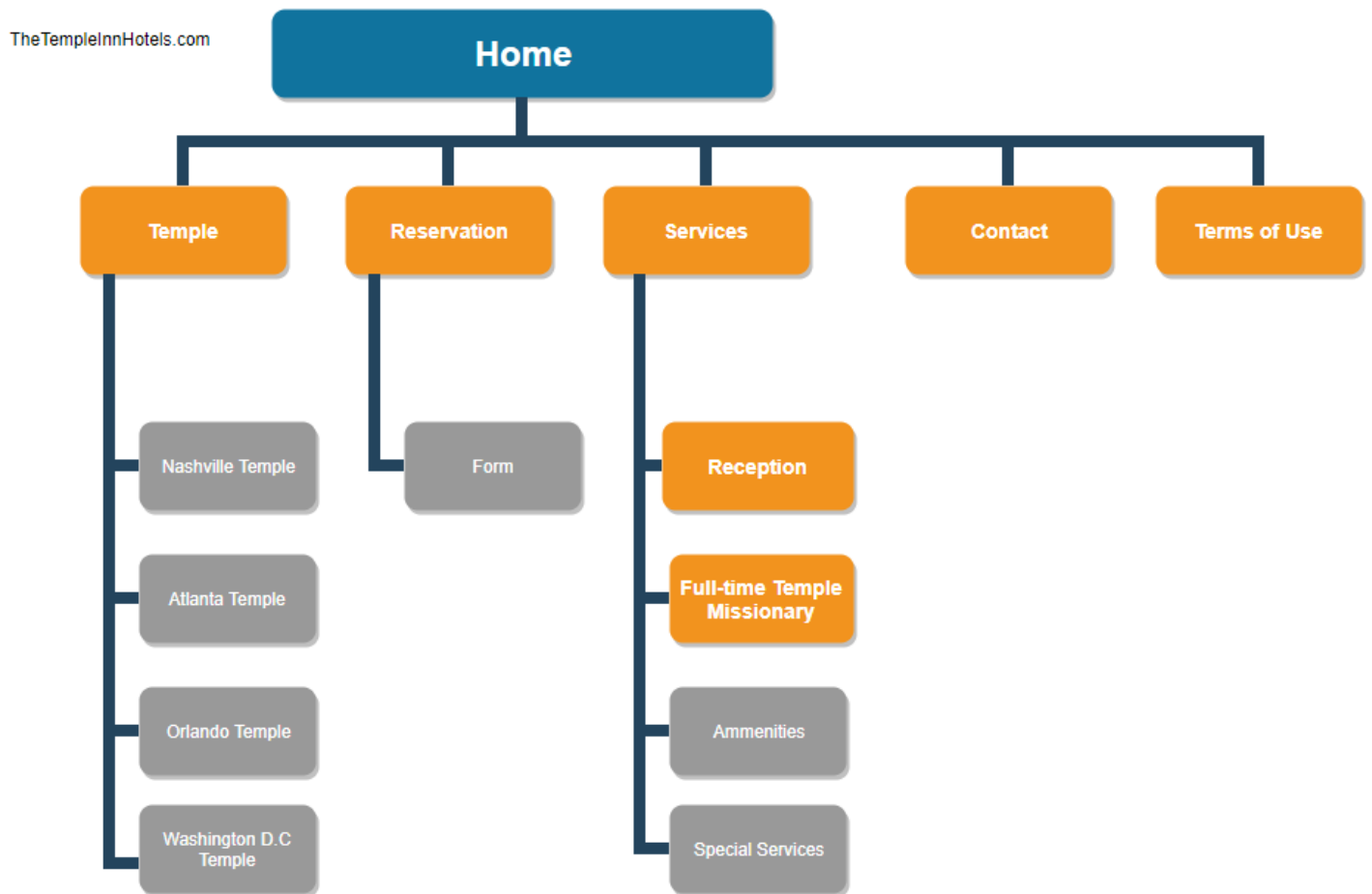
Molly Henderson

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- **Occupation:** College Student
- **Demographics and Education:** 24 years old. Senior in college and engaged to the love of her life.
- **Reason for using TheTempleInnHotels.com:** She is planning her wedding and wants a hotel next to the temple where she will be sealed to her husband. Location should offer overnight lodging for guests traveling from out-of-town. Location also needs child-care and changing facilities. Being able to host
- **Social:** Spends most of her day in school. Enjoys spending as much time as possible with her fiancé and planning her wedding. Enjoys posting to Instagram and Facebook.
- **Technology:** Uses a laptop at home to do her school work and manage her personal budget. Enjoys using her iPhone X for Social Media and taking photos.
- **Quote:** "Life goes by too fast, that's why I photograph everything."

Additional Scenarios

1. I plan on driving the 3 hours to the temple, but need somewhere to change to/from my church clothes.
2. I'm going a friend's temple wedding and need somewhere need the temple to stay for the night.
3. My family is on vacation and wants to do baptisms for the dead, but we need someone near the temple that can watch the young children.

Sitemap

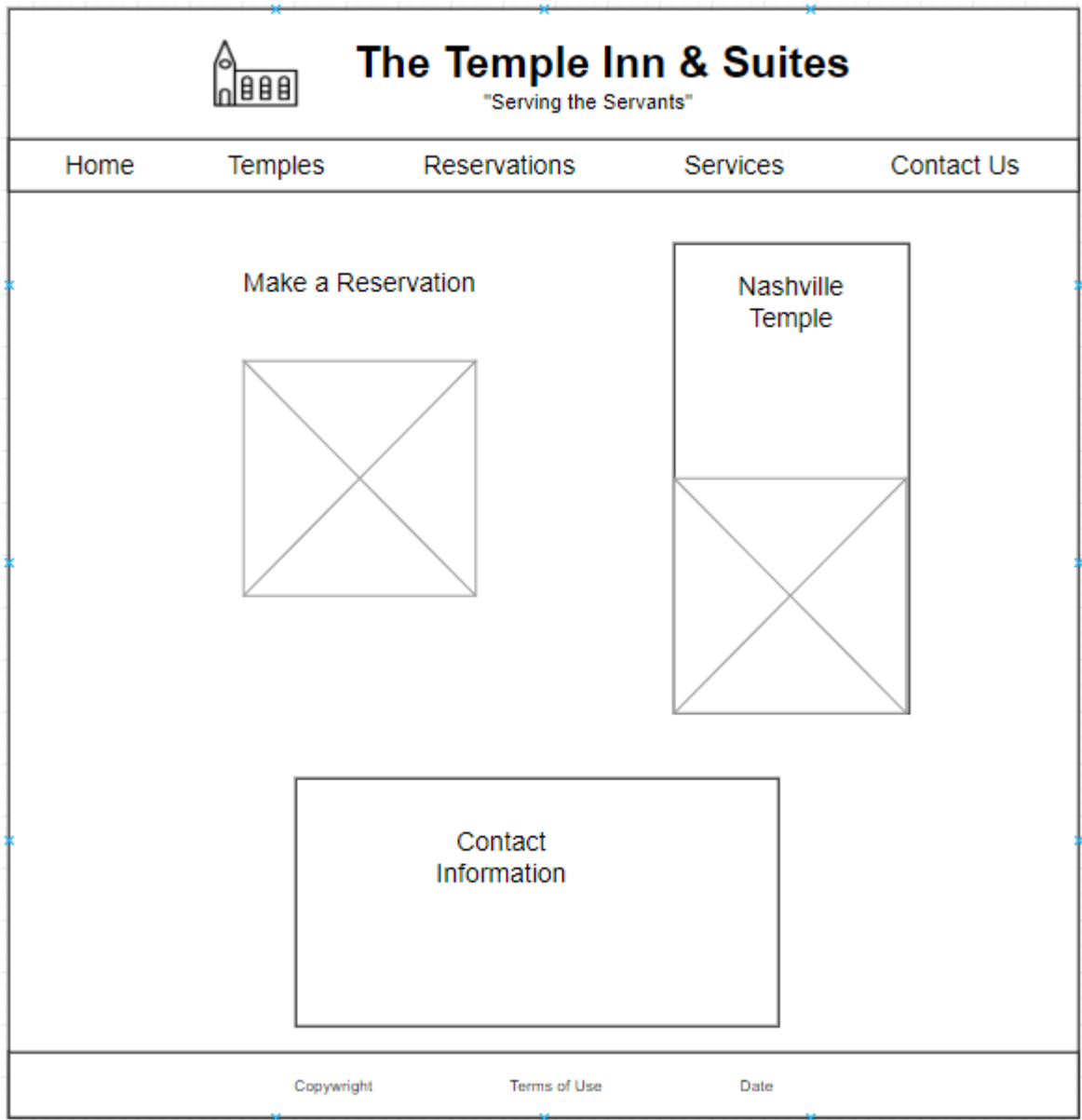This section shows an illustration of the basic layout of TheTempleInnHotels.com.

Site Color Scheme/Typography

This section describes the color schemes that will be used for the site including elements/content.

- **Background**: #2197A9 or #EEEEEE
- **Body Text**: #58595B, Google Fonts Roboto 12
- **Links**: # 517C96, Underlined
- **Visited**: #E65933, Underlined
- **H1:** #58595B, Google Fonts Roboto 33 Bold
- **H2:** #58595B, Google Fonts Roboto 16 Bold
- **H3:** #58595B, Google Fonts Roboto 13.5 Bold
- **H4-H6**: #58595B, Google Fonts Roboto 12 Bold
- Additional colors that may be used:
  - #FFFFFF   #00746F   #E65933   #006C93
  - #F0EDE3   #A7A9AC   #579584   #B9E1E2
  - #705550   #ABC178   #EBEA64

Wireframe Sketches

Large Wireframe

Medium Wireframe

The Temple Inn & Suites
"Serving the Servants"

Home   Temples   Reservations   Services   Contact Us
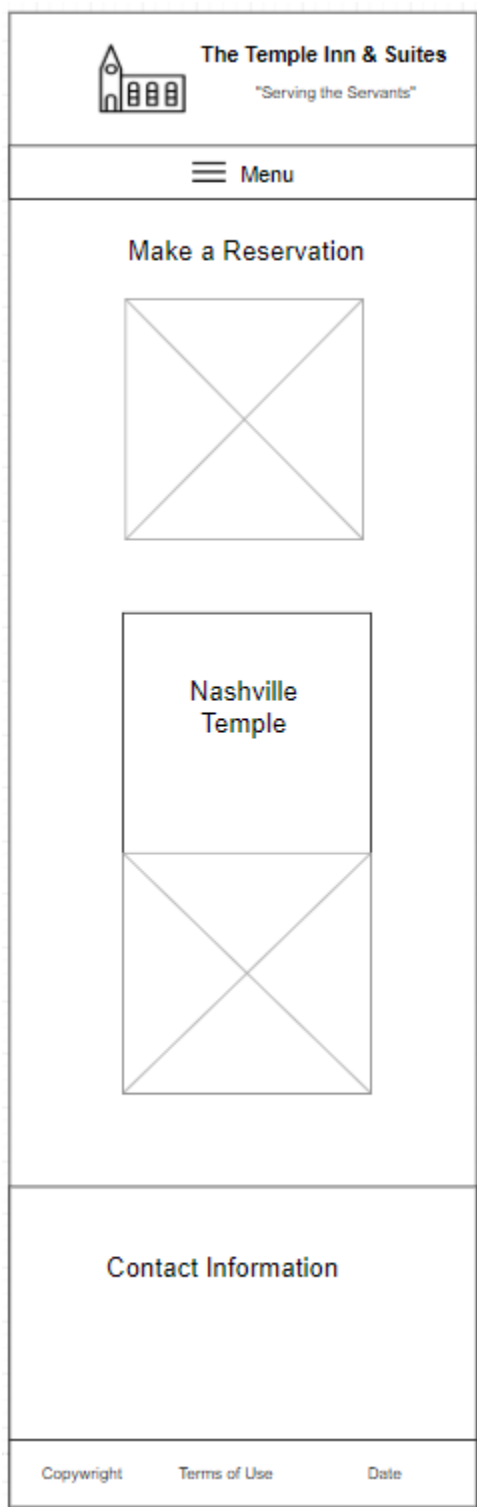
Make a Reservation

Nashville Temple

Contact Information

Small Wireframe

The Temple Inn & Suites
"Serving the Servants"

≡ Menu

Make a Reservation

Nashville
Temple

Contact Information

**Stock photos from freedigitalphotos.net