Temple Inn & Suites

Site Plan by Kimi Weldon

Site Name

The site is named Temple Inn & Suites.
The client may purchase the following domain name:

templeinnandsuites.com

Site Purpose

The Temple Inn & Suites site will provide information and resources for patrons of temples of the Church of Jesus Christ of Latter-day Saints worldwide. Where hotels are available near a temple site, the site will offer temple information including current weather, a reservation form, and a list of services and amenities. On exploration of the site, patrons should have a good knowledge of what to expect from a visit to one of our hotels.

Target Audience

This site is specifically aimed at members of the Church of Jesus Christ of Latter-day Saints who are worthy and planning to attend a temple away from home, either as a temple missionary or for a wedding service. Ages and incomes will vary worldwide, with a focus on moral quality and thriftiness as a general attitude.

Scenarios

The following are some scenarios our target audience will likely encounter, which the Temple Inn & Suites site should be able to address.

1. A couple planning their wedding needs places for their guests to stay with easy access to the temple, as well as a venue for the reception.
2. A family visiting a temple away from home would like to make sure the weather conditions are favorable for some photos at the temple.
3. A couple leaving on a mission would like to know what amenities to plan for ahead of time.
4. A prospective hotel patron needs to make sure the hotel they're staying at offers child care during their temple visit.
5. A guest would like to book their reservation online for convenience.

Persona: The Bride-to-be

Fictional Name: Ellie Everson
Age: 23 years
Household income: $18,000/year
Family Status: Engaged to be married soon!
Education: Bachelor's degree in Elementary Education

Roles:
- ❖ Works full-time as a student teacher
- ❖ Active member of the Church
- ❖ Enjoys fishing and hunting with the family

User Profile:
Ellie is a busy young woman who is preparing to marry her fiancé in the near future. As a student teacher, she has internet access at the school library, but usually accesses the Internet with her smart phone. She spends about an hour or two online, mainly for social media and accessing school apps such as Canvas.

Users like Ellie will come to the site looking for information on accommodations for out-of-town friends and family attending their temple wedding. She will be looking for solid information about availability and pricing as well as updates on the weather for those all-important temple wedding photos.

Quote: "I can't wait to marry my best friend!"

Persona: The Temple Missionary

Fictional Name: John Dakota
Age: 67
Household income: $150,000/year
Family Status: Married
Education: Doctorate

Roles:
- ❖ Medical doctor (retired)
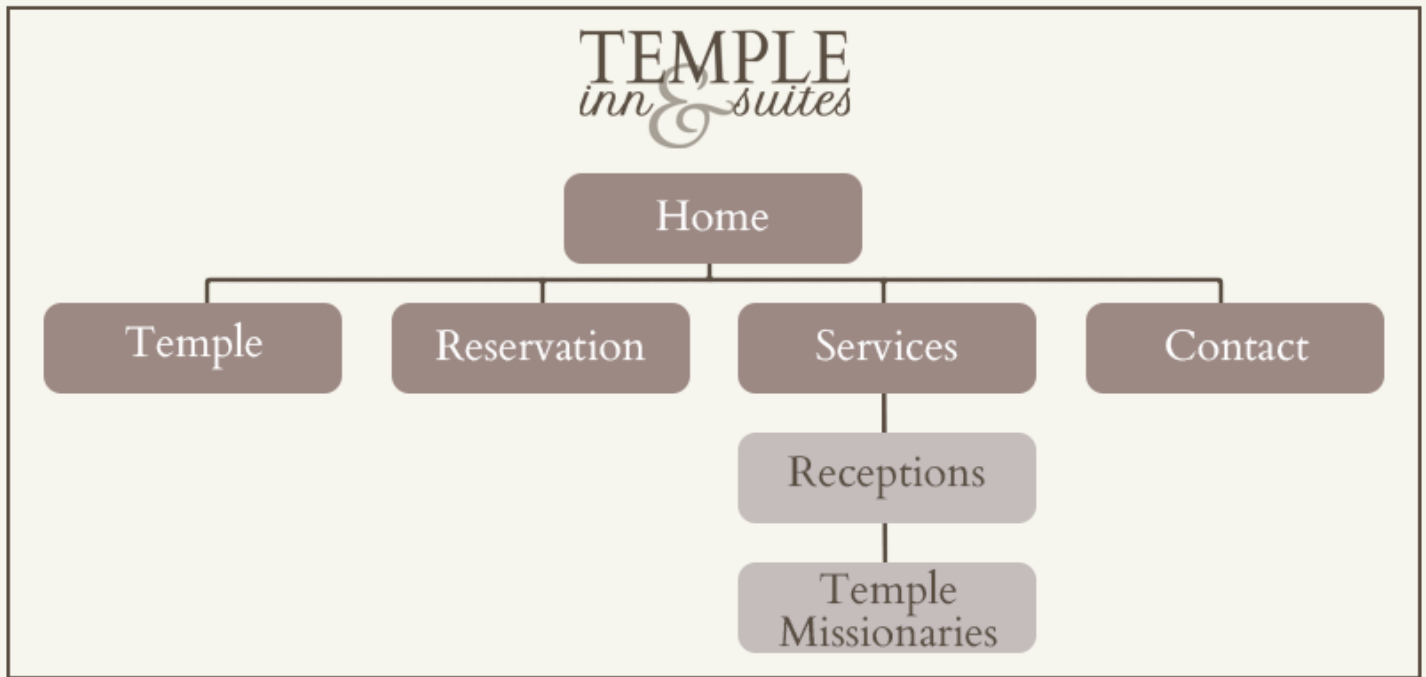- ❖ Full-time temple service missionary

User Profile:
John and his wife are serving as full-time Senior missionaries on a Temple mission. They access the internet primarily via laptop computers where they can also do Family History work. John does not spend much time on the Internet and needs things to be laid out intuitively.

Users like the Dakotas will access the site to determine whether a Temple Inn & Suites location will be right for them. They serve full-time in the temple and will need long term accommodations. They will need to know rates for long-term stay as well as the amenities and services included for their stay. Information about transportation to and from the temple is a must.

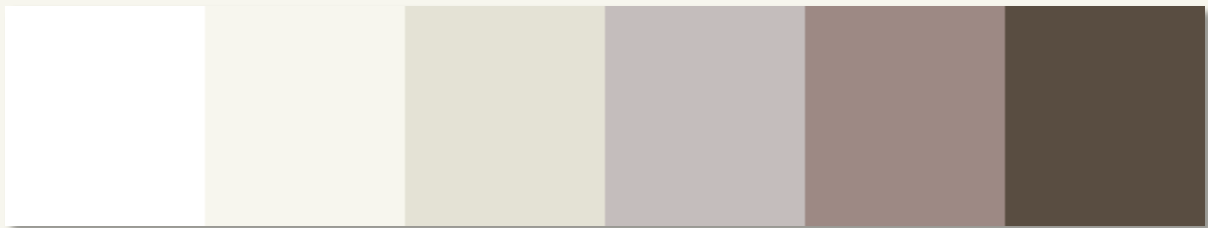**Quote:** "I'm pleased to continue serving in a new capacity."

Site Map

The graphic below details the basic navigation and pages for the site.

TEMPLE
inn & suites

```
                    Home
       ┌──────────┬──────┴──────┬──────────┐
    Temple    Reservation    Services    Contact
                                 │
                            Receptions
                                 │
                             Temple
                          Missionaries
```

Color Scheme

We aim to give the site a bright, calming feel with a professional touch. The page background will be a cream color with white sections. Body text will be dark brown. Accents of soft pinkish-gray and rose will be used for headers and accents. This graphic highlights the main colors that will be used.

Background: #f7f6ee (cream)
Secondary Background: #ffffff (white)
Footer Background: # e4e2d5 (dark cream)
Text: #594d41(dark brown)
Primary accent color: #c4bdbc (soft gray/pink)
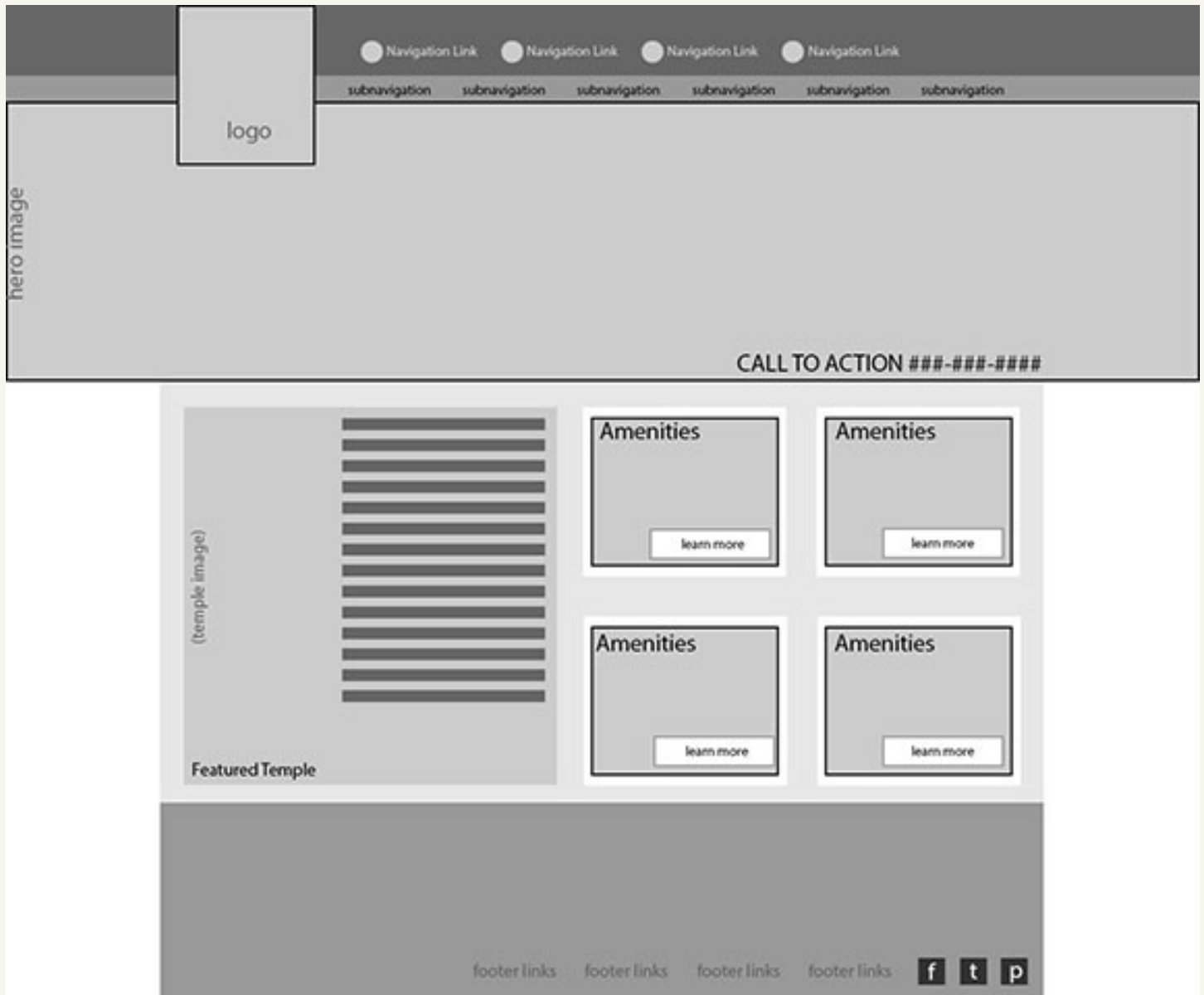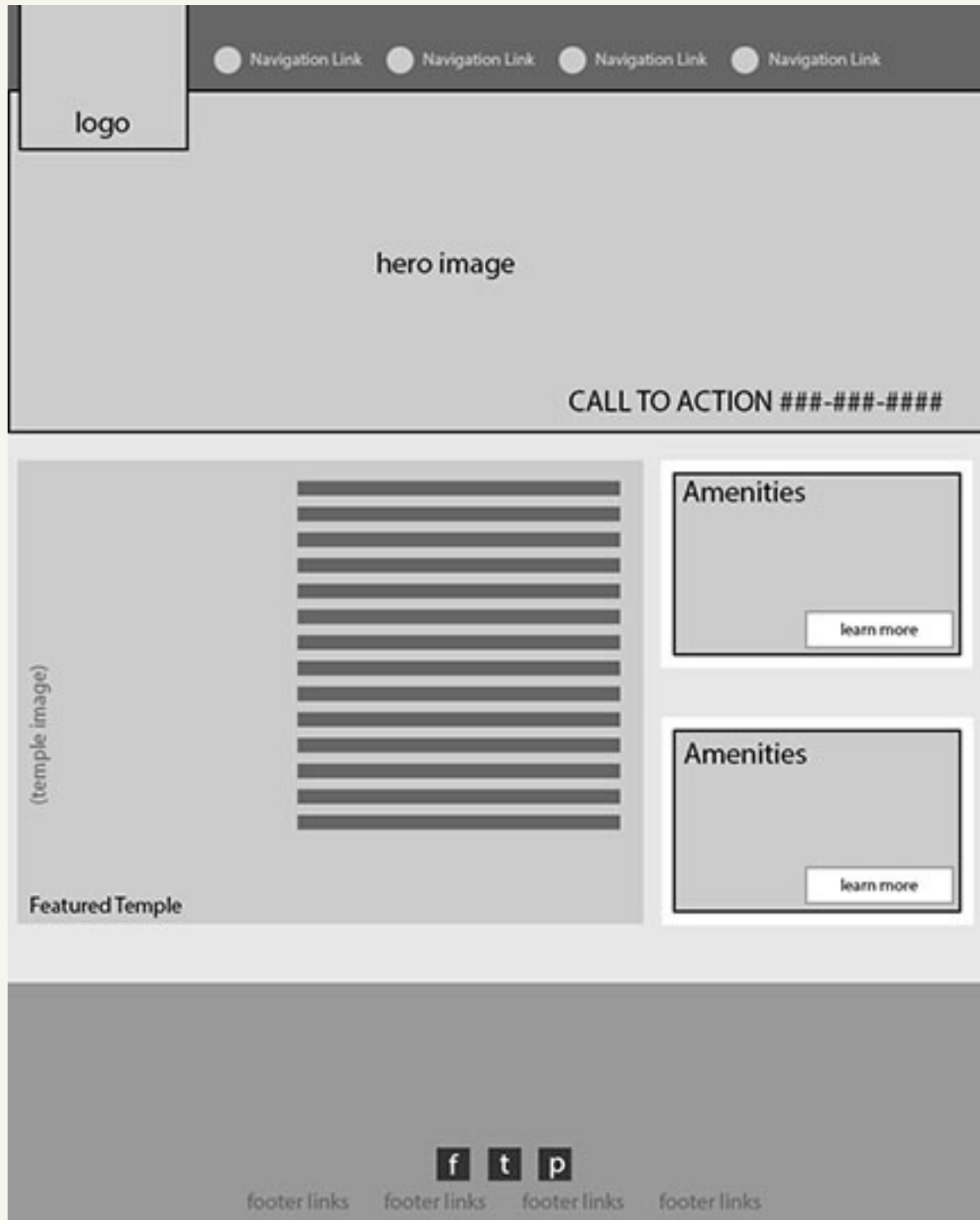Secondary accent color: #9d8984 (rose)

Typography

The primary fonts for the website are Petit Formal Script and Cardo. Below are some examples of the sizes and colors that will be applied.

Header Navigation	Petit Formal Script	40px	# f7f6ee	*Example*
Sub-Navigation	Cardo	18px	# 594d41	Example
Footer Navigation	Cardo	14px	# 594d41	Example
Heading 1 (h1)	Petit Formal Script	30px	# 9d8984	*Example*
Heading 2 (h2)	Cardo	22px	# f7f6ee	Example
Heading 3 (h3)	Cardo	16px	# f7f6ee	Example
Paragraph text 1	Cardo	14px	# f7f6ee	Example
Paragraph text 2	Cardo	14px	# f7f6ee	Example
Photo caption text	Cardo	10px	# f7f6ee	EXAMPLE

Wireframe (homepage) — desktop view

logo

Navigation Link   Navigation Link   Navigation Link   Navigation Link

subnavigation   subnavigation   subnavigation   subnavigation   subnavigation   subnavigation

hero image

CALL TO ACTION ###-###-####

(temple image)

Featured Temple

Amenities

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Amenities

learn more

footer links   footer links   footer links   footer links   f   t   p

Wireframe (homepage) — tablet view

logo

Navigation Link   Navigation Link   Navigation Link   Navigation Link

hero image

CALL TO ACTION ###-###-####

(temple image)

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Featured Temple

f t p

footer links   footer links   footer links   footer links

Wireframe (homepage) — mobile view

logo

hero image

CALL TO ACTION ###-###-####

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