

Temple Inn & Suites

Site Plan

Site purpose

To promote and provide information about the specialized services that this hotel chain offers to meet the needs of temple patrons who come to serve in the temple or who participate in events such as sealings, weddings, receptions, and youth trips.

Target Audience

The target audience of Temple Inn & Suites website is described below:

- Who: Temple Workers, patrons and their families
- Ages: 0-100
- Income: any income levels
- Motivation: Make it easier for travellers of all ages to visit or work at temples around the world by staying close by.

Personas

Kent Bangerter

- **Occupation:** Retired
- **Demographics and Education:** Grandfather, Father, Husband. 68 years old. Temple **Missionary**. Retired after selling his Insurance business 5 years ago.
- **Goals and motivation for using the site:** Find a place to stay close to the temple for quick and easy access while he serves his mission.
- **Social:** Spends most of his time at the temple helping patrons and giving tours.
- **Technology:** He uses his phone for communication but laptop for everything else.
- **Quote:** "Service brings happiness".

Hannah MacDonald

- **Occupation:** Photographer
- **Demographics and Education:** Mother and Wife. 24 years old. Trained in photography and videography. Some College.

- **Goals and motivation for using the site:** Needs a place to watch her baby as her husband and her photo and film a wedding at the temple. Also needed a place to stay because she travels a lot for her business.
- **Social:** Hard working individual. Spends a lot of time talking to clients and family.
- **Technology:** Uses mostly her phone and then laptop for editing.
- **Quote:** “If you can’t see the camera then the camera can’t see you”

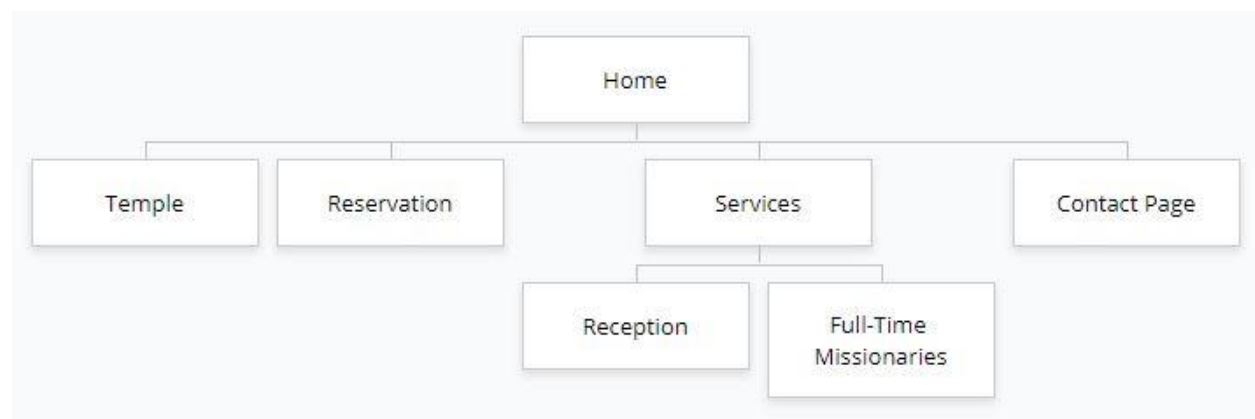
Debby Greenfield

- **Occupation:** Student
- **Demographics and Education:** Daughter. 21 years old. Working on her bachelors of computer science. Engaged to John Walker.
- **Goals and motivation for using the site:** Needs to find a place to have her reception and where family can stay close to the temple.
- **Social:** Spends most of her time studying and in classes. The rest with her fiancé and family.
- **Technology:** Uses mostly phone and a laptops for school.
- **Quote:** “I just love John Walker so much”

Scenarios

1. Where can I change into my normal clothes so I don’t have to drive all the way home?
2. Is there a family search spot near the temple?
3. Is there a place that will watch my kids so that I can go to a session?
4. Is there a wedding reception location near the temple?
5. Is there a place to stay near the temple?

Site Map



Color Scheme & Typography

Color scheme is subject to change during website construction and design

Other colors: #172A3A

Site Header	Georgia	40px	#4BB3FD	Sample
Primary Navigation	Georgia	30px	#508991	Sample
Footer Navigation	Georgia	20px	#4BB3FD	Sample
Heading 1 (h1)	Georgia	30px	#004346	Sample
Heading 2 (h2)	Georgia	25px	#09BC8A	Sample
Heading 3 (h3)	Georgia	20px	#09BC8A	Sample
Paragraph text (p)	Segoe UI	16px		Sample

Wireframe Sketches

