

Thiago Gouvêa Leite

Brother Odom

WDD 230 - 2022

Temple Inn & Suites – Website Planning Document

Domain Name

The domain I found available was **inntemple.com**.

You can find it and other similar domains at: [Google Domains](#).

Site Purpose

This website's purpose is to provide and advertise accommodations and amenities available for Temple workers, patrons and their families. It will contain specific and simple information about Temple services, reservations and its events. It will made to be a haven of comfort and accessibility.

Target Audience

The target audience for this website is nearly everyone who has access to the internet, that lives in one of the areas that have a Temple or needs to find a closer Temple to use its services. If a person wants to know about each Temple accommodations, they are the targets for this website.

Persona 1:

Persona:

Temple Worker

Fictional Name:

May Parker

Job Title:

Retired / Housewife

Demographics:

- 79 years old
- Married
- 4 children
- She has been a member of the Church since her childhood, serving in the Temple for almost 40 years.
- She lives far from any Temple around, the closest one is the Boston Temple.

Goals and Tasks:

She got a calling as a Temple worker again and is looking for nearby accommodations so as to minimize traveling time and expense.

Environment:

She is almost on her 80s. She doesn't know a lot about technology, so she would appreciate to find easy resources to find accommodations to schedule her temple appointments.

Quote:

"The Temple is one of the most important things to me now. I wish I could make it easier to find hotel and services when I have a Temple appointment."

Persona 2:**Persona:**

Couple planning their wedding and sealing

Fictional Name:

Thomas and Martha Wayne

Job Title:

Business owners

Demographics:

- Early twenties

- Engaged
- They need to travel a few hours to reach the Orlando Florida Temple.

Goals and Tasks:

Getting married in June. Lots of relatives & friends coming for the ceremony.
Looking for affordable accommodations near the Temple.

Environment:

They usually access websites through their iPads, they always look for websites that has a good tablet accessibility. They are in a hurry to schedule everything for their wedding and sealing, as soon as possible.

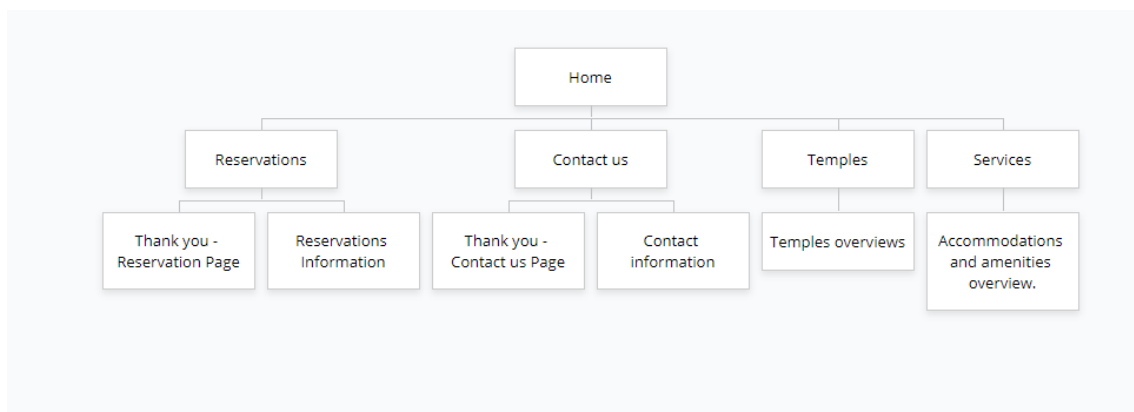
Quote:

"We are really excited to be a family. The marriage and sealing are really important for us and our families, we know it'll be a great step in our lives."

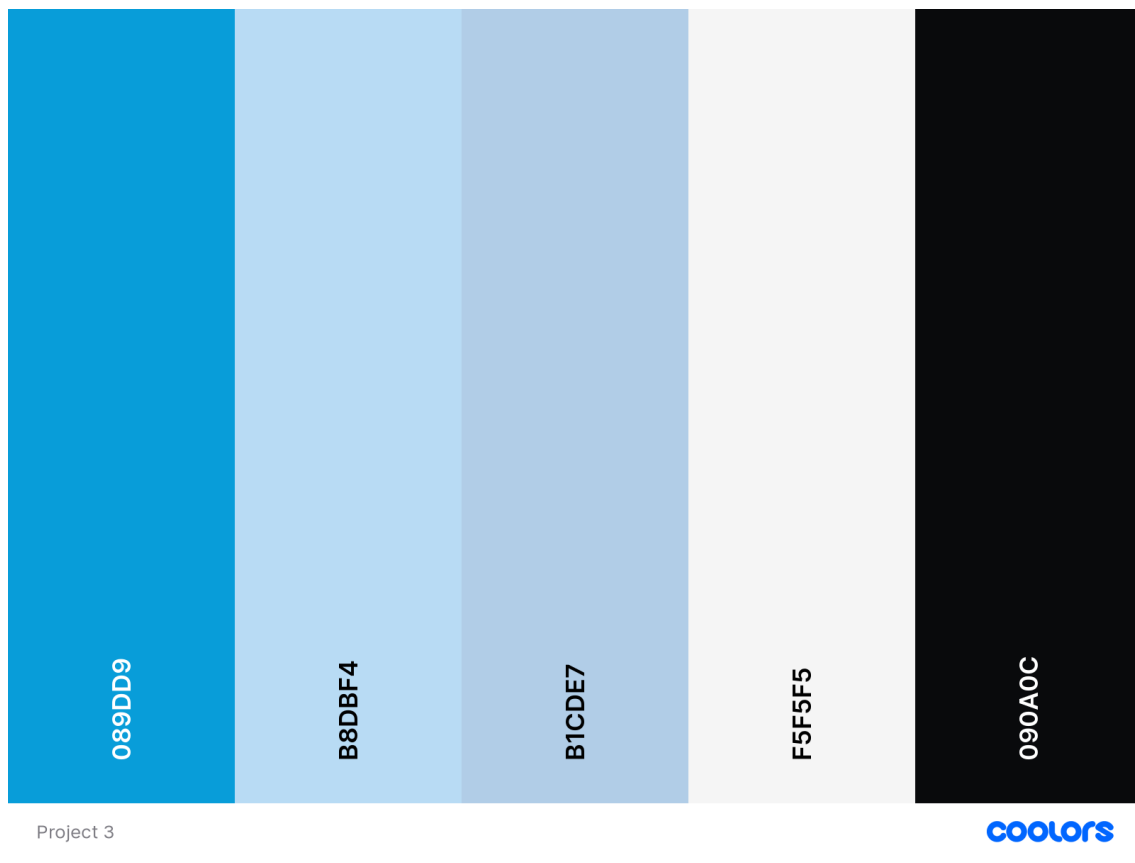
Scenarios:

- Are there church-owned accommodations for Temple workers who otherwise would need to travel a long way?
- Are there affordable hotels nearby the Temple?
- Do they offer group discounts?
- Are children welcome at Temple Inn & Suites?
- Does the hotel offer breakfast options?
- Will the hotel accommodate my non-member family and friends?

Site Map



Color Scheme



You can find this palette at [Coolors](#). I want people to have the feeling of a safe haven when accessing this website, that's why I chose blue tones, it has a calm feeling in it.

- **Header:** - Text Color: #089DD9, Background Color: #B8DBF4;
- **Heading 1:** - Text Color: #F5FF5F5, Background Color: #089DD9;
- **Heading 2:** - Text Color: #089DD9;
- **Heading 3:** - Text Color: #090A0C;
- **Heading 4:** - Text Color: #090A0C;
- **Nav a:** - Text Color: #F5FF5F5, Background Color: #A1C3E2;
- **Nav a.at:** - Text Color: #F5FF5F5, Background Color: #089DD9;
- **Nav a.hover:** - Text Color: #089DD9, Background Color: #F5FF5F5;
- **Paragraphs:** - Text Color: #090A0C;
- **Links:** Text Color: #089DD9.

Typograph

Site header

Font: Montserrat

Size: 6.em

#7FBEEB

Sample

Navigation

Font: Cormorant Garamond

Size: 1.25em

#F5FF5F5

Sample

Navigation (.at)

Font: Cormorant Garamond

Size: 1.25em

#F5FF5F5

Sample

Navigation (:hover)

Font: Cormorant Garamond

Size: 1.25em

#089DD9

Sample

Footer Navigation

Font: Cormorant Garamond

Size: 1.25em

#F5FF5F5

Sample

Heading 2 (h2)

Font: Montserrat

Size: 2.8em

#089DD9

Sample

Heading 3 (h3)

Font: Montserrat

Size: 1.75em

#090A0C

Sample

Heading 4 (h4)

Font: Montserrat

Size: 1.25em

#090A0C

Sample

Paragraph text

Font: Montserrat

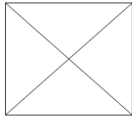
Size: 1.2em

#090A0C

Sample

Wireframes

Large



Temple Inn & Suites

[Home](#)[Reservations](#)[Services](#)[Temples](#)[Contact us](#)

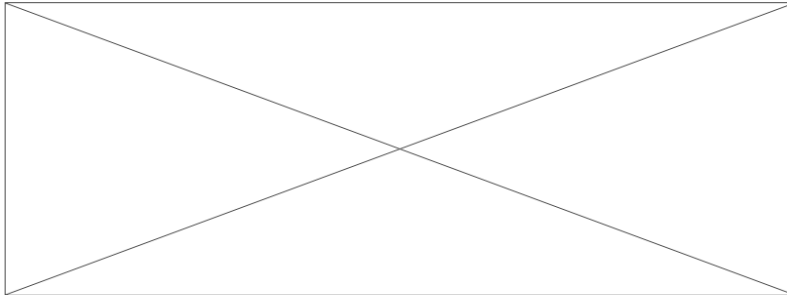
Welcome to Temple Inn & Suites

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[Make a reservation today](#)

Weather
Information

3 Days Forecast



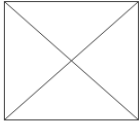
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Medium



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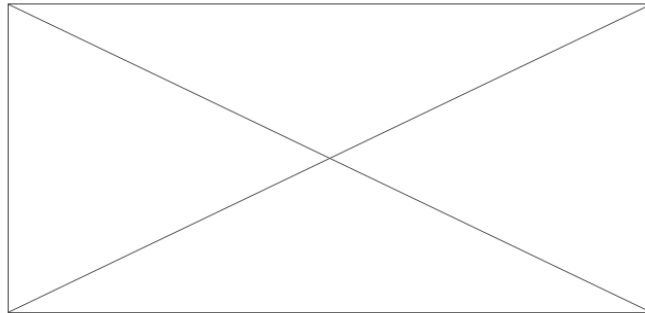
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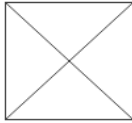
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Small



Temple Inn & Suites

Menu

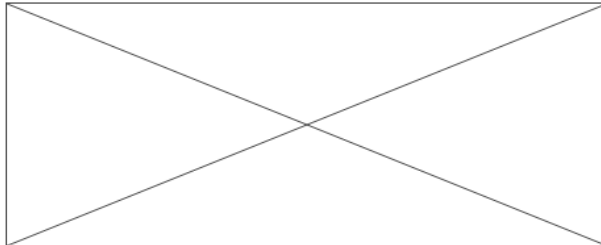
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