



Temple Inn & Suites



Wednesday, July 6, 2022

Site Purpose

The purpose of this site is to connect local LDS members to a clean and friendly hotel that is near the temple. The focus is to make the temple as easy as possible for the adults while making the kids feel at home.

Persona 1:

A person looking do temple with while having her small children cared for

Fictional Name:

Sarah Cramer

Job:

Nurse at the local hospital

Demographics:

- 39 years old
- Married for 10 years
- 3 children ranging from 1 to 5 years old

- Looking hotel with child care for a reason price

Scenarios:

- Sarah is a new church member and wants to visit the temple, but she also has small children
- Sarah likes to travel and explore new areas
- Sarah like to find food from local shops whenever she travels.

Persona 2:

Bill is looking to get married in his favorite temple and have a reception nearby

Fictional Name:

John Anderson

Job:

Construction worker

Demographics:

- 23 years old
- Returned missionary
- 2 brothers and 4 sisters
- Looking to get married and have a nice reception afterwards

Scenarios:

- John is a Returned missionary looking to get married in the temple
- John has a large family and wants to be sure there are enough hotel rooms for his family
- John wants the temple marriage and reception to be nearby so no one has to travel in between events

Fonts:

- Titles: 'Homemade Apple', cursive
- main text: 'Encode Sans Condensed', sans-serif;

Colors:

- background: lightseagreen
- main: lightgrey
- main text: black
- footer text: navy

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