Temple Inn and Suites Website Planning Document

Site Purpose

This site is designed to help users book reservations for staying at the Temple Inn & Suites. The site will inform travelers about other options and amenities that the company provides. There will be a list of locations and temples with services available. Services will include early checkin and changing area, rooms and suites, banquet/reception facilities, low-cost child care, and long-term temple missionary accommodations. It will be important to focus on a few specific temples that have the most need for out-of-town travelers.

Target Audience

The main target audience would be people traveling longer than 6 hours in order to do temple work for themselves. Affordability will be a key factor for these people. Another audience would be out of town wedding party members that need a place to stay near where the wedding will be taking place. Someone looking to plan a wedding with relatives spread across the globe could come to the site to coordinate everything that they needed. The last group the site would try and reach would be senior temple missionaries needing affordable housing while serving in their calling.

Typography

Typography will be Google Font's "Fraunces". This gives an elegant feel and resembles the typeface from Church magazines. The logo also has a similar font that will work well together.

Color Scheme

Header

#0D0D0D #F2F2F2

Nav

#404040 #737373 RGB (16,16,48)

Footer

RGB (16, 16, 46)

Logo



TEMPLE INN & SUITES - SITE PLAN-HOME PAGE FULL TIME RECEPTION RESERVATIONS TEMPLES TEARLE MISSION HALL EVENT LONG TERM GALLETT TEMPLES HOUSING FORM 700MS X THANK YOU SUITES CONTACT PAGE

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