

Site Plan

Prepared for: Temple Inn & Suites

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March 21, 2022

Proposal number: 123-4567

SITE PLAN

Site Purpose

For traveling Latter-day Saints, there is no sight more welcome than that of a temple. The temple instills warmth and serenity. For traveling Latter-day Saints, there is no better place to stay than a Temple Inn & Suites Hotel. Located scenically next to the beloved temples, these hotels provide everything necessary for the best temple-visiting experience. For Latter-day Saints planning to travel, there is no tool more useful than the Temple Inn & Suites site. With weather, detailed descriptions of locations and amenities, pictures, and more, the site aims to serve all Saints planning to travel to a temple. Key features of the site include: ability to reserve a room at a hotel, local weather and forecast, beautiful gallery of temple and hotel grounds and interiors, and relevant listings of services.

Site Audience

Who's visiting the temples? That's who the audience is. Notable personas include:



Engaged Couples & Families

Engaged couple looking to go to the temple can find special deals here if they book their rooms together. Banquet rooms are perfect for all their reception needs. They can also get a coupon code to share with their families to bring them along too.



Senior Missionary Couples

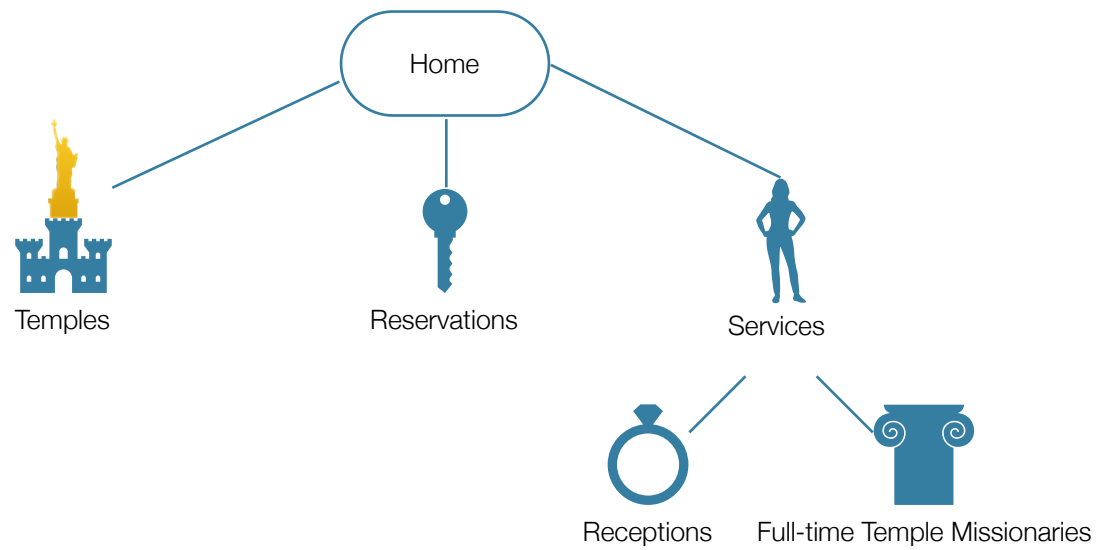
Senior missionary couples looking to make a trip to a temple or traveling to and from a mission will love to use the Temple Inn & Suites site to plan for their road trip and book a room to stay in. Additionally, longer-term accommodations with kitchenettes are available if desired.



Parents with Prospective Missionaries

Parents accompanying prospective missionaries usually come from far and wide to the temple to be endowed with power and prepare for missionary service. Temple Inn & Suites will give them tips on what to bring and what to expect when they come.

Site Map



Color Scheme

#7189FF

#01193

#86092

#FFFFFF

The first color I am thinking to use as the text color in the nav. Maybe the headings and so forth. The second color I am thinking to use for the header and footer, to define sections of pages. The third color I am thinking to use as an accent to call attention to important things like buttons. And of course, white will be the backdrop of the page. I want to have ample whitespace so it feels like a really clean site.

Typography

Temple Inn & Suites

For the H1, this font is perfect. It gives off classy, yet friendly vibes. Coincidentally it's called Good Vibes on Google Fonts.

Maybe I should have an intermediate font for the H2s, Nav items etc. Like still a handwriting font, but less swoopy. Thoughts?

The temple grounds are open to all visitors during the daytime

The body text will be Quicksand from Google Fonts. This clean and low stroke contrast font will pop when paired with the elaborate H1.

Wireframes



TEMPLE INN & SUITES

