

Heather Costello

Website Planning Document

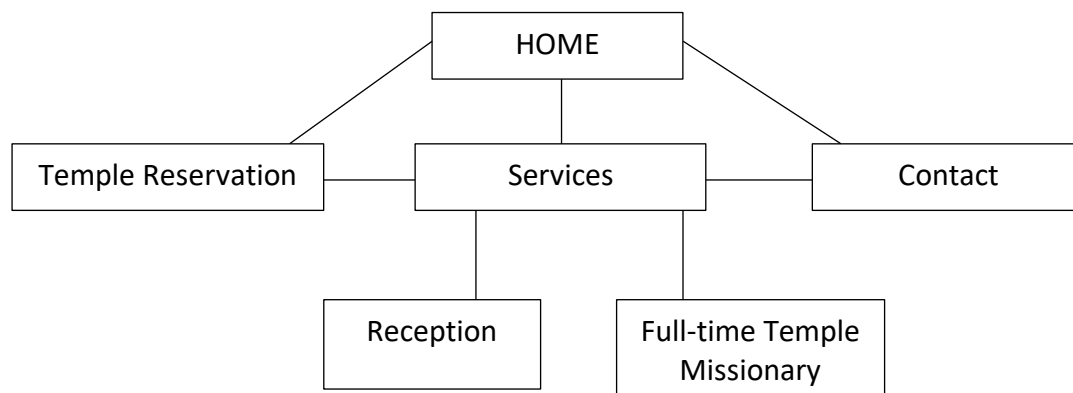
The Temple Inn & Suites

Site Purpose: The overall goal of the website project is 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.

The website should reflect the Church culture and be designed to support a temple oriented theme as well as the concept of being a haven of comfort and accessibility

Target Audience: Temple patrons and those who will visit the temple. The age will typically be 12 and older. It will be directed towards men and women of a large age range since it is from 12+. There will be younger people visiting the site who know a lot about technology and there will be many older people visiting the site who have little knowledge in the technology world.

Site Map:



Color Scheme: I wanted the color scheme to reflect something simple just like the Church’s website is now but I also wanted to incorporate some pretty neutrals that remind me of the temple.

GOLD	SILK	PAPER	CHARCOAL
#C0B283	#DCD0C0	#F4F4F4	#373737



Typography:

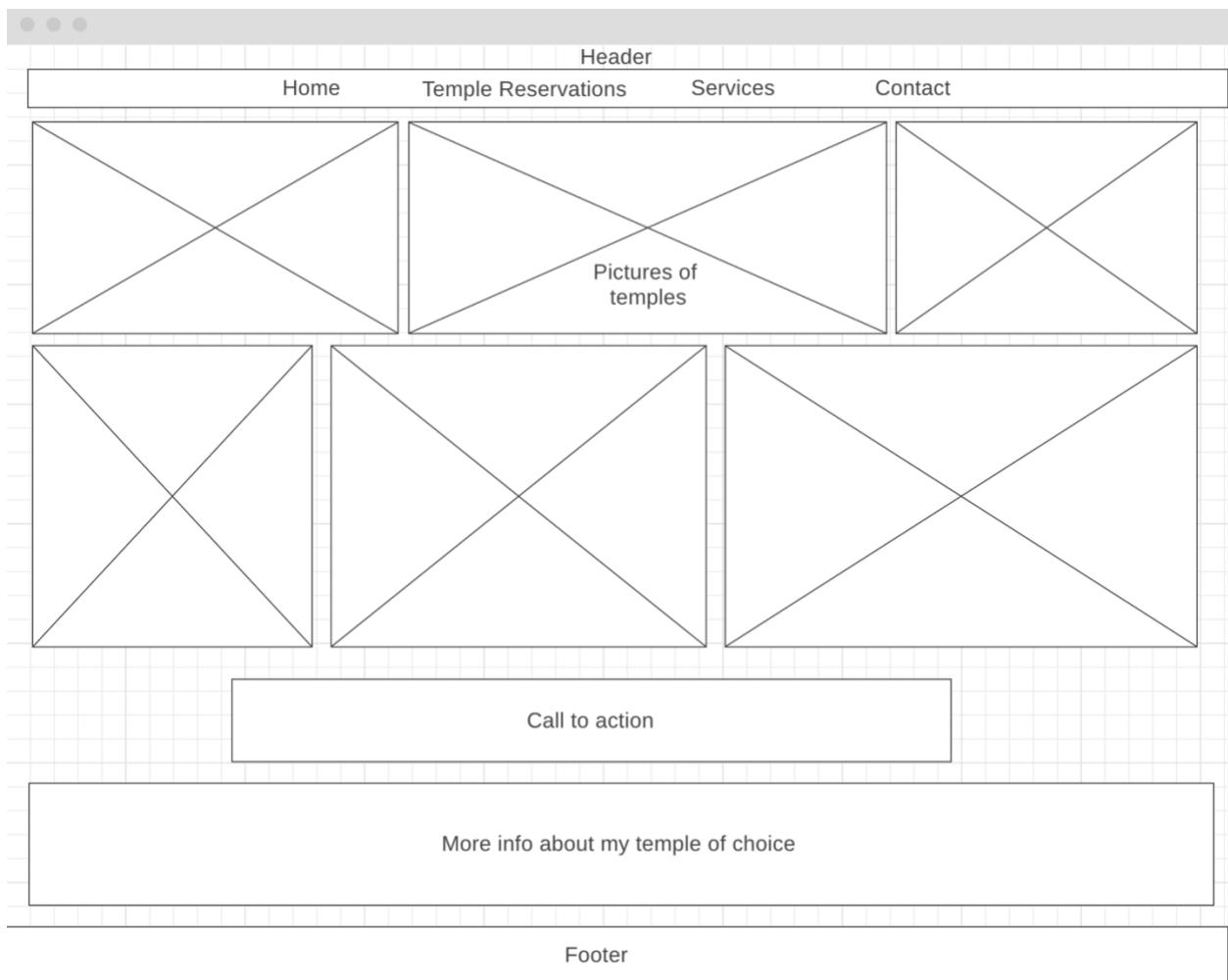
The primary text fonts are Lora and Muli, stacked in that order.

Site header	Lora	40px	#373737	Sample
Primary Navigation	Lora	30px	#F4F4F4	Sample
Footer Navigation	Lora	20px	#DCD0C0	Sample
Heading 1 (h1)	Lora	30px	#C0B283	Sample
Heading 2 (h2)	Lora	25px	#C0B283	Sample
Heading 3 (h3)	Lora	20px	#C0B283	Sample

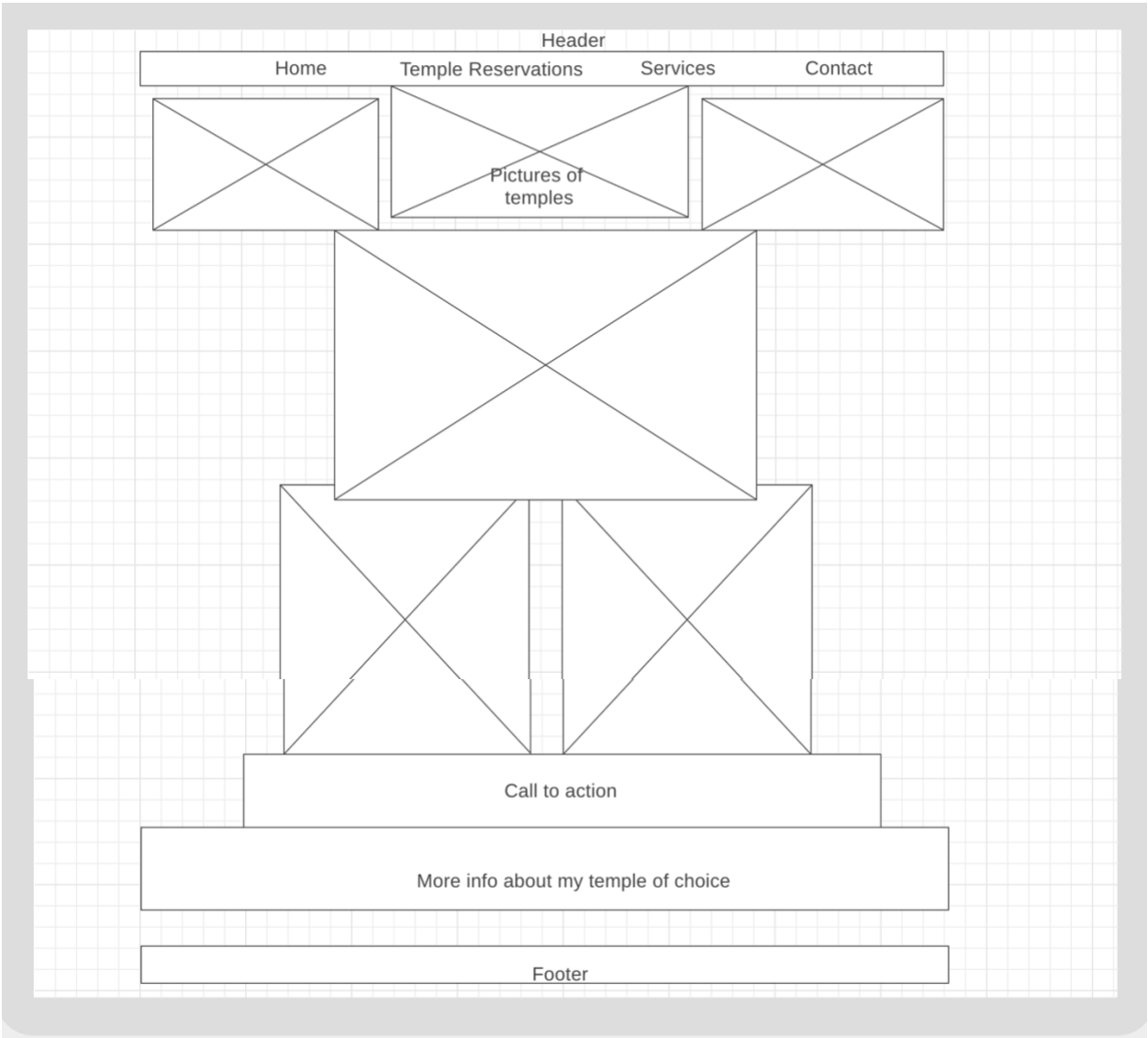
Paragraph text (p)	Muli	16px	#373737	Sample

Wireframe Sketches: Produce wireframe sketches of at least the home page of the site design considering the purpose, specifications, and target audience. You should include sketches for small, medium, and large views respectively meaning smart phones, tablets, and large width monitors.

LARGE VIEW



MEDIUM VIEW



SMALL VIEW

