

Temple Inn and Suites Website Plan

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Site Purpose:

The Temple Inn and Suites Website is to provide information about the Temple Inn and Suites hotel chain, headquartered in Bethesda, MD. This includes information about specialized services they offer to meet needs of temple workers, patrons and their families, as well as anyone who travels to participate in events such as sealings, weddings, receptions and youth trips. The company builds and manages specialized hotel accommodations near temples of the Church of Jesus Christ of Latter-day Saints throughout the world, and needs a centralized place to be able to provide information about their company and a way for their customers to make reservations.

Target Audience:

The target audience for the Temple Inn and Suites website is to provide lodging information and accommodations to those who are seeking to travel for any number of reason to a temple of the Church of Jesus Christ of Latter-day Saints, including, but not limited to: weddings, sealings, receptions and youth trips. The target audience also includes those who are temple workers and missionaries who are seeking longer-term accommodations.

Example Personas

Persona:

Temple Worker

Fictional Name:

Carol Westinghouse

Demographics:

73 year old retired seamstress.

Goals and motivation for using the site:

Carol and her husband have been called as ordinance workers to the Washington D.C. Temple of the Church of Jesus Christ of Latter-day Saints. They currently reside in Richmond, VA, and are hoping to find accommodations closer to the temple in order to avoid a three-hour long one-way commute.

Social Environment:

Several children and grand-children, with one great-grand child on the way. Loves to bless the lives of others by doing small acts of service.

Technology:

Prefer to use a desktop computer. Mobile phones are complex and confusing to use.

Quote:

"When in doubt, pray!"

Persona:

Groom-To-Be

Fictional Name:

Eugene Becker

Demographics:

26 year old warehouse worker and groom-to-be.

Goals and motivation for using the site:

Eugene and his fiancée are looking to elope to the temple. They want a handful of family to be involved, but don't want an overly extravagant reception. He is checking out wedding venues to see if there is anything affordable on their small budget.

Social Environment:

Living on a budget, but completely in love, Eugene wants to make everything special for his fiancée.

Technology:

The more he can do on his phone, the better. Who has time to sit down at a laptop or desktop computer anymore?

Quote:

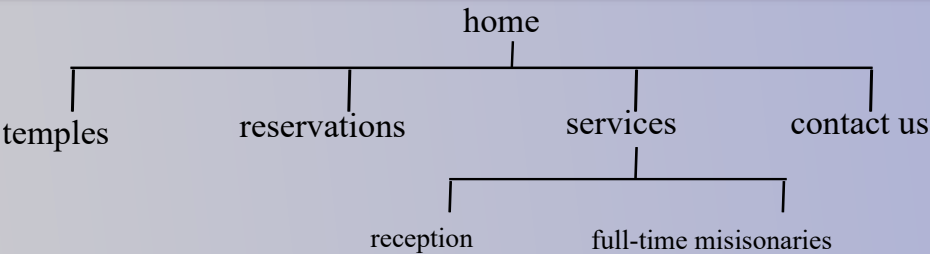
"I know that my Savior loves me!"

Scenarios:

1. What is Temple Inn and Suites?
2. What does Temple Inn and Suites offer?
3. What is the quality of Temple Inn and Suites amenities?
4. Can I afford Temple Inn and Suites on a budget?
5. How can I make a reservation?

6. Where is Temple Inn and Suites located?

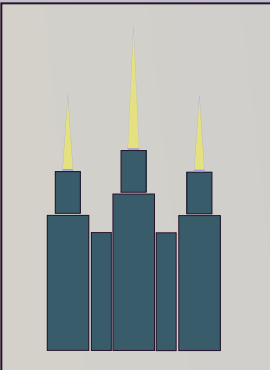
Site Map



Domain Name:

templeinnandsuites.com

Logo:



Color Scheme

The color scheme the Temple Inn and Suites website will have is as follows:

Maximum Blue Purple	Eggshell	Deep Space Sparkle	Dark Purple
Maximum Blue Purple	Eggshell	Deep Space	Dark Purple (#28112B)

(#9CA3DB) will be used primarily as a background color for the whole page. It will also be used as a hover highlight on the navigation.

(#E6E1C5) will mainly be used as a background color for text.

Sparkle (#395C6B) will be used for heading backgrounds.

will be used for shadow effects and borders, as well as main typography.

[Link to colors](#)

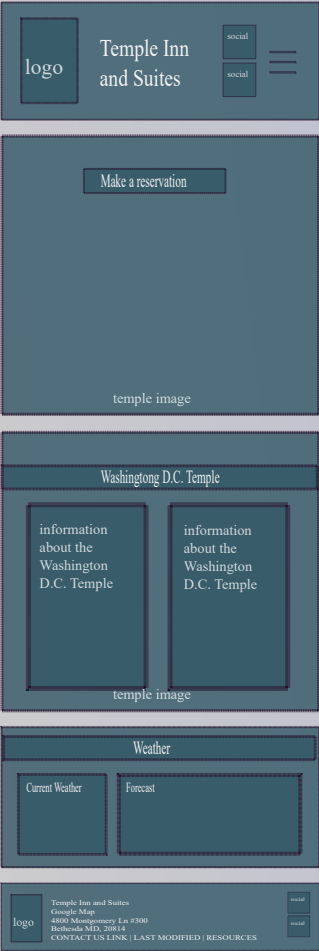
Typography

This is an example of the header typeface.

This is an example of the typeface for the body of the page: Lorem ipsum dolor, sit amet consectetur adipisicing elit. Repellendus quasi pariatur vitae quo voluptas, odio deserunt. Commodi expedita quia error praesentium accusantium corrupti. Illum iusto similique nulla! Reprehenderit optio laudantium ducimus accusantium dolor magni qui neque, magnam sit consequuntur distinctio nobis praesentium quis, consequatur voluptatibus dolorum non. At, beatae commodi.

Wireframes

Small View



Medium View

logo

Temple Inn
and Suites

social

social

Make a reservation

temple image

Washington D.C. Temple

information
about the
Washington
D.C. Temple

information
about the
Washington
D.C. Temple

temple image

Washington D.C. Temple

information
about the
Washington
D.C. Temple

information
about the
Washington
D.C. Temple

temple image

Weather

Current Weather

Forecast

logo

Temple Inn and Suites
Google Map
4800 Montgomery Ln #300
Bethesda MD, 20814
CONTACT US LINK | LAST MODIFIED | RESOURCES

social

social

Large View

127.0.0.1:5500/temple-planning.html

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