

Temple Inn & Suites Site Plan

Bethesda, MD

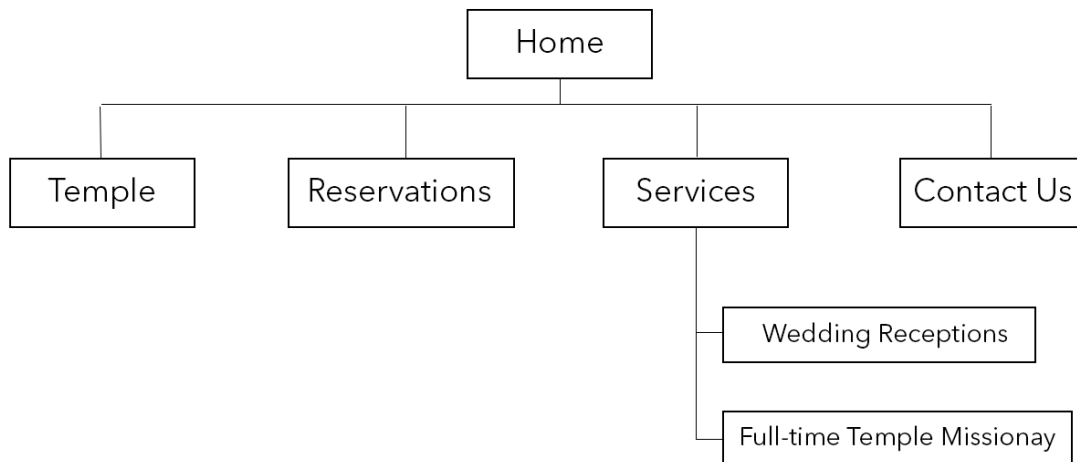
Site Purpose: The purpose of the website is to inform viewers of the services and purpose of the temple inns. It is mainly informational. Simple to understand and navigate. Allows the viewer to search and learn all they can about the Temple Inn & Suites website.

Target Audience: The viewers of the Temple Inn & Suites website will be primarily members of the Church of Jesus Christ of Latter-day Saints. Users will be members visiting the temple and who have need of one of the services provided by the Inns.

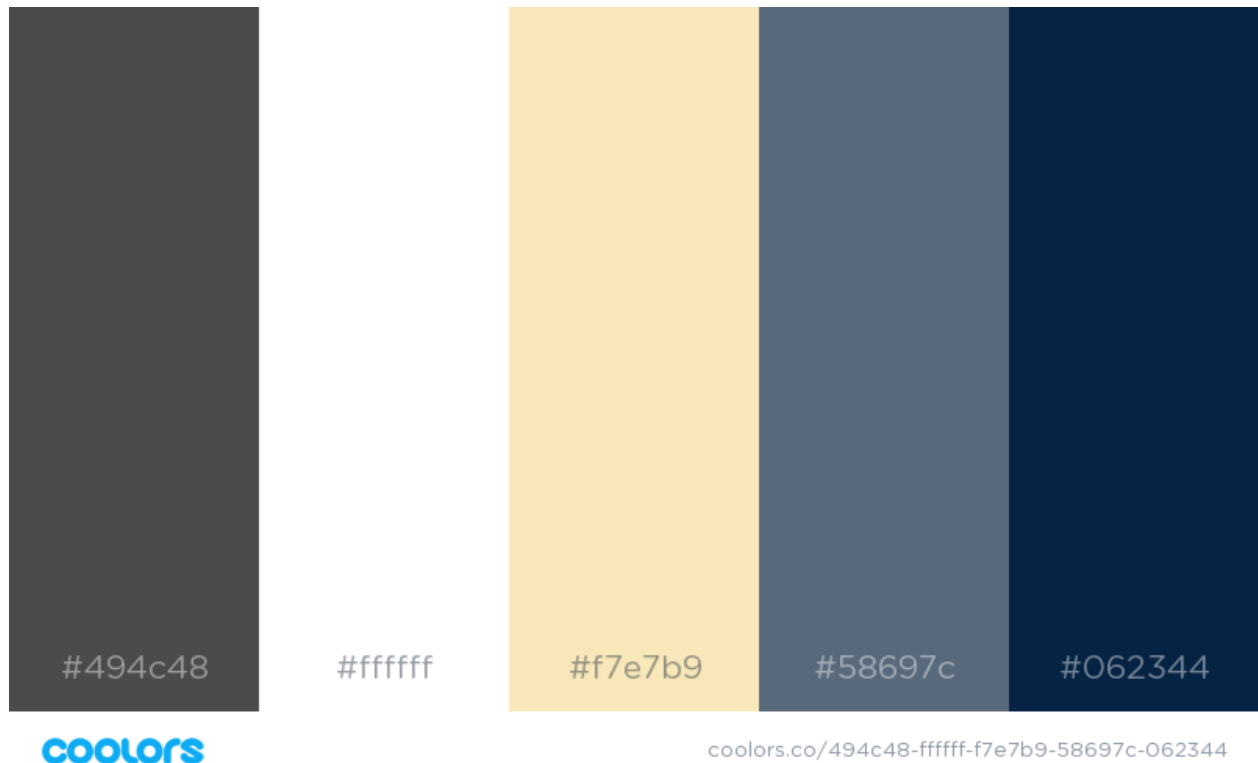
Personas:

- Katie Pearson is a 32-year-old visiting the temple. She has a 3-year-old daughter though and can't find a babysitter. If Katie visits our website, then she will see that the Temple Inns provide a day-care service for patrons.
- David Barns has just been called as a temple missionary, but he currently lives very far from the temple. If David were to look at our website, he would see that the Temple Inn permits long-term stays for this exact reason. Now David has nothing to worry about.
- Janet Maas is a 42-year-old convert. She has always wanted to visit this temple but lives in another state. If she came to visit, she would have no where to stay while she was here. If Janet knew that the Temple Inns existed, then she would be able to visit without worry. They will even provide breakfast for her.

Site Map:



Color Scheme:



I chose these colors because they gave a clean, pure feeling, like the temple. The white will be the most emphasized. With highlights of the light gold and light blue.

The grey will be most of the text and the strong blue will be the header. Most Inns have a strong color in association with the inn, Blue will be used for this.

Typography:

Header font: **Adobe Caslon Pro Bold**

Body font: Calibri

I really like the professional feel of the Adobe Caslon font. It gives the feeling of an Inn, perhaps it is because so many Inns use similar styles of fonts. Then the Calibri was chosen for good contrast and readability.

Wireframe Sketches:

