

# Temple Inn & Suites Site Plan

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## Site Name and Domain:

### **Temple Inn & Suites**

templeinnandsuites.com

## Site Purpose:

The goal of this site is to provide online information, support, marketing, and reservations for the Temple Inn & Suites, a medium priced, but service-oriented hotel chain. While the Temple Inn & Suites functions as usual hotel chains do, they also provide additional services for members of The Church of Jesus Christ of Latter-Day Saints and their families. The hotels are typically located near LDS temples and have additional services that visitors to the LDS temples may need, such as changing rooms and bathroom facilities, short-term childcare, additional conference or meeting rooms that highlight the nearby temple and its history, reception halls, and long-term accommodations for missionaries. The website will provide information on locations, access, reservations, and pricing for these additional services in addition to the typical hotel reservations for travelers.

## Target Audience and Scenarios:

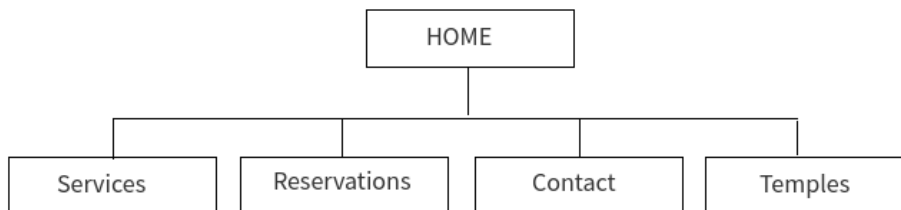
The target audience for the Temple Inn & Suites locations are those who are traveling to visit the LDS temple that the hotel is located nearby, as well as members of The Church of Jesus Christ of Latter-Day Saints who live nearby who might need an elegant reception area for weddings or large family gatherings. An additional target audience includes full-time missionaries who are assigned to the area around the temple and need a convenient place to live.

Profiles of those fitting the target audience are:

- Families looking to host family reunions or wedding receptions near the Temple. The hotel reception room will be able to accommodate both large and small gatherings in an elegantly appointed room.
- Full-time missionaries assigned to the nearby area or to the Temple who need a convenient location to live. These accommodations include a kitchenette area and laundry facilities so the missionaries may prepare their own food and care for their own clothing.
- Individuals or families coming to the temple for temple work or family history work. They may be supported by on-site changing facilities that includes a place to keep bags while they attend the temple. Short-term childcare is available for those families with small children who won't be attending the temple.

- Travelers who are in the area and need a safe, beautiful, service-oriented, but medium-priced place to stay while they are in the area.

## Site Map:



## Color Scheme:

This site will use blue and yellow complimentary colors as the color scheme. A darker yellow/brown color will be used as an accent color when needed. Text will be a dark grey that fits into the blue/yellow palette. Blue is a calming color that is often associated with depth, peace, and trust. Yellow is associated with sunshine and happiness. Having these colors on the site will help support the idea that this site is informative, comforting, and helpful.

### Blue

HEX: #6DABC8  
RGB: 24, 42, 170



### Yellow

HEX: #FFD463  
RGB: 109, 171, 100



### Brown

HEX: #986E00  
RGB: 152, 110, 0



### Dark Grey

HEX: #313131  
RGB: 49, 49, 49



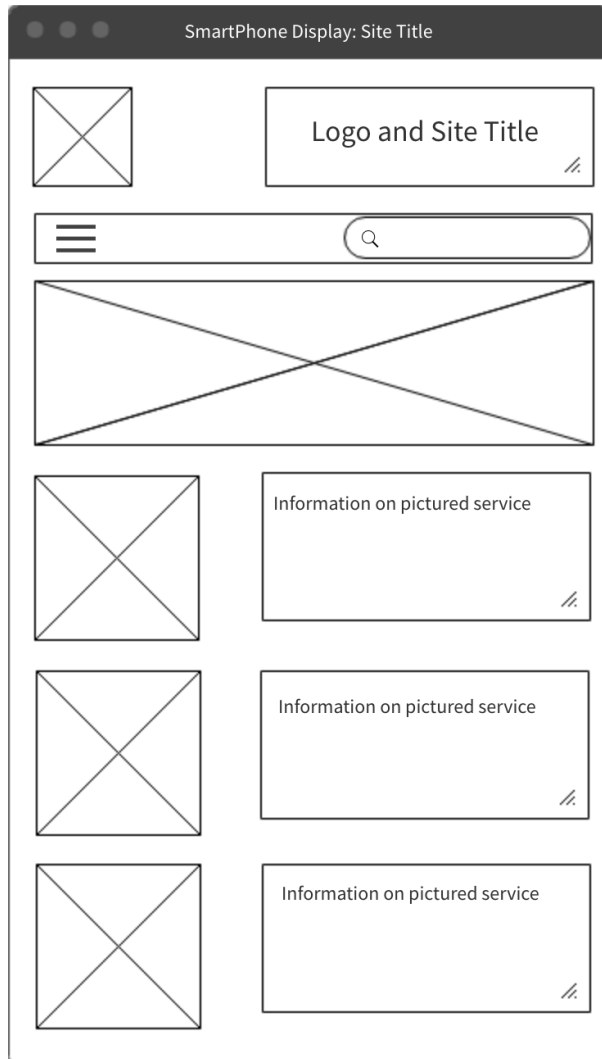
## Typography:

HEADING FONT: PLAYFAIR DISPLAY SC

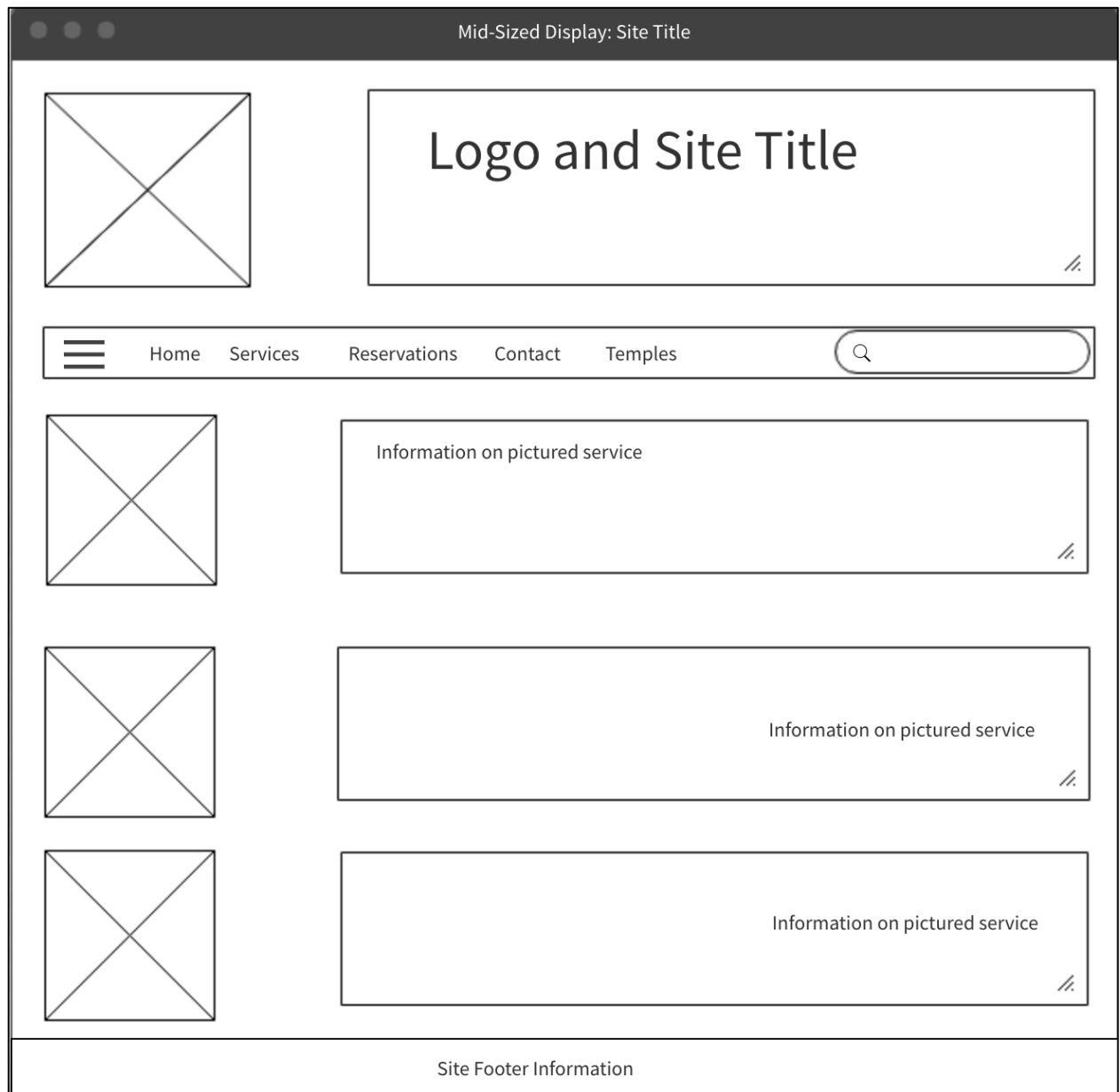
Body Copy font: Roboto

## Wire Frame Sketches:

Small screens:



## Medium Screens:



## Large Screens:

