



WEBSITE PLANNING DOCUMENT

The Temple Inn & Suites

Abstract

A plan regarding the development of the website for The Temple Inn & Suites

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Site Purpose

The website will provide information about the company as well as provide guests ways to contact the company and make a reservation. It will serve as the company's main presence on the Internet.

Target Audience

The target audience will be members of The Church of Jesus Christ of Latter-day Saints travelling to a nearby temple. The audience is comprised of people of all ages and various economic backgrounds. A few personas will be detailed below:

Persona 1

Families attending a temple for their own ordinances

These are families (many with young children) who need a place to stay while visiting the nearby temple. They need a safe place where they can stay with their children that is calm and provides child-care services.

Persona 2

Travelers from distant regions

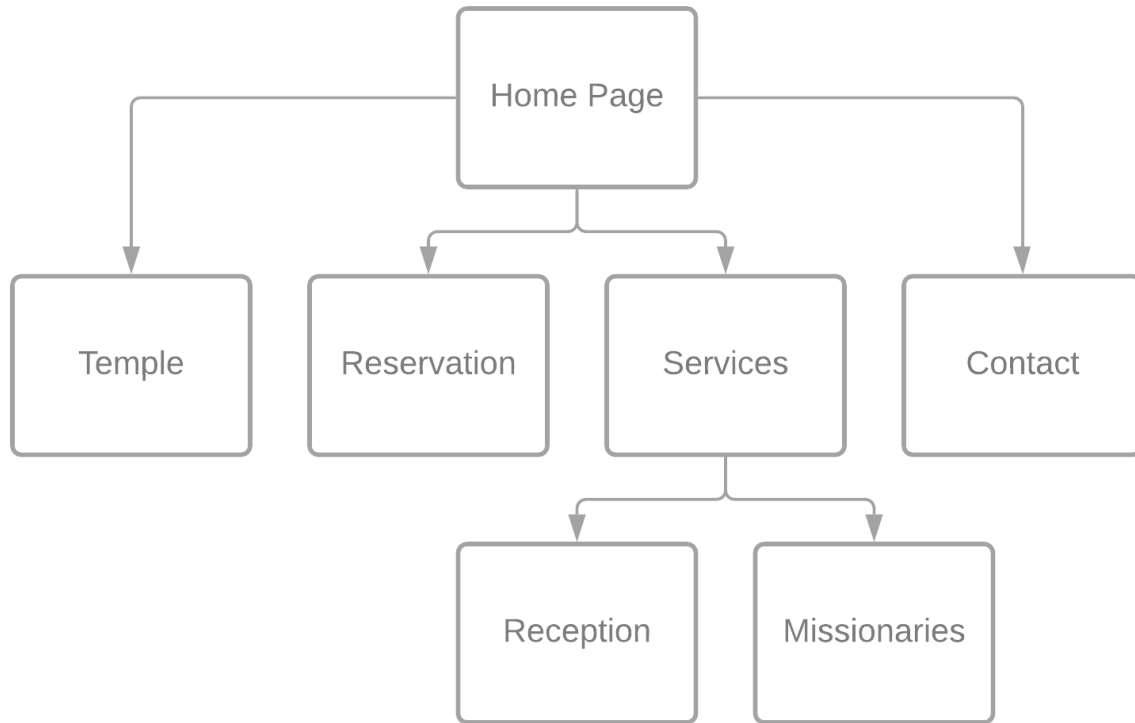
These are people that have come from distant regions to spend time at the temple. They need a place to spend their nights and leave their things at while they attend the temple.

Persona 3

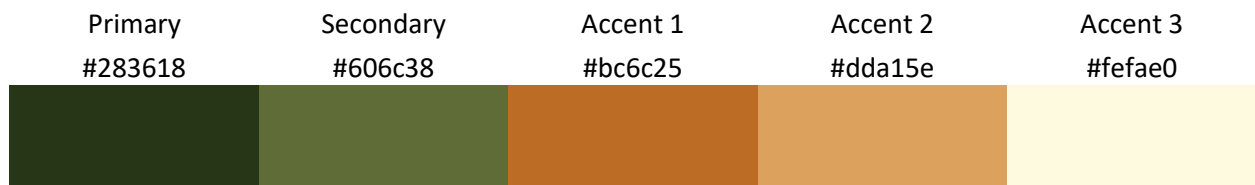
Elderly Service Missionaries

These people need a long-term stay while they serve at the nearby temple. Since they need to serve at the temple for a few months, these people are looking for more than just a hotel they spend their nights at.

Site map



Color Scheme



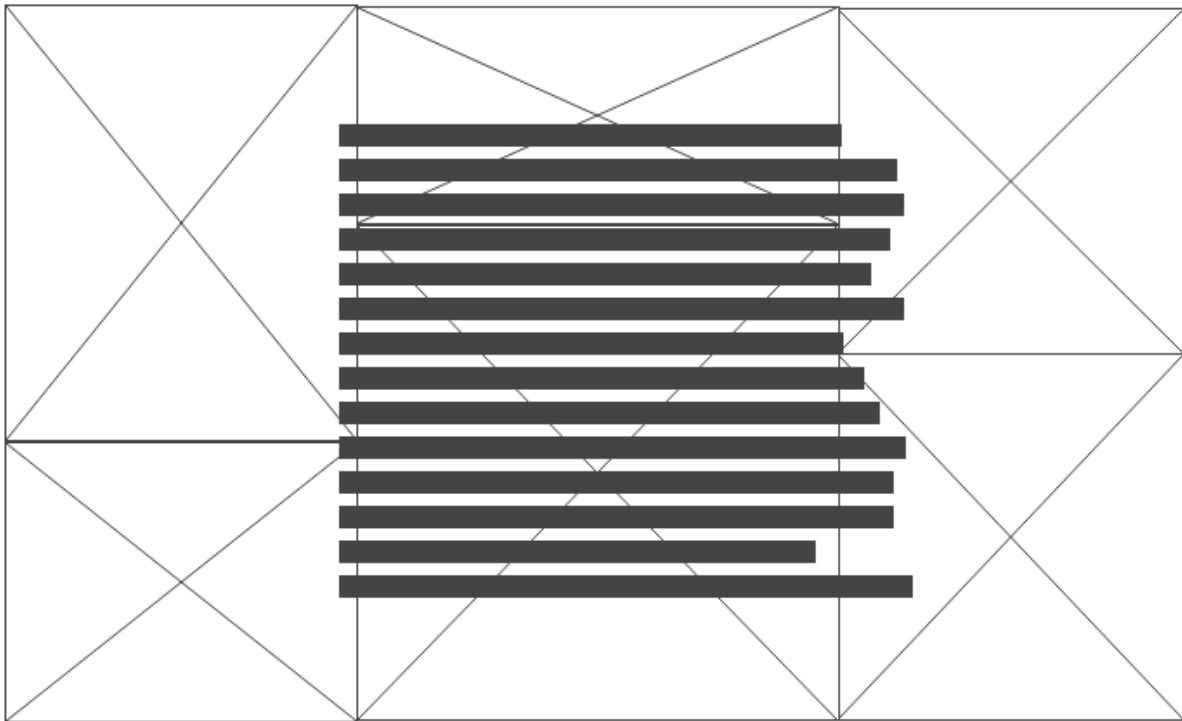
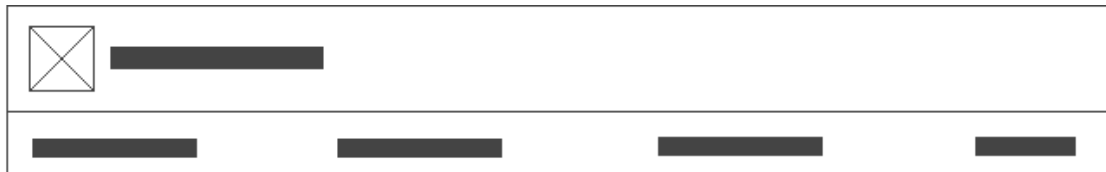
Typography

The main fonts are Montserrat and Merriweather, with Open Sans being used for paragraph text

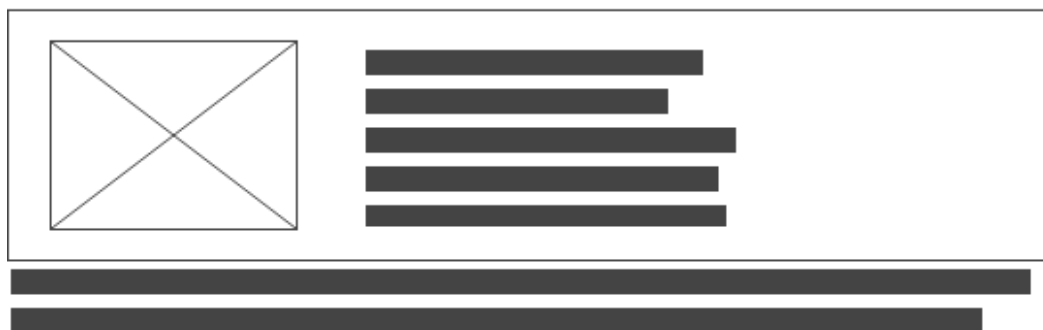
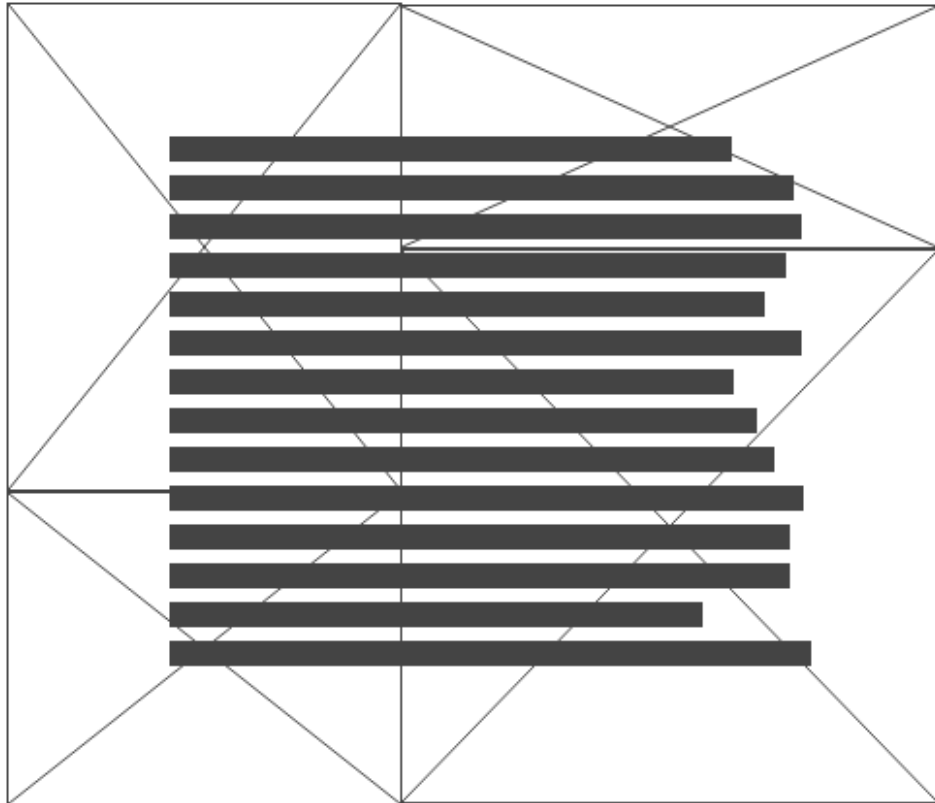
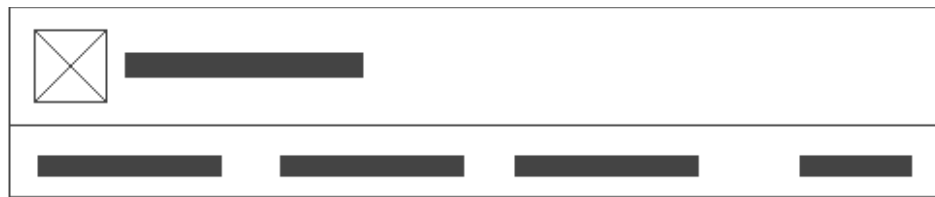
Site Header	Montserrat	40px	Sample
Primary Navigation	Open Sans	30px	Sample
Footer navigation	Open Sans	20px	Sample
Heading 1 (h1)	Merriweather	30px	Sample
Heading 2 (h2)	Merriweather	25px	Sample
Heading 3 (h3)	Merriweather	20px	Sample
Paragraph	Open Sans	16px	Sample

Wireframes

Large View – Horizontal resolution higher than 1000px



Medium View – Horizontal resolution between 480px to 999px



Small View – Horizontal Resolution smaller than 479px

