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Abstract

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

Website planning document

The Temple Inn & Suites

# 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

Diagram

Description automatically generated

# Color Scheme

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Primary | Secondary | Accent 1 | Accent 2 | Accent 3 |
| #283618 | #606c38 | #bc6c25 | #dda15e | #fefae0 |
|  |  |  |  |  |

# 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

Diagram, engineering drawing

Description automatically generated

**Medium View –** Horizontal resolution between 480px to 999px

Diagram

Description automatically generated

**Small View –** Horizontal Resolution smaller than 479px

Text

Description automatically generated