The Temple Inn & Suites

Site plan

Site Purpose

Company Name: The Temple Inn & Suite

Locations: A hotel chain headquartered in Bethesda, MD

Overall Goal:

Promote and provide information about the specialized services that The Temple Inn & Suite offers to meet the needs of temple patrons who come to serve in the temple or who participate in events such as sealing's, weddings, receptions, and youth trips.

Additional Insights:

We want to engage with members of The Church of Jesus Christ of Latter-day Saints around the world who are planning to attend a temple, where The Temple Inn & Suite has hotels.

We will engagement them by using the following tactics

- Showcasing the Specialized Services offered by The Temple Inn & Suite. Examples would be, but not limited to

  - A playroom and low-cost, short-term babysitting services for the children of patrons
  - A wedding reception hall that can be easily customized with a simple catering menu and kitchen access for food preparation and serving
  - A family search center that supports family search and ordinance work

- Offering range of free Amenities. Examples would be, but not limited to

- o Breakfast
- o Exercise/workout room
- o Family history consultation and family ordinance card service
- Added Extra's to help engagement
  - o A call to action to make a hotel reservation
  - o Readily available navigation and contact information for the hotel chain
  - o Information about different temples – give visitors the ability to choose the temple
  - o Links to our additional Social media
  - o Weather conditions (include a 3 day forecast)
  - o Google maps links
- **Logo:** Still in development
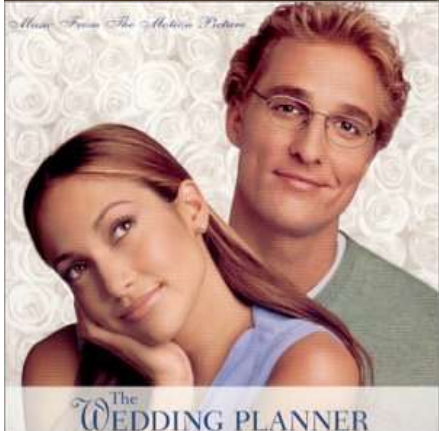
Target Audience

Name: Mr Bishop

Age: 48

Married + 3 kids (Empty nester)

Profession: Lawyer

Service: Bishop

Trying to ensure his youth to have a great temple experience, looking for ways to make a completed trip easy.

Name: Molly Temp

Age: 34

Married + 2 kids

Profession: Wedding Planner

Service: Sunday school teacher

Looking for venues close to LDS temples that understand the standards and requires of Church Members. So it makes her job easier.
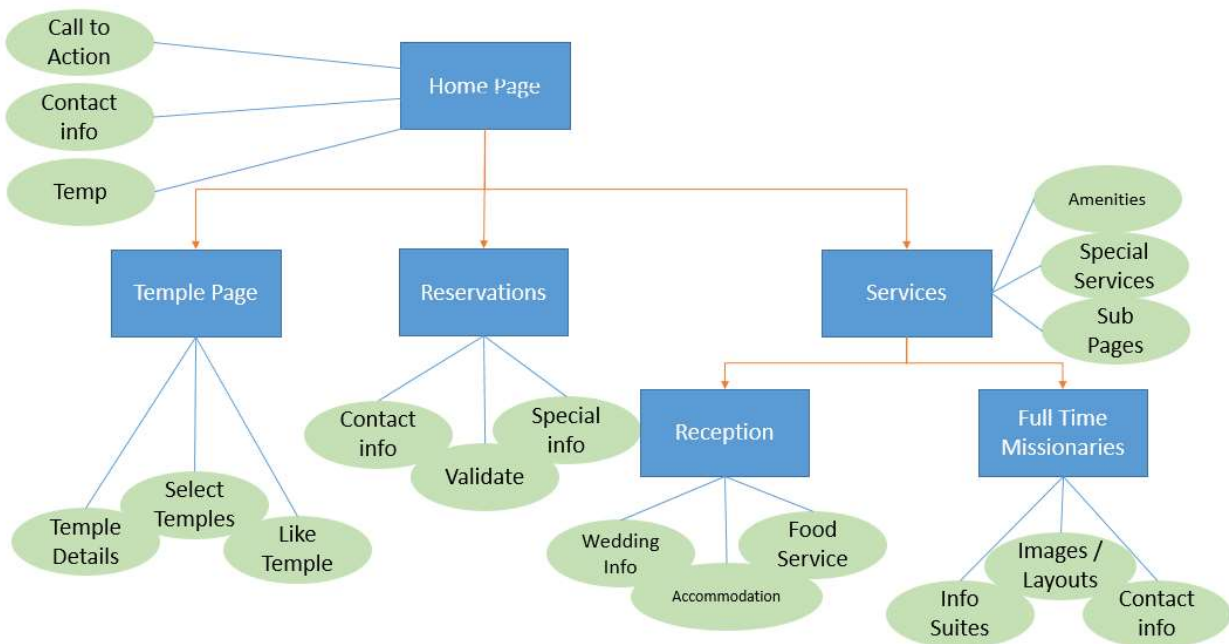
Name: Mr. & Mrs. Bloem

Ages: 75 & 72

Married, 5 kids, 12 grand kids, 3 great grand kids

Profession: Retired

Service: Full time Missionaries

Looking for good accommodation close to the temple, pleasant environment, relevant amenities

Site Map

Color Scheme

Primary color: # d7f0e9 – Applied to all page background (main)

Secondary color: # eofbfc - Used for background on texted within the main sections

Primary blocks color: # 295982 – Applies to bottom part of header and top part of footer

Secondary blocks color: # 98c1d9- Applies to bottom part of header and top part of footer

Primary text color: #293241 – Applies to all headers
Secondary text color: #ee6c4d – Applies on navigate and footers

Text back ground color: #D6DBDB

#295982	#6FABD0	#92C0D7	#D7F0E9	#B0D5C7	#477977

#3d5a80	#98c1d9	#e0fbfc	#ee6c4d	#293241

Site Typography

Fonts

Heading font: Merriweather, serif
Paragraph font: Georgia, Times;
Link-font: Verdana, Geneva, sans-serif

Font Sizes

Header L1: font-size: 34px
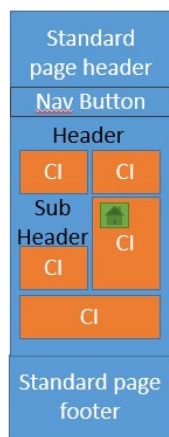## Header L2: font-size: 28px
Header L3: font-size: 24px
Paragraphs: font-size: 20px

Wireframe Sketches

Max Grid view

Standard page header
Nav Bar
Header
CI | CI | CI
Sub Header
CI | CI
Sub Header
CI | CI
Standard page footer

Medium Grid view

Standard page header
Nav Button
Header
CI | CI
Sub Header
CI | CI
CI
Standard page footer

Min Grid view

Standard page header
Nav B
Header
CI
CI
Sub Header
CI
Standard page footer

Header:
- Max and Medium views will contain the company logo and Name
- Medium and Min views will not have a nav bar but a hamburger button with a drop down
- Each header will have social media icons

Main / Body
- Headers and sub headers will be through out the body
- CI are content information holders (Text, Images, buttons, etc.)
- Max view will have 3 columns
- Medium view 2 columns
- Min view 1 column
- There will be call to action buttons on the pages (see green box)

Footer
- Contact information
- Google maps location