Temple Inn & Suites

SITE PLAN

Shan'l Parish | CIT 230 | July 13, 2019

Site Name

The website name will be templeinnandsuites.com. The domain name is available for $12/year.

Site Purpose

The purpose of this website is to promote and provide information about the specialized services that Temple Inn & Suites offers to meet the needs of temple patrons who come to serve in the temple or who participate in events such as sealings, weddings, receptions, and youth trips. The website will reflect the culture of the Church of Jesus Christ of Latter-day Saints and will cater to temple workers, patrons and their families by providing specialized services and accommodations that meet the needs of those patrons.

The website will have a home page, a temple page, a reservation page, a services page and a contact page.

- **Home**: Landing page with images of temples, call to action to make a hotel reservation, navigation bar, contact information for the hotel chain and summary information about a featured temple.
- **Temple**: This page will have information about various temples, their ordinance schedule, their history, how to contact them as well as current weather information.
- **Reservation**: This page contains a form that allows patron to make a normal stay reservation.
- **Services**: This page provides a list with information of the amenities and special services offered at the hotel along with two sub-pages: A Reception Page, and a Full-time Temple Missionary Page.
- **Contact**: This page will have a basic Contact Us form as well as an embedded google map.

Navigation will be visible at the top of the page and be simple and straight forward so user can quickly find the information they are searching for.

The goals of the site are to offer a quick and easy way to make a reservation at one of the Hotel's locations as well as find out what other amenities and special services the hotel offers. It will also offer temple schedule, closure, and contact information to help patrons plan their trip efficiently. The site will be inviting and easy to navigate so it can be used by adults of all ages. It will be easy to find contact information for making reservations.

The site supports responsive design techniques allowing delivery of the site and its content on all classes of devices – large-wide screens such as desktops and laptops, medium-screens such as tablets, and small-screens as seen on smartphones.

Target Audience & Scenarios

TARGET AUDIENCE

The Target Audience are members of the Church of Jesus Christ, both male and female, married or single, ages 21-100 who are looking for and are able to make a reservation online for a hotel near the temple. Adults, with an income of $20,000-$100,000 who own a computer, a tablet or a smartphone and who are in need of hotel accommodations in relation to attending an LDS Temple in the United States of America because of traveling distance would be the most likely candidates to use the website. This target group would access the templeinnandsuites.com website at home, at work, or on the go.

PERSONAS

Anna, age 39, is a recent convert to the Church of Jesus Christ of Latter-day Saints from Williston, ND. She is a mother of three daughters and she works full time at Cash Wise Grocery store. She is looking forward to going to the temple in two months to take out her endowments but is a little unsure of what she needs to do to set up that appointment. The nearest temple is in Bismark, ND which is three hours away. She wants friends and family to be able to be there in the temple with her on her special day but realizes how far it will be travel there. She needs a place both she and her family can stay the night since they don't know anyone in town. She also found out that you must make an appointment with the temple in order to attend a session there and is in need of the contact information for that temple. In talking with her Bishop, he directed her to templeinnandsuites.com to help her find both a reservation information as well as the contact information for the Bismark, ND temple.

Gary, age 43, is an electrical engineer in the Boise area. His son, Adam, just got engaged to a girl he met at BYU-Idaho who is from Pennsylvania. They have decided to get married in the Boston, MA temple. Greg and his wife are excited their son is getting married in the temple, but traveling there for the wedding, they will need hotel accommodations near the temple. He searches online and finds templeinnandsuites.com and is able to make a reservation easily. While on the website, he browses around to learn about the other services offered by the hotel chain such as a family search center and a wedding reception hall where they can hold their wedding luncheon. As a side-note, he was also able to read about the history of the Boston temple and share some of those facts with his son. His experience on the website was a good one and he was excited to share it with the rest of his family.

SCENARIOS

- A member of the Church of Jesus Christ of Latter-day Saints has to travel a long distance to attend the temple and having accommodations near the temple are not only convenient, but necessary.
- Family members from out of town want to be there to attend a live sealing and need a hotel to stay in.
- A member of the Church wants to go to a session at the temple on his way home from work. He will need a place to change out of his work clothes and into his suit. He uses the changing rooms and bathroom facilities at the Temple Inn & Suites to get changed.
- Full-time temple missionaries need a place they can live that is within walking distance from the temple.
- A family from out of town is in charge of their son's wedding luncheon. The Temple Inn & Suites offers a reception hall with a simple catering menu that they can reserve for the guests attending the sealing.
- A 13-year-old girl wants to do baptisms for the dead but forgot to look for family names to take through the temple. She is able to visit the family search center that supports family search and they help her find and print off five names.
- A large wedding party from out of town needs a place for their young children to stay while they are in the temple sealing. The Temple Inn & Suites offers a low-cost playroom and babysitting services so that all the adults may attend the sealing.
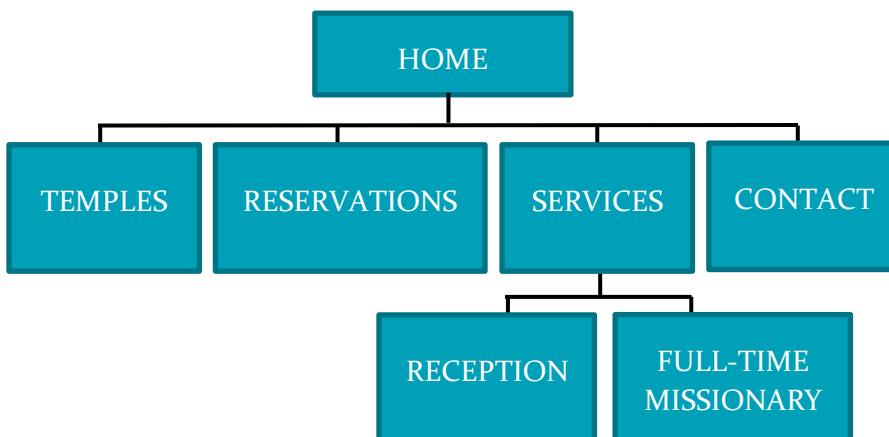
Site Map

Figure 1- templeinnandsuites.com Site Map, demonstrating the structure of the site.

Style Guide

COLOR SCHEME

The color scheme is based off the colors in the logo, navy blue (#0c3660) being the dominant color and medium blue being a secondary color. The nav bar will be #5eb1bf blue and headings will be navy. Buttons on page will be medium blue. Tan #c6c5b9 will be used as a section background color along with #d0f4ea.
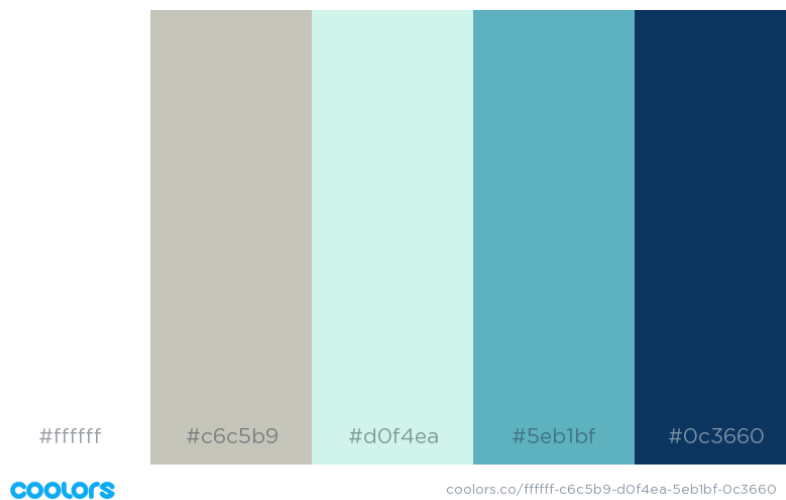
| #ffffff | #c6c5b9 | #d0f4ea | #5eb1bf | #0c3660 |

coolors   coolors.co/ffffff-c6c5b9-d0f4ea-5eb1bf-0c3660

Figure 2- Color scheme for templeinnandsuites.com.

TYPOGRAPHY

The primary text fonts are Google Fonts: Open Sans and Montserrat.

| Tag	Font	Size (Lg-Med-Sm)	Color	Example
Primary Navigation	Open Sans	1.3rem-1.2rem-.9rem	#fff	Sample
Navigation Link Active	Open Sans	1.3rem-1.2rem-.9rem	#fff	Sample
Navigation Link Hover	Open Sans	1.3rem-1.2rem-.9rem	#0c3660	Sample
Navbar "Menu" Button	Open Sans	1.3rem-1.3rem-1.5rem	#fff	Sample
Footer Navigation	Open Sans	1.1rem-1rem-.7rem	#0c3660	Sample
H1	Open Sans	2.75rem-1.1rem-1.1rem	#0c3660	Sample
H2	Open Sans	1.3rem-.9rem-.5rem	#5eb1bf	Sample
H3	Open Sans	1.6rem-1.3rem-.8rem	#0c3660	Sample
Paragraph	Montserrat	1rem-1rem-1rem	#0f0f0f	Sample
Button	Open Sans	1.2rem-1rem-.6rem	#fff	Sample

Figure 3- Table of fonts, sizes and colors to be used in templeinnandsuites.com site.
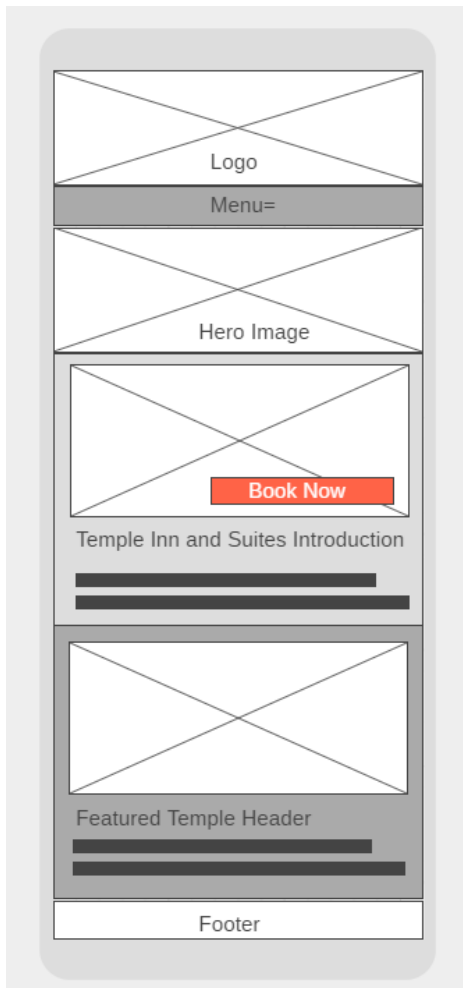
WIREFRAME SKETCHES

https://wireframe.cc/9DIG1q
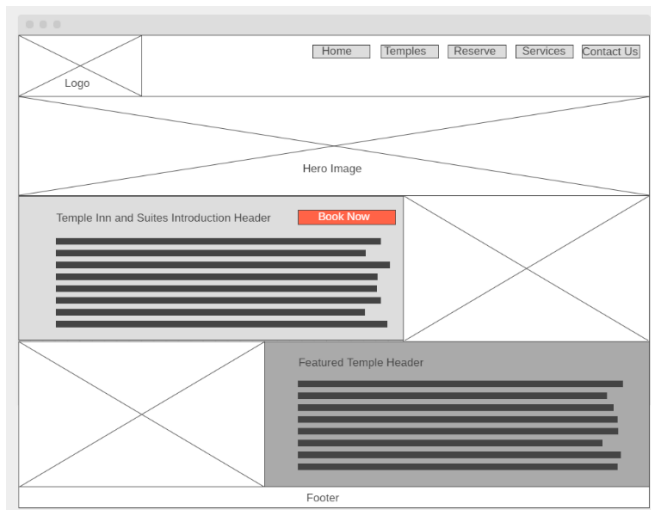
Figure 4- Wireframe sketches of desktop (large) view of templeinnandsuites.com site.

https://wireframe.cc/O3faBf
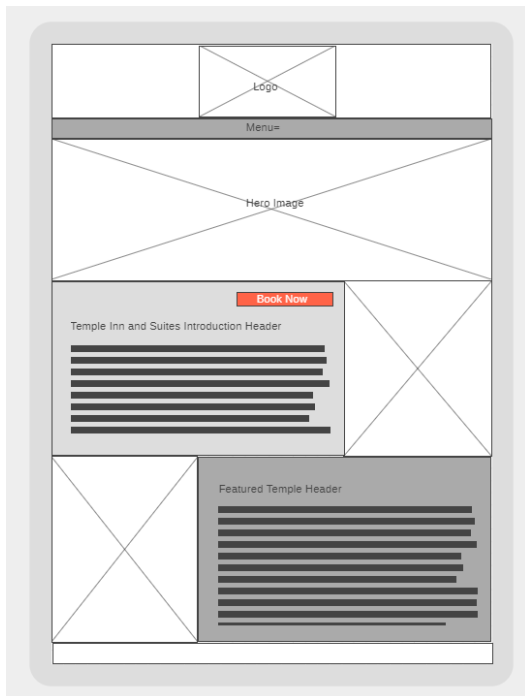
Figure 5- Wireframe sketches of tablet (medium) view of templeinnandsuites.com site.

https://wireframe.cc/tvAw69

Figure 6- Wireframe sketches of mobile (small) view of templeinnandsuites.com site.