Whitney Harris

CIT 230

Website Planning Document – Temple Inn & Suites

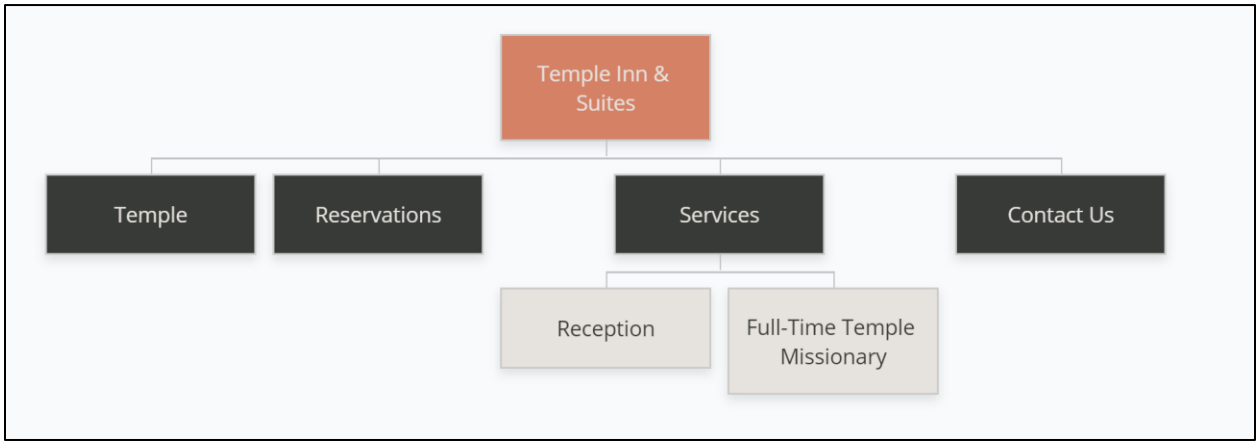
Purpose:

The main purpose would be to provide a site to book and schedule hotels nearby The Church of Jesus Christ of Latter-Day Saints Temple locations. Also to provide information on special accomadations that users could also book such as playrooms, receptions halls, and other things.

Target Audience:

- Persona 1:
  - Name:
    - John Doe
  - Demographics:
    - 40 years old
    - Married for 20 years
    - Father of four children: 6, 12, 15, 18
    - Temple Worker
  - Purpose for using the site:
    - He needs a place for his family while he and his wife work at the nearby temple.
    - He wants to make sure that there is a place his kids can go while he works.
- Persona 2:
  - Name:
    - Mary Jackson
  - Demographics:
    - 20 years old
    - Very active lifestyle, loves to go into nature.
  - Purpose for using the site:
    - Wants to get married in the temple and needs to book a reception hall
    - She wants to make sure that she can reserve it and have it be big enough for both of their familes and friends.

Site Map:

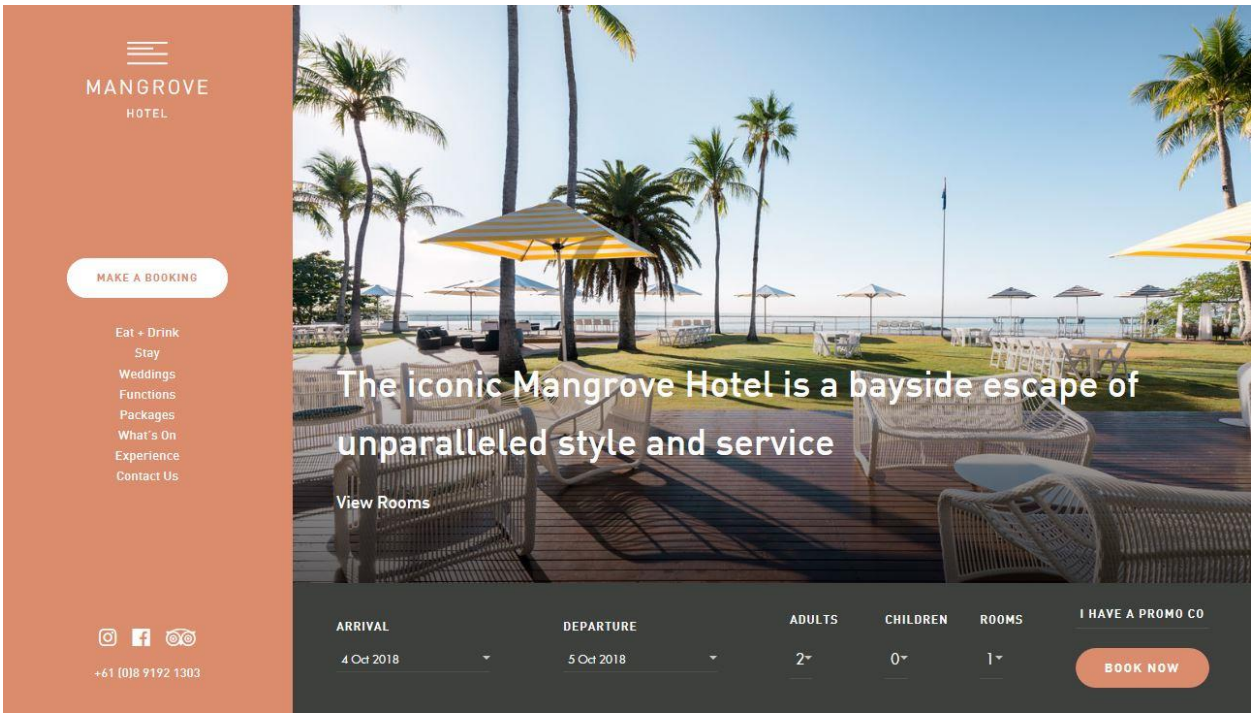


Color Scheme:

I will be using the following color scheme on the website:

#D48166	#E6E2DD	#373A36

An example for visualization purposes only is shown below.



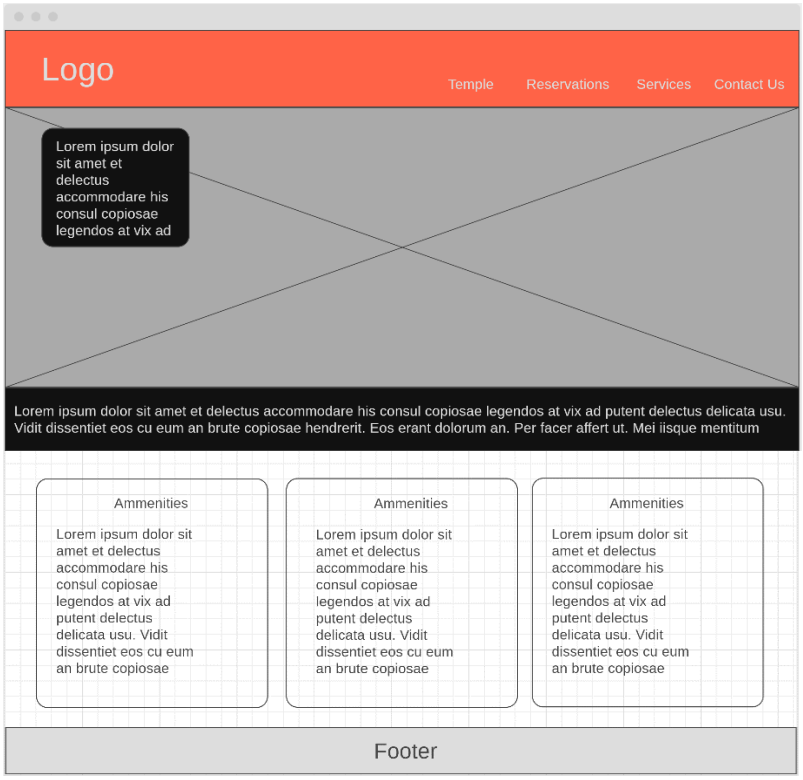
Typography

The following will be the fonts used on the website:

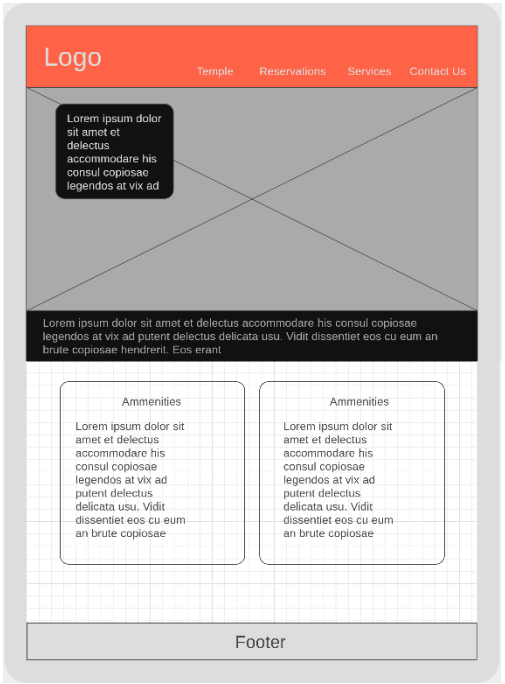
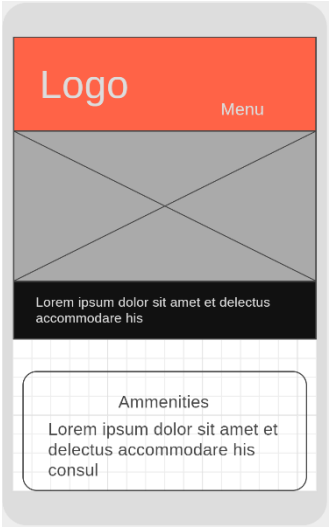
	Font	Weight	Background	Text Color	Sample
Site Header	Alegreya SC	40px	#D48166	# E6E2DD	SAMPLE
Primary Navigation	Alegreya SC	30px	#373A36	#E6E2DD	SAMPLE
Footer Navigation	Alegreya SC	20px	#AEA2D3	#615097	SAMPLE
Heading 1 (h1)	Alegreya SC	30px	#FFFFFF	#373A36	SAMPLE
Heading 2 (h2)	Alegreya SC	25px	#FFFFFF	#373A36	SAMPLE
Heading 3 (h3)	Alegreya SC	20px	#FFFFFF	#373A36	SAMPLE
Paragraph Text	Alegreya SC	16px	#FFFFFF	#373A36	SAMPLE

Wireframe Sketches:

Large View:



Medium:



Small: