

Questions	Harry C	Maribel C	Junior C	Gina R	Kaylin H	Results
1) Was the message in the ad clear?	Yes, it was.	Yes, it was.	Yes.	Yes, it is.	Yes.	<p>Most people seemed to think the ad was clear, but it was tied between it being about just advertising winter drinks or going to the site to register for emails, which it actually was about registering to recieve updates for seasonal drinks. Most seemed to be likely to click the ad due to how interesting the ad looked. Everyone felt that the ad and website correlated to each mainly because of the colors and images and that the site was easy to use because of its simple and clear design. Everyone gave 4-5 ratings and upon asking what were somethings they didn't like or wanted to see on the website they answered the following: the headings on the drinks and treats images were covering the images in iPhone view, the map takes too long to load which is frustrating, not understanding that certain page continue on, heading pictures are a little too small to see on iPhone screen size, snowflake background is missing to tie it back to the ad, and maybe changing the home button to instead take people to another page or having another small blurb at the top of the drinks &amp; treats page to feel more like a home page.</p>
2) What was the message in the ad?	It was about Starbucks having new drinks and to go sign up for emails about their drinks.	It was talking about how the new seasonal products are coming and if I want to know more to go register.	I didn't read the text when I first saw it so I thought it was just telling me to go to Starbucks, but then I watched the ad again and saw it was telling me to go register for email updates.	I didn't read carefully at first, but I thought it was about Starbucks having holiday treats for winter until I took another look at it read that it wanted me to go and register.	To get winter drinks.	
3) Does the animation and imagery relate back to the message?	Yes because of the snow and wind it looked like winter and especially that she was drinking a cup from Starbucks.	Yes, the snow falling, the girl's warm outfit, and how happy she looked drinking her drink relates to the winter season and what new products Starbucks will have.	Yes, mainly because of the snow which reminds me of the winter season that the ad mentioned.	Yes, because snow is seasonal so it tied it back to the message.	Yes, it shows wintry stuff and, on a sidenote, I think the ad was a little fast, like the progression of the different scenes.	
4) How likely are you to click on an ad like this?	For this ad, likely because since the ad looked fun and happy it made me curious especially that I like Starbucks.	Very likely because I would like to know what is going on.	Very, particularly because I wanted to see if maybe within the email updates I would get any special offers since I go to Starbucks pretty much everyday.	Very likely, because it was very cute, colorful, and made me curious to see what the actual site was going to look like and have.	Not at all likely, because I don't click on any ads.	
5) Does initial impression of microsite correlate to the message of the ad?	Yes because of the colors, drinks, Starbucks logo, and images.	Yes, the colors, drinks, and lights feel very Christmas themed which the ad was.	Yes it does, but I would maybe like to see what she is drinking in the ad that relates to the drinks & treats page.	Yes, ad looked seasonal which the website seemd to offer nicely in its design and the design of the images under drinks & treats remind me of the ad.	I think with the background colors yes, but the one thing I would say is that the blurb at the top of the page introducing each section could have been a bit bigger or something to draw more attention of the fact that this is the winter page instead of the small font size.	
6) Is content of site easy to read and understand?	Yes, the letters are big and colors are dark so I don't even need my glasses to read them and everything compliments each other.	Yes because the text was big and and the colors helped separate them from certain sections.	Yes, it's looks pretty user friendly and informative in all the right places.	Yes, I also really enjoyed how the how the some heading text matched the ad's cursive type.	Yes, it's simple so it's not like 5 million things trying to get your attention all at the same time.	
7) Were you able to achieve what you wanted to do on this site? Why or why not?	Yes, I wanted to check out each page and anything I used I was able to use succesfully.	Yes, whatever I clicked on I was able to use it successfully.	Yes, because it's user friendly it's easy to manage.	Not really because there were certain things I want to click on, like images or the headings, and would have liked if there was some kind of interaction I could have with it, like if it brought up a new screen with the image increased in size or, for the headings, if it somehow showed the prices of the products.	Yes, the only thing is that I thought it was interesting that the home page was the same as the drinks & treats page. It just confused me since I would have thought that the home page the button was sending me somewhere else.	
8) Is the navigation bar easy to use?	Yes its easy to manage and go back and forth to any page I want to go to.	Yes, the green color made it easy for me to find where it was on the page.	Yes, it's simple to use and I can easily travel to any section I want to visit.	Yes, I really like how when I hover over the sections and click on them I can tell what it is that I'm clicking on.	Yes, it was really clear as to where I was going.	
9) Did you understand what you came on the site to do?	Yes, the ad made me want to check out their drinks and register.	Yes, the ad was telling me to go and register to see the new products they had.	Yes, I came for the updates.	Yes, I mainly came to look at the drinks.	Yes, to look at drinks.	
10) Rate your experience (1-5) and why.	4.9. The title of the snacks and drinks is covering up some parts of the images on iPhone view and the map takes too long to load, but other than that I really like the design	4. My only problem was with the registration form on laptop view because once the page loaded I didn't think to scroll down so I only filled out the form.	5. My only issue is that the top pictures are a little too small in iPhone screen size for me. I would have liked them to be bigger so i can see them more clearly than having to zoom in.	5. It's an easy to use and simple design, which I love. I personally feel like I'm missing the snowflakes and it would feel so much more fun if it was in the background or maybe a little snowman in the background would be fun too.	5. It's easy to use and I think the way the headers were placed drew more attention to the images, which is sorta trying to influence people to buy stuff so that's important. Maybe for the home page it would be nice to see a small blurb of what Starbucks is or maybe just make a separate page for the home page talking about a mission statement instead of it linking to the drinks & treats page.	