

Creative Brief

The purpose of this website will be mainly on Starbucks gold card membership and the rewards program. In addition it will include other sections such as about us, drinks, cards, blog, and shop. First page would be about the company, their history and what they provide for their customers. Drinks tab will show all the possible drinks, what sells the most and what's new on their menu. Visitors could also subscribe the blog to be up to date with news, recipes, daily inspirations and how to videos. The shop feature will to let customers order drinks online and collect rewards for their gold membership card. The goal of this website is to let customers be able to achieve the gold membership online by ordering drinks online as well. With this feature customers will be able to check their balance, view transactions, review card star level, promotions and transfer funds for other cards such as gift cards and egift.