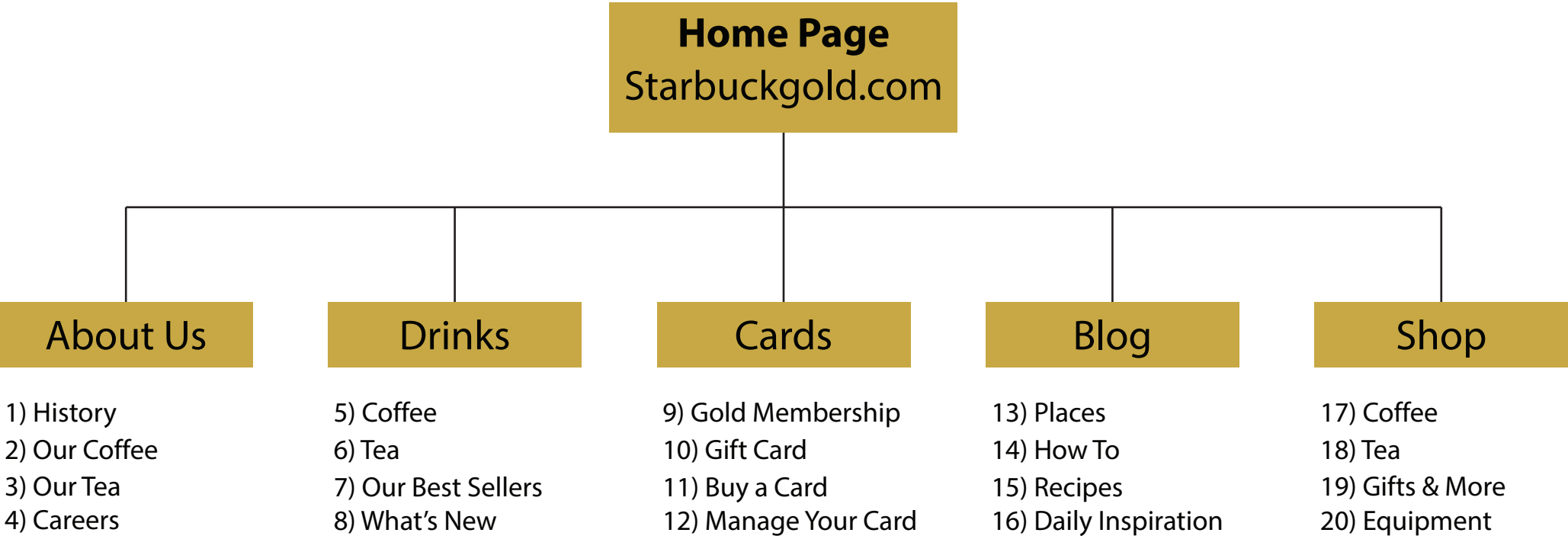


Information Architecture

Starbucks
gold card
membership



Footer

- 21) Social Media
- 22) Contact Us
- 23) Terms of Use
- 24) Site Map

Notes Continued...

- 21) Social Media**
This will have icons of different social media platforms
- 22) Contact Us**
It will have a information to get in touch with the company
- 23) Terms of Use**
It will show the policy and the terms
- 24)Site Map**
A map locating the local stores

Notes

- 1) History**
It will be about the history of the company and the founders
- 2) Our Coffee**
It will show how the coffee is being made
- 3) Our Tea**
It will show how the tea is being made
- 4) Careers**
This will show the available positions at a certain location
- 5) Coffee**
It will show the list of coffees that is offered
- 6) Tea**
It will show the list of teas that is offered
- 7) Our best Sellers**
List of popular items that they sell
- 8) What's New**
New items that they have based on the season
- 9) Gold Membership**
Page to briefly describe what it is and the features
- 10) Gift Card**
You can order gift cards online
- 11) Buy a Card**
Feature to offer different types of cards
- 12) Manage Your Card**
This feature will show the balance, promotions and more.
- 13) Place**
Will show location near by user
- 14) How to**
Demonstrating how the products are being made and cool facts
- 15) Recipes**
Showing the drink recipes
- 16) Daily Inspiration**
It will be Inspirational posters, pictures, and more
- 17) Coffee**
This feature will let user order coffee online
- 18) Tea**
This feature will let user order tea online
- 19) Gifts & More**
variety of gift and rewards are available
- 20) Equipment**
The section to offer equipments that the stores use