

Proces Portfolio

Erik Allahgholi
Web Design 2

Introduction

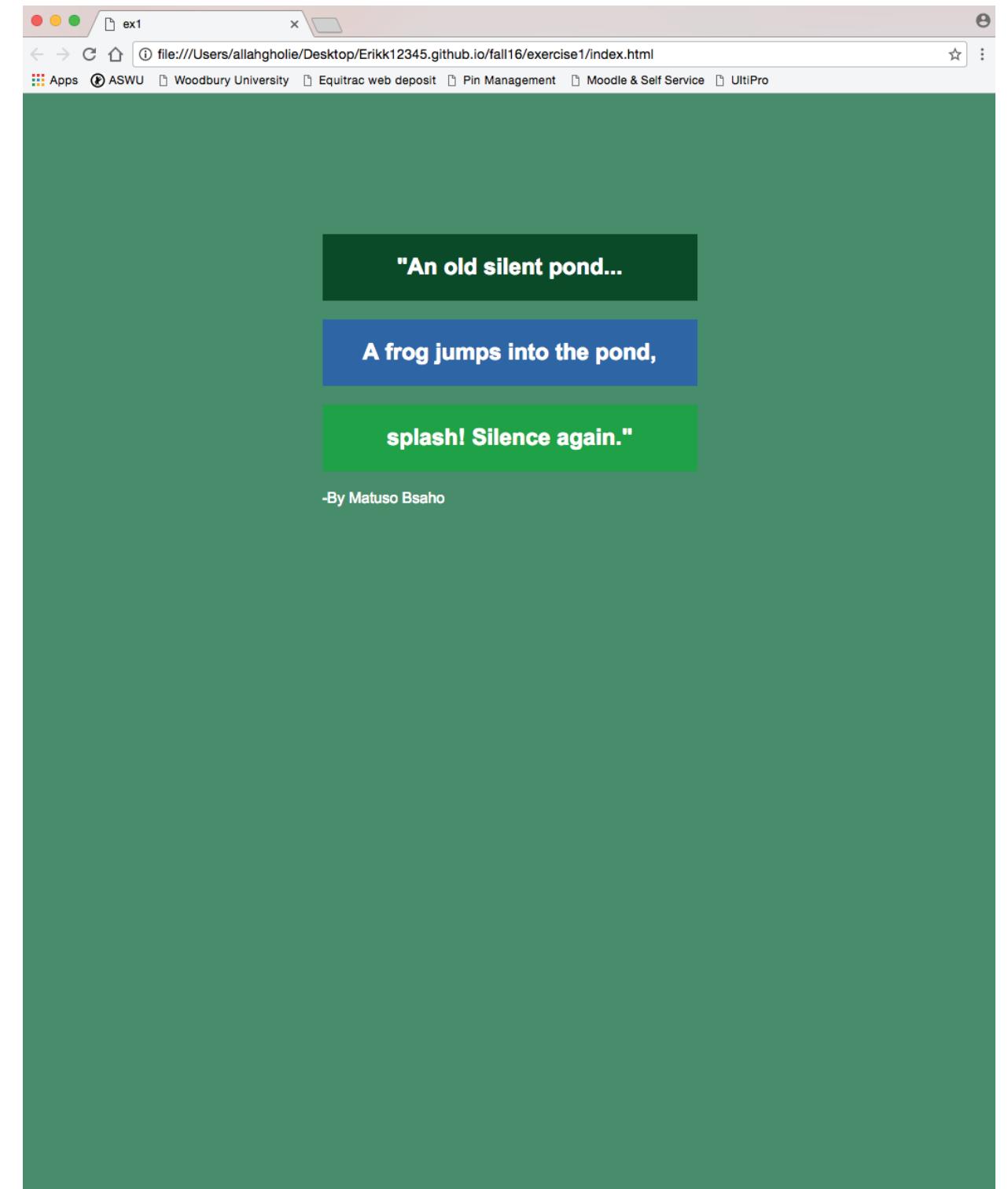
Exercise 1 was about choosing a haiku and putting transform and transition effect on it. It had to make sense in terms of design and verbs. We practiced on duration, delay, color change and timing effect. This page was not responsive and it was for practicing timing and the effect of animation.

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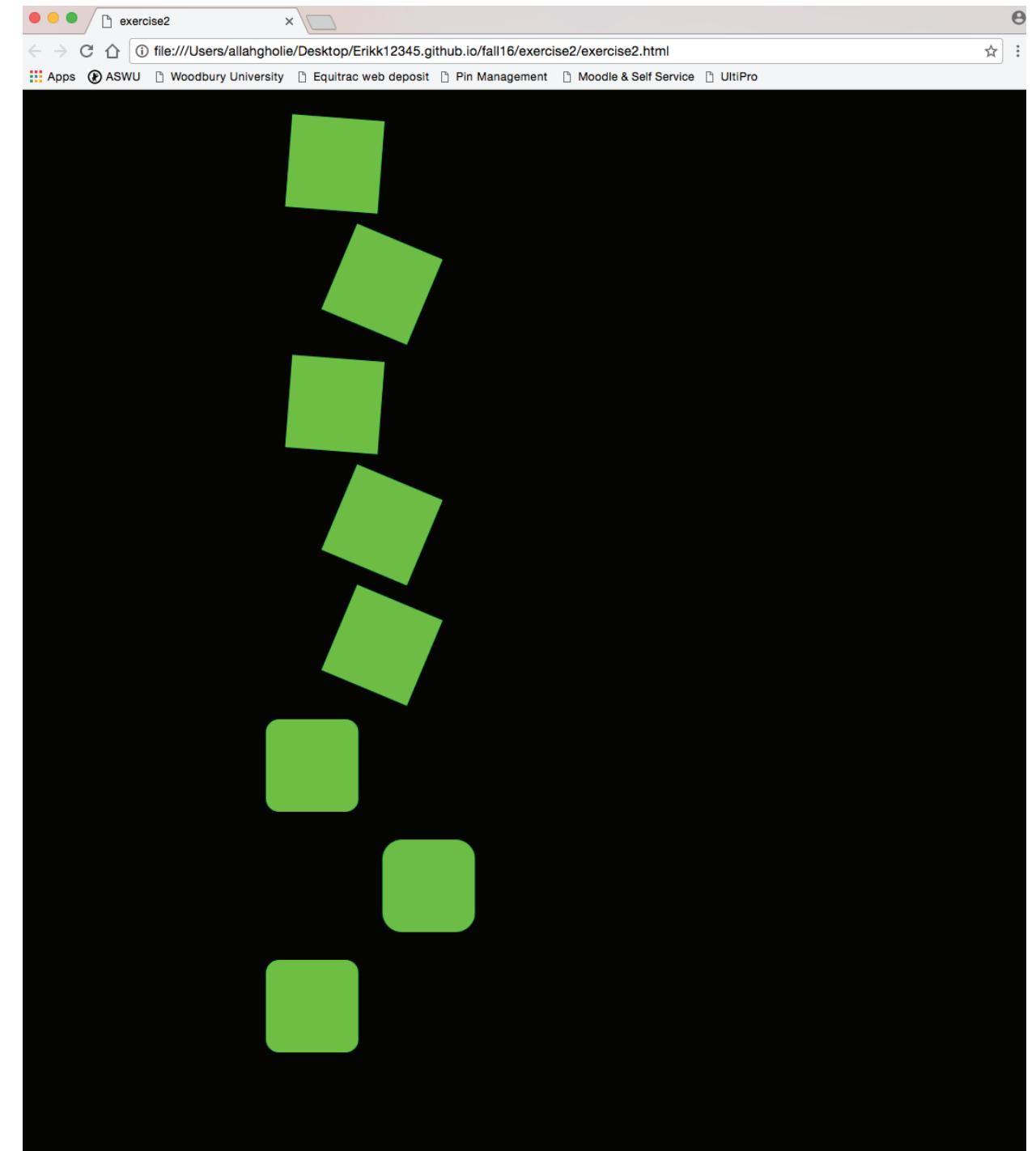
Exercise 1

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Exercise 2

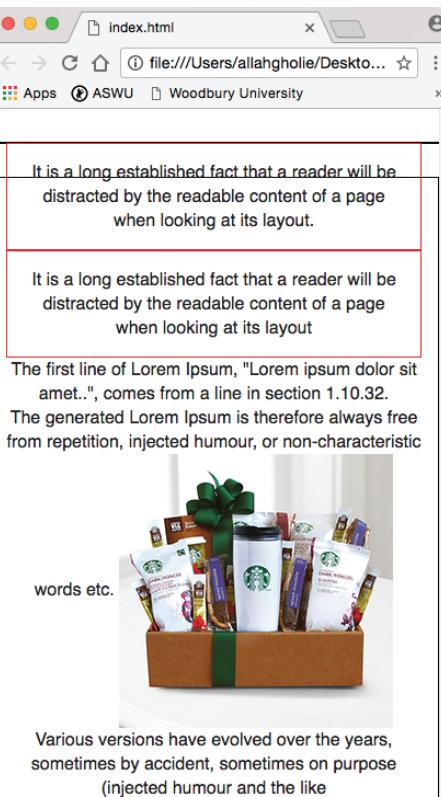
For exercise 2 we had to make animation and tradition them with specific keyframes. The animation should have been on lop so the animation would play by itself. We experienced with changing colors, delay, duration, direction and timing mode.



Exercise 3

mobile

This is the practice of responsive web with images, text, and boxes. The sizes of the columns go from xs to large. We began to use the feature of push and pull ad what it does to responsive. There are rows first and then inside of row comes columns. The three sizes we work on are desktop, tablet and mobile.



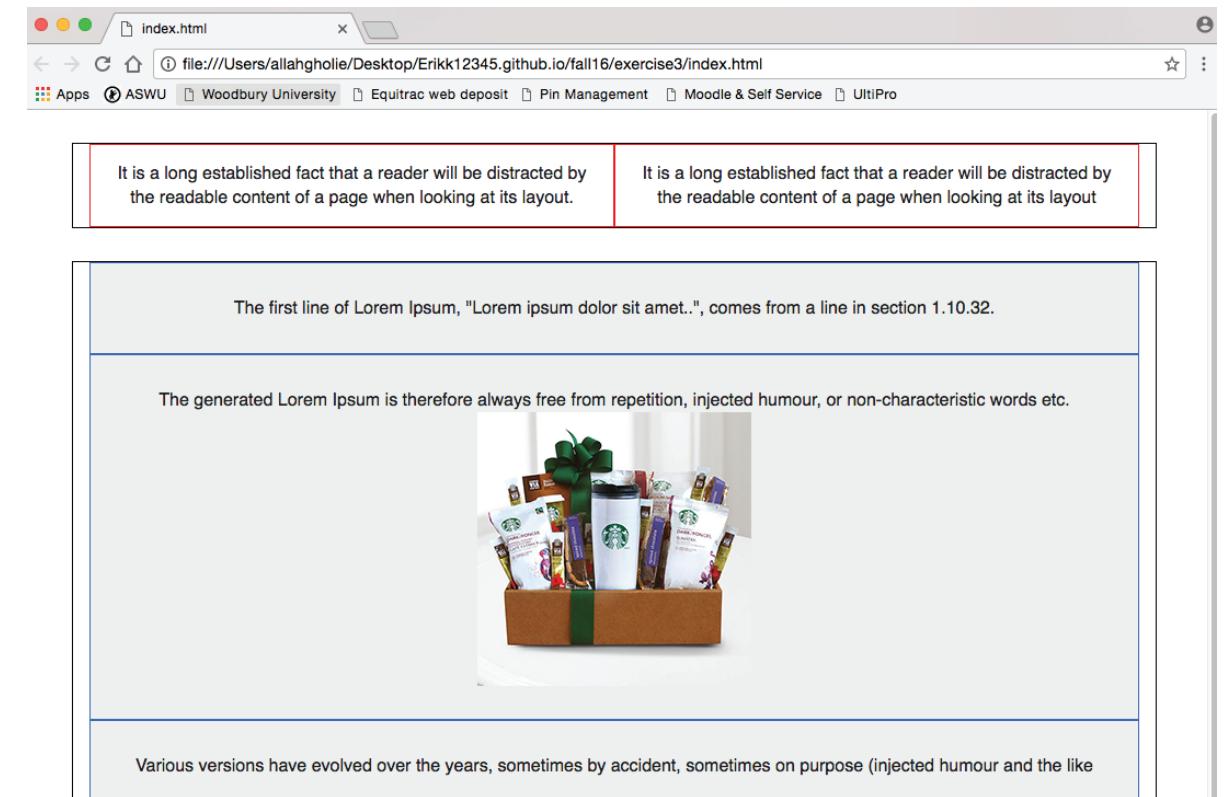
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

Sourced from the dense forested slopes of Mexico's Sierra Madre de Chiapas, this bright, nutty coffee boasts flavors of cocoa and toasted nuts along with a crisp finish. Available for a limited time, so stop in a store today for a brewed cup or take home a bag of whole bean.

Our coffee masters have distilled their years of tasting knowledge down to three simple questions to help you find a Starbucks coffee you're sure to love.

It's surprising how different brewing methods can enhance particular characteristics in your coffee. Let us help you unlock the full potential of your coffee—

Desktop



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It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Project 1 / Wireframes

LOGO Adobe Photoshop Lightroom CC MENU SEARCH SIGN IN ADOBE

IMAGE

Enhance and perfect your photography anywhere. With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere — on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place. New to Lightroom? [Get the basics](#)

Get Lightroom as part of the Creative Cloud Photography plan for only US\$9.99/mo [Buy now](#)

Your best shots. Made even better.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more. [See what's new](#)

IMAGE

Boundary Warp stretches the edges of a merged panorama to give you the full image without losing any important details. [See how it works](#)

IMAGE

Use a simple slider to remove haze from your images, or add haze to create an artistic effect. [See how it works](#)

IMAGE

The Lightroom for mobile app lets you capture, organize, edit and share your photos on your iPhone, iPad, or Android phone. [Get Lightroom for mobile](#)

IMAGE

With Lightroom on the web, you can now make edits right in your browser and use auto-tagging to easily find and share your images. [Try it now](#)

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Includes Photoshop, Lightroom and more.
US\$9.99/mo
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Creative Cloud Complete
Includes Lightroom, Photoshop, Adobe Muse and more.
US\$49.99/mo
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Save 60% on Creative Cloud.
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LOGO Adobe Photoshop Lightroom CC MENU SEARCH SIGN IN ADOBE



Enhance and perfect your photography anywhere. With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere — on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place. New to Lightroom? [Get the basics](#)

Get Lightroom as part of the Creative Cloud Photography plan for only US\$9.99/mo [Buy now](#)

Your best shots. Made even better.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more. [See what's new](#)



Boundary Warp stretches the edges of a merged panorama to give you the full image without losing any important details. [See how it works](#)



Use a simple slider to remove haze from your images, or add haze to create an artistic effect. [See how it works](#)



The Lightroom for mobile app lets you capture, organize, edit and share your photos on your iPhone, iPad, or Android phone. [Get Lightroom for mobile](#)



With Lightroom on the web, you can now make edits right in your browser and use auto-tagging to easily find and share your images. [Try it now](#)

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 Password
 Country

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Creative Cloud Photography
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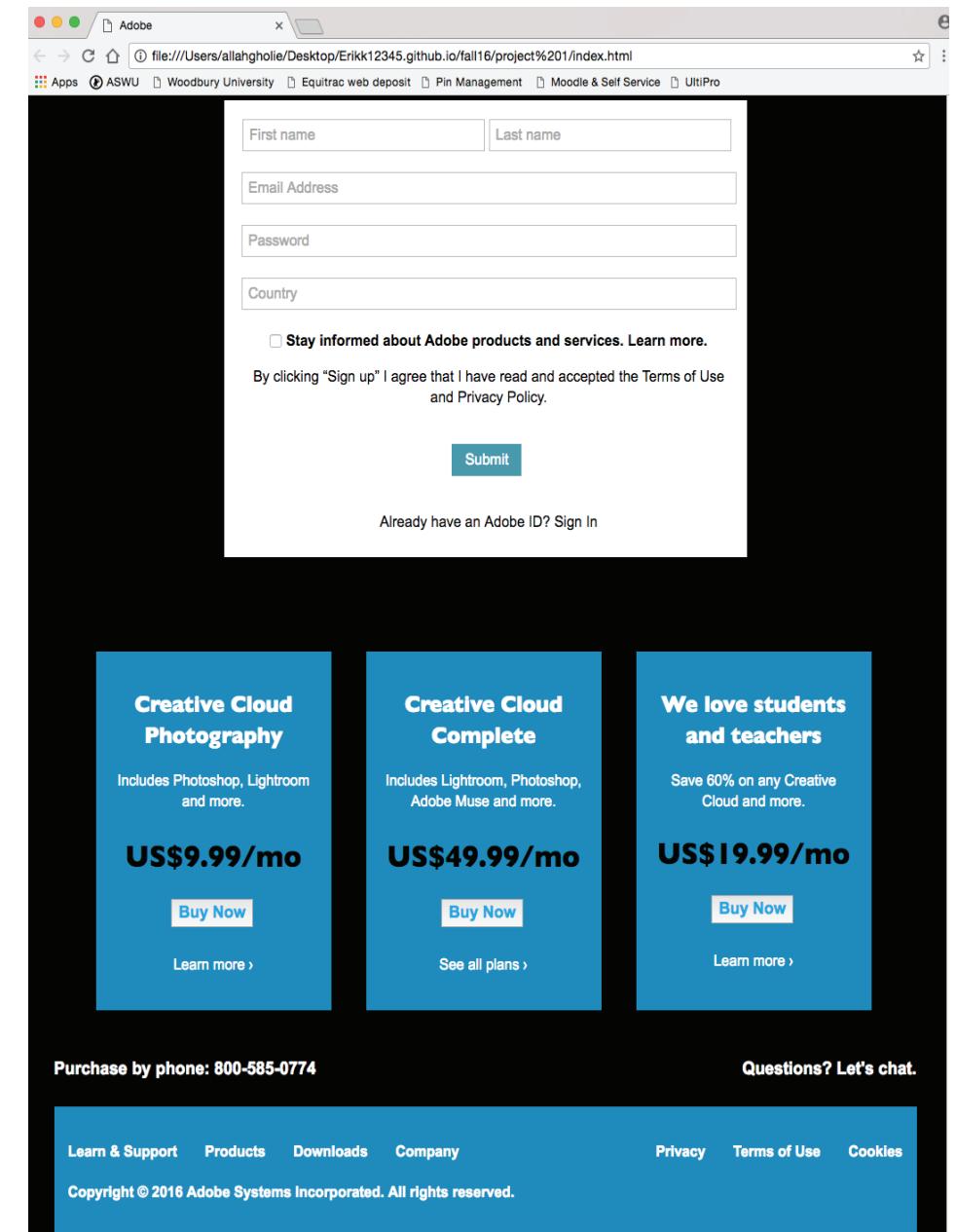
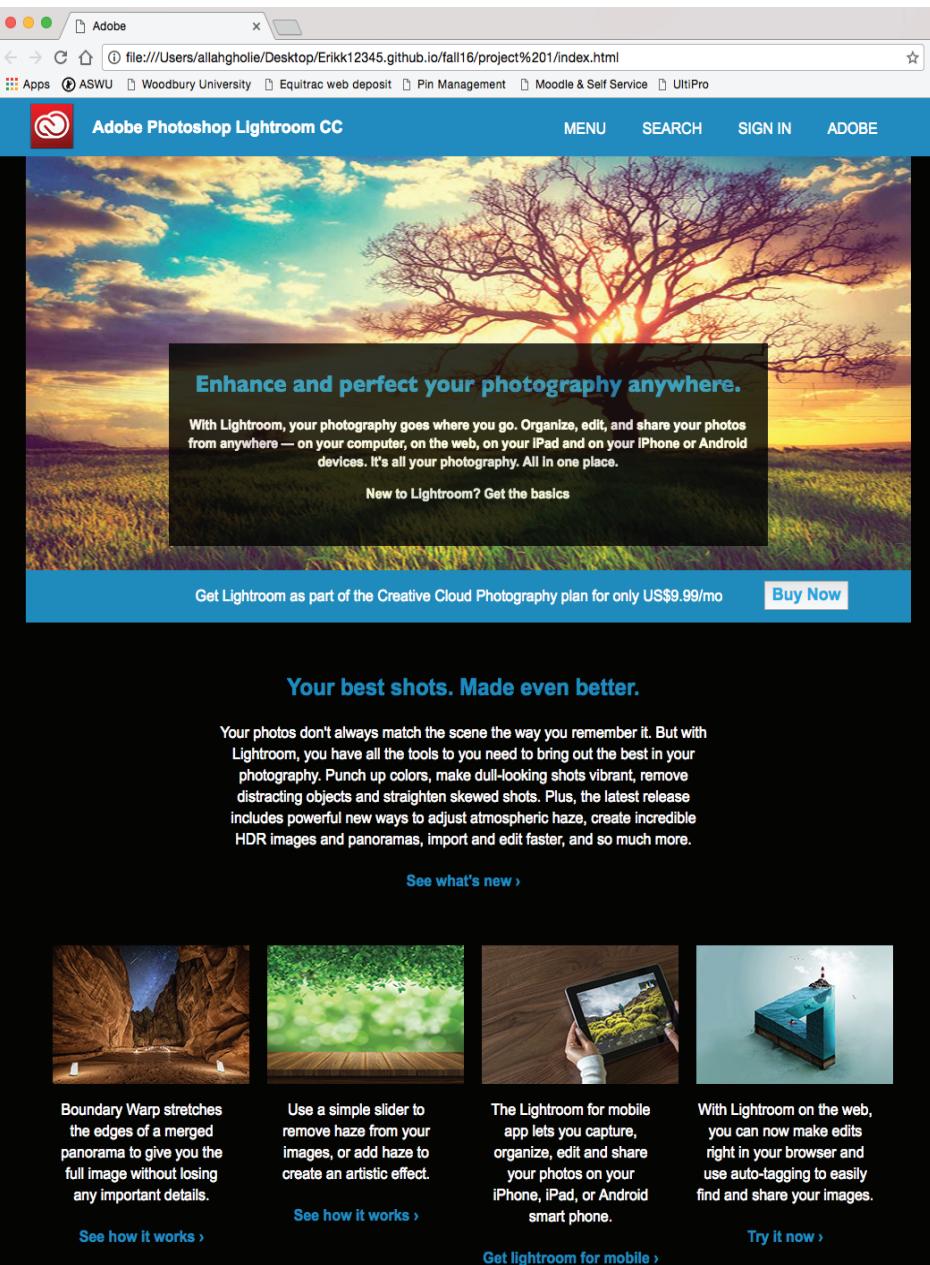
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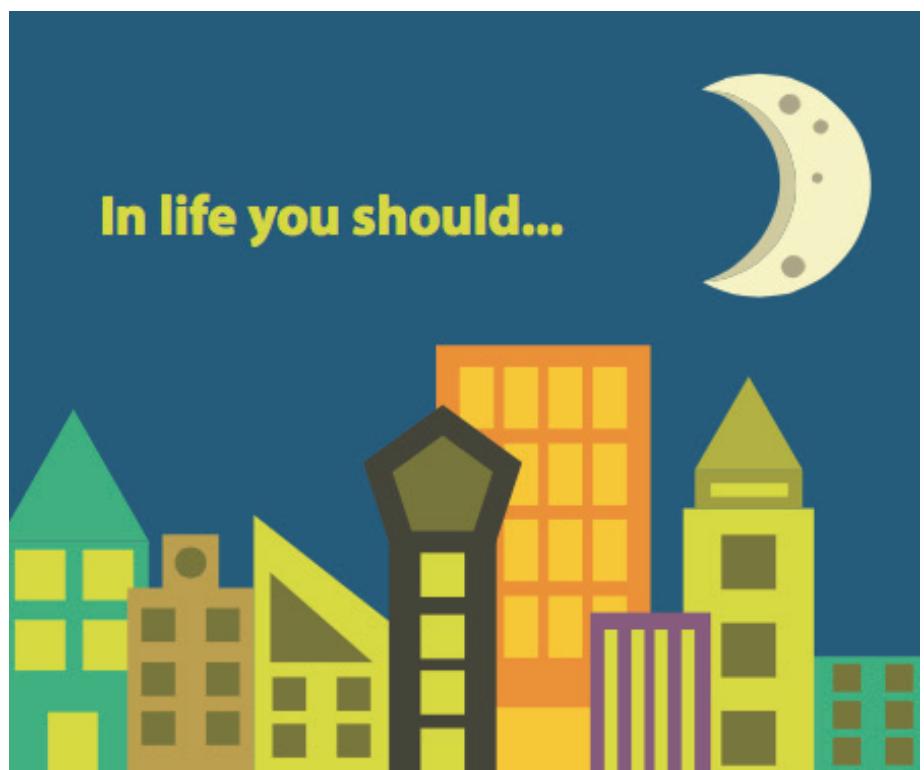
Project 1

This assignment was to create a page and experience with the skills that we have learned from the first web class. This website was not assigned to be responsive. I use black background so the text can pop more and using different typefaces to create a hierarchy. We ad to mimic the Adobe Photoshop website and create our own style.



Project 2

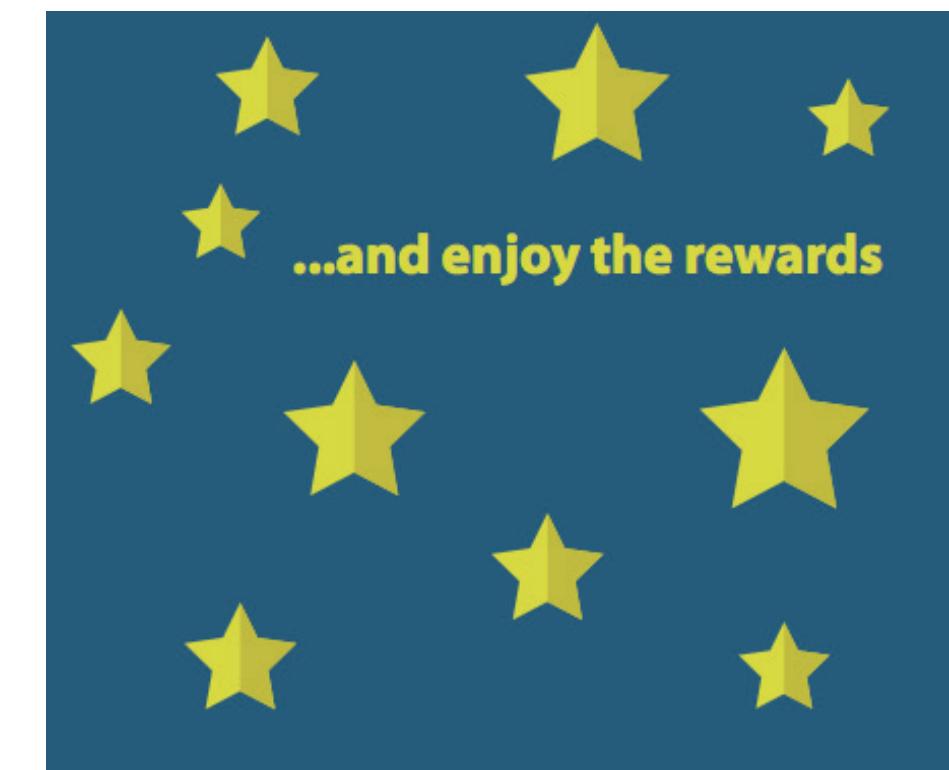
1



2



3



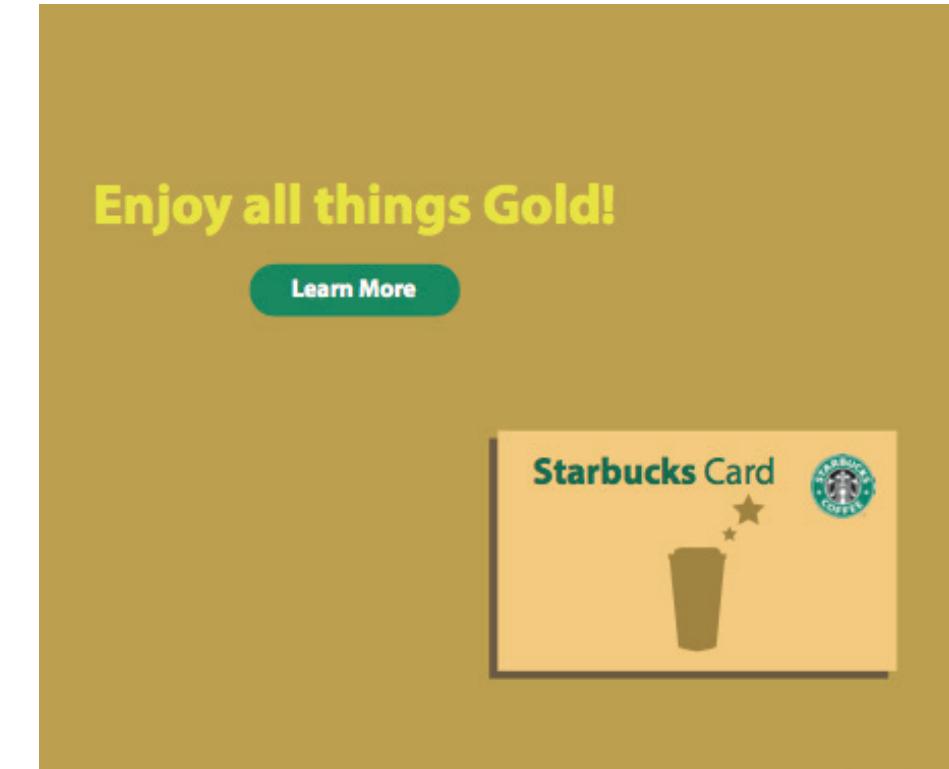
4



5



6



Project 2

1



2



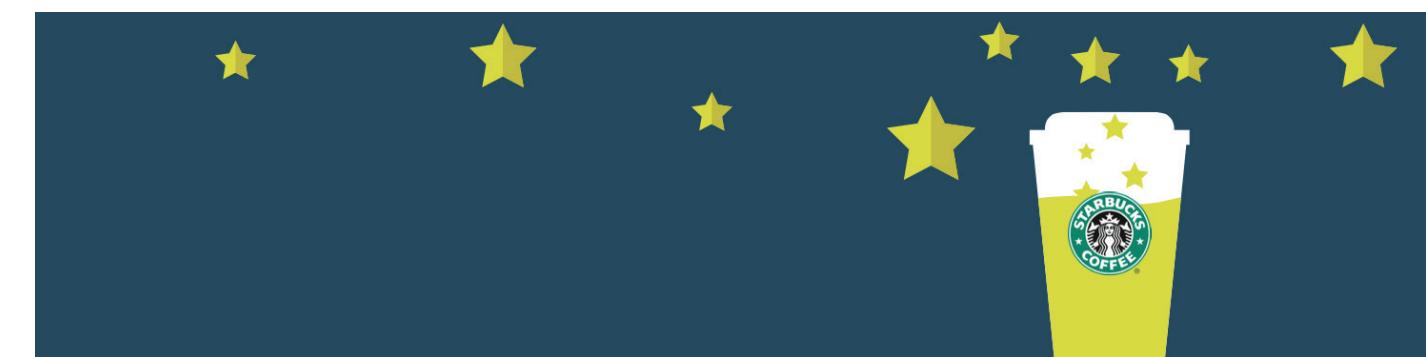
3



4



5

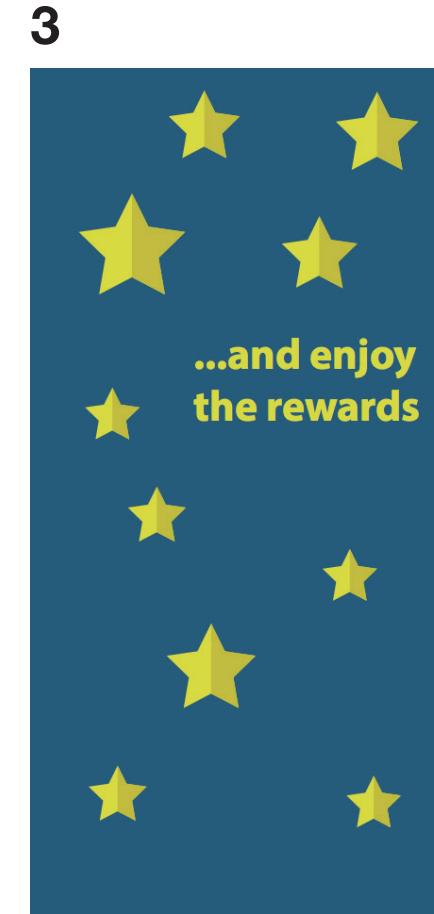
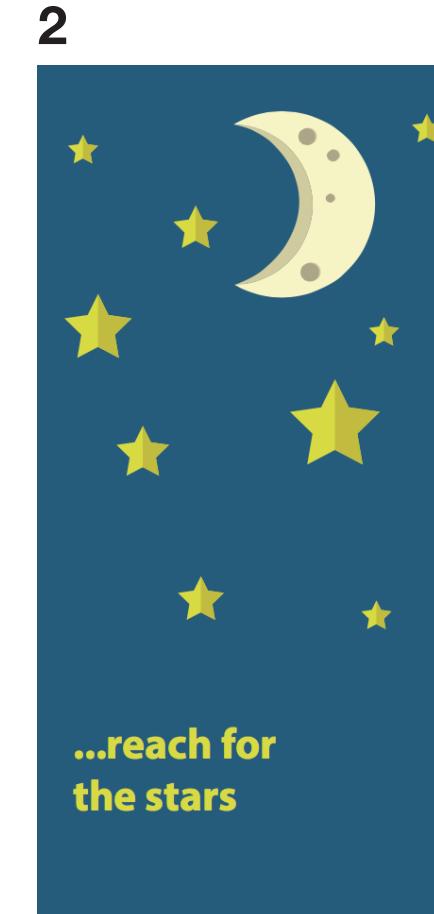


6



Project 2

Project 2 is about creating a Banner ad with 3 different sizes. On each size we had to creatively think how the text, shapes, and animation would fit. This had six panels and on the last panel it should have call to action with button that will direct the audience to the micro site. Later the banner ads was animated with proper transitions and transformations.

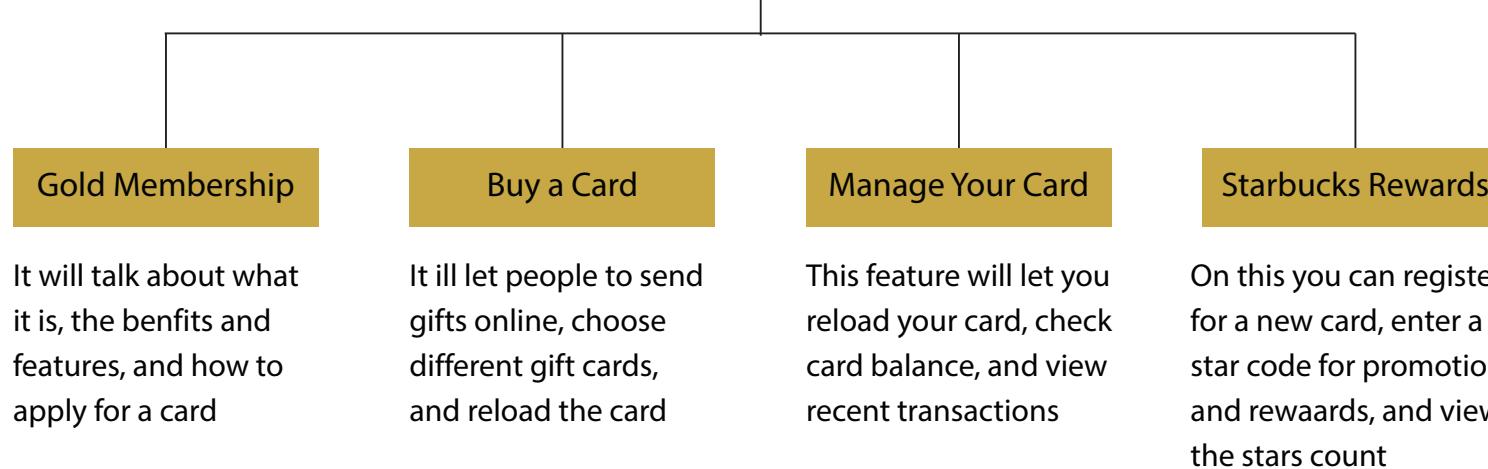


Project 3 / Information Architecture

Information Architecture

Starbucks
gold card
membership

Home Page Starbuckgold.com



Footer

[Privacy policy](#)
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[Rights](#)

Project 3 / Creative Brief

Erik Allahgholi
Web 2

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 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.

Project 3 / Style Tiles

Starbucks
Gold Membership

version:2

Possible Colors



The First-Ever 'Automatic Gold'

Font: Futura Medium

Starbucks Rewards Members

Font: Helvetica Neue Medium

Textures



The new Starbucks Rewards is here, and to celebrate, Starbucks is announcing a major offer for members. For the first time ever, members who make a purchase at participating Starbucks stores from April 12-May 2 automatically earn Gold status for a year. Already Gold? Then your status is extended for one year with purchase.

Font: Helvetica Neue Regular

Form

Sign In

Learn More

First Name

Last Name

Email Address

Starbucks
Gold Membership

version:1

Possible Colors



The First-Ever 'Automatic Gold'

Font: Myanmar MN Regular

Starbucks Rewards Members

Font: Myriad Pro Semibold

Textures



The new Starbucks Rewards is here, and to celebrate, Starbucks is announcing a major offer for members. For the first time ever, members who make a purchase at participating Starbucks stores from April 12-May 2 automatically earn Gold status for a year. Already Gold? Then your status is extended for one year with purchase.

Font: Myriad Pro Regular

Form

Sign In

Learn More

First Name

Last Name

Email Address

Password

Project 3 / Wire Frame

Desktop

The wireframe for the Gold Membership Card page features a header with navigation links: Gold Member, Buy A Card, Logo, Manage Your Card, and Rewards. Below the header, there's a large area with a red 'X' and a placeholder for text. To the right, a section titled "What is Gold Membership Card?" explains the rewards system. It includes a "Learn more" button and a "Fold" indicator. Below this, a section titled "It's nice to be rewarded" encourages users to pay with their phone or order ahead. It features a "Get started" button and a "Fold" indicator. At the bottom, there are three promotional cards: "Earn x2 stars" (Monthly Double-Star Days), "Get the cold card" (Personalized Gold Card), and "New promotion" (Star Reward Every 125 Stars). The footer contains links to Privacy policy, Terms of Use, Contact, and the copyright notice "Starbucks Corporation. All rights reserved 2016."

The wireframe for the Starbucks Gift Card page follows a similar header structure. It includes a large area with a red 'X' and a placeholder for text. To the right, a section titled "Ever wondered to send gift online?" promotes digital gift cards. It includes a "Try it" button and a "Fold" indicator. Below this, a section titled "Buy a Starbucks Gift Card" shows three gift card designs: "Coffee Favorites" (Starbucks Card), "ThankYou" (Starbucks Card), and "Back to School" (Starbucks Card). It features a "Load more" button and a "Fold" indicator. At the bottom, there's a form for help with eGift Cards, including an "Email Address" input field and a "Submit" button. The footer contains links to Privacy policy, Terms of Use, Contact, and the copyright notice "Starbucks Corporation. All rights reserved 2016."

The wireframe for the Card Management page includes a header with navigation links. It features a large area with a red 'X' and a placeholder for text. To the right, two sections are shown: "Why you should reload a card online" (with a "Create a Starbucks Account" button) and "Don't have an account?" (with a "Create an account" button). Below this, a section titled "Reload Your Card" provides instructions for reloading a card. It includes a "Reload" button and a "Fold" indicator. At the bottom, there's a section for "Check card balance & Transaction" with fields for Card Number, Security Code, and a "Check balance" button. The footer contains links to Privacy policy, Terms of Use, Contact, and the copyright notice "Starbucks Corporation. All rights reserved 2016."

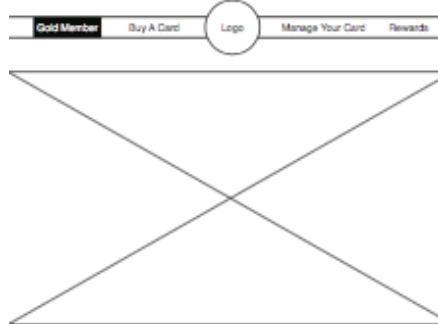
The wireframe for the Rewards and Connection page includes a header with navigation links. It features a large area with a red 'X' and a placeholder for text. To the right, two sections are shown: "Create an account for rewards!" (with a "Sign up" button) and "Try to connect with us." (with a "Sign up" button). Below this, a section titled "Enter a code for star promotion" includes an "Enter Code" input field. At the bottom, there's a section for "View stars count" with fields for Card Number, Security Code, and a "View stars" button. The footer contains links to Privacy policy, Terms of Use, Contact, and the copyright notice "Starbucks Corporation. All rights reserved 2016."

Project 3 / Wire Frame Tablet

The wireframe shows a landing page for the Starbucks Gold Membership Card. At the top, there are navigation links: Gold Member, Buy A Card, Logo, Manage Your Card, and Rewards. Below this is a large central area with a large 'X' placeholder. To the left, a section titled 'What is Gold Membership Card?' explains the benefits of reaching Gold status, with a 'Learn more' button. Below this is a section titled 'It's nice to be rewarded' with a 'Get started' button. At the bottom, there are three promotional cards: 'Earn x2 stars' (Monthly Double-Star Days), 'Get the cold card' (Personalized Gold Card), and 'New promotion' (Star Reward Every 125 Stars). The footer contains links to Privacy policy, Terms of Use, Contact, and a copyright notice for Starbucks Corporation.

This wireframe displays two pages: 'Manage Your Card' and 'Rewards'. Both pages have a similar header with navigation links: Gold Member, Buy A Card, Logo, Manage Your Card, and Rewards. The 'Manage Your Card' page features sections for 'Why you should reload a card online' (with a placeholder for a reload card) and 'Don't have an account?' (with a placeholder for an account creation form). It also includes a 'Join Starbucks Rewards' section. The 'Rewards' page features sections for 'Create an account for rewards!' (with a placeholder for sign-up fields) and 'Try to connect with us.' (with a placeholder for connection details). Both pages include a 'Reload Your Card' section (placeholder for card balance and transaction check), a 'Check card balance & Transaction' section (placeholder for card number, security code, and balance check), and a 'Enter a code for star promotion' section (placeholder for code entry and star view).

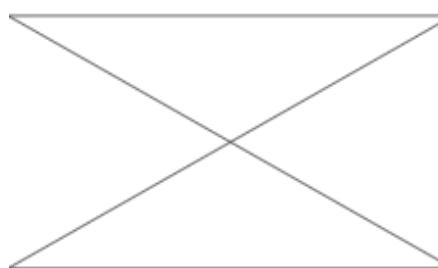
Project 3 / Wire Frame Mobile



What is Gold Membership Card?

Gold members earn Rewards (a free drink or food item from the menu) by collecting Stars. When customers reach Gold status, they receive a Starbucks Gold Card with their name on it, and begin getting access to exclusive perks.

[Learn more](#)



It's nice to be rewarded

Make the most of your membership—pay with your phone, order ahead, earn free drinks and more.

[Get started](#)



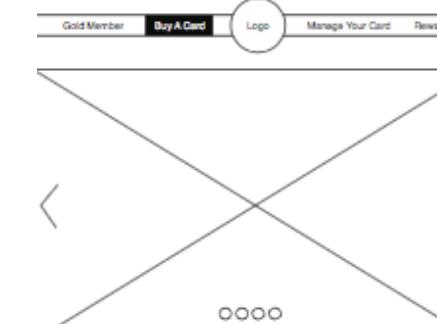
Earn x2 stars
Monthly Double-Star Days



Get the gold card
Personalized Gold Card



New promotion
Star Reward Every 125 Stars



Ever wondered to send gift online?

Digital Delights: Delivered fast and easy.

[Try it](#)



Buy a Starbucks Gift Card

The perfect way to treat a friend or treat yourself. A Starbucks Card is always welcome.



Coffee Favorites
Starbucks Card



ThankYou
Starbucks Card



Fall
Starbucks Card



[Load more](#)

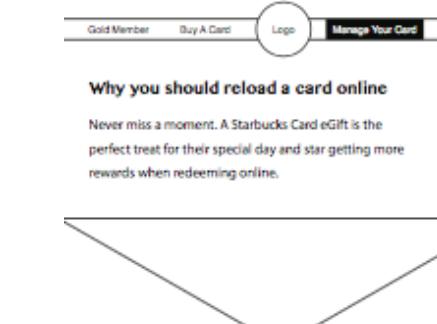


Need help with an eGift Card you sent or received?

Tell us the email address you used to send or receive the eGift Card and we'll send you an email with a secure link to your details.

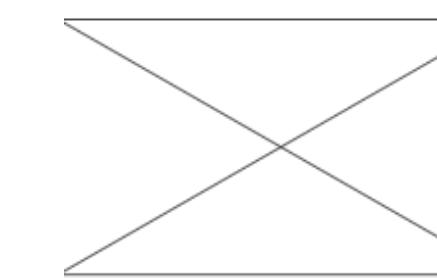
Email Address

[Submit](#)



Why you should reload a card online

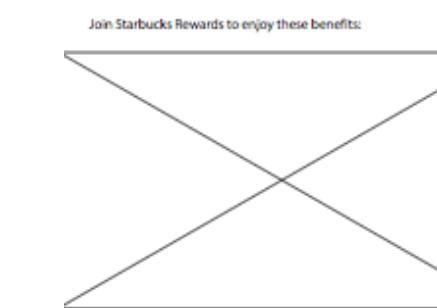
Never miss a moment. A Starbucks Card eGift is the perfect treat for their special day and star getting more rewards when redeeming online.



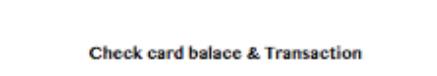
Don't have an account?

Create a Starbucks Account

[Create an account](#)

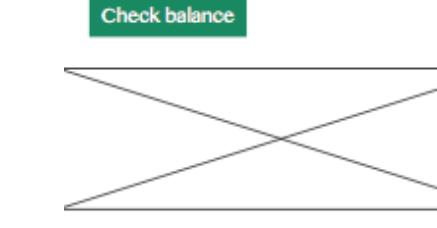


Join Starbucks Rewards to enjoy these benefits:



Reload Your Card
Is your Starbucks Card balance getting low? Reload in a snap. Don't miss out on the most convenient way to pay!

[Reload](#)

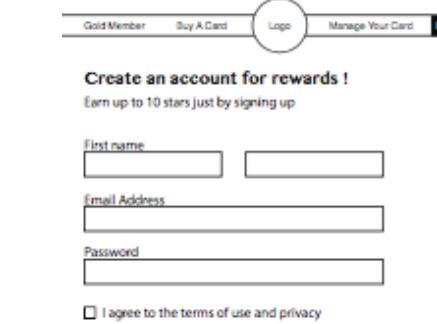


Check card balance & Transaction

Card Number

Security Code

[Check balance](#)



Create an account for rewards !

Earn up to 10 stars just by signing up

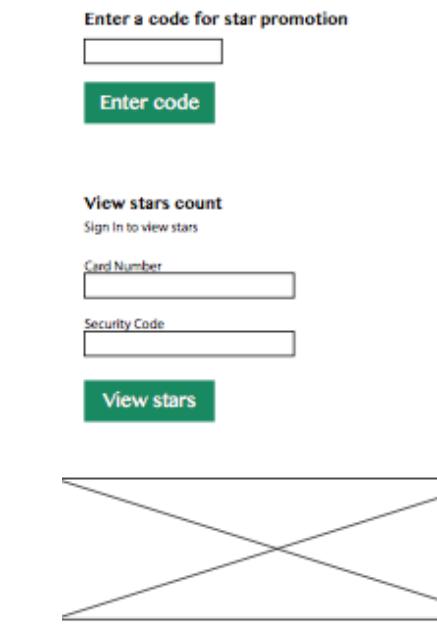
First name
Email Address
Password

I agree to the terms of use and privacy

[Sign up](#)



Try to connect with us.



Enter a code for star promotion

[Enter code](#)

View stars count

Sign In to view stars

Card Number
Security Code

[View stars](#)

Project 3 / Mockup Desktop

Gold Member **Buy A Card** **Manage Your Card** **Rewards**

STARBUCKS COFFEE

What is Gold Membership Card?
Gold members earn Rewards (a free drink or food item from the menu) by collecting Stars. When customers reach Gold status, they receive a Starbucks Gold Card with their name on it, and begin getting access to exclusive perks.

Learn more

It's nice to be rewarded.
Make the most of your membership—pay with your phone, order ahead, earn free drinks and more.

Get started

Fold

Buy a Starbucks Gift Card
The perfect way to treat a friend or treat yourself. A Starbucks Card is always welcome.

Coffee Favorites Starbucks Card **Thank You Starbucks Card** **Fall Starbucks Card**

Try it

Load more

Need help with an eGift Card you sent or received?
Tell us the email address you used to send or receive the eGift Card and we'll send you an email with a secure link to your details.

Click here to start emailing

Privacy policy | **Terms of Use** | **Contact** **Starbucks Corporation. All rights reserved 2016.**

Gold Member **Buy A Card** **Manage Your Card** **Rewards**

STARBUCKS COFFEE

Why you should reload a card online
Is your Starbucks Card balance getting low? Reload in a snap. Never miss a moment. A Starbucks Card eGift is the perfect treat for their special day and star getting more rewards when redeeming online.

Reload

Fold

Create an account for rewards !
Earn up to 10 stars just by signing up

First name **Last name**
Email Address
Password

I agree to the terms of use and privacy

Sign up

STARBUCKS

Join Starbucks Rewards to enjoy these benefits:

Check card balance & Transaction
Card Number
Security Code
Check balance

Don't have an account?
Click here to create an account

Fold

Star promotion
Start earning stars by entering code and once the bucket is full you could start earning rewards and prices. Below you could check your stars count to keep track of how you're doing

View stars count
Sign In to view stars
Card Number
Security Code

View stars

STARBUCKS REWARDS
TWO EASY WAYS TO JOIN

SIGN UP ONLINE
All you need is a Starbucks® gift card to get started.
LEARN MORE

SIGN UP WITH A STAR CODE
Enter your code in the form on this page.

Privacy policy | **Terms of Use** | **Contact** **Starbucks Corporation. All rights reserved 2016.**

Project 3 / Mockup Tablet

The top navigation bar includes links for Gold Member, Buy A Card, Manage Your Card, and Rewards, along with the Starbucks logo.

What is Gold Membership Card?

Gold members earn Rewards for free drink or food item from the menu by collecting Stars. When customers reach Gold status, they receive a Starbucks Gold Card with their name on it, and begin getting access to exclusive perks.

[Learn more](#)

It's nice to be rewarded.

Make the most of your membership—pay with your phone, order ahead, earn free drinks and more.

[Get started](#)

SO MUCH SHINE

Earn x2 stars
Monthly Double-Star Days

Get the gold card
Personalized Gold Card

New promotion
Star Reward Every 125 Stars

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The top navigation bar includes links for Gold Member, Buy A Card, Manage Your Card, and Rewards, along with the Starbucks logo.

Ever wondered to send gift online?

Digital Delights: Delivered fast and easy.

[Try it](#)

Buy a Starbucks Gift Card.

The perfect way to treat a friend or treat yourself. A Starbucks Card is always welcome.

Coffee Favorites Starbucks Card

ThankYou Starbucks Card

Fall Starbucks Card

[Load more](#)

Need help with an eGift Card you sent or received?

Tell us the email address you used to send or receive the eGift Card and we'll send you an email with a secure link to your details.

[Click here to start emailing](#)

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The top navigation bar includes links for Gold Member, Buy A Card, Manage Your Card, and Rewards, along with the Starbucks logo.

Why you should reload a card online

If your Starbucks Card balance getting low? Reload in a snap. Never miss a moment. A Starbucks Card eGift is the perfect treat for their special day and start getting more rewards when redeeming online.

[Reload](#)

SPECIAL EDITION

Check card balance & Transaction

Card Number:
Security Code:

[Check balance](#)

Don't have an account?

[Click here to create an account](#)

[Privacy policy](#) | [Terms of Use](#) | [Contact](#) Starbucks Corporation. All rights reserved 2016.

The top navigation bar includes links for Gold Member, Buy A Card, Manage Your Card, and Rewards, along with the Starbucks logo.

Create an account for rewards !

Earn up to 10 stars just by signing up.

First Name: Last Name:
Email Address:
Password:
 I agree to the terms of use and privacy

[Sign up](#)

STARBUCKS® REWARDS™

TWO EASY WAYS TO JOIN

SIGN UP ONLINE

All you need is a Starbucks® gift card to get started.

[Learn more](#)

SIGN UP WITH A STAR CODE

Enter your code in the form on this page.

[View stars](#)

Star promotion

Start earning stars by entering code and once the bucket is full you could start earning rewards and prizes. Below you could check your stars count to keep track of how you're doing.

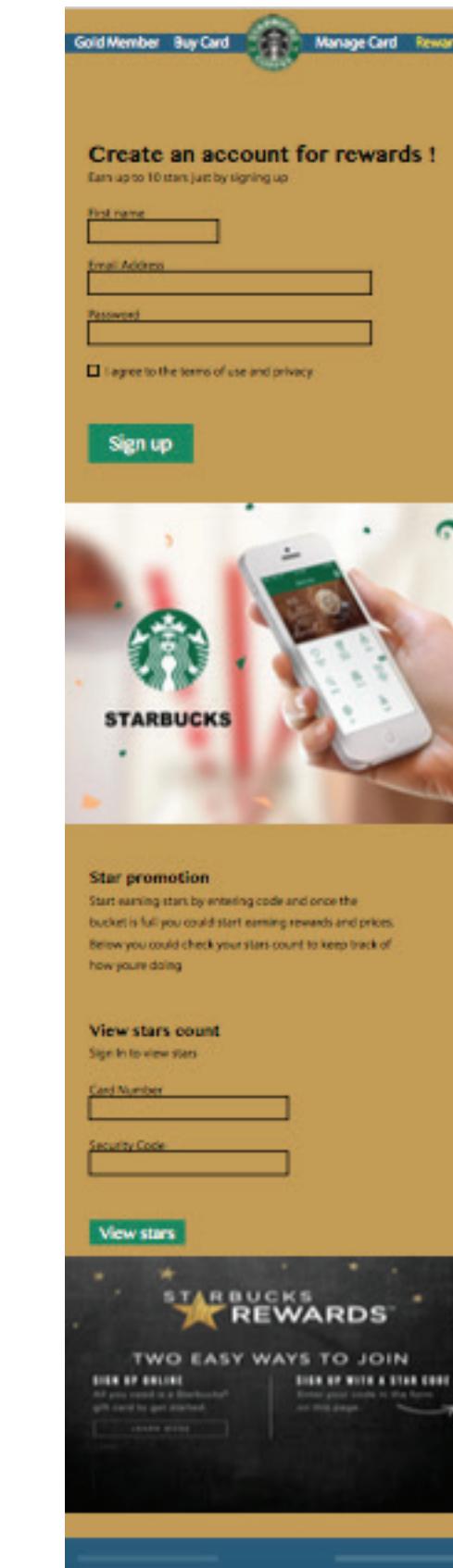
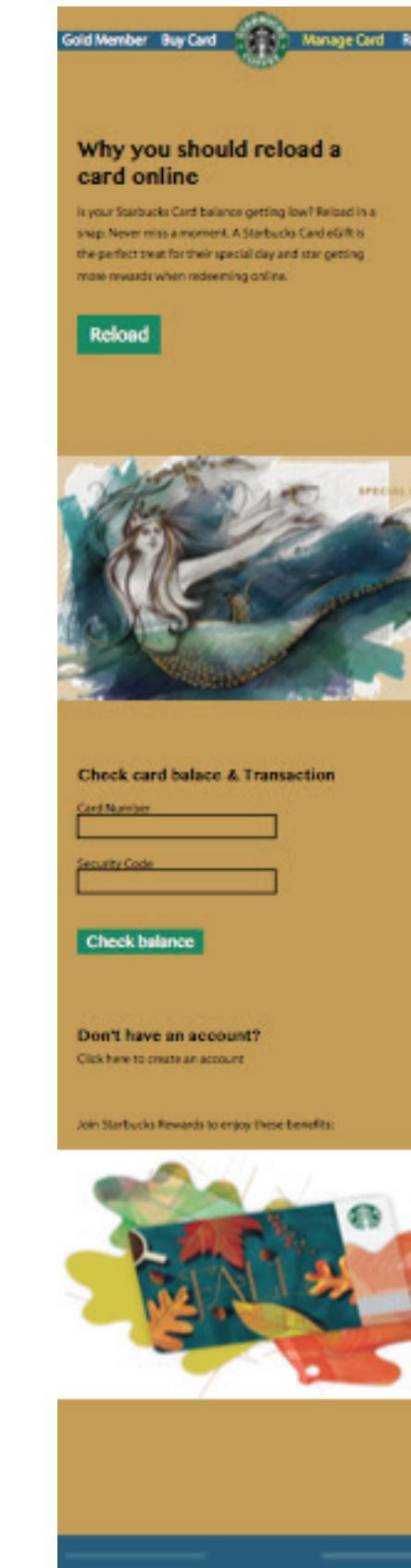
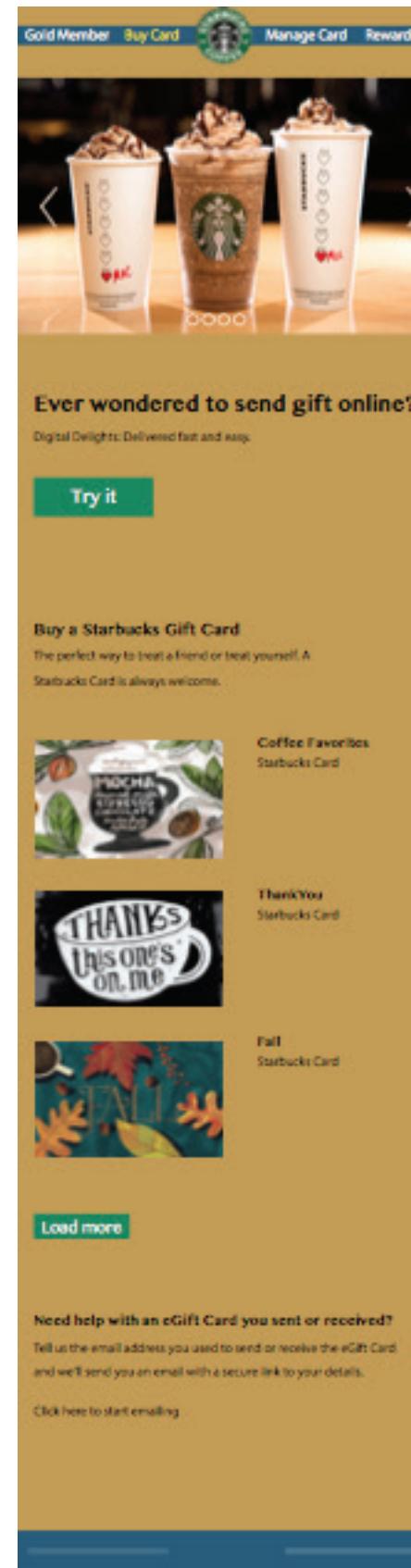
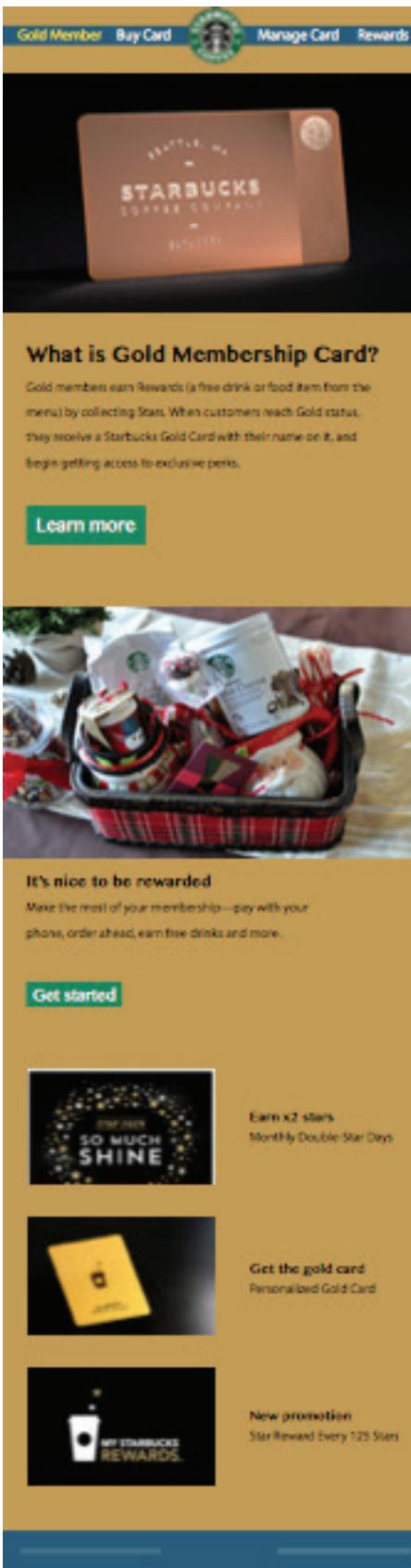
View stars count

Sign in to view stars

Card Number:
Security Code:

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Project 3 / Mockup Mobile



Project 3 Desktop

For project 3 we had the opportunity to experience with responsive site on desktop, tablet and mobile. It was followed by a banner ad with call to action button to link the customer to the page. After that we had to design a page to make it easier for users to understand and navigate on different platforms.

The screenshot shows a Starbucks website page for the Gold Membership Card. At the top, there's a navigation bar with links for "Gold Member", "Buy Card", "Manage Card", and "Rewards". Below the navigation is a large image of a Starbucks Gold Card with a gold pattern and the name "JOHN SMITH". A section titled "What is Gold Membership Card?" provides information about how members earn rewards by collecting stars. Another section, "It's nice to be rewarded", shows a gift basket filled with Starbucks products like coffee and hot cocoa. At the bottom, there are three small cards: "STAR DASH SO MUCH SHINE", a yellow Starbucks card, and "MY STARBUCKS REWARDS".

The screenshot shows a Starbucks website page for buying a gift card. The top navigation bar includes "Gold Member", "Buy Card", "Manage Card", and "Rewards". A large graphic features the word "FALL" surrounded by autumn leaves and coffee beans. Text on the right says "Ever wondered to send gift online? Digital Delights: Delivered fast and easy." Below this are sections for "Buy a Starbucks Gift Card" (described as a perfect way to treat a friend or yourself) and "Need help with an eGift Card you sent or received?". There are also sections for "Coffee Favorites", "Thank You", and "Fall" Starbucks cards, each with a small image. At the bottom, there's a "Click here to start emailing" button and social media icons for Twitter, Facebook, and Instagram.

The screenshot shows a Starbucks website page for managing a card. The top navigation bar has "Gold Member", "Buy Card", "Manage Card", and "Rewards". A large image of a "SPECIAL EDITION" Starbucks card featuring a mermaid is displayed. Below it, a section titled "Why you should reload a card online" explains the benefits of reloading a card. A form for "Check card balance & Transaction" asks for a "Card Number" and "Security Code", with a "Submit" button. A "Don't have an account?" link leads to a sign-up page. The bottom of the page features a colorful graphic of Starbucks products.

The screenshot shows a Starbucks website page for rewards. The top navigation bar includes "Gold Member", "Buy Card", "Manage Card", and "Rewards". A large image of a hand holding a smartphone displaying the Starbucks app interface is shown. Below it, a section titled "Create an account for rewards!" encourages users to sign up. A form asks for "First name", "Last name", "Email Address", "Password", and a "sign up" button. Text above the form says "Earn up to 10 stars just by signing up".

Project 3

Tablet

Gold Member

What is Gold Membership Card?

Gold members earn Rewards (a free drink or food item from the menu) by collecting Stars. When customers reach Gold status, they receive a Starbucks Gold Card with their name on it, and begin getting access to exclusive perks.

It's nice to be rewarded

Make the most of your membership—pay with your phone, order ahead, earn free drinks, rewards and more.

Earn x2 stars
Monthly Double-Star Days

Get the gold card
Personalized Gold Card

New promotion
Star Reward Every 125 Stars

Buy a Starbucks Gift Card

The perfect way to treat a friend or treat yourself. A Starbucks Card is always welcome.

Coffee Favorites
Starbucks Card

ThankYou
Starbucks Card

Fall
Starbucks Card

Need help with an eGift Card you sent or received?

Tell us the email address you used to send or receive the eGift Card and we'll send you an email with a secure link to your details.

[Click here to start emailing](#)

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Gold Member

Why you should reload a card online

Is your Starbucks Card balance getting low? Reload in a snap. Never miss a moment. A Starbucks Card eGift is the perfect treat for their special day and star getting more rewards when redeeming online.

Check card balance & Transaction

Card Number

Security Code

Submit

Don't have an account?

[Click here to create an account](#)

Create an account for rewards !

Earn up to 10 stars just by signing up

First name

Last name

Email Address

Password
 mm/dd/yyyy

sign up

Something's brewing just for you

View stars count

Sign In to view stars

Card Number

Security Code

view stars

Star promotion

Start earning stars by entering code and once the bucket is full you could start earning rewards and prizes. Below you could check your stars count to keep track of how you're doing

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Project 3

Mobile

index.html

Gold Member Buy Card Manage Card Rewards

STARBUCKS

What is Gold Membership Card?

Gold members earn Rewards (a free drink or food item from the menu) by collecting Stars. When customers reach Gold status, they receive a Starbucks Gold Card with their name on it, and begin getting access to exclusive perks.

It's nice to be rewarded

Make the most of your membership—pay with your phone, order ahead, earn free drinks, rewards and more.

Coffee Favorites

Starbucks Card

THANKS
this one's
on me

index.html

Gold Member Buy Card Manage Card Rewards

STARBUCKS

Ever wondered to send gift online?

Digital Delights: Delivered fast and easy.

Buy a Starbucks Gift Card

The perfect way to treat a friend or treat yourself. A Starbucks Card is always welcome.

Coffee Favorites

Starbucks Card

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Why you should reload a card online

Is your Starbucks Card balance getting low? Reload in a snap. Never miss a moment. A Starbucks Card eGift is the perfect treat for their special day and star getting more rewards when redeeming online.

Check card balance & Transaction

Card Number

Security Code

Submit

Don't have an account?

Click here to create an account

Something's brewing just for you

Starbucks Card

THANKS
this one's
on me

index.html

Gold Member Buy Card Manage Card Rewards

STARBUCKS

Create an account for rewards !

Earn up to 10 stars just by signing up

First name

Last name

Email Address

Password

mm/dd/yyyy

sign up

Something's brewing just for you

Starbucks Card

THANKS
this one's
on me

Project 3 UV Survey / Conclusion

From the survey, mostly I got that the micro site was easy to ready and understand. However, most of the feedback that I got was about navigation, the landing page and links were not functional. I added the links and worked on the navigation bar and the logo on top of it. I also added extra pages for buttons to link them to a new page that says thank you. Overall the responsive experience was a great knowledge and have advanced my coding skills.

Erik Allahgholi

	Jessica James	Jasmine Doorwood	Oshin Soolai	Mike Moradain	Ejmin Enjilian	Nareh Iorazib	Total
What was the meaning of the Ad?	To introduce people to the gold member card.	Inform the viewer of the gold member card and advertise the membership	To get people to open the gold card	to learn more about gold member card	3	To become a member	
Was the message of the Ad clear ?	5	5	5	4	5	4	28\30
Does the animation & imagery relate to the message ?	4	4	4	5	4	5	26\30
How likely would you be to click on this Ad?	5	3	4	3	4	4	23\30
Does the initial impression of the microsite correlate to the Ad?	5	4	4	4	5	5	27\30
Is the content of the site easy to read & understand?	5	4	5	3	4	5	26\30
Is the navigation easy to use?	4	5	5	5	4	4	27\30
Where would you go to apply for a card? Is that easy to find?	3 -I thought it was buy a card. But I found it in rewards. It isn't very clear.		3	3	4	3- 4- I would go to the Buy a Card page.	20\30
Where you able to achieve what you came for to the website?	3	4	4	5	3	5	24\30
Does the animation and microsite go together?	3	4	3	3	4	4	21\30
Comments	Some of the links are not functioning so if you fixed those, then it would be less confusing. the overall look is very nice.	Where to purchase a gold membership is kind of confusing, maybe edit your headings in the nav so that the user knows exactly which page is for the gold membership and the gift cards. Some of the imagery is a bit blurry too but overall it correlates well with your ad!	I thought the website was made to apply for the gold card, but then I got confused in the buy card tab where you can buy a gift card. Maybe make the functions of the buy card and gift card more clear.	overall i think its a great layout. i think you should have more of the form in some pages so its easier for one to buy or sign up for a card.	I like the colors of the website it came from the animation. The text is easy to read and understand.	The nav bar made me feel a little lost at times because I would forget what page I was on. Also, links and buttons wouldn't work.	