Marineh Markarian

Creative Brief: 1912 Pike

1912 Pike is the address of the first Starbucks store. The name is now used for Starbucks's blog. 1912 Pike, brings memorable stories from the Starbucks coffee farmers of Sumatra to the Starbucks roasters and baristas for everyone to discover. It unfolds details about Starbuck's processes, and uncovers the fascinating stories of the coffee itself. The blog is written by the Starbucks partners, who describe what they have seen, experienced and learned firsthand. As described by the original website "Authentic and imperfect, conversational and creative, it is our ever-evolving global journal of the innovation, quest for quality, and passion the unites
people around coffee.

My mission is to build a website for 1912 Pike which is reminiscent of the original store. I want user to feel like they are in a coffee shop reading the stories about coffee. The website will incorporate different aspects of the original website, where stories will be categorized based on their relevance to each other. The users will have the option to read about the blog's mission in the about page. Another link will take the user to the coffee passport page where they will be introduced to the mobile tasting app. There will also be a link where users can subscribe to get the Starbucks daily newsletters from the blog.