

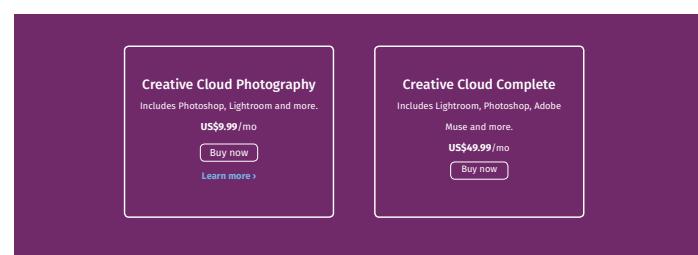
Processbook

GDES 310

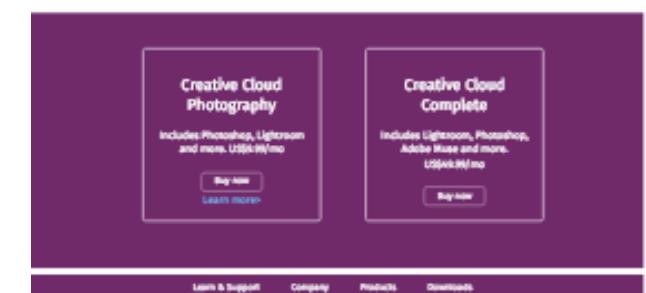
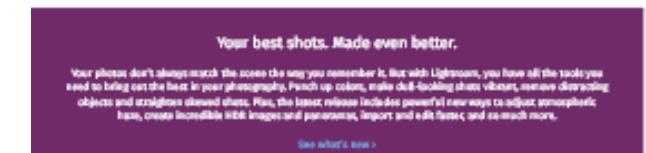
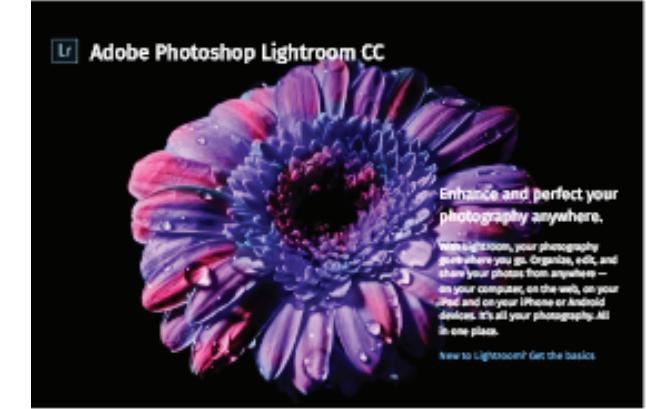
Marineh Markarian

Exercise #1 - Adobe Lightroom

Designed page



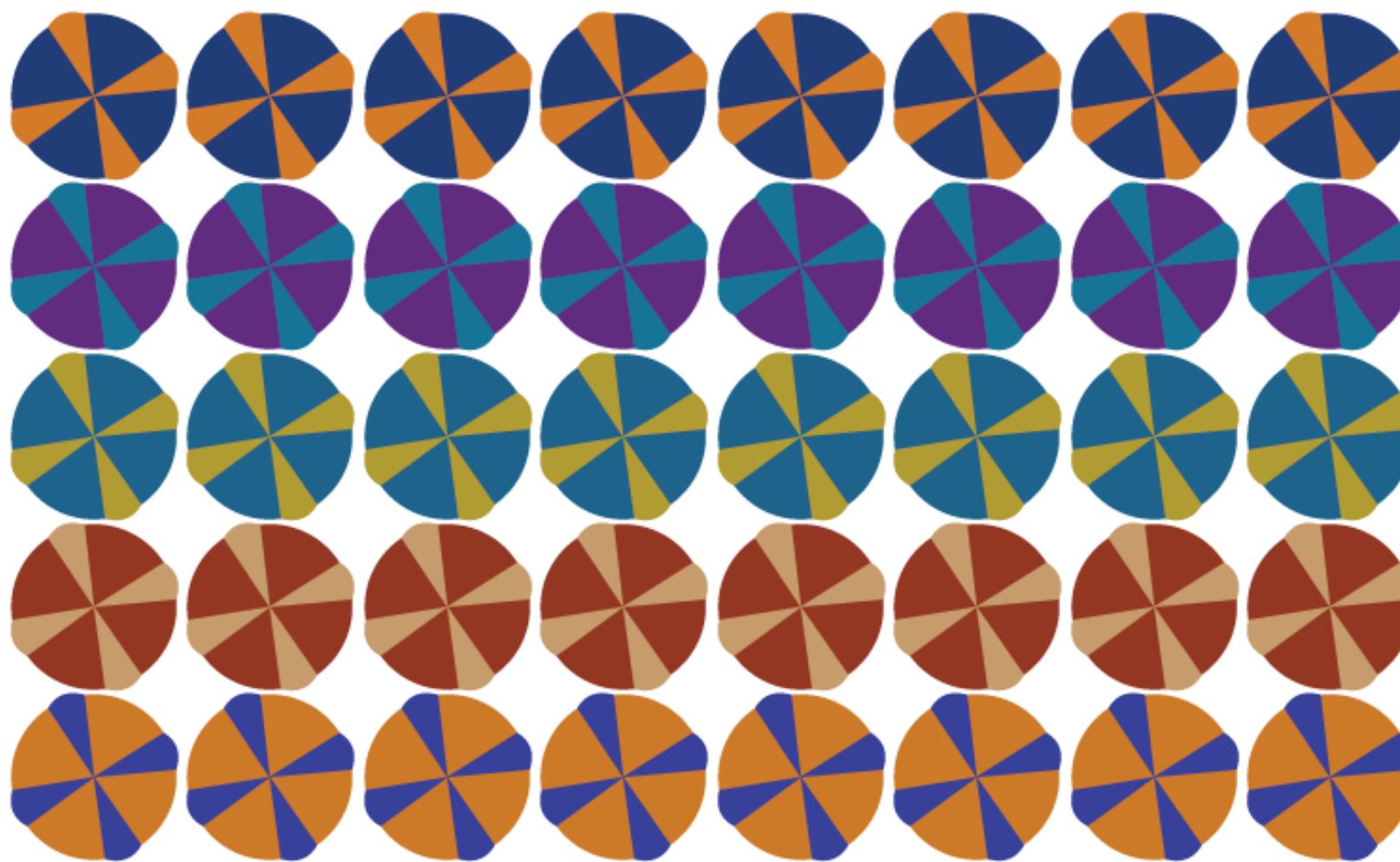
Coded Website



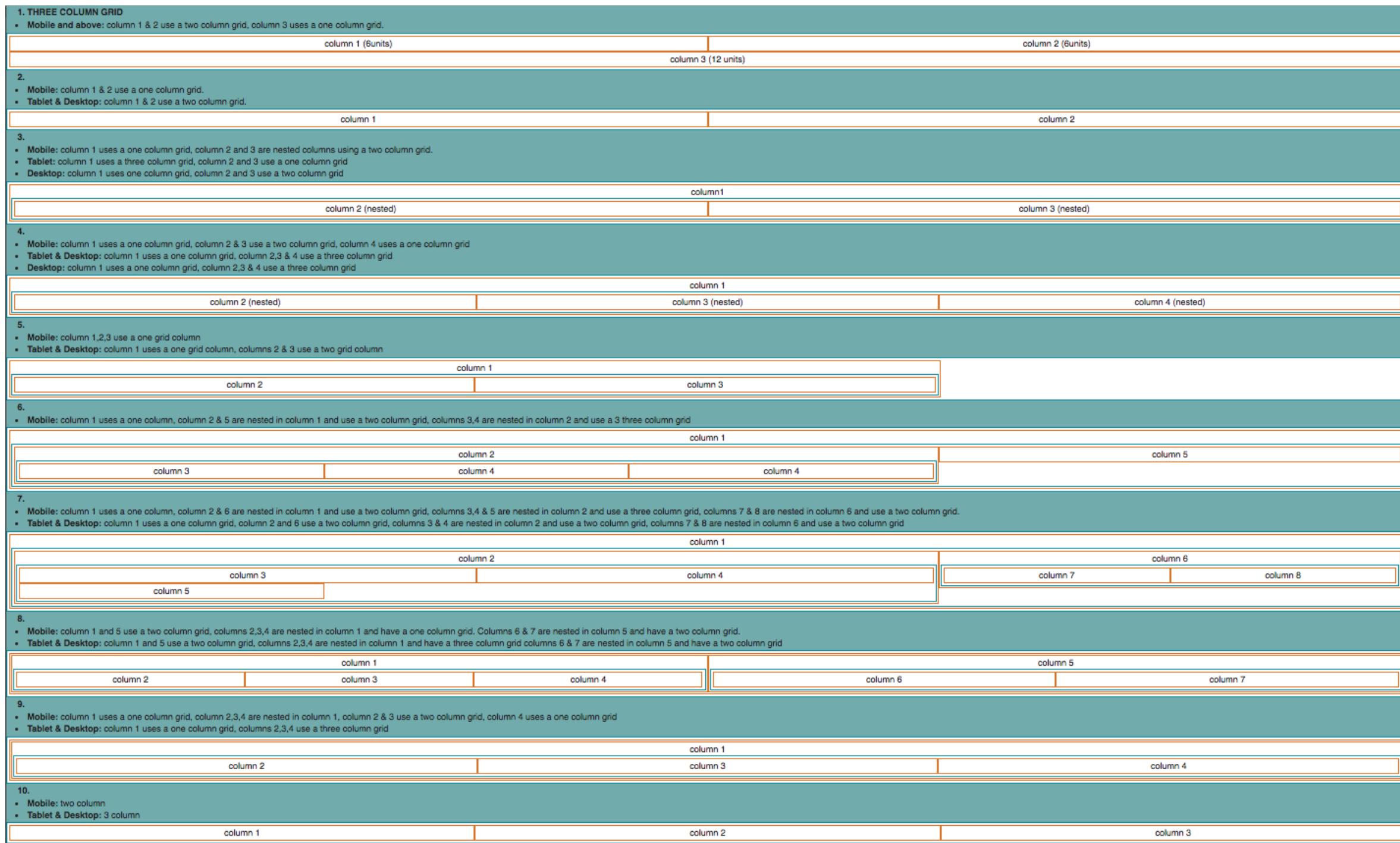
Exercise #2 - Haiku animation



Exercise #3 - Pattern Animation



Exercise #4 - Columns



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. The blog is written by the Starbucks partners, who describe what they have seen, experienced and learned firsthand.

My mission is to create a microsite which will lead the user to sign up to take a tour of the Starbucks' first store in Seattle, and the Starbucks Reserve, Starbucks' roastery located in Seattle, WA. The microsite will also give the option of subscribing for the Starbucks blog, called the 1912 Pike, where they can learn more about Starbucks and its coffee. The microsite will first introduce the user to 1912 Pike, the Starbucks Reserve and the main person in Starbucks who tastes the coffee. The user can then fill out the form to take a tour of the two locations and subscribe to the blog.

My objective is to design a website which will be reminiscent of the Starbucks coffee shops, where the user can experience what it will be like to be at the locations.

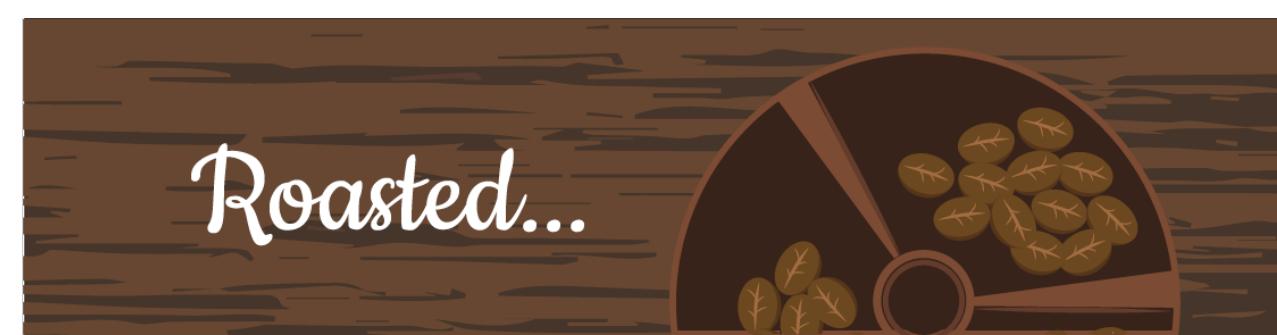
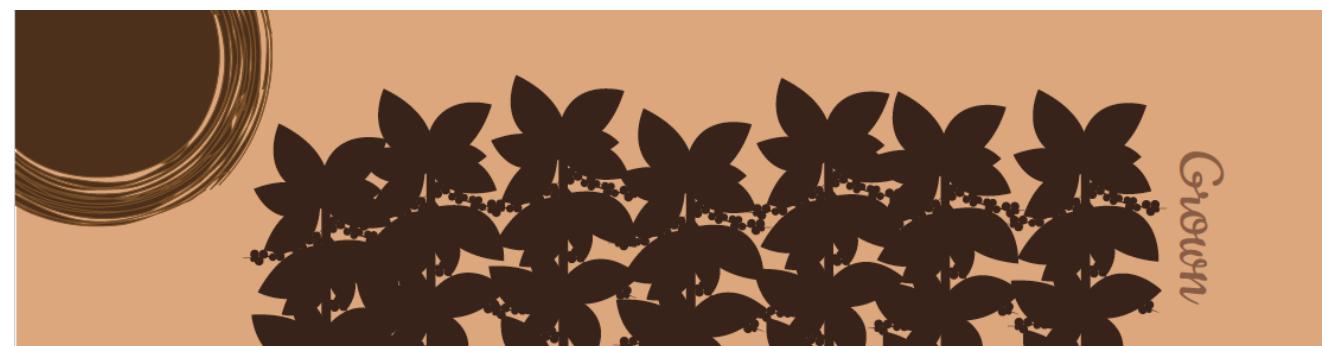
Project 2 - Banner AD



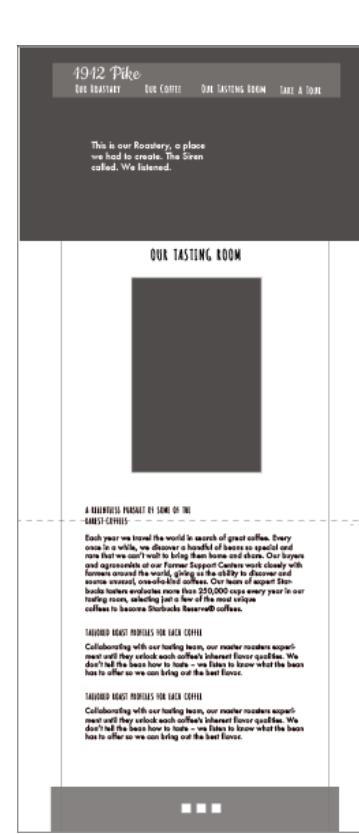
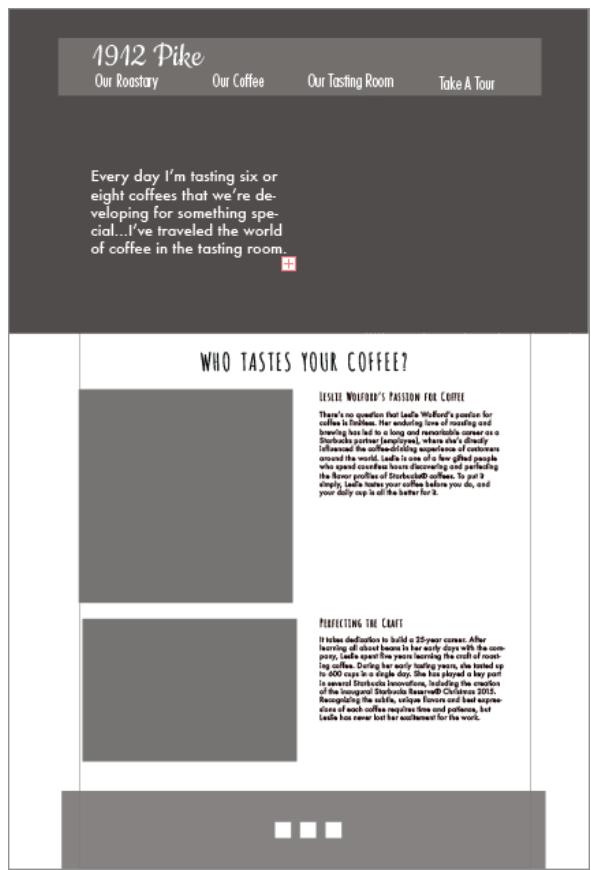
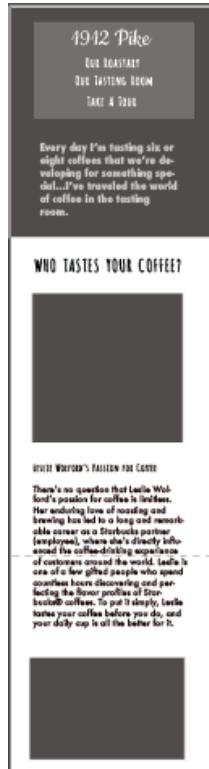
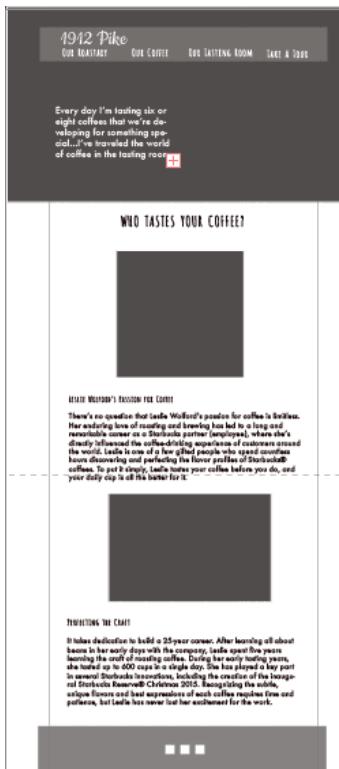
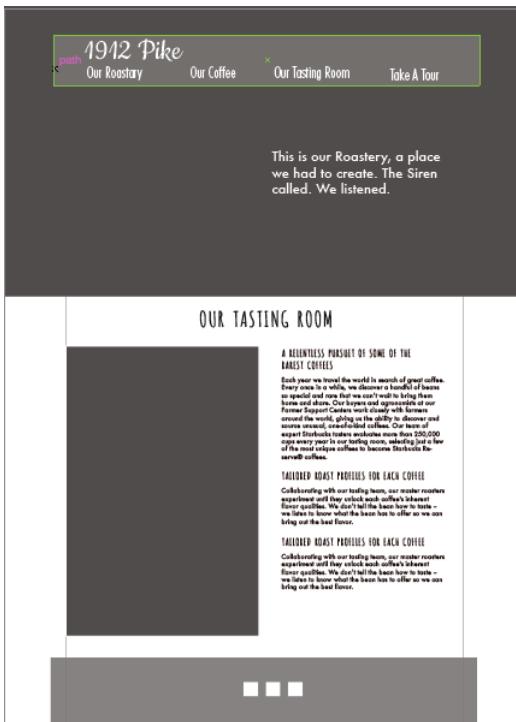
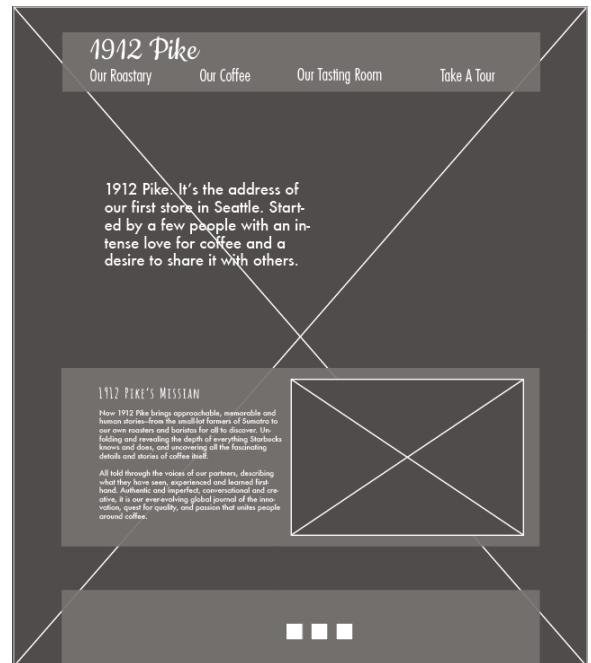
Project 2 - Banner AD



Project 2 - Banner AD



Project 3 - Microsite - Wire Frames



Project 3 - Microsite - Stylet Tiles

1912 Pike

Starbucks Microcite

Style Tile
version:1

Possible Colors



This is an Example of a Header

Font: Name #hexcode

THIS IS AN EXAMPLE OF A SUB HEAD

Font: Name #hexcode

Textures



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Font: Name #hexcode

This is an example of a TEXT LINK »

This is an example of a Button

Submit

1912 Pike

Starbucks Microcite

Style Tile
version:1

Possible Colors



THIS IS AN EXAMPLE OF A HEADER

Font: Name #hexcode

THIS IS AN EXAMPLE OF A SUB HEAD

Font: Name #hexcode

Textures



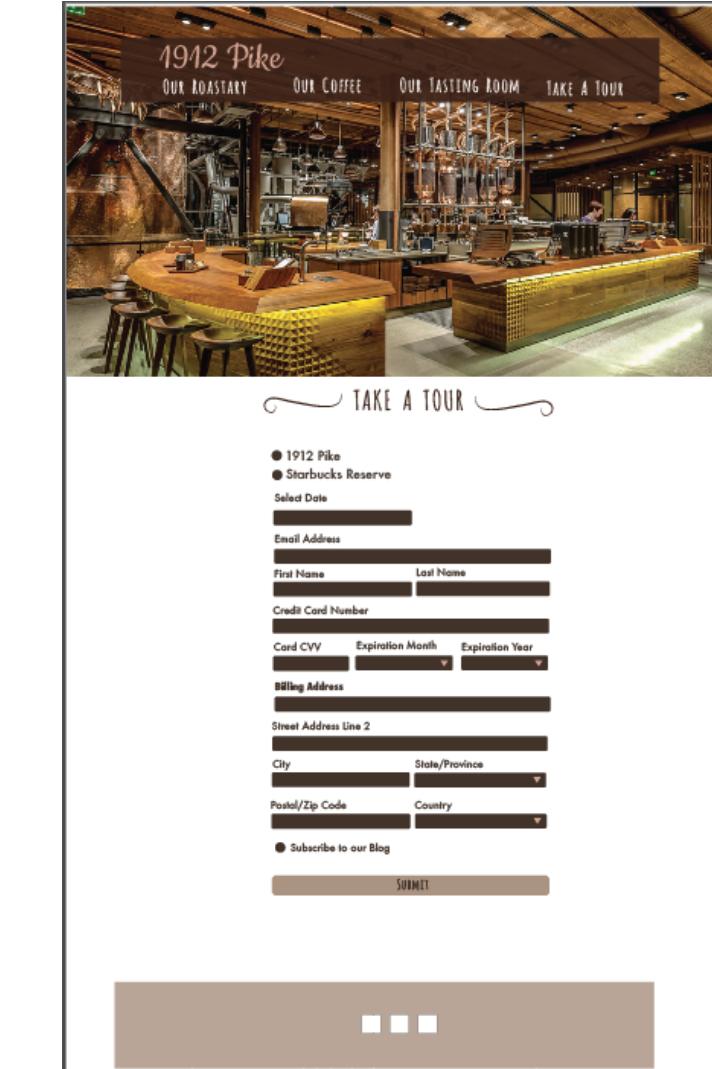
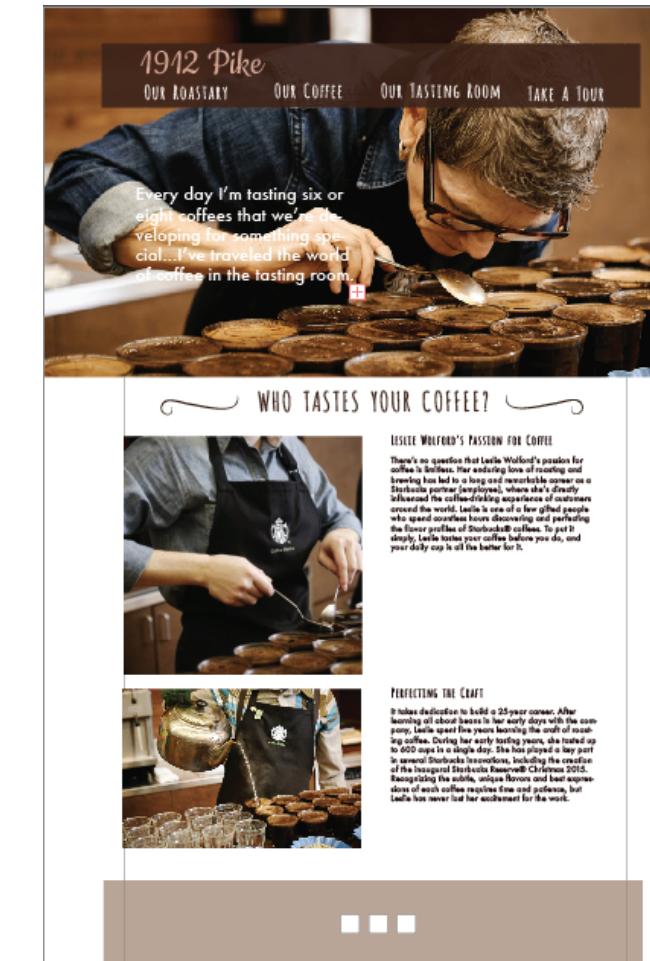
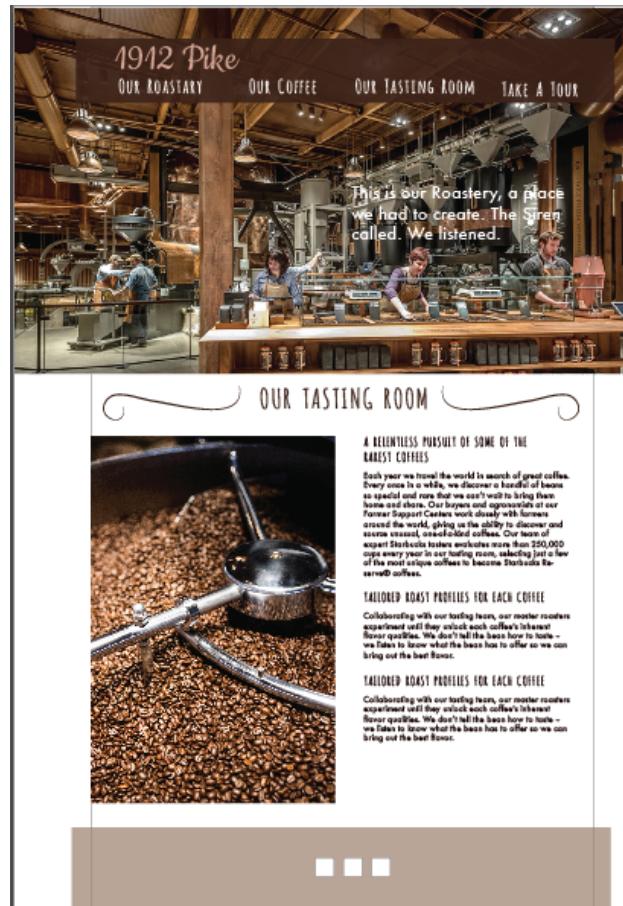
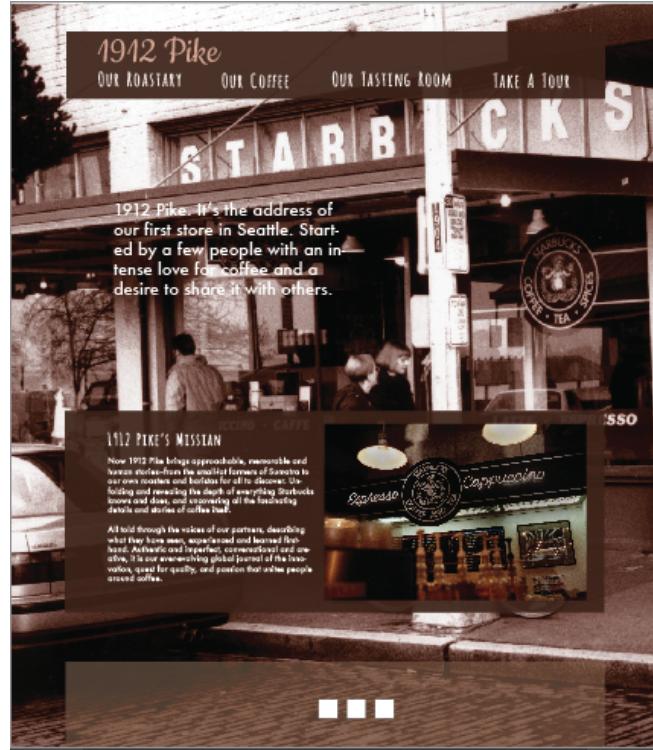
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This is an example of a TEXT LINK »

SUBMIT

Project 3 - Microsite - Designs



Project 3 - Microsite Designs

4942 Pike OUR ROASTERY OUR TASTING ROOM TAKE A TOUR

STARBUCKS

1912 Pike. It's the address of our first store in Seattle. Started by a few people with an intense love for coffee and a desire to share it with others.

1912 Pike's Mission

Now 1912 Pike brings approachable, memorable and human stories—from the original founders of Starbucks to our own roasters and baristas for all to discover. Unfolding and revealing the depth of everything Starbucks knows and does, and uncovering all the fascinating details and stories of coffee itself.

All told through the voices of our partners, describing what they have seen, experienced and learned firsthand. Authentic and imperfect, conversational and creative, it is our ever-evolving global journal of the innovation, quest for quality, and passion that unites people around coffee.



4942 Pike OUR ROASTERY OUR COFFEE OUR TASTING ROOM TAKE A TOUR

This is our Roastery, a place we had to create. The Barista called. We listened.

OUR TASTING ROOM



A RECENTLY PULLED SAMPLE OF SOME OF THE HARDEST COFFEES

Each year we travel the world in search of great coffee. Every once in a while, we discover a handful of beans so special and rare that we can't wait to bring them home and share. Our buyers and agronomists at our Farmer Support Centers work closely with farmers around the world, giving us the ability to discover and source unique, one-of-a-kind coffees. Our team of expert Starbucks tasters evaluate more than 250,000 cups every year in our tasting room, selecting just a few of the most unique coffees to become Starbucks Reserve® coffees.

TAILORED ROAST METHODS FOR EACH COFFEE

Collaborating with our tasting team, our master roasters experiment until they unlock each coffee's inherent flavor qualities. We don't tell the beans how to taste — we listen to know what the bean has to offer so we can bring out the best flavor.

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4942 Pike OUR ROASTERY OUR COFFEE OUR TASTING ROOM TAKE A TOUR

Every day I'm tasting six or eight coffees that we're developing for something special...I've traveled the world to find coffee in the tasting room.

WHO TASTES YOUR COFFEE?



Leslie Walford's Passion for Coffee

There's no question that Leslie Walford's passion for coffee is timeless. Her enduring love of roasting and brewing has led to a long and remarkable career as a Starbucks partner (employee), where she's directly influenced the coffee-drinking experiences of customers around the world. Leslie is one of a few gifted people who spend countless hours discovering and perfecting the flavor profiles of Starbucks® coffees. To put it simply, Leslie tastes your coffee before you do, and your daily cup is all the better for it.



DEFINING THE CRAFT

It takes dedication to build a 25-year career. After learning all about beans in her early days with the company, Leslie spent five years learning the craft of roasting coffee. During her early tasting years, she tasted up to 600 cups in a single day. She has played a key part in several Starbucks innovations, including the creation of the inaugural Starbucks Reserve® Christmas 2015. Recognizing the subtle, unique flavors and best expressions of each coffee requires time and patience, but Leslie has never lost her enthusiasm for the work.



4942 Pike OUR ROASTERY OUR COFFEE OUR TASTING ROOM TAKE A TOUR

TAKE A TOUR

● 1912 Pike
● Starbucks Reserve

Select Date

Email Address

First Name Last Name

Credit Card Number

Card CVV Expiration Month Expiration Year

Billing Address

Street Address Line 2

City State/Province

Postal/Zip Code Country

● Subscribe to our Blog

SUBMIT



Project 3 - Microsite Designs

1912 Pike

[OUR ROASTERY](#)
[OUR TASTING ROOM](#)
[TAKE A TOUR](#)

1912 Pike. It's the address of our first store in Seattle. Started by a few people with an intense love for coffee and a desire to share it with others.

1912 Pike's Reserve

Now 1912 Pike brings approachable, memorable and human stories from the smallest farmers of Sambena to our own roasters and baristas for all to discover. Unfolding and revealing the depth of everything Starbucks knows and does, and uncovering all the fascinating details and stories of coffee itself.

All told through the voices of our partners, describing what they have seen, experienced and learned firsthand. Authentic and imperfect, conventional and creative, it's our ever-evolving global journal of the innovation, quest for quality, and passion that unites people around coffee.



...

1912 Pike

[OUR ROASTERY](#)
[OUR TASTING ROOM](#)
[TAKE A TOUR](#)

This is our Roastery, a place we hold dear. The Shop... still under construction.



OUR TASTING ROOM



WHO TASTES YOUR COFFEE?



LESLIE WOLFGARD'S PASSION FOR COFFEE

There's no question that Leslie Wolfgard's passion for coffee is bathted. Her enduring love of roasting and brewing has led to a long and remarkable career as a Starbucks partner [employee], where she's directly influenced the coffee-drinking experience of customers around the world. Leslie is one of a few gifted people who spend countless hours discovering and perfecting the flavor profiles of Starbucks® coffees. To put it simply, Leslie tastes your coffee before you do, and your daily cup is all the better for it.



...

1912 Pike

[OUR ROASTERY](#)
[OUR TASTING ROOM](#)
[TAKE A TOUR](#)

I'm tasting six cups today, which is what we're developing for something special... I've tried the best of coffees in the world.



WHO TASTES YOUR COFFEE?



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...

1912 Pike

[OUR ROASTERY](#)
[OUR TASTING ROOM](#)
[TAKE A TOUR](#)



TAKE A TOUR

I'd like to receive updates from Starbucks.

I'd like to receive updates from Starbucks Reserve.

Date:

First Name:

Last Name:

Credit Card Header:

Card CVV: **Expiration Month:** **Expiration Year:**

Shipping Address:

Street Address Line 2:

City: **State/Province:**

Post/Zip Code: **Country:**

I'd like to receive updates from Starbucks Reserve.



Project 4 - User Testing Results

Questions (rate 1-5)	Lucine Boghosian	Vache Markarian	Serjik Markarian	Arpi Derm	Varsenik Megerdichian	Overall rating
Was the message of the AD Clear?		5	5	5	5	5
What was the message of the AD?	To learn more about Starbucks coffee	where the coffee comes from and how it is grown	Where Starbucks coffee comes from	How is coffee made	Learn about Starbucks Coffee	
Does the animation and imagery relate to the message?		5	5	5	5	5
How likely would you be to click on the AD?		5	5	5	5	5
Does the initial impression of the microsite correlate to the AD?		5	5	5	5	5
Is the content of the site easy to read and understand?		5	3	4	5	4
Is the navigation easy to use?		4	4	4	4	4
Were you able to achieve what you came for to the website?		5	4	5	5	4.8
Were you able to successfully sign up for the tour and subscribe to the blog?		5	4	5	5	5
Rate your overall experience		5	4	5	5	4.8
Comments	Overall the designs were very nice and functional. The website needs a little improvement. Some of the links don't work. I would also recommend that you change the type on the first page, it was a little hard to read.	The text on the first page was not readable. I could not navigate back to the homepage. The form did not lead to a Thank you page.	I really liked the design of the site. The banner ties nicely to the website. Just make sure to fix some of the links.	Nice website and banner AD. I just couldn't go back to the home page. The form is nice and functional. Just make sure the text is readable on the first page.	I like the design of the website. Just make the text on the first page readable. Also some of the links were not working.	4.6

Project 3 - Final Microsite



1912 Pike OUR ROASTERY OUR TASTING ROOM TAKE A TOUR

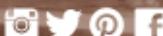
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All told through the voices of our partners, describing what they have seen, experienced and learned firsthand. Authentic and imperfect, conversational and creative, it is our ever-evolving global journal of the innovation, quest for quality, and passion that unites people around coffee.

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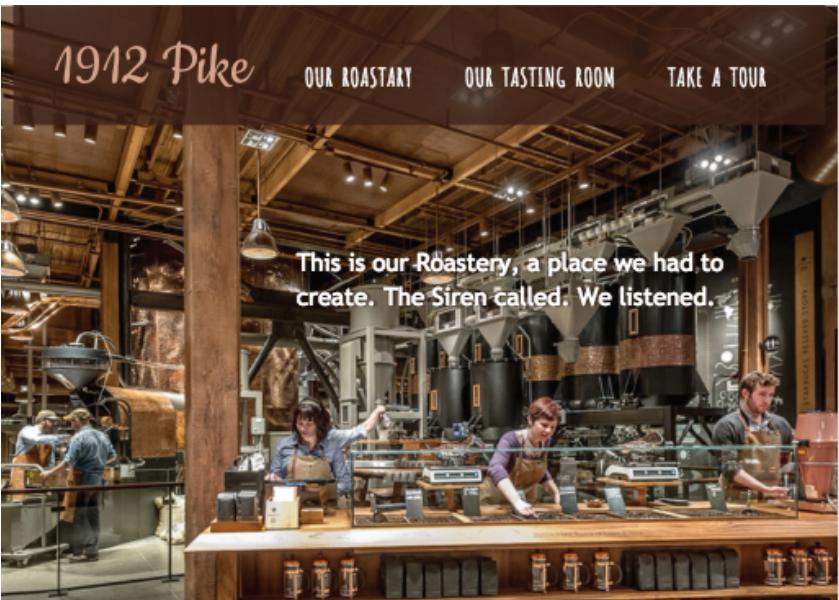
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STARBUCKS RESERVE

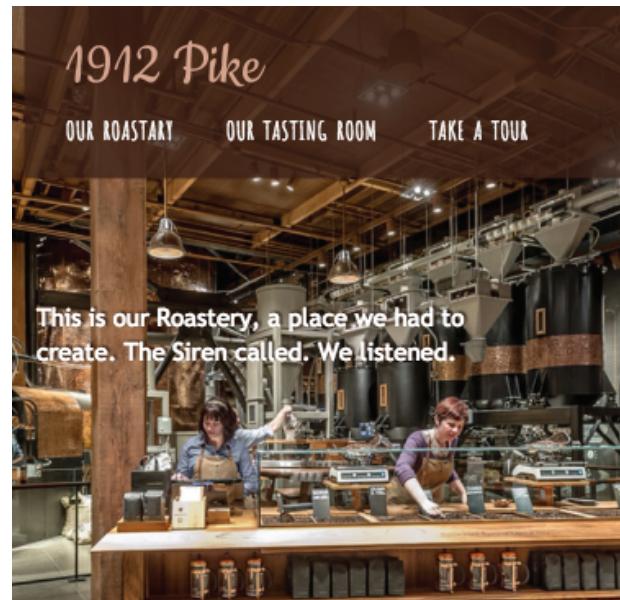


A RELENTLESS PURSUIT OF SOME OF THE RAREST COFFEE

Each year we travel the world in search of great coffee. Every once in a while, we discover a handful of beans so special and rare that we can't wait to bring them home and share. Our buyers and agronomists at our Farmer Support Centers work closely with farmers around the world, giving us the ability to discover and source unusual, one-of-a-kind coffees. Our team of expert Starbucks tasters evaluates more than 250,000 cups every year in our tasting room, selecting just a few of the most unique coffees to become Starbucks Reserve® coffees.

TAILORED ROAST PROFILES FOR EACH COFFEE

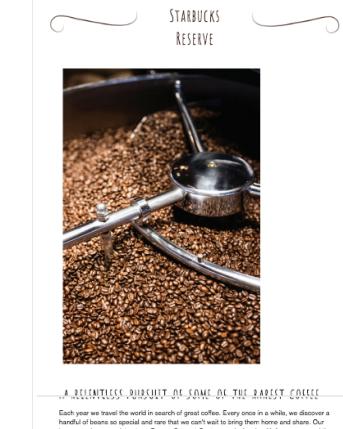
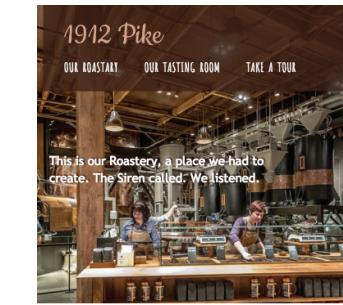
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STARBUCKS RESERVE



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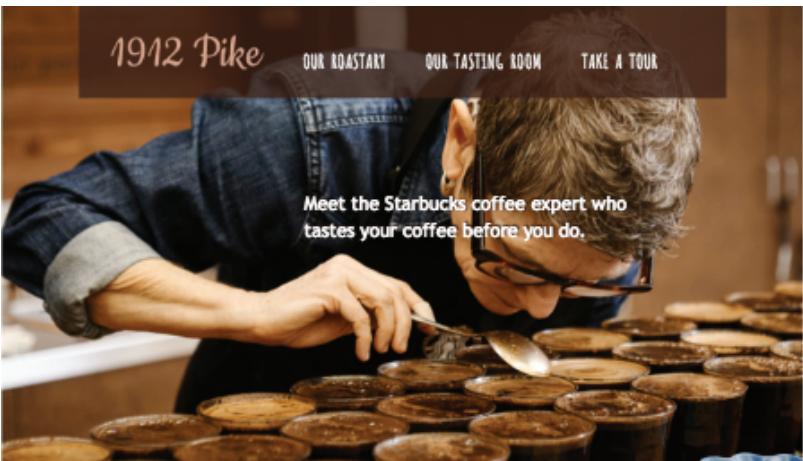
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Project 3 - Final Microsite



1912 Pike

OUR ROASTERY OUR TASTING ROOM TAKE A TOUR

Meet the Starbucks coffee expert who tastes your coffee before you do.

WHO TASTES YOUR COFFEE



LESLIE WOLFORD'S PASSION FOR COFFEE

There's no question that Leslie Wolford's passion for coffee is limitless. Her enduring love of roasting and brewing has led to a long and remarkable career as a Starbucks partner (employee), where she's directly influenced the coffee-drinking experience of customers around the world. Leslie is one of a few gifted people who spend countless hours discovering and perfecting the flavor profiles of Starbucks® coffees. To put it simply, Leslie tastes your coffee before you do, and your daily cup is all the better for it.

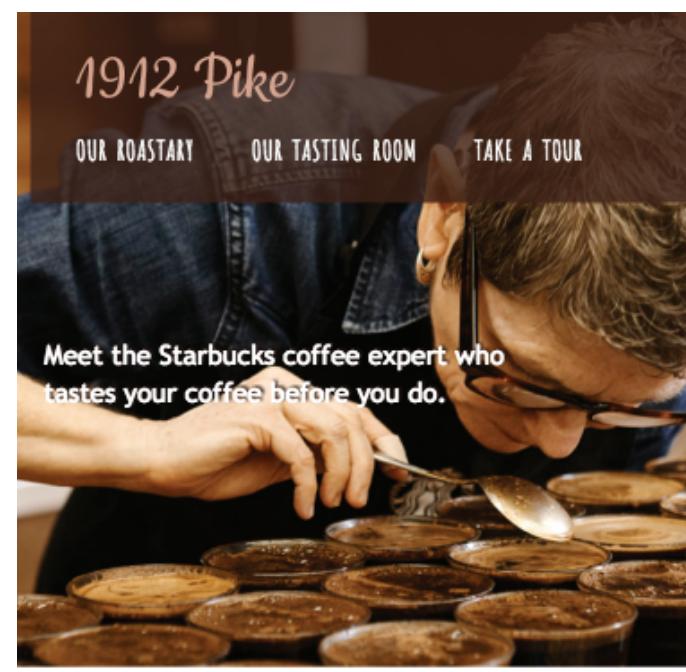


PERFECTING THE CRAFT

It takes dedication to build a 25-year career. After learning all about beans in her early days with the company, Leslie spent five years learning the craft of roasting coffee. During her early tasting years, she tested up to 600 cups in a single day. She has played a key part in several Starbucks innovations, including the creation of the inaugural Starbucks Reserve® Chiribiquete 2015. Recognizing the subtle, unique flavors and best expressions of each coffee requires time and patience, but Leslie has never lost her excitement for this work.

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1912 Pike

OUR ROASTERY OUR TASTING ROOM TAKE A TOUR

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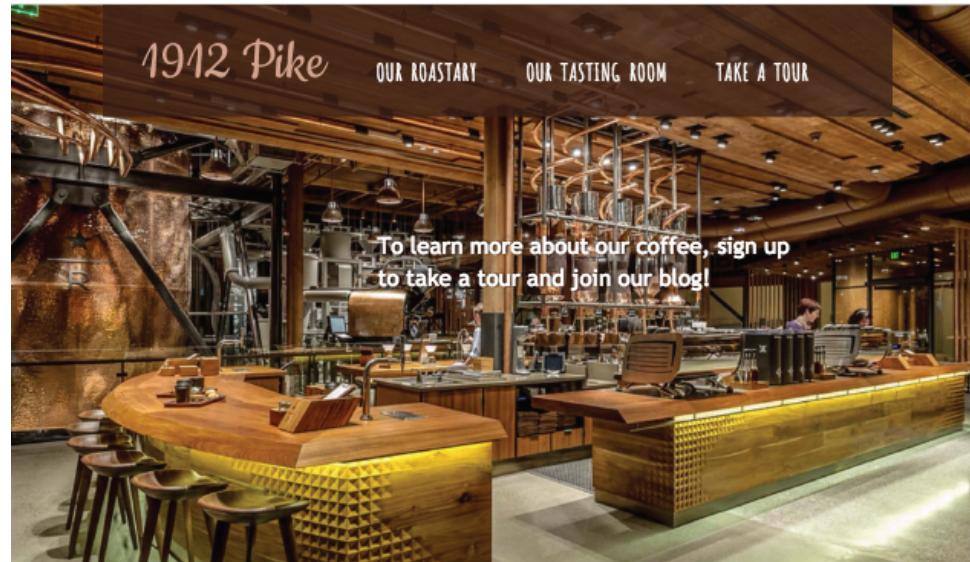
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Project 3 - Final Microsite



TAKE A TOUR

■ 1912 Pike Place- \$5 ■ Roastery- \$10

Email Address

First Name Last Name

Credit Card Number

Card CVV Card Expiration Date

Year

Billing Address

Address Line 2

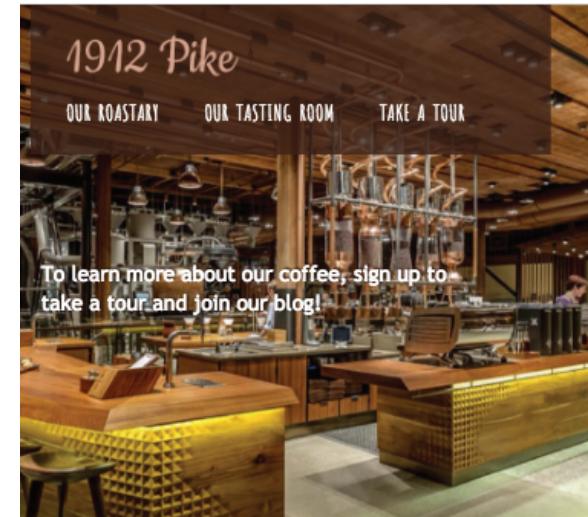
City State/Province

Postal/Zip Code

Country

■ Subscribe to our blog. [Learn More](#)

SIGN UP



TAKE A TOUR

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Email Adress

First Name Last Name

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Card CVV Card Expiration Date

Year

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Address Line 2

City State/Province

Postal/Zip Code

Country

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SIGN UP



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TAKE A TOUR

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Email Adress

First Name

Last Name

Credit Card Number

Card CVV

Card Expiration Date

Year

Billing Address

Address Line 2

City

State/Province

Postal/Zip Code

Country

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SIGN UP



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Project 3 - Final Microsite



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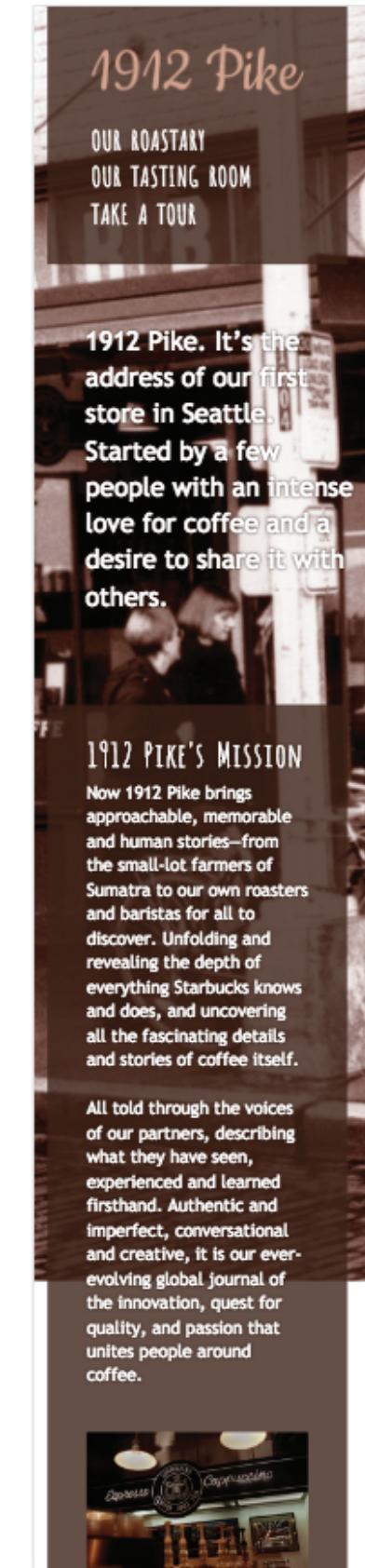
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Project 3 - Final Microsite

In conclusion, even though I was not able to complete my micro site, I think I was able to accomplish some of my design objectives. I believe the website still needs improvement. However, I think I was able to successfully create a micro site, which leads the user to sign up for the tour, and subscribe to the blog. I was also able to aesthetically create the feel of the Starbucks coffee shops with my design.



THANK YOU FOR
SIGNING UP!

Shortly you will receive an email
confirmation with details about the tour.



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