

Starbucks Foundation Survey

Conducted by Briana Pong

QUESTIONS	PARTICIPANT RESPONSES						SUMMARY
	Megan T.	Veronica S.	Serena S.	Ray S.	Brian A.	Adam S.	
1. What was the messaging in the banner ad? Was the messaging in the ad clear?	The messaging in the ad is directly focused on getting the viewers to participate and contribute to helping out global communities. It was very clear and to the point.	Join the Starbucks Foundation. The message was very clear.	To join the Starbucks workers in helping others around the world. Yes, the messaging was clear.	Joining the Starbucks Foundation. In my opinion, I think that the message in the ad disappeared too fast.	Yes, I believe it was to join the Starbucks community.	I am assuming that it's about global charity and encouraging the user to join Starbucks's quest for global charity. The message seems clear.	It appears that all 6 participants of my survey correctly deciphered the main message of the ad, which was to join the Starbucks Foundation community. Some even stated that the ad was trying to get them to contribute to communities around the world, too, which I felt was maybe one step further than my intended message, since people can still be part of the foundation without having to do charity work.
2. Do the animation and the imagery of the banner ad relate to the message?	It does, but I would liked to have seen more photos of people not looking directly at the camera.	Yes.	Yes, there were many images that showed workers helping out.	In a way, it did, and in a way, it didn't. I didn't know what the pictures had to do with the ad at first, but then I noticed what they had to do with it.	Kind of, because they were generic enough to be used for anything.	The jigsaw animation was cool, but what was the purpose of using it?	There were mixed messages about the animation and photos I used for the ad. Most comments related to the imagery. One person didn't like how the subjects of the images were posing for the camera instead of acting more naturally in their environment. Another person initially did not know why the images were chosen because the text in the ad came later. A third person thought all the images were too ordinary. Only one person commented on the animation and said he wanted it to be clear why certain kinds of animation effects were chosen.

3. What feeling was evoked when you saw the ad?	I felt a sense of self-doubt as I questioned the level of participation and compassion I have towards building a better future for others.	I felt a very warm feeling when I saw the images in the ad.	It made me want to join.	Interested about what the ad would talk about.	Intrigue. The colors and typeface were appealing.	A lovey-dovey, kind, let's-be-hippies-together kind of feeling.	The two most common emotional responses to the ad were that the ad was heart-warming and that it piqued the user's interest—both of which could be considered as positive responses. There was only one negative response, which was from someone who started to feel guilty for not really wanting to help other people.
4. How likely would you be to click on an ad like this when you are browsing the Internet?	I would probably be more interested and keen to click on the ad if there were displays of food. But the word "compassionate" and the bright background drew my attention.	Very likely. I feel that the images selected suit the message being conveyed.	It doesn't seem like something I would click out of curiosity, but after watching the ad, I was engaged.	Not very likely because at my age (13), I wouldn't be interested.	6 or 7 out of 10 (60–70% likely). There was no incentive for people to want to click on it. The ad is also not different enough. The colors and typeface are fine, but the ad doesn't pop enough; there is no “wow” factor.	I'm probably not the most charitable person, so probably not really.	It seemed that 5 out of 6 of my participants felt they were not very likely to click on an ad like this. The most common reason seemed to be that this topic was not one of their biggest interests because of age or personality (one food-lover thought combining food imagery with the Starbucks Foundation ad would have made her more likely to click on the ad).
5. When you landed on the microsite, did your initial impression of the site correlate with the message of the ad?	Somewhat. There was a sense of community in both the ad and the site, but on the site, it looked like there was community only among staff members, not when staff members interacted with members of other societies. The site felt commercialized, as employees were standing in their own store.	Yes, both relate to one another.	I felt that the two showed similar meanings in talking about community service.	Yes, because the banner ad talked about the foundation and so does the home page of the website.	Yes. I thought that the ad was about the Starbucks community, and after reading the first paragraph of the site's home page, my thoughts were confirmed.	Yes. There is continuity of imagery from the ad to the site, the navigation has "charitable" tabs, and the body copy seems relevant.	5 out of 6 of the survey participants felt that the ad and the site related well to each other. However, one person felt that the ad showed one kind of community (between Starbucks employees and other members of society) whereas the site showed another kind (between just the Starbucks employees).
6. Is the content on the site easy to read and understand?	Yes. Statistics help to clarify the foundation's purpose and the significance of their progress. The menu bar clearly divides the different activities the foundation is involved in, too.	Yes, the content is easy to understand.	Yes, the content is easy to understand.	Yes, it is very easy to read.	Yes, but I want to see more emotion evoked throughout the site (the info is devoid of emotion). The tone of the info sounds too passive right now and needs to sound more impactful. I feel people also don't respond well to statistics because they're just numbers.	Yes. There is relevant info on each tab.	All 6 participants found the content on the site to be easy to understand. One person suggested, though, that I rewrite some of the text so that the tone of the information sounds more assertive. It was also interesting to see that this same person did not like that I included statistics in my body copy, whereas another participant enjoyed seeing those statistics.

7. Is the navigation on the site easy to use? For example, would you be able to find where you can contact Starbucks' headquarters?	Yes, it is clear. The form on the contact page is short, to the point, and not tedious to fill out. Because the form is not overwhelming, it is easy to notice the headquarters' info on the right. Information is also very accessible (time, contact number, and address are all clear).	The navigation on the site is very comprehensive and easy to use.	The navigation is very easy to use to see where you need to go to find more information.	Yes, the navigation goes to everything that the bars say.	Yes, the website has a traditional layout, so it's pretty easy to use the navigation.	Yes. I like the lines in between the tabs.	All 6 participants thought that the navigation bar was very easy to use because the tab labels told exactly what kind of information would be on those pages.
8. Were you able to achieve what you came to do on the website? Were you able to figure out how to complete that goal?	Yes, I learned more about the foundation than I had known before I came to the site. I am now more aware of how Starbucks interacts with their community both directly and indirectly through international projects for youth and agriculture.	The steps to join were easy to find.	Yes, I was able to find the information clearly because of the easy use of the website.	Yes, it was very easy to join the Starbucks community, and the site had all of the steps.	Yes, I was able to find out more about the Starbucks Foundation community, even just by looking at the home page. I just clicked through the items on the menu bar to find out about the different aspects.	Yes. I was informed about the different aspects of the foundation and felt more inclined to give. I was also able to find out how to give to veterans by clicking on the "Veterans" tab and filling out an eGift Card form.	4 out of the 6 participants felt that they achieved their goal on the site—which was to learn more about the Starbucks Foundation and what it does—by visiting the different pages on the site. 3 of the 6 participants felt that they could easily become members of the Starbucks Foundation after looking through the site, and one person enjoyed seeing that there was a form to send a gift of appreciation to veterans.
9. What would you change, add, or delete so that the overall look and feel of the ad and/or site would appeal more to you aesthetically?	Section off things more with color (I liked the bullet points and the brief summary at the top of each page). Change the color of some text when you hover over it. Move up the Starbucks logo and "The Starbucks Foundation" at the top.	Everything was done beautifully.	For the ad, I would say to put clearer pictures and try to make the ad pop a little more on the cover.	No, everything is perfect.	Add more videos to your site. People respond to seeing action because action creates excitement. Try adding some kind of animation to the navigation bar, too.	Make the logos of Starbucks's partners smaller. Try using a smaller black box or a transparent green box for the title of each page, or take the title name out of the box and place it either above or below the large image. Use color accents, like hover colors on the navigation tabs. The blue buttons on your forms are out of place, so try green oval-shaped buttons instead. And reduce your margins.	For this question, it seemed that each person had different aesthetic preferences. One person wanted to see more colored, boxed-off sections; another wanted to see videos on the site; and a third person thought that the white title in the black box on each page was too overpowering. The most common feedback I received in terms of aesthetics was that the navigation bar items should have hover colors or should be colored in when the user is on that page.

10. On a scale of 1–5, rate your overall experience on the website. Please explain why.	4. I think the single image at the top of each page takes up too much space. Try using more graphics, such as a photo collage. Possibly add hyperlinks within blocks of text. Maybe apply lightboxes with a brief description for certain words so that there is no need for the user to visit other sites for reference.	5. The mesaage conveyed was very clear. The website had just the right amount of pictures, and the pictures were well-selected. The navigation steps were also easy to follow.	4. I really enjoyed viewing the website because of its clarity, and it was easy to use.	4. It was very easy to use and it achieved everything we went on it for.	2.5. In its current state, the website is like any other website. It's basically in the average range.	4. The site was very informative. The banner ad fit with the site. The intended purpose of the site was clear.	The average rating that the 6 participants gave to my site in terms of overall user experience was 3.917. It seemed that the 5 out of 6 people who gave the site more favorable ratings enjoyed the ease of navigation and use throughout the site. The person who gave the site the lowest rating (2.5) felt that the overall website was too average-looking and therefore deserved an average rating.
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