

Information Architecture: The Starbucks Foundation

ABOUT

- (1) Welcome
- (2) History
- (3) Audiences

YOUTH

- (1) Introduction
- (2) Opportunities
- (3) Programs
- (4) Grant recipients

VETERANS

- (1) Introduction
- (2) Opportunities
- (3) E-gift cards
- (4) Support

FARMING

- (1) Introduction
- (2) Ethical programs
- (3) Organizations/Partners
- (4) Health

COLLEGE

- (1) Introduction
- (2) Achievement Plan
- (3) Arizona State University
- (4) Military families

CONTACT

- (1) Contact form
- (2) Starbucks' contact info

CONFIRMATION PAGE

- (1) "Thank you" to visitor
- (2) Link back to homepage

FOOTER

- (1) Social media icons
- (2) Privacy Policy
- (3) Terms & Conditions

NOTES

ABOUT (HOMEPAGE)

Welcome statement.
Brief history of the Starbucks Foundation.
Brief description of target audience.

YOUTH

Introduction to services.
Opportunities for children.
Programs for children.
List of Starbucks Foundation grant recipients.

VETERANS

Introduction to services.
Opportunities for those who served in the military.
HTML form to send an e-gift card to a veteran.
Support programs for veterans.

FARMING

Introduction to services.
Ethical programs for sustainability.
List of partner organizations associated with the Starbucks Foundation.
Description of responsibilities.
Creation of programs to help improve health of individuals in impoverished countries.

COLLEGE

Introduction to services.
Explanation of College Achievement Plan.
Partnership with Arizona State University.
Educational/college opportunities for military families and veterans.

CONTACT

HTML form for visitors to fill out and submit if they have questions or comments.
Starbucks' email address and customer service phone number.
Once a visitor submits a form, he or she will land on a confirmation page.

CONFIRMATION PAGE

Thank the visitor for submitting a form.
Link for the visitor to return to the homepage.

FOOTER

Links to social media sites (Facebook, Instagram, Twitter, etc.).
Privacy Policy and Terms & Conditions statements.