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### **The Starbucks Foundation**

For Projects 2 through 4, I will be focusing on the Starbucks Foundation. The Starbucks Foundation is Starbucks's way to help people living in poverty who lack the same privileges that many of us have. Starbucks asserts that this foundation was created to uphold their dedication to "strengthen communities," whether those communities are in the U.S. or outside of the country. Some of the people and groups that the Starbucks Foundation works with are youths, farmers, and military families. For my next interaction design projects, I hope to address some of the ventures of the Starbucks Foundation through a website and interactive application.

As an overall brand, Starbucks is known for its excellent customer service. Starbucks employees are required to go through a training course to learn how to provide customers with the best possible service. The Starbucks Foundation is therefore a reflection of Starbucks' positive reputation, as the website clearly features many of the positive aspects of the foundation's endeavors. It is easy to navigate throughout the website because there is a noticeable grid structure with plenty of white space. Links are designated by colored text or colored boxes. This ease of use is particularly helpful to older individuals who might not be technologically savvy.

The target audience of the website is people who enjoy philanthropic activities and who like to support compassionate deeds. The Starbucks Foundation also targets specific groups of people, including youths, veterans, farming communities, and anyone who would like to pursue a

college education. Therefore, the overall feel of the website is straightforward and sophisticated, since the Starbucks Foundation is dedicated to promoting culture and an educated society.

However, the current navigation bar on the exiting Starbucks Foundation website takes the visitor back to the beverages that the actual Starbucks stores sell. We could possibly conclude that Starbucks is trying to use the Starbucks Foundation to try to appeal to people's ethos and pathos in order to persuade people to remember to order a drink from Starbucks later on.

Unlike some other websites, the Starbucks Foundation website emphasizes their social media icons by enlarging them. This might suggest that the foundation aims to gain more publicity by relying on the website visitors' use of social media sites such as Facebook and Twitter.