

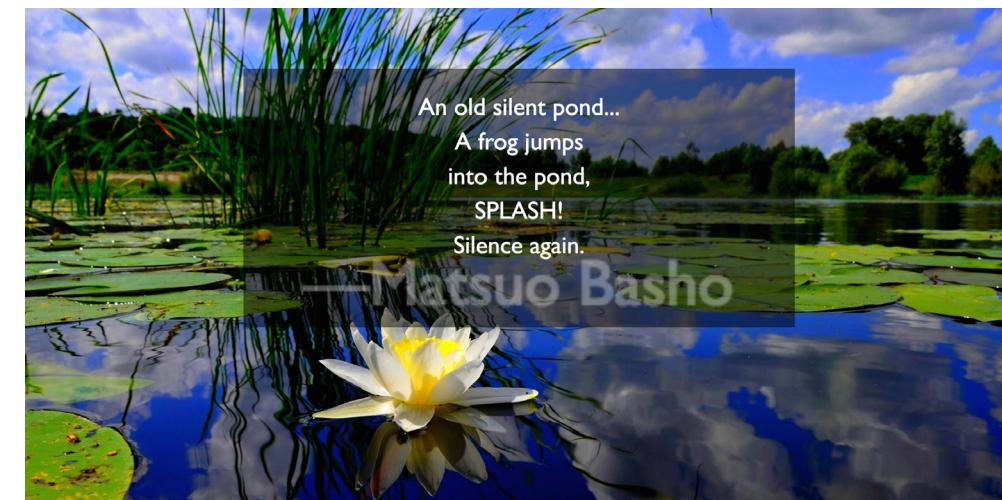
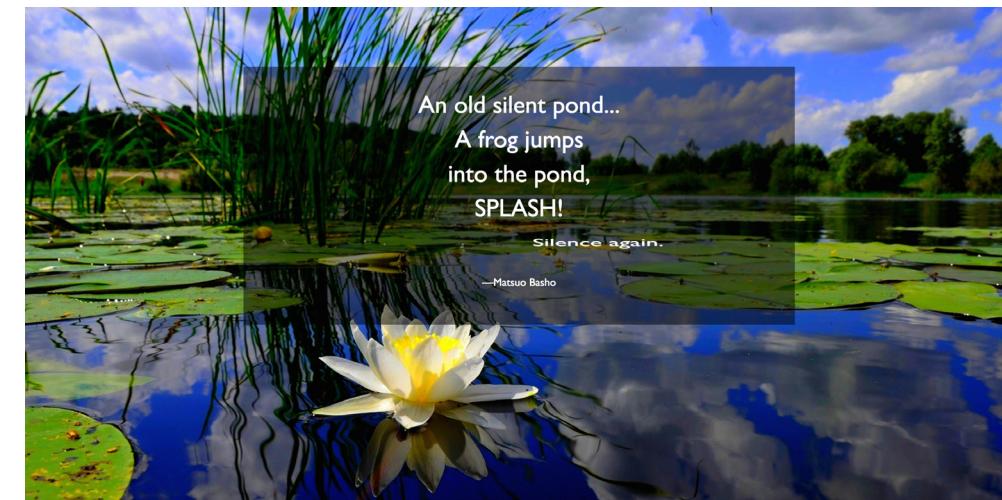
Web Design 2: Process Book

Briana Pong
Professor Ryan Achzet
GDES 356
Fall 2016

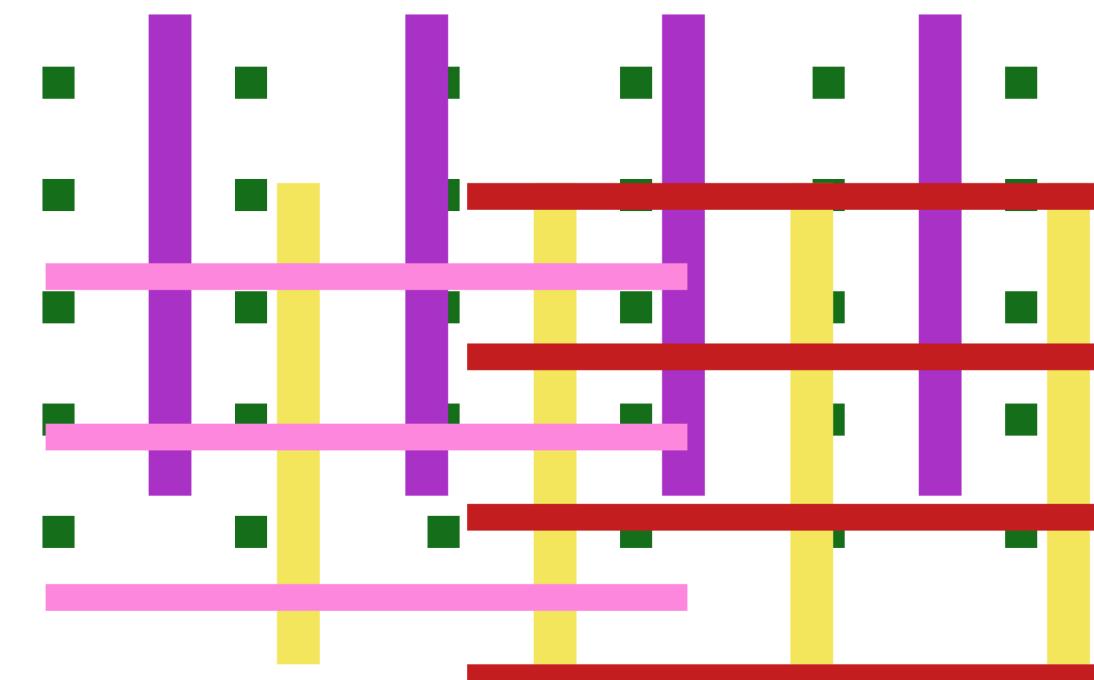
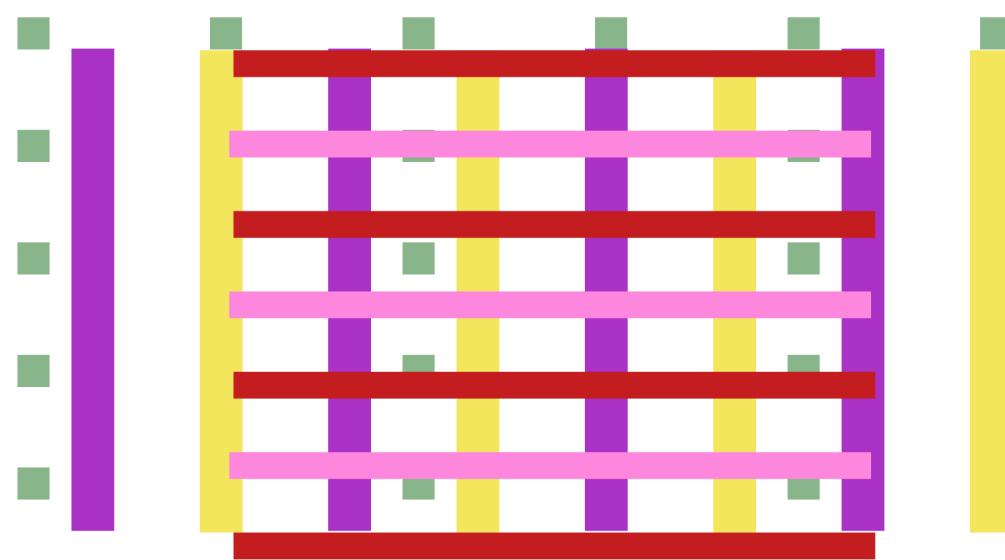
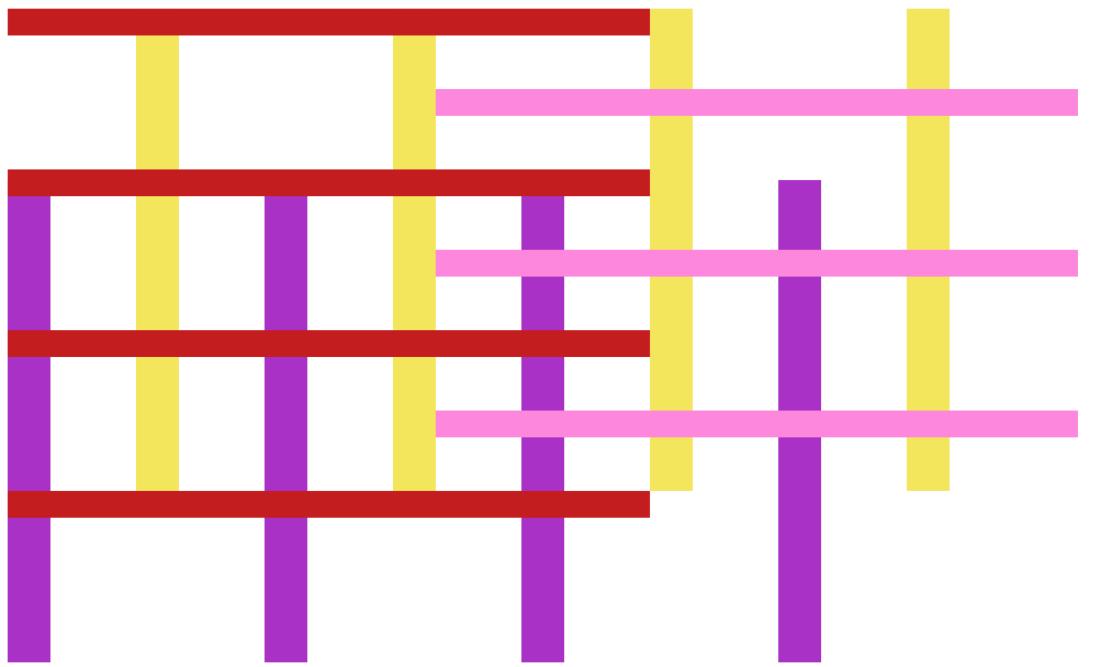
Exercise 1: Animating a Haiku



Exercise 1: Animating a Haiku (continued)

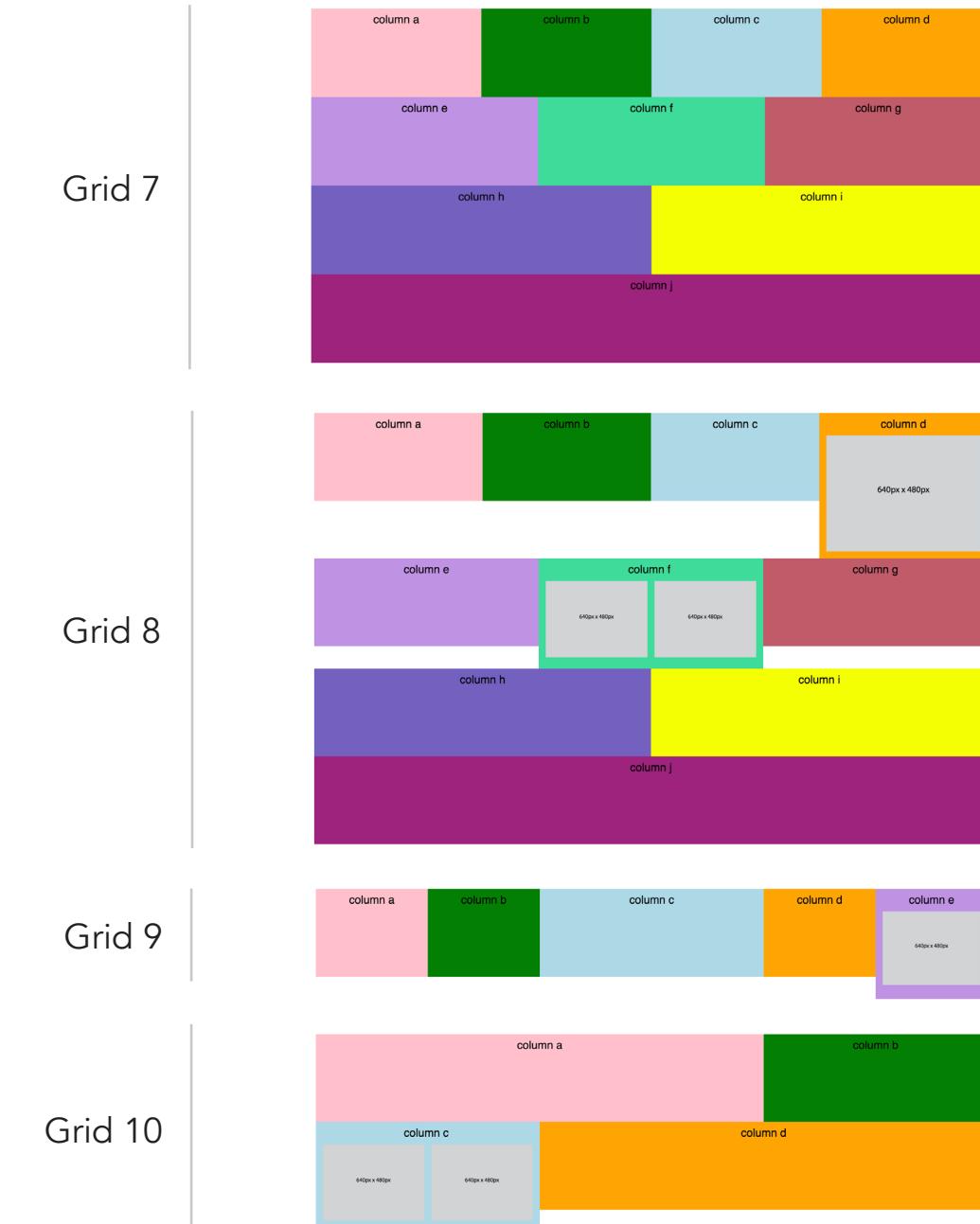


Exercise 2: Animating a Pattern



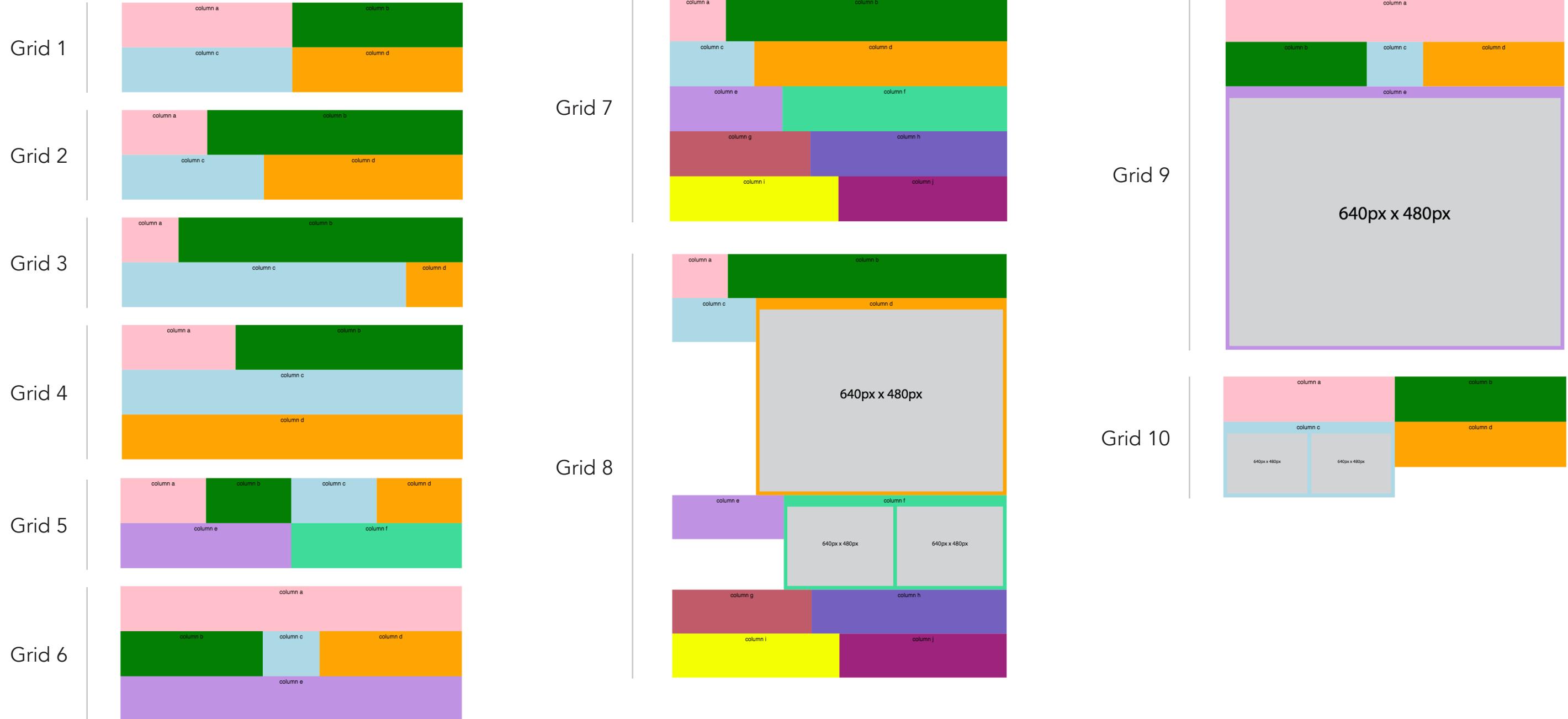
Exercise 3: Responsive Rows and Columns

Desktop Grids



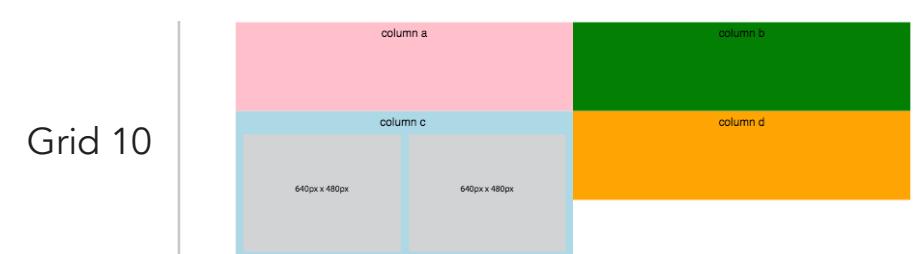
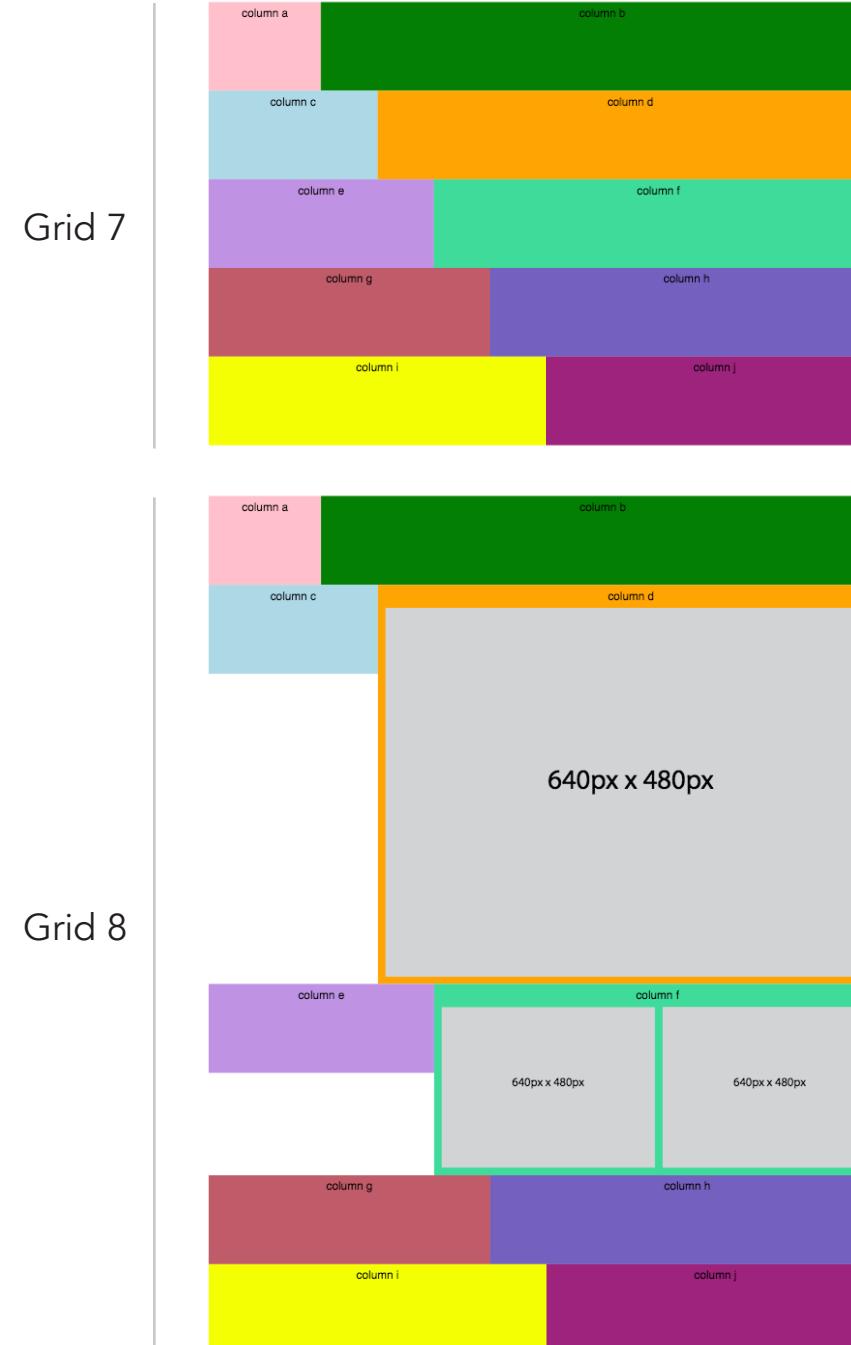
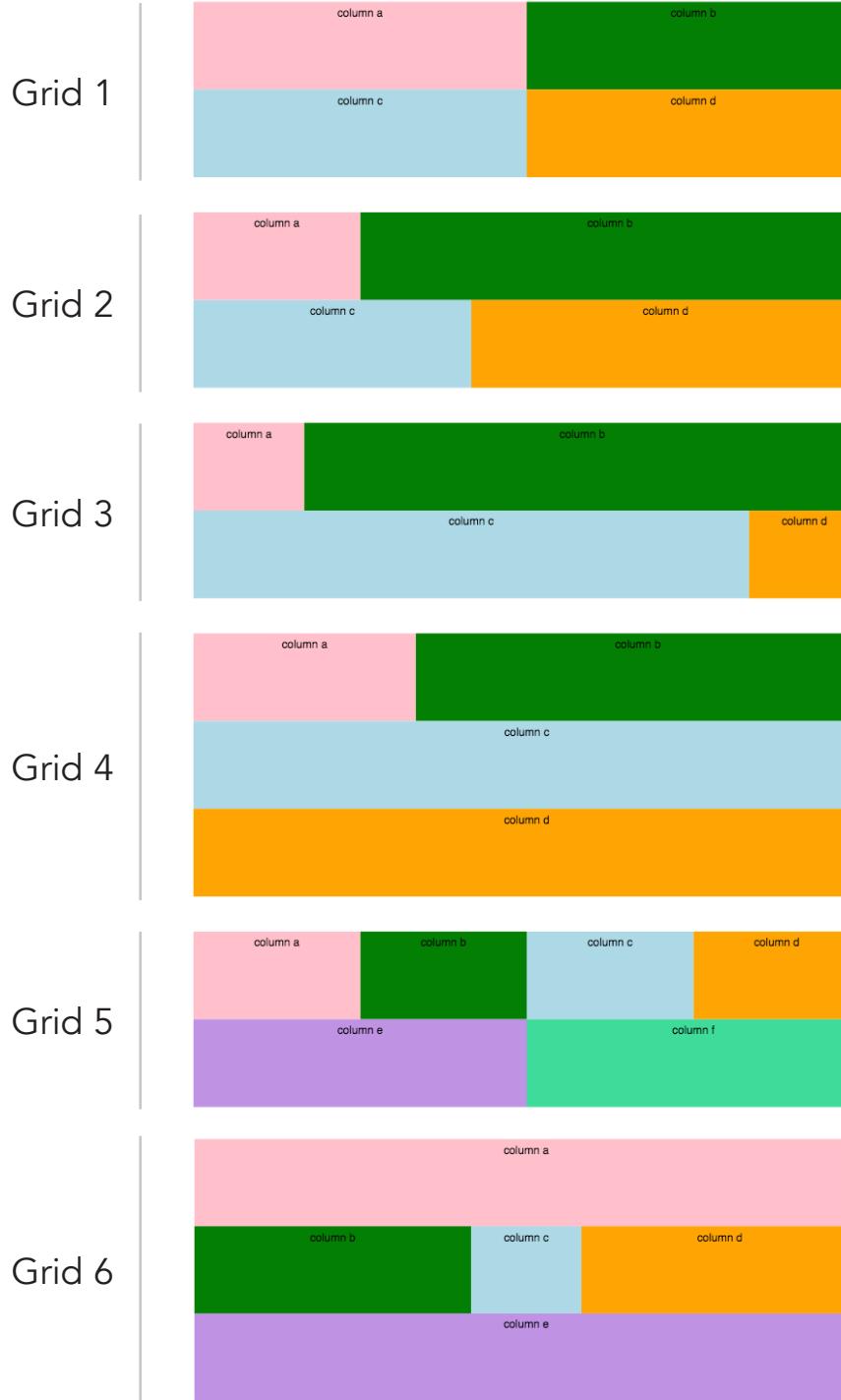
Exercise 3: Responsive Rows and Columns (continued)

Tablet Grids



Exercise 3: Responsive Rows and Columns (continued)

Mobile Grids



Project 1: Adobe Lightroom Landing Page

Wireframe

The wireframe shows the layout of the Adobe Lightroom landing page. It includes sections for product features, purchase plans, and a sign-up form.

ENHANCE AND PERFECT YOUR PHOTOGRAPHY ANYWHERE.

With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere—on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place.

New to Lightroom? [Get the basics](#)
Get Lightroom as part of the Creative Cloud Photography plan for only US\$9.99/mo. [Buy now](#)

YOUR BEST SHOTS. MADE EVEN BETTER.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to you need to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more.

[See what's new](#)

PURCHASE A PLAN

Three plan options are shown:

- Creative Cloud Photography: Includes Photoshop, Lightroom, and more. US\$9.99/mo. [BUY NOW](#) [Learn more](#)
- Creative Cloud Complete: Includes Lightroom, Photoshop, Adobe Muse, and more. US\$49.99/mo. [BUY NOW](#) [See all plans](#)
- We love students and teachers: Save 60% on Creative Cloud. US\$19.99/mo. [BUY NOW](#) [Learn more](#)

SIGN UP TO PURCHASE Creative Cloud Photography Plan

Form fields for First name, Last name, Email address, Password, and Country. A checkbox for staying informed about Adobe products and services, and links for Terms of Use and Privacy Policy. A "SIGN UP" button and a link for existing Adobe ID users.

Designed Wireframe

The designed wireframe applies visual styles to the wireframe elements, including colors and images.

Adobe Photoshop Lightroom CC

ENHANCE AND PERFECT YOUR PHOTOGRAPHY ANYWHERE.

With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere—on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place.

New to Lightroom? [Get the basics](#)
Get Lightroom as part of the Creative Cloud Photography plan for only US\$9.99/mo. [Buy now](#)

YOUR BEST SHOTS. MADE EVEN BETTER.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to you need to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more.

[See what's new](#)

PURCHASE A PLAN

Three plan options are shown:

- Creative Cloud Photography: Includes Photoshop, Lightroom, and more. US\$9.99/mo. [BUY NOW](#) [Learn more](#)
- Creative Cloud Complete: Includes Lightroom, Photoshop, Adobe Muse, and more. US\$49.99/mo. [BUY NOW](#) [See all plans](#)
- We love students and teachers: Save 60% on Creative Cloud. US\$19.99/mo. [BUY NOW](#) [Learn more](#)

SIGN UP TO PURCHASE Creative Cloud Photography Plan

Form fields for First name, Last name, Email address, Password, and Country. A checkbox for staying informed about Adobe products and services, and links for Terms of Use and Privacy Policy. A "SIGN UP" button and a link for existing Adobe ID users.

Purchase by phone: 800-585-0774
Questions? [Let's chat.](#)

Project 1: Adobe Lightroom Landing Page (continued)

Final Landing Page

Adobe Photoshop Lightroom CC

ENHANCE AND PERFECT YOUR PHOTOGRAPHY ANYWHERE.

With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere—on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place.

New to Lightroom? [Get the basics](#)

Get Lightroom as part of the Creative Cloud Photography plan for only US\$9.99/mo. [Buy now](#)

YOUR BEST SHOTS. MADE EVEN BETTER.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to you need to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more.

[See what's new](#)

Boundary Warp stretches the edges of a merged panorama to give you the full image without losing any important details.

[See how it works](#)

Use a simple slider to remove haze from your images, or add haze to create an artistic effect.

[See how it works](#)

The Lightroom for mobile app lets you capture, organize, edit and share your photos on your iPhone, iPad, or Android phone.

[Get Lightroom for mobile](#)

With Lightroom on the web, you can now make edits right in your

SIGN UP TO PURCHASE Creative Cloud Photography Plan

First name

Last name

Email

Password

Country --select--

Stay informed about Adobe products and services. [Learn more](#)

By clicking "Submit" I agree that I have read and accepted the [Terms of Use](#) and [Privacy Policy](#).

SIGN UP

Already have an Adobe ID? [Sign In](#)

strengthen skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more.

[See what's new](#)

With Lightroom on the web, you can now make edits right in your browser and use auto-tagging to easily find and share your images.

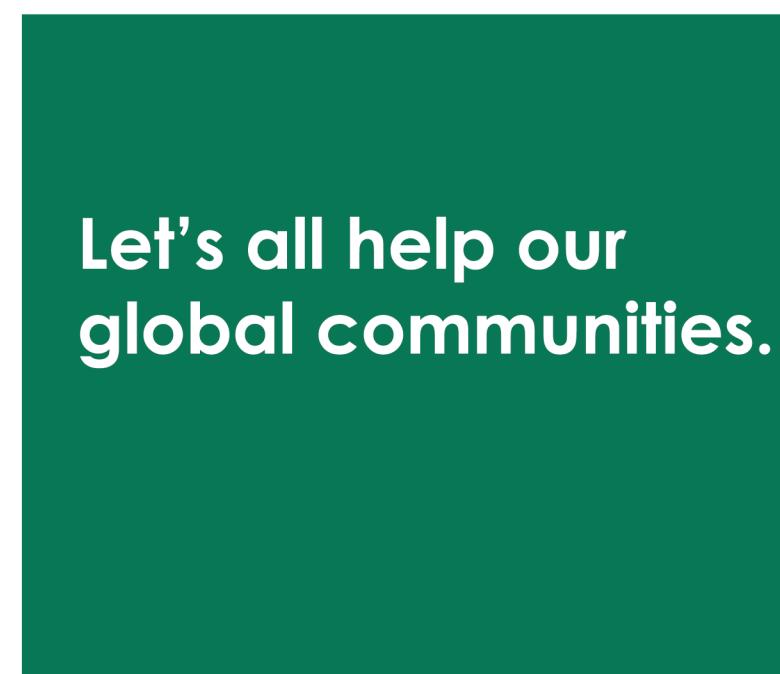
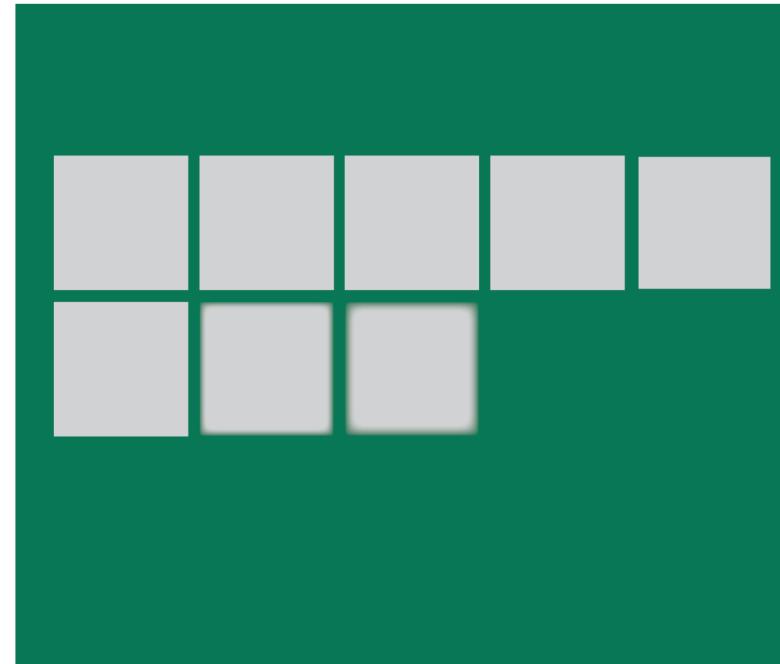
[Try it now](#)

PURCHASE A PLAN

Creative Cloud Photography Includes Photoshop, Lightroom and more. US\$9.99/mo Buy now Learn more	Creative Cloud Complete Includes Lightroom, Photoshop, Adobe Muse and more. US\$49.99/mo Buy now See all plans	We love students and teachers. Save 60% on Creative Cloud. US\$19.99/mo Buy now Learn more
--	---	--

Project 2: Starbucks Foundation Banner Ad

Initial Storyboard



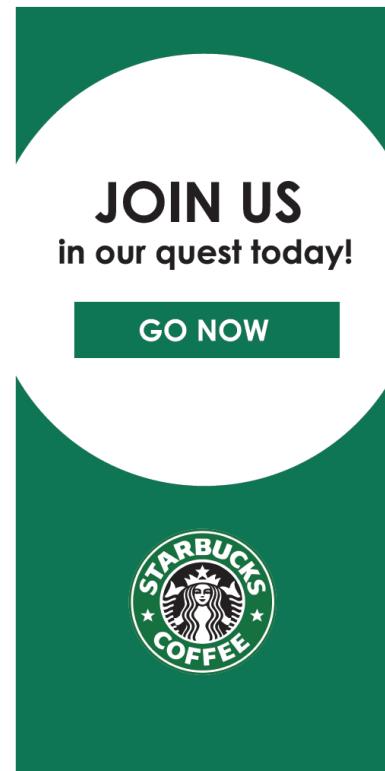
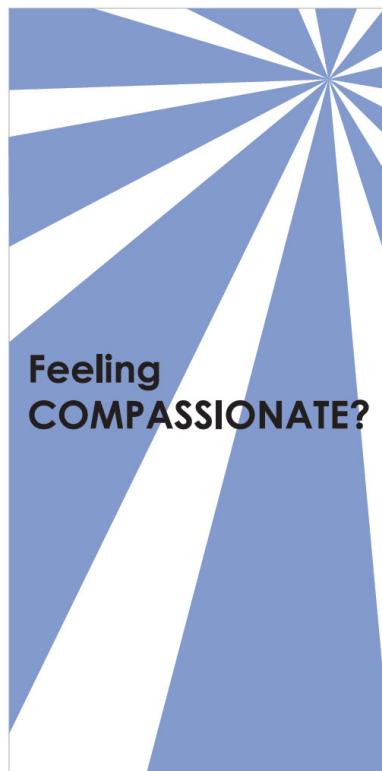
Project 2: Starbucks Foundation Banner Ad (continued)

Revision 1 to Storyboard: Billboard Size



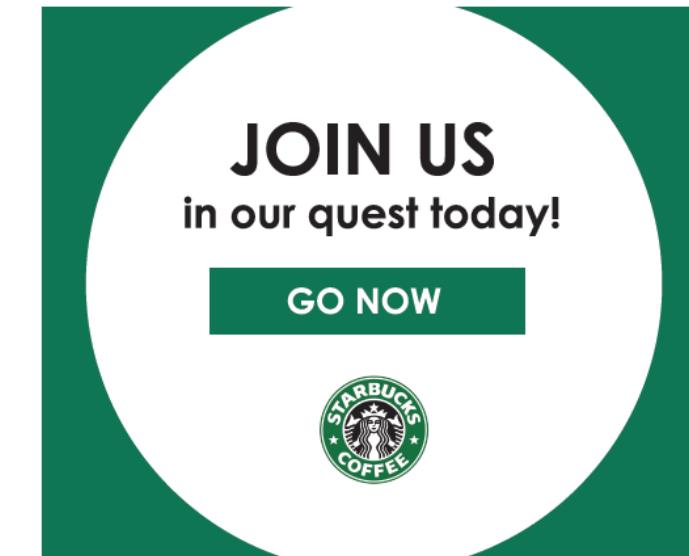
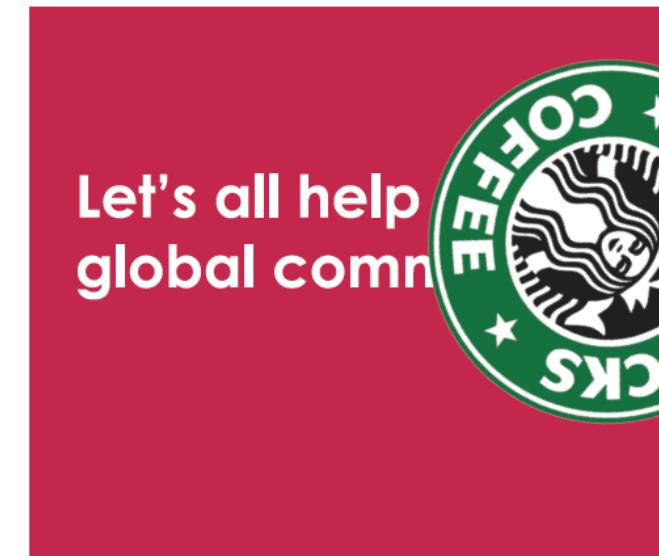
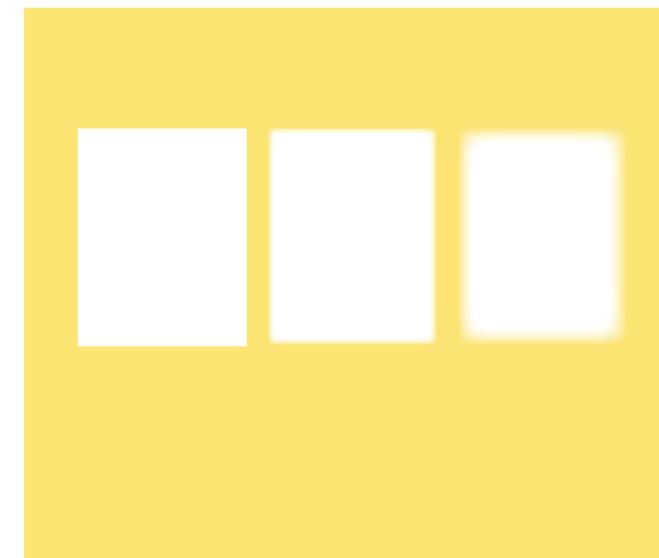
Project 2: Starbucks Foundation Banner Ad

Revision 1 to Storyboard: Filmstrip Size



Project 2: Starbucks Foundation Banner Ad (continued)

Revision 1 to Storyboard: Medium Rectangle Size



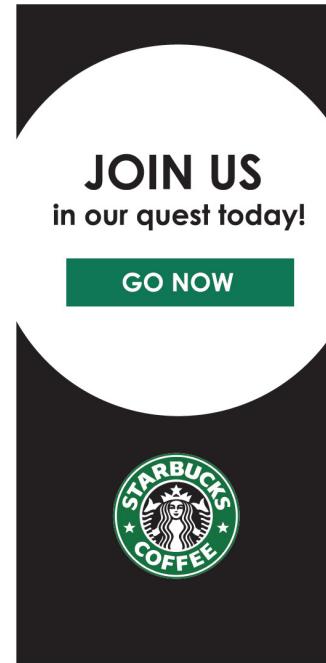
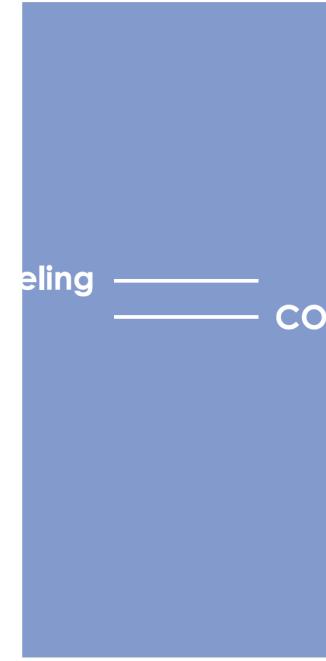
Project 2: Starbucks Foundation Banner Ad

Revision 2 to Storyboard: Billboard Size



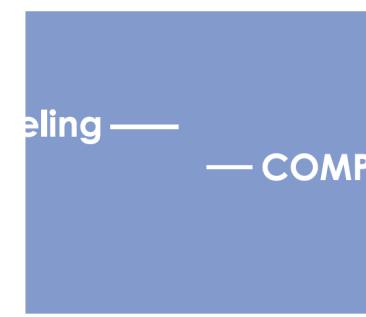
Project 2: Starbucks Foundation Banner Ad (continued)

Revision 2 to Storyboard: Filmstrip Size



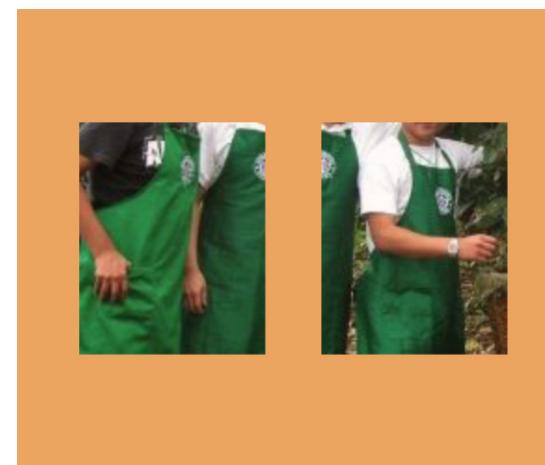
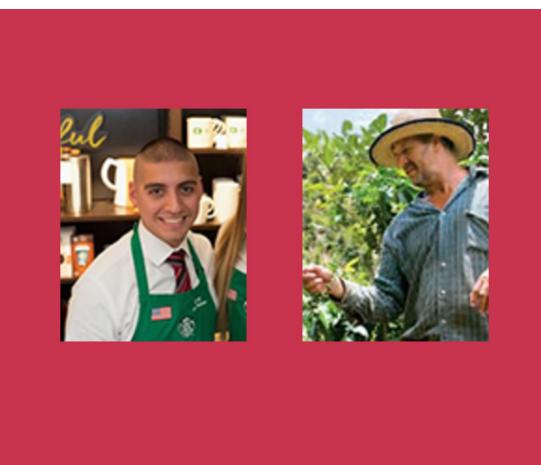
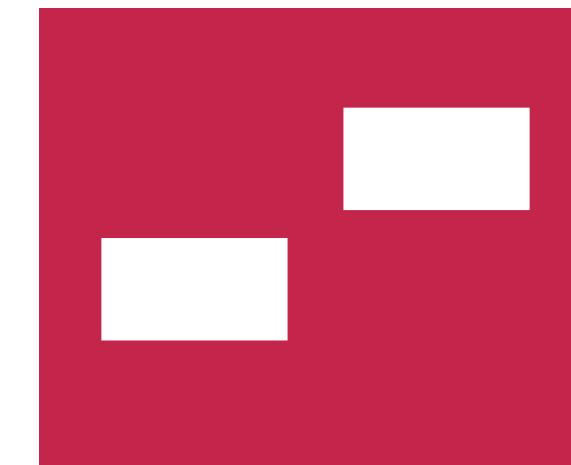
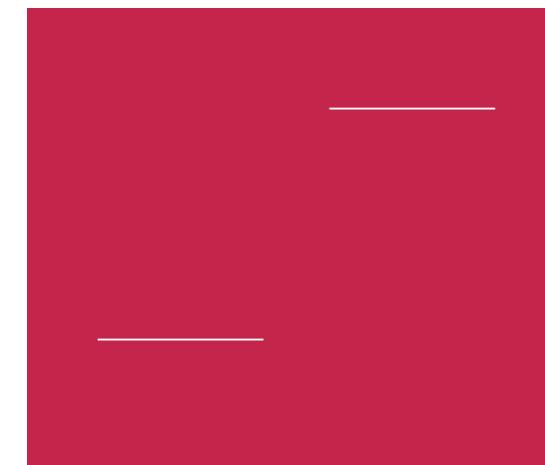
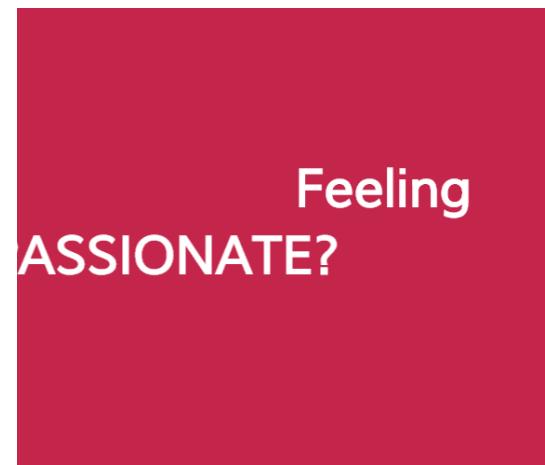
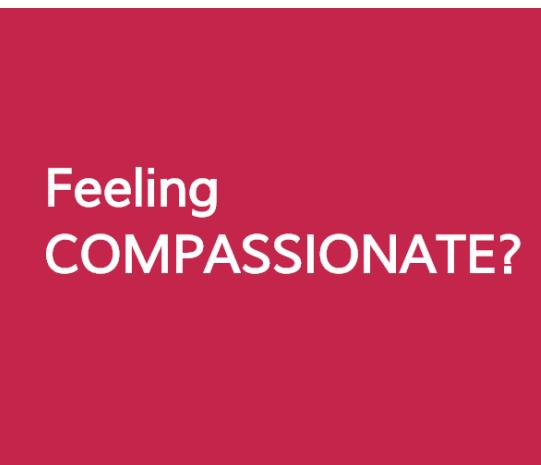
Project 2: Starbucks Foundation Banner Ad

Revision 2 to Storyboard: Medium Rectangle Size



Project 2: Starbucks Foundation Banner Ad (continued)

Final Banner Ad (Medium Rectangle)



JOIN US
in our quest today!

GO NOW



Project 3: Starbucks Foundation Microsite

Creative Brief

Briana Pong

Professor Ryan Achzet

GDES 356: Web Design 2/Interaction Design 2

October 3, 2016

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.

Project 3: Starbucks Foundation Microsite (continued)

Information Architecture

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

NOTES

ABOUT (HOMEPAGE)

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

COLLEGE

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

FOOTER

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

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.

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.

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Desktop

The wireframe shows a header with a gray square logo and four small squares. Below it is the title "The Starbucks Foundation". A sidebar on the left contains links: HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. The main content area features a large gray section with a white X watermark. Below this are two columns: "Welcome" and "Our History". The "Welcome" column contains placeholder text. The "Our History" column also contains placeholder text. At the bottom is a call-to-action button with the text "Check out our College Achievement Plan" and a right-pointing arrow. A dashed line separates the main content from a footer bar at the bottom containing "Terms & Conditions | Privacy Policy".

The wireframe shows a header with a gray square logo and four small squares. Below it is the title "The Starbucks Foundation". A sidebar on the left contains links: HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. The main content area features a large gray section with a white X watermark. The word "YOUTH" is prominently displayed in the top right corner of this section. Below the watermark, there are three columns: "Opportunities" (with a bulleted list), "Programs" (with a bulleted list), and "Grant Recipients" (with a long bulleted list). A dashed line separates the main content from a footer bar at the bottom containing "Terms & Conditions | Privacy Policy".

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Desktop (continued)

The Starbucks Foundation

VETERANS

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

Opportunities

- Lorem ipsum dolor sit amet

Support

- Lorem ipsum dolor sit amet

Send an E-Gift Card to a Veteran

Sender's Billing Information

First name
Last name
Address
City
State
Zip code
Email address
Credit card number
Security code
Card expiration date

Recipient's Contact Information

First name
Last name
Email address
Phone number

Please write a message to the receiver of your gift.

SEND

Terms & Conditions | Privacy Policy

The Starbucks Foundation

FARMING

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

Ethical Programs

- Lorem ipsum dolor sit amet

Healthier Lives

Our Partners & Projects

Terms & Conditions | Privacy Policy

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Desktop (continued)

The wireframe shows a desktop view of a website for 'The Starbucks Foundation'. The header features a navigation menu with links to HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. A large graphic element in the center has a diagonal cross through it. The word 'COLLEGE' is positioned in the top right corner of this graphic. Below the graphic is a dashed-line box containing placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget rhoncus elit. Suspendisse tincidunt posuere imperdiet. Integer ut dolor libero. Curabitur eget fermentum tellus, eget tincidunt justo. Morbi scelerisque ipsum in efficitur ullamcorper. Fusce sit amet pellentesque dolor, sodales volutpat augue. Maecenas in scelerisque turpis. Morbi consequat, dui sed iaculis luctus, est arcu vehicula odio, id faucibus eros elit id nunc. Integer tincidunt mi ut tellus ele- mentum tempus id sodales ex.' At the bottom of the page, there are three sections: 'Our College Achievement Plan' (with two placeholder images), 'Attend Arizona State University' (with one placeholder image), and 'College Opportunities for Military Families' (with one placeholder image). A footer bar at the bottom contains links for 'Terms & Conditions | Privacy Policy'.

The wireframe shows a desktop view of a contact form for 'The Starbucks Foundation'. The header includes the same navigation menu as the previous page. The main content area is titled 'Questions or Comments?' and contains a 'Contact Us' section with fields for First name, Last name, Email address, and Phone number. Below this is a 'How can we help you?' text area with a 'SEND' button. To the right of the contact form is a placeholder for 'Starbucks Corporation' with a large 'X' over it. A footer bar at the bottom contains links for 'Terms & Conditions | Privacy Policy'.

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Tablet

The Starbucks Foundation website layout features a central banner with the foundation's name, a sidebar with navigation links, and three main content sections: Opportunities, Programs, and Grant Recipients.

Header: The header includes a dark grey square icon in the top-left corner and a row of four small white squares in the top-right corner. The main title "The Starbucks Foundation" is centered above a large, light-grey rectangular area.

Navigation: A vertical sidebar on the left side lists navigation links: HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT, each separated by a thin horizontal line.

Banner: The central banner has a light-grey background with a large, faint "X" watermark. It features the word "YOUTH" in a bold, sans-serif font at the top right.

Content Sections:

- Opportunities:** This section contains a bulleted list of five items, each starting with "Lorem ipsum dolor sit amet".
- Programs:** This section contains a bulleted list of six items, each starting with "Lorem ipsum dolor sit amet".
- Grant Recipients:** This section contains a bulleted list of twenty items, each starting with "Lorem ipsum dolor sit amet".

Footer: At the very bottom of the page, there is a dark green footer bar containing the text "Terms & Conditions | Privacy Policy".

The Starbucks Foundation

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

VETERANS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED EGEL RHONTEM SIT. SUSPENDISSE INCIDUNT POSURE IMPERDIET. INTEGRU UL DOLOR LIBERO. CURABILU EGEL FEMENTUM TELLUS, EGEL INCIDUNT JUSTO.

Opportunities

- Lorem ipsum dolor sit amet

Support

- Lorem ipsum dolor sit amet

Send an E-Gift Card to a Veteran

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED EGEL RHONTEM SIT. SUSPENDISSE INCIDUNT POSURE IMPERDIET. INTEGRU UL DOLOR LIBERO. CURABILU EGEL FEMENTUM TELLUS, EGEL INCIDUNT JUSTO.

Sender's Billing Information

First name
 Last name
 Address
 City
 State
 Zip code
 Email address
 Credit card number
 Security code
 Card expiration date

Recipient's Contact Information

First name
 Last name
 Email address
 Phone number

Please write a message to the receiver of your gift.

SEND

TERMS & CONDITIONS | PRIVACY POLICY

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Tablet (continued)

FARMING

The Starbucks Foundation

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

Ethical Programs

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget fermentum tellus, eget tincidunt justo. Morbi scelerisque ipsum in efficitur ullamcorper. Fusce sit amet pellentesque dolor, sodales volutpat augue. Maecenas in scelerisque turpis. Morbi consequat, duis sed iaculis luctus, est arcu vehicula odio, id faucibus eros elit id nunc. Integer tincidunt mi ut tellus elementum tempus id sodales ex. Etiam volutpat, nulla lobortis iaculis elementum, elit nisi mattis purus, eu viverra nisi enim blandit neque.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget fermentum tellus, eget tincidunt justo. Morbi scelerisque ipsum in efficitur ullamcorper. Fusce sit amet pellentesque dolor, sodales volutpat augue. Maecenas in scelerisque turpis. Morbi consequat, duis sed iaculis luctus, est arcu vehicula odio, id faucibus eros elit id nunc. Integer tincidunt mi ut tellus elementum tempus id sodales ex. Etiam volutpat, nulla lobortis iaculis elementum, elit nisi mattis purus, eu viverra nisi enim blandit neque.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget fermentum tellus, eget tincidunt justo. Morbi scelerisque ipsum in efficitur ullamcorper. Fusce sit amet pellentesque dolor, sodales volutpat augue. Maecenas in scelerisque turpis. Morbi consequat, duis sed iaculis luctus, est arcu vehicula odio, id faucibus eros elit id nunc. Integer tincidunt mi ut tellus elementum tempus id sodales ex. Etiam volutpat, nulla lobortis iaculis elementum, elit nisi mattis purus, eu viverra nisi enim blandit neque.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget fermentum tellus, eget tincidunt justo. Morbi scelerisque ipsum in efficitur ullamcorper. Fusce sit amet pellentesque dolor, sodales volutpat augue. Maecenas in scelerisque turpis. Morbi consequat, duis sed iaculis luctus, est arcu vehicula odio, id faucibus eros elit id nunc. Integer tincidunt mi ut tellus elementum tempus id sodales ex. Etiam volutpat, nulla lobortis iaculis elementum, elit nisi mattis purus, eu viverra nisi enim blandit neque.

Our Partners & Projects

Terms & Conditions | Privacy Policy

COLLEGE

The Starbucks Foundation

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

Our College Achievement Plan

Terms & Conditions | Privacy Policy

Attend Arizona State University

Terms & Conditions | Privacy Policy

College Opportunities for Military Families

Terms & Conditions | Privacy Policy

Questions or Comments?

The Starbucks Foundation

HOME
YOUTH
VETERANS
FARMING
COLLEGE
CONTACT

Contact Us

First name
Last name
Email address
Phone number

How can we help you?

SUBMIT

Starbucks Corporation 

Terms & Conditions | Privacy Policy

Project 3: Starbucks Foundation Microsite (continued)

Wireframes: Mobile

The wireframes illustrate the layout of a mobile-optimized Starbucks Foundation microsite. The site features a header with the Starbucks Foundation logo and a navigation menu. Below the header, the main content area is divided into several sections:

- Welcome:** Displays a large gray area for a hero image or video, followed by a "Welcome" section with a placeholder image and a "Check out our College Achievement Plan" button.
- Opportunities & Programs:** A grid section with two columns: "Opportunities" and "Programs". Each column contains a list of five items, each preceded by a small icon.
- Grant Recipients:** A list of 20 grant recipients, each with a small thumbnail image and a brief description.
- Send an E-Gift Card to a Veteran:** A form for sending an e-gift card to a veteran, including fields for Sender's Billing Information (First name, Last name, Address, City, State, Zip code) and Recipient's Contact Information (First name, Last name, Email address, Phone number). It also includes a message field and a "SEND" button.
- Our Partners & Projects:** A section featuring three partner logos with descriptive text below them.
- Ethical Programs & Healthier Lives:** A grid section with two columns: "Ethical Programs" and "Healthier Lives". Each column contains a list of five items.
- Farming:** A section with a large image, a title, and a descriptive paragraph.
- College:** A section with a large image, a title, and a descriptive paragraph.
- Contact Us:** A form for users to submit questions or comments, including fields for First name, Last name, Email address, and Phone number, along with a "SUBMIT" button.
- Starbucks Corporation:** A section featuring two large placeholder images.

Each wireframe includes a footer bar at the bottom with links to "Terms & Conditions" and "Privacy Policy".

Project 3: Starbucks Foundation Microsite (continued)

Style Tiles

The Starbucks Foundation

The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation

This is a link.

Contact Us

First name
Last name
Email address
Phone number

SEND

Terms & Conditions | Privacy Policy

Color palette: Red, Black, Green, Blue, Orange, Yellow.

The Starbucks Foundation

The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation

This is a link.

Contact Us

First name
Last name
Email address
Phone number

SEND

Terms & Conditions | Privacy Policy

Color palette: Red, Black, Green, Blue, Orange, Yellow.

The Starbucks Foundation

The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation

This is a link.

Contact Us

First name
Last name
Email address
Phone number

SEND

Terms & Conditions | Privacy Policy

Color palette: Pink, Grey, Green, Yellow, Black, Red, Brown.

The Starbucks Foundation

The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation

This is a link.

Contact Us

First name
Last name
Email address
Phone number

SEND

Terms & Conditions | Privacy Policy

Color palette: Brown, Grey, Green, White, Black, Red.

The Starbucks Foundation

The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation
The Starbucks Foundation

This is a link.

Contact Us

First name
Last name
Email address
Phone number

SEND

Terms & Conditions | Privacy Policy

Color palette: Orange, Grey, Green, Red, Black, Dark Red.

Project 3: Starbucks Foundation Microsite (continued)

Designed Wireframes: Desktop

The wireframe for the Starbucks Foundation homepage features a header with the Starbucks logo and social media icons. A main navigation bar includes links for HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. Below the navigation is a large image of Starbucks employees. A dashed-line section contains the 'Welcome' text, 'Our History' section with a photo of children, and 'Programs' section with a photo of students. A call-to-action button at the bottom right encourages users to 'Check out our College Achievement Plan'.

This wireframe shows the 'YOUTH' section of the site. It includes a header, a main navigation bar, and a large image of children. Below the image are sections for 'Our History' (with a photo of children), 'Programs' (with a photo of students), and 'Youth Grant Opportunities' (with a photo of children). A large image of children is also present in the center of the page.

This wireframe shows the 'VETERANS' section. It includes a header, a main navigation bar, and a large image of veterans and Starbucks employees. Below the image are sections for 'Opportunities' (listing hiring heroes and college achievement plan), 'Support' (listing joint convening of the muster, military community field guide, and veterans card & eGift), and a form for 'Send an eGift Card to a Veteran'. The form fields include sender's information, recipient's contact information, and a message area.

Project 3: Starbucks Foundation Microsite (continued)

Designed Wireframes: Desktop (continued)

 THE STARBUCKS FOUNDATION

[HOME](#) [YOUTH](#) [VETERANS](#) [FARMING](#) [COLLEGE](#) [CONTACT](#)



FARMING



Starbucks invests in programs designed to strengthen economic and social development in local communities, while also caring for the environment. To extend the reach and impact of our programs, we collaborate with nongovernmental organizations that have experience and expertise in working with farming communities.

In addition to these collaborative relationships and social development investments, we also support communities through farmer loans, growing our farmer support centers and continuously improving and expanding our ethical sourcing programs, such as C.A.F.E. Practices. In deploying this unique set of strategies, Starbucks is improving the resilience of our supply chain and ensuring the long-term supply of high-quality coffee and other agricultural goods, as well as building stronger, enduring farming communities.

In total, Starbucks has invested more than \$70 million in collaborative farmer programs and activities – including C.A.F.E. practices, farmer support centers, farmer loans and forest carbon projects. All of these integrated programs directly support improving farmer livelihoods and ensuring a long-term supply of high-quality coffee for the industry.

Ethical Programs for Sustainable Goods

- Coffee
- Tea
- Cocoa
- Manufactured goods

Healthier Lives

Ethos Water began as a social venture startup with the goal of providing people in developing countries with access to clean water. For every bottle of Ethos Water sold in the United States, a gift is made to the Ethos Water Fund to help finance water programs around the world. Since 2005 \$13.8 million has been granted through the Ethos Water Fund, benefiting more than 500,000 people around the world.

Our Partners & Projects

 Abyssinian Development Corporation <small>BELIEVE.BUILD.IMPACT.</small>	 American Red Cross	 AAMA <small>EMPOWERING LEADERS. INSPIRING LEADERS.</small>
 The Association of Plastic Recyclers	 BSR	 Calvert Foundation
 CATALYST <small>Charging environments. Changing lives.</small>	 BICEP <small>BUSINESS INNOVATIVE CLIMATE & ENERGY POLICY</small>	 CONSERVATION INTERNATIONAL

 THE STARBUCKS FOUNDATION

[HOME](#) [YOUTH](#) [VETERANS](#) [FARMING](#) [COLLEGE](#) [CONTACT](#)



COLLEGE



If earning a degree is one of your dreams, we can help you get there. We know more than 90% of our U.S. partners (employees) will attend or be going to college. We want to help. Supporting our partners' ambitions is the very best investment Starbucks can make. In a first of its kind collaboration with Arizona State University, we're offering all-part-and full-time benefits eligible U.S. partners full tuition coverage for every year of college to earn a bachelor's degree. Partners receive support from a dedicated team of coaches and advisors, 24/7 tutoring on a variety of subjects, and a choice of more than 50 undergraduate degrees through ASU's research-driven and top-ranked program, delivered online.



Our College Achievement Plan



Starbucks and ASU believe that you deserve the opportunity to pursue your education. No matter your goal, we are here to help. Our Starbucks College Achievement Plan will help you create your bright future. At ASU, you are part of an inclusive community of learners taking part in research, gold standard for education, and access to leading educational technology and benefits like full tuition reimbursement and personalized financial aid counseling. Starbucks partners are set up for success.



Afford Arizona State University



Arizona State University is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed: advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

College Opportunities for Military Families



Our military service member and veteran partners can now help a family member realize their dreams of pursuing a college education. To show our gratitude for their service, they can extend an additional Starbucks College Achievement Plan benefit to their spouse, domestic partner, or child. The participating family member will receive all the same benefits as our partners in the program.

 THE STARBUCKS FOUNDATION



Questions or Comments?

Contact Us

First name _____
Last name _____
Email address _____
Phone number _____

How can we help you?



Starbucks Corporation
Starbucks Headquarters
2401 Utah Avenue South
Seattle, WA 98134
Open 5:00am-6:30pm
Mondays thru Fridays

Call us at:
800-Starbu^c
(800-782-7282)
3am-12am PT
7 days a week a week

[Terms & Conditions](#) | [Privacy Policy](#)

Project 3: Starbucks Foundation Microsite (continued)

Designed Wireframes: Tablet

The wireframes illustrate the layout of the Starbucks Foundation microsite for tablets, featuring a top navigation bar with social media links and a main content area divided into sections.

- Welcome:** Shows a banner of Starbucks employees, a "Welcome" section with a history paragraph and photo, and a "Check out our College Achievement Plan" button.
- Youth:** Features a banner of children, a "Our History" section with a paragraph and photo, and a "Programs" section with a list of grants and a photo of grant recipients.
- Veterans:** Shows a banner of veterans, a "Veterans" section with a paragraph and photo, and a "Opportunities" section with a list of items like "Joining Starbucks" and "College Achievement Plan".
- Farming:** Displays a banner of farmers, a "Farming" section with a paragraph and photo, and a "Ethical Programs for Sustainable Goods" section with a list of items like "Coffee" and "Cocoa".
- College:** Shows a banner of graduates, a "College" section with a paragraph and photo, and a "Healthier Lives" section with a paragraph and photo of a coffee farmer.
- Contact:** Contains a "Questions or Comments?" section with a contact form, a "Contact Us" section with fields for name, email, phone, and message, and a "How can we help you?" section with a dropdown menu.

Project 3: Starbucks Foundation Microsite (continued)

Designed Wireframes: Mobile

The mobile wireframes for the Starbucks Foundation microsite are designed to be responsive and user-friendly on smaller screens. The pages include:

- Welcome:** A landing page featuring a group photo, social sharing icons, and a "Welcome" section with text about the foundation's mission and history.
- Youth:** A page with a photo of children, social sharing icons, and a "Youth Grant Opportunities" section.
- Veterans:** A page with a photo of veterans, social sharing icons, and a "Veterans" section.
- Farming:** A page with a photo of farmers, social sharing icons, and a "Farming" section.
- Contact Us:** A page with a "Questions or Comments?" section, a "Contact Us" form, and a "Our College Achievement Plan" section.

Each page includes standard footer links for "Terms & Conditions" and "Privacy Policy".

Project 3: Starbucks Foundation Microsite (continued)

Screenshots of Select Pages of Final Microsite

The Starbucks Foundation Home page features the Starbucks logo at the top right. Below it is a large photo of a diverse group of Starbucks employees in green uniforms. A navigation bar on the left includes links for HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. Social media icons for Pinterest, Instagram, Twitter, and Facebook are at the top right. The main content area has two sections: "WELCOME" and "Our History". The "WELCOME" section contains a short paragraph and a photo of employees. The "Our History" section contains a longer paragraph and a photo of graduates.

The Welcome page for the Starbucks Foundation. It features the Starbucks logo at the top left. The main heading is "WELCOME". Below it is a paragraph about the foundation's mission to strengthen communities. To the right is a section titled "Our History" with a paragraph and a photo of graduates. At the bottom is a call-to-action button: "Check out our College Achievement Plan".

The College page for the Starbucks Foundation. It features the Starbucks logo at the top left. The main heading is "COLLEGE". To the left is a vertical navigation menu with links for HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. The main content area contains a photo of graduates, a paragraph about college support, and a call-to-action button: "Our College Achievement Plan".

The Youth page for the Starbucks Foundation. It features the Starbucks logo at the top left. The main heading is "YOUTH". To the left is a vertical navigation menu with links for CONTACT, PROGRAMS, and YOUTH GRANT OPPORTUNITIES. The main content area contains a photo of young girls, a paragraph about youth opportunities, and a list of programs.

The Contact page for the Starbucks Foundation. It features the Starbucks logo at the top left. The main heading is "THE STARBUCKS FOUNDATION". Below it is a section titled "Questions or Comments?" with a large input field. To the left is a vertical navigation menu with links for HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. The main content area contains a photo of the Starbucks Siren logo, a "Contact Us" form with fields for First name, Last name, Email address, and Phone number, and a "How can we help you?" input field.

The Youth Grant Recipients page for the Starbucks Foundation. It features the Starbucks logo at the top left. The main heading is "2016 Youth Grant Recipients". To the left is a vertical navigation menu with links for CONTACT and a list of grant recipients. The main content area contains a photo of a group of people holding a Starbucks plaque.

The Contact page for the Starbucks Foundation (continued). It features the Starbucks logo at the top left. The main heading is "THE STARBUCKS FOUNDATION". Below it is a section titled "Questions or Comments?" with a large input field. To the left is a vertical navigation menu with links for HOME, YOUTH, VETERANS, FARMING, COLLEGE, and CONTACT. The main content area contains a photo of the Starbucks Siren logo, a "Contact Us" form with fields for First name, Last name, Email address, and Phone number, and a "How can we help you?" input field. To the right is a sidebar for "Starbucks Corporation" with information about headquarters, hours, and contact details.

Project 4: Starbucks Foundation Microsite—User Experience Survey

Starbucks Foundation Survey Conducted by Briana Pong						
QUESTIONS	PARTICIPANT RESPONSES					SUMMARY
1. What was the messaging in the banner ad? Was the messaging in the ad clear?	Megan T.	Veronica S.	Serena S.	Ray S.	Brian A.	Adam S.
The messaging in the ad is directly focused on getting the viewers to participate and contribute to helping our 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 like 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?
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-happy-together kind of feeling.
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.
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.
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.
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 (name, 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 homepage. 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 message 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.