

Professor: Ryan Achzet
Woodbury University
Projects Process Book
Patricia Hajjar
Fall 2016

Interactive Design 2

GDES 356

HTML & CSS

1. Exercises
2. Project 1- Landing Page
3. Project 2- Banner Ad
4. Project 3- Responsive Microsite
5. Project 4- User Testing
5. Final

Introduction

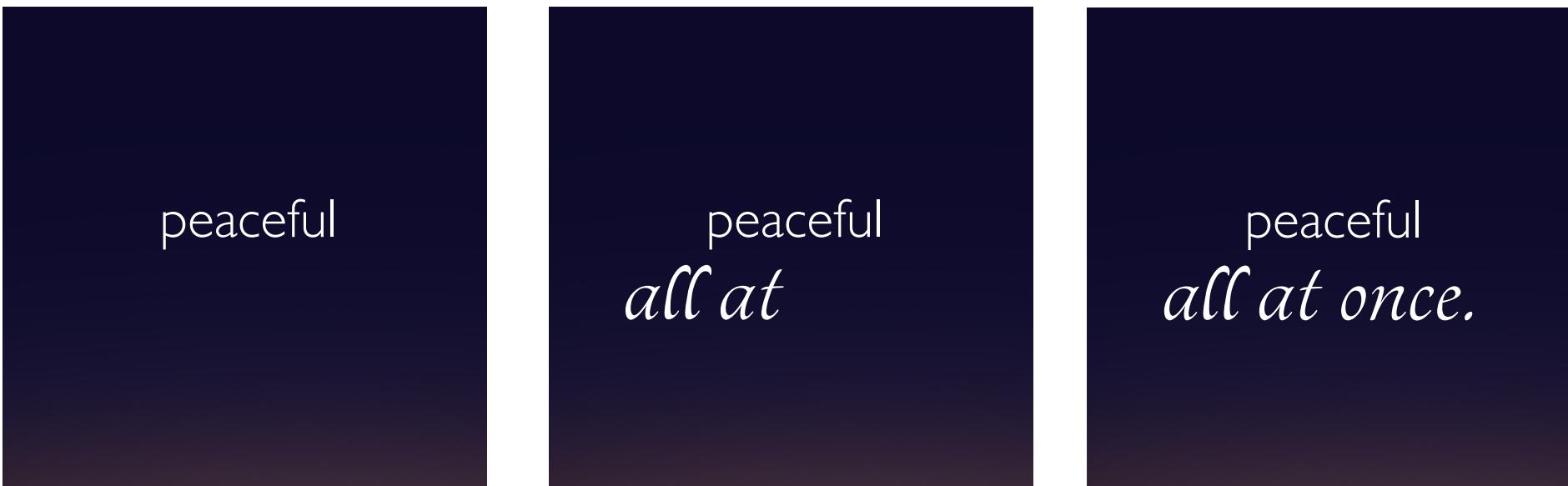
Exercises

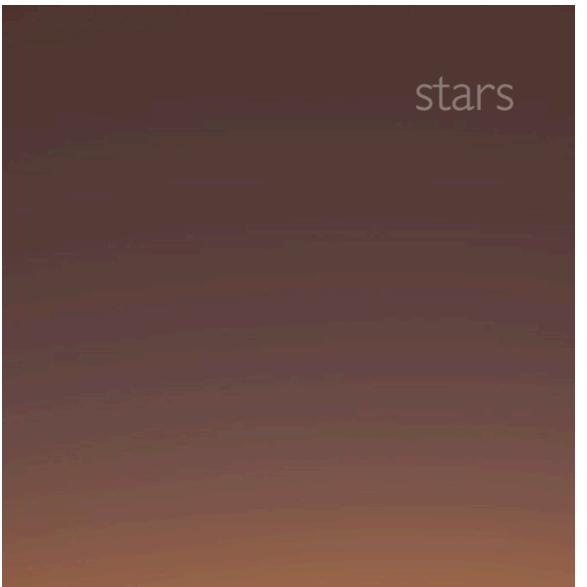
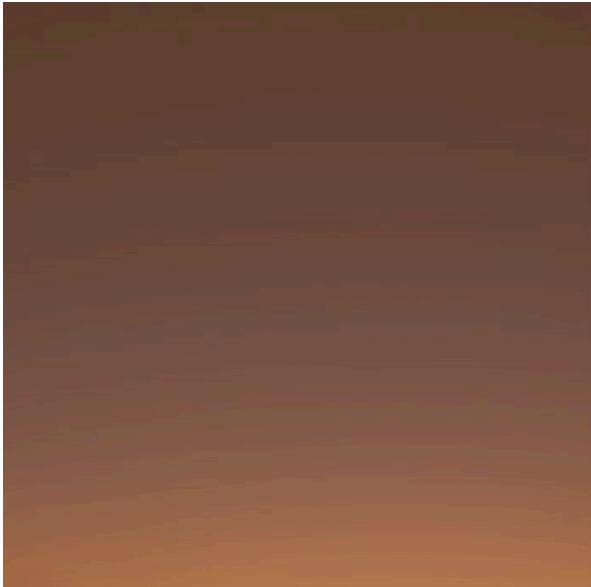
A series of three exercises were completed focusing on different tools and skill sets in the creation of interactive design. The tools included using keyframes, transitions and transforms, and web layout columns/rows.



Exercise I- Animated Haiku

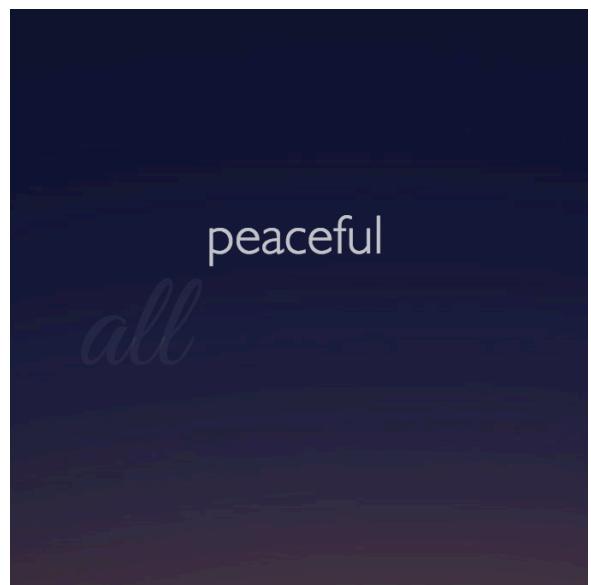
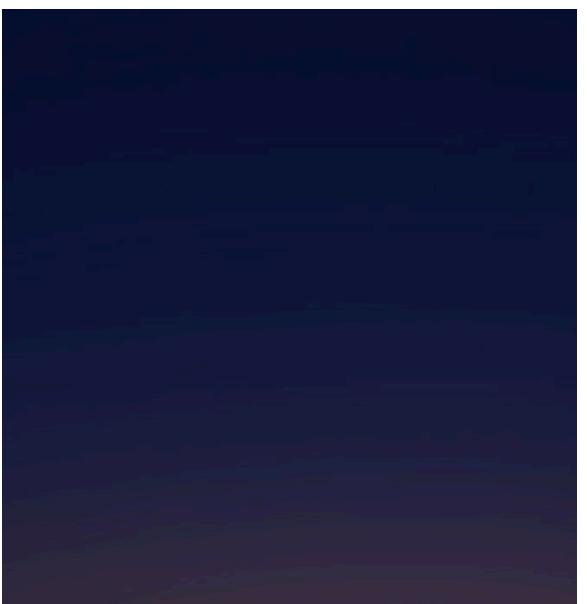
The digital storyboard shows how the meaning behind the haiku is visually represented through color, typography, and transition/transform properties. The background is a gradient that transitions from orange (sunset) to a deep blue-violet (night sky.) The typography shows contrast between the cursive typeface Tangerine and sans serif Gill Sans. The words fade in and out, as stars do during the night.





Final HTML

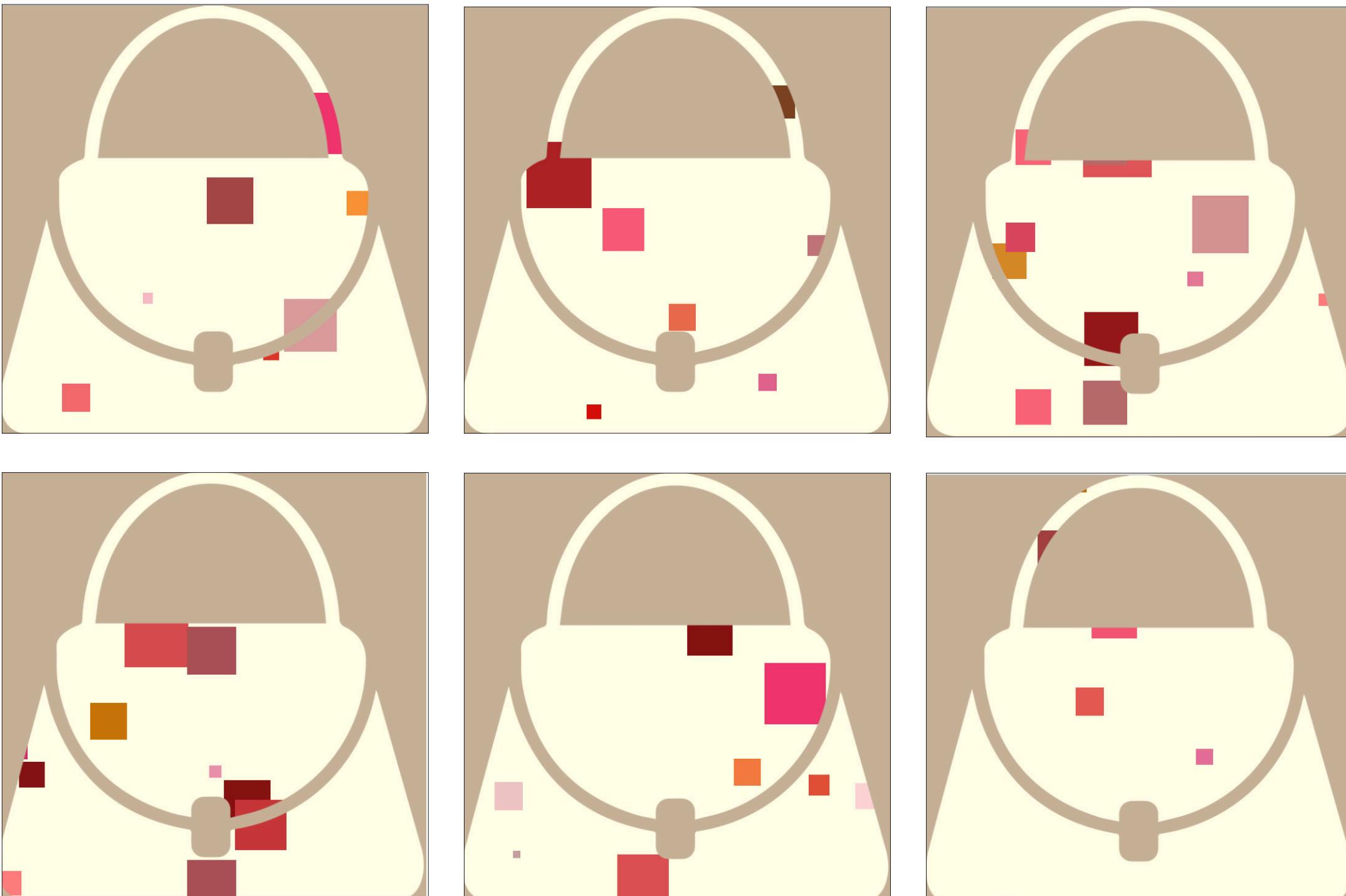
- Animating a Haiku Text
- CSS Transitions and Transforms
- Animation plays at mouse hover





Exercise 2- Animated Pattern

- Animations and Keyframes
- PNG image of purse
- CSS coded square shapes



Exercise 3- Columns & Rows

This exercise served as an introduction to working with HTML and CSS columns/rows to create web layouts. Working with a 12-column grid, different responsive options were created for mobile, tablet, and desktop.

10 Fluid Grid Structures

- Grid 1 (2 column grid, 6 units wide each)

Mobile and Tablet: 1 column grid
Desktop: 2 column grid

column 1
column 2

- Grid 2 (3 column grid, 4 units wide each)

Mobile and Tablet: 2 column grid
Desktop: 3 column grid

column 1	column 2
column 3	

- Grid 3 (4 column grid, 3 units wide each)

Mobile: 1 column grid
Tablet: 2 column grid
Desktop: 4 column grid

column 1	column 2
column 3	column 4

- Grid 4 (3 column grid, 1 nested column, 3 units wide each)

Mobile: 1 column grid
Tablet: 2 column grid
Desktop: 3 column grid with nested column in column 1

column 1	column 2
nested column 1	column 3

- Grid 5 (2 column grid of 3 columns, 3 nested columns, 2 rows)

Mobile: 1 column grid
Tablet: 2 column grid
Desktop: 2 column grid with nested columns in columns 2 and 3

column 1	nested column 1	column 2	nested column 3	column 3
2		3		

- Grid 6 (3 column grid, 2 nested columns, 3 images)

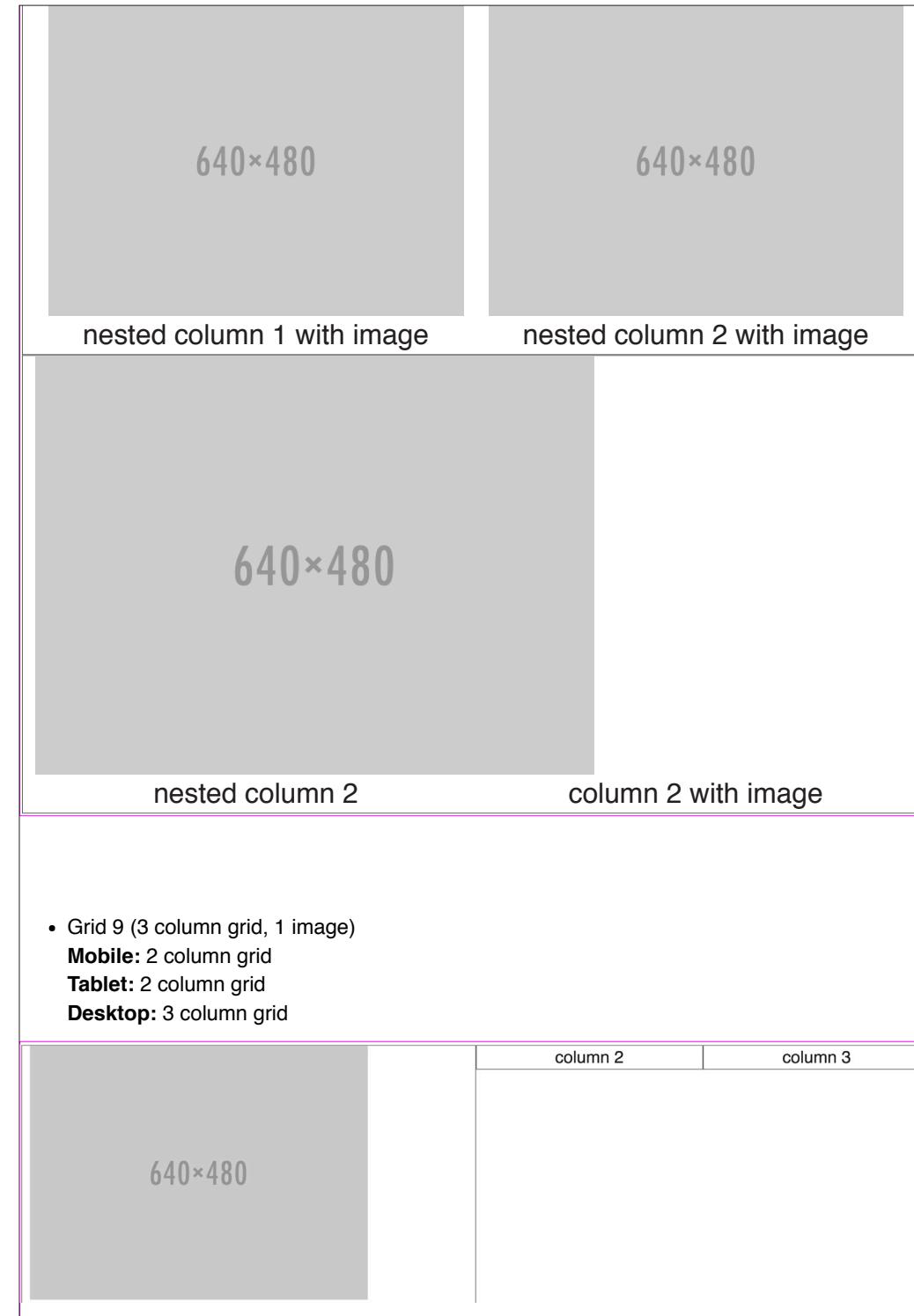
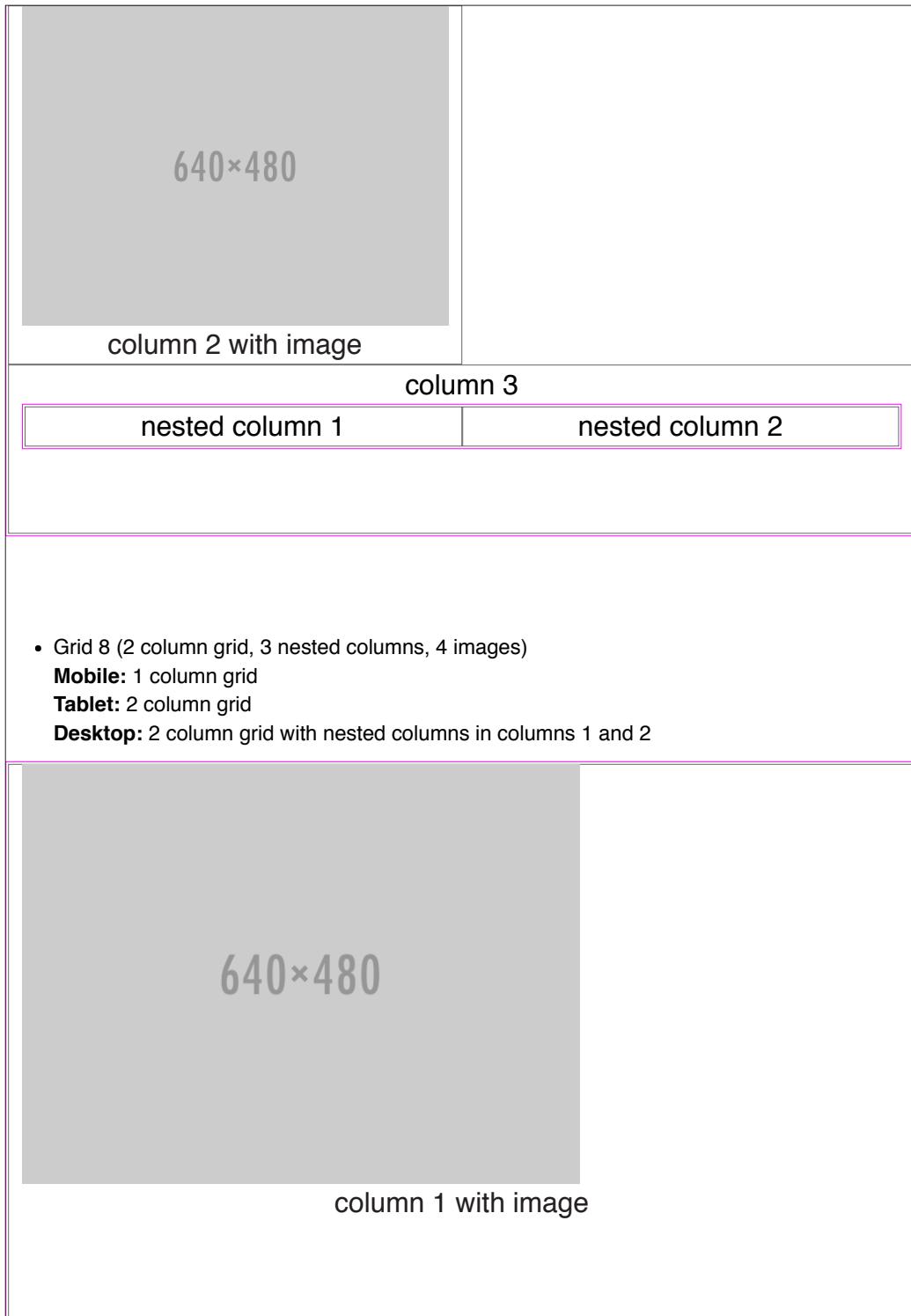
Mobile: 1 column grid
Tablet: 3 column grid
Desktop: 3 column grid with 2 nested columns in column 3

640×480	640×480	640×480
column 1 with image	column 2 with image	column 3
640×480		
nested column 1 with image		
nested column 2		

- Grid 7 (3 column grid, 2 nested columns, 1 image)

Mobile: 1 column grid
Tablet: 2 column grid
Desktop: 3 column grid with 2 nested columns in column 3

column 1



Introduction

Project I - Landing Page

This project asked to apply graphic design treatments while developing an interactive landing page for Adobe Lightroom. The final design was based on the provided project content, as well as the target audience and strict business and technical guidelines. After designing the digital comp, the design was then translated to HTML and CSS by applying background imagery, floats, a form, buttons, and other required elements.

The screenshot shows the Adobe Photoshop Lightroom CC landing page. At the top, the Adobe logo is visible. The main headline reads "Enhance and perfect your photography anywhere." Below it, a sub-headline states "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." A "New to Lightroom? Get the basics >" link is present. The central offer is "Get Lightroom as part of the Creative Cloud Photography for only \$9.99/mo". A "See what's new >" link is also available. The background features a vibrant, colorful nebula and silhouettes of three people standing on a hill. Below the main section, there are two examples of edited photos: a city skyline at sunset and a landscape with a rainbow. Each example has a caption, a "See how it works >" link, and a "Try it now >" button. Further down, there is a sign-up form for the "Creative Cloud Photography Plan", which includes fields for First Name, Last Name, Email Address, Password, and Select a Country. There are also checkboxes for staying informed about Adobe products and services, and links for "Learn more", "Terms of Use", and "Privacy Policy". A "SIGN UP" button is at the bottom of the form. Below the form, there are three promotional boxes: "Creative Cloud Photography" (\$9.99/mo), "Creative Cloud Complete" (\$49.99/mo), and "We love students and teachers." (\$19.99/mo). Each box includes a "Buy Now" button and a "Learn more >" link. At the very bottom, there is a footer with a "Purchase by phone 800-595-0774" link and a "Questions? Let's chat" link.

 Adobe Photoshop Lightroom CC

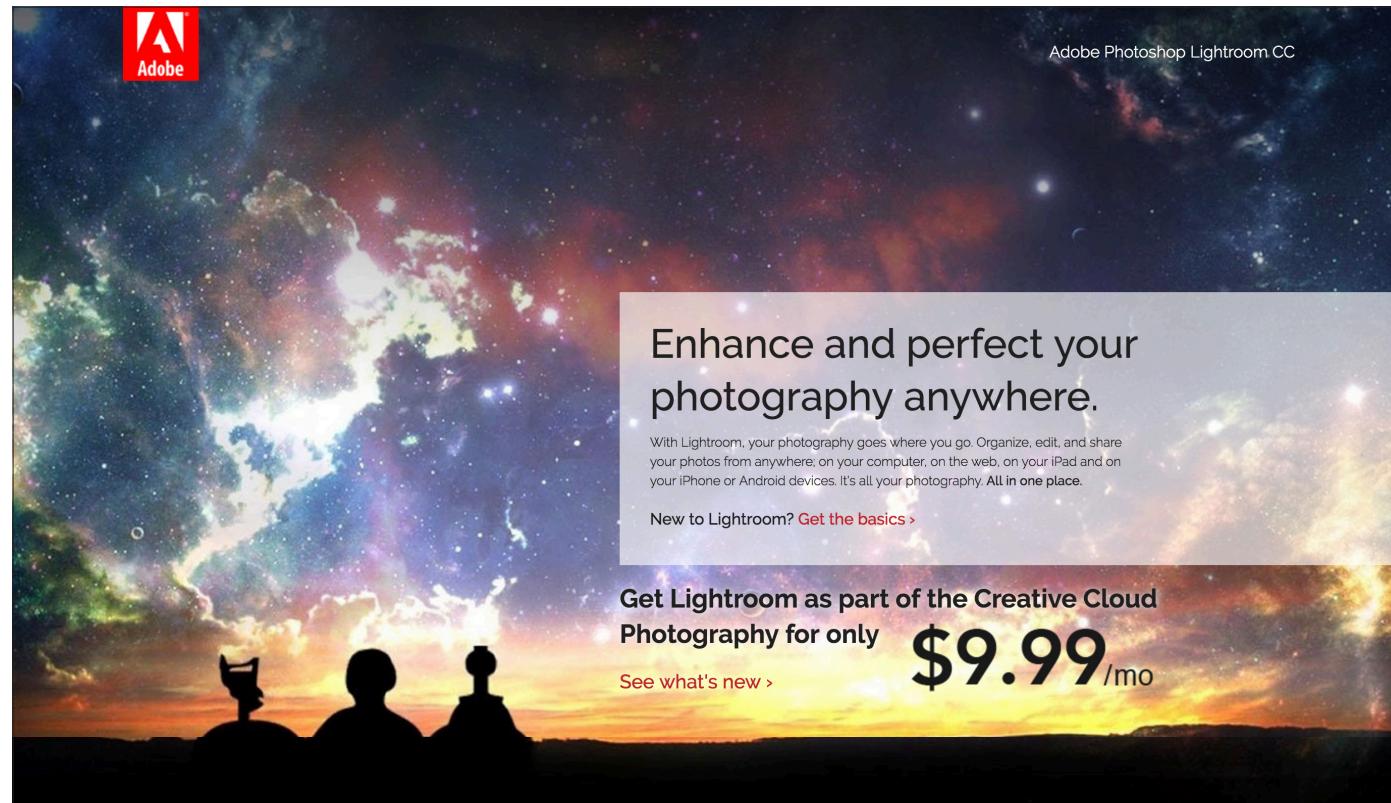
Enhance and perfect your photography anywhere.

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 for only **\$9.99/mo**

[See what's new >](#)



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 browser and use auto-tagging to easily find and share your images.

[Try it now >](#)





Adobe ID Creative Cloud Photography Plan

SIGN UP TO PURCHASE

First Name Last Name Email Address
Password Select a Country

Stay informed about Adobe products and services. [Learn more](#).
By clicking "Sign Up" I agree that I have read and accepted the [Terms of Use](#) and [Privacy Policy](#).

SIGN UP

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

Creative Cloud Photography
Includes Photoshop, Lightroom, and more.
\$9.99/mo
Buy Now [Learn more >](#)

Creative Cloud Complete
Includes Lightroom, Photoshop, Adobe Muse, and more.
\$49.99/mo
Buy Now [See all plans >](#)

We love students and teachers.
Save 60% on Creative Cloud.
\$19.99/mo
Buy Now [Learn more >](#)

Purchase by phone. **800-585-0774**
Questions? Let's chat.

Introduction

Project 2- Banner Ad

Project 2 consisted of an online animated marketing campaign to increase awareness and drive traffic to an interactive landing page. Storyboard, design, and typography were cohesively applied to the three most common ad unit sizes. One banner ad was developed into a 15-second CSS animated sequence.

This creative brief provides a brief background of the selected Starbucks initiative, The Customer Service Excellence Training Program. It describes the history of the initiative, its collaborations with different organizations, and its overall mission. The creative brief also highlights the purpose of the banner idea promoting the initiative.

Project 2: Marketing Campaign

Customer Service Excellence Training with YouthBuild USA

Through this project, I will be showing just one of the ways Starbucks is committed to creating opportunities and employment for youth around the world. The Customer Service Excellence Training program is a collaboration with YouthBuild USA and the Schultz Family Foundation to help young people from disadvantaged backgrounds get the skills and training needed to succeed for careers in retail and customer service. The program is an 8-10-week class, which provides 80 hours of classroom and on-the-job training of technical retail and barista skills, and 80 hours in a customer service role in retail or café settings. It is very similar to the training approach that Starbucks baristas receive. After completing the required training, the young graduates receive four semester hours, a paycheck, and assistance with their job search, applications, interview preparation, and placement.

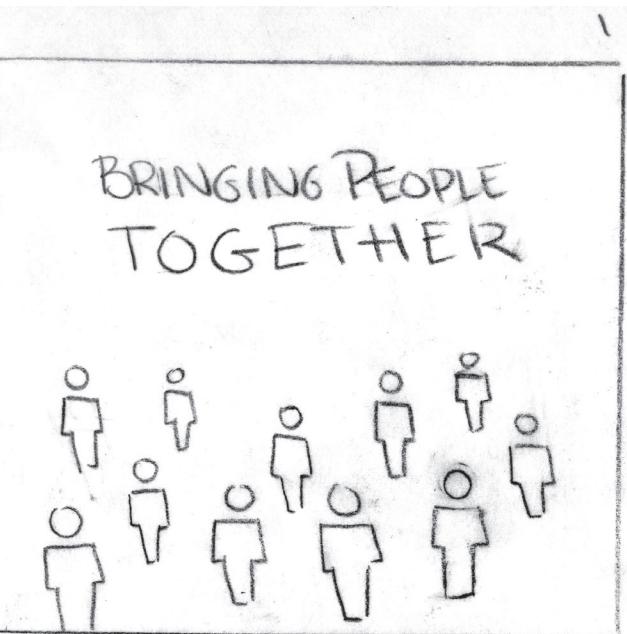
According to the chairman, president, and CEO of Starbucks, Sheri and Howard Schultz, "...this is so much more than a training program. It's a chance for participants to gain direction, purpose, and positive reinforcement". The goal of this initiative is to see young people grow with more self-confidence and passion who are able to rewrite the course of their lives. Graduates of the program have found jobs at Starbucks, and other opportunities with retailers, coffee shops, and small business. YouthCare and FareStart were the original inspirations for Starbucks to pursue this mission. YouthCare provides life skills coaching, resume and job search support, and connections to other services, while FareStart offers classroom training in food prep and on-the-job training at its café. Starbucks joined these non-profit organizations and created something new.

The purpose of this project is to promote the Customer Service Excellence Training program, and to encourage people to become involved and get more information through a call to action. The target demographic of the banner ad and overall campaign are young adults ages 16-24 years old, but also parents who are seeking educational and professional opportunities for their children. A storyboard will lay out the initial concept for the animated banner ad, as well as the copy and CTA. Graphic illustrations will be used to communicate the message in a simple and clear, yet fun and visually pleasing way. The microsite will provide additional information about the initiative, provide testimonials and images, and include a form to collect user information. The following images serve as visual inspiration and reference for the imagery and copy used on Starbucks website for this program.

Banner Ad-Sketches

Three different storyboard concepts were sketched with the same call to action and purpose- to encourage the viewer to sign up for the Starbucks Customer Service Excellence Training Program. Each concept approaches it from a slightly different perspective through the graphics, imagery, copy, and other design/transition elements applied.





People start coming closer



zooms into one person. person slides to right, next person slides in (left)



zooms out to neighborhood



Banner Ad-

Chosen Sketch Concept

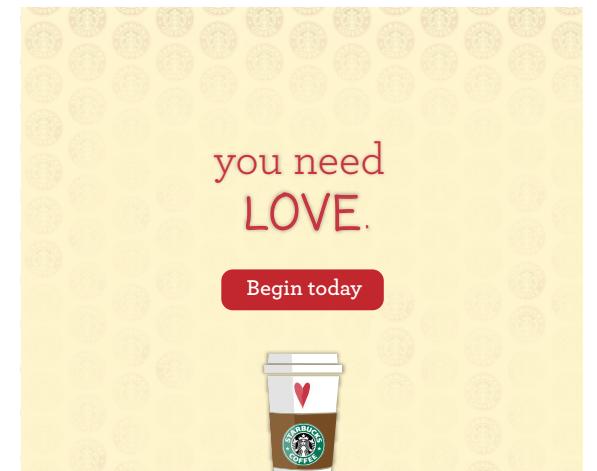
This concept was chosen for the final banner ad. It focuses on the idea that each cup of Starbucks coffee has love in it and a story to tell. That story is the company's initiative and efforts to improve the lives of young adults by providing them with training and work opportunities. The copy was pulled and modified from a quote said in a video released by the Starbucks initiative.



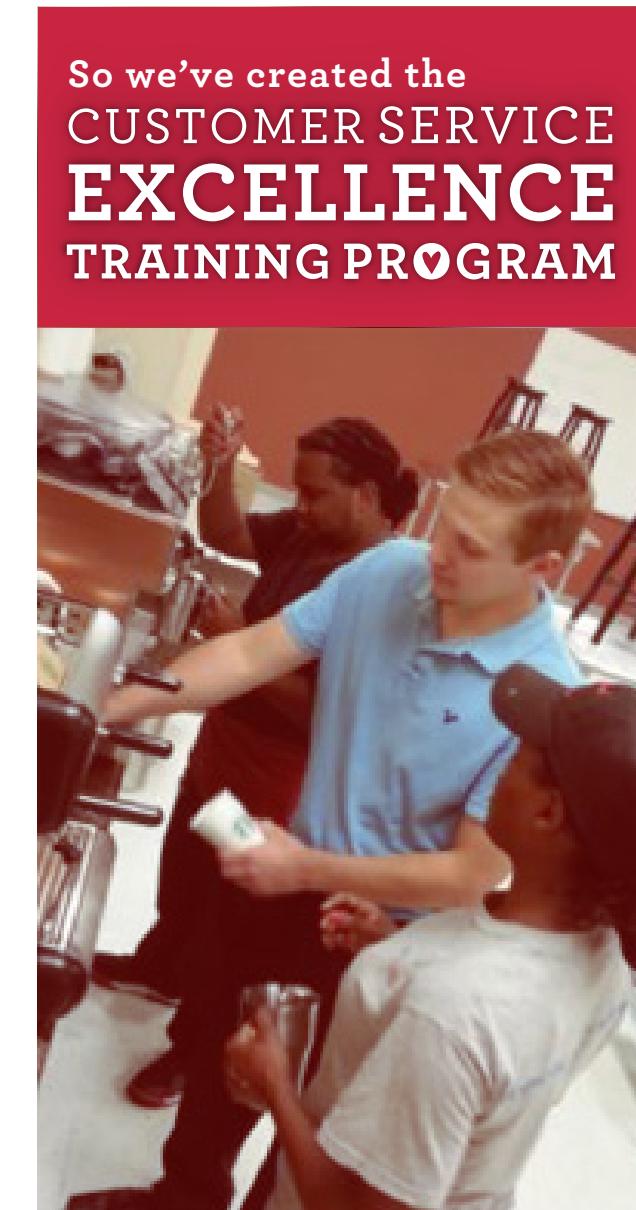
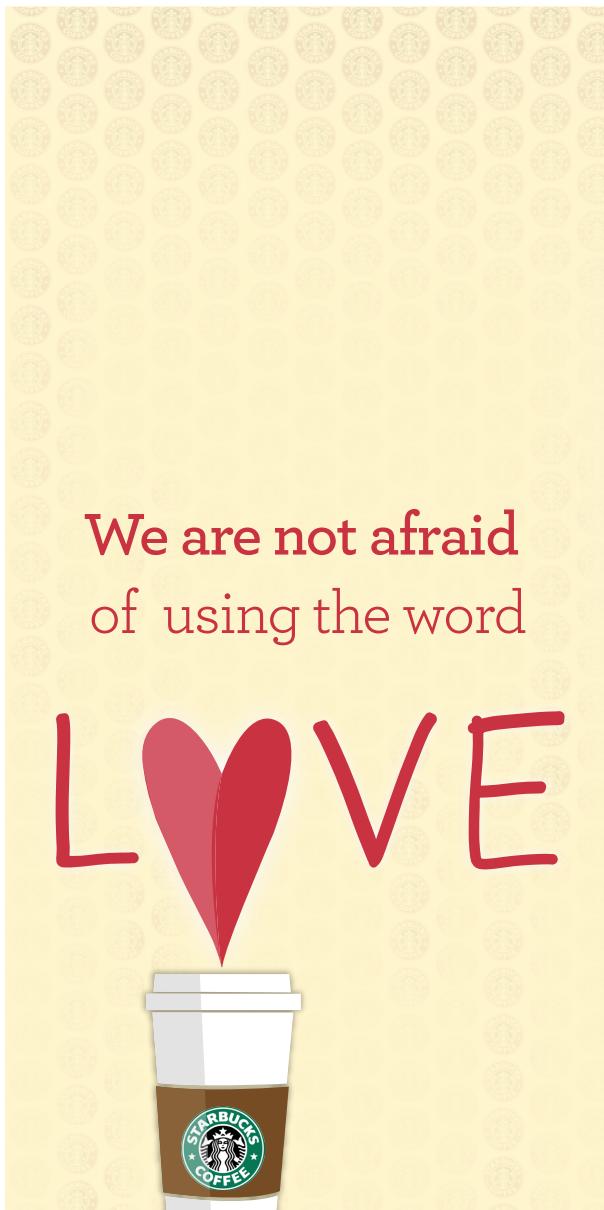
Banner Ad-
Digital Comps

- 300 x 250
- 600 x 300
- 970 x 250

300x250

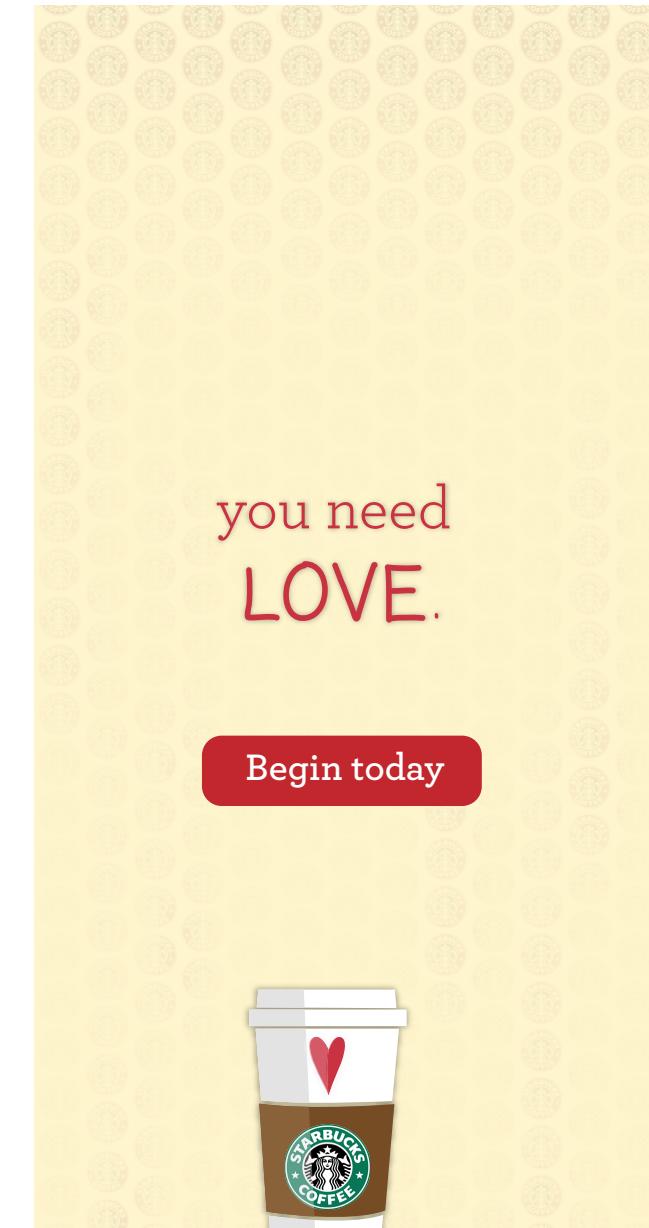
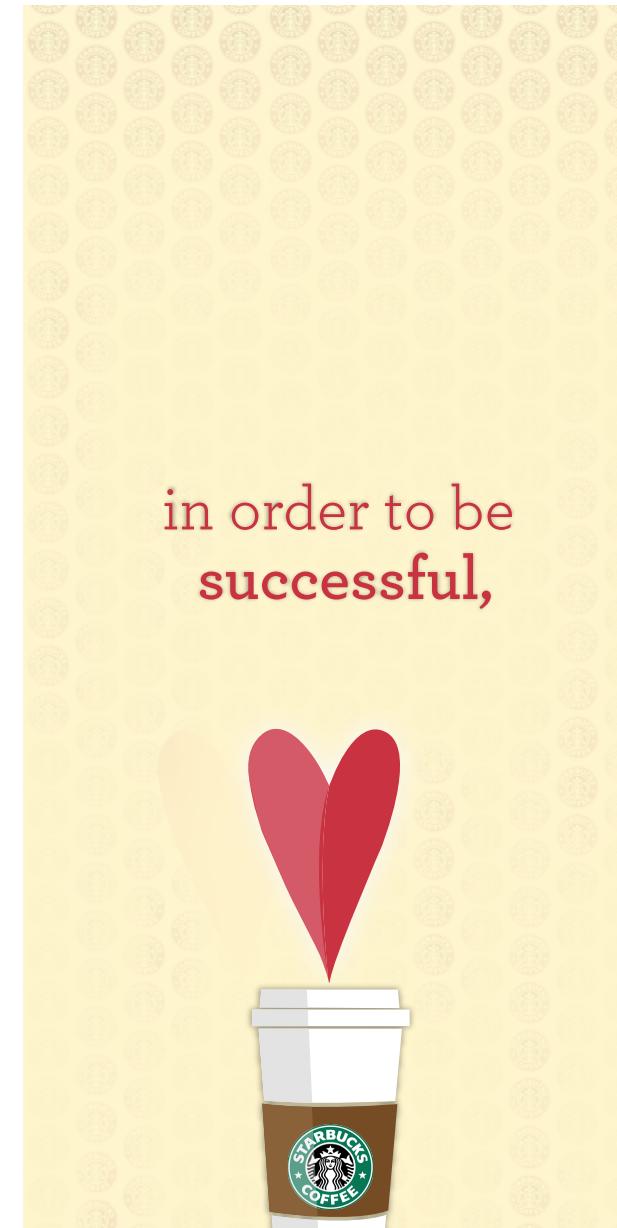
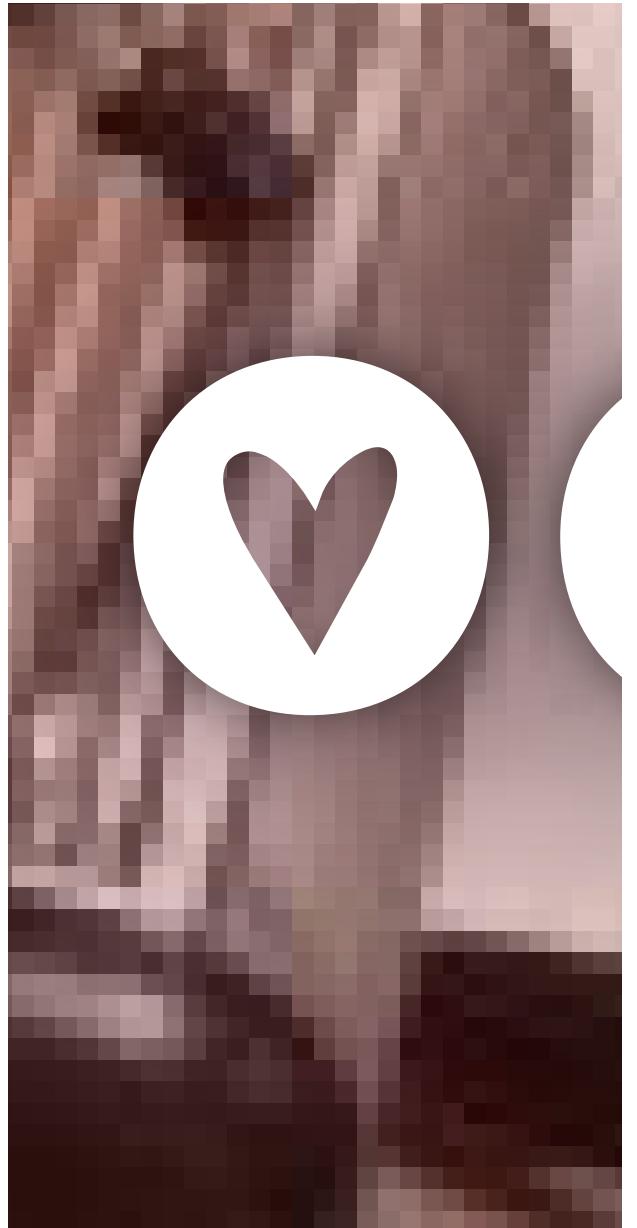


600x300
Part I



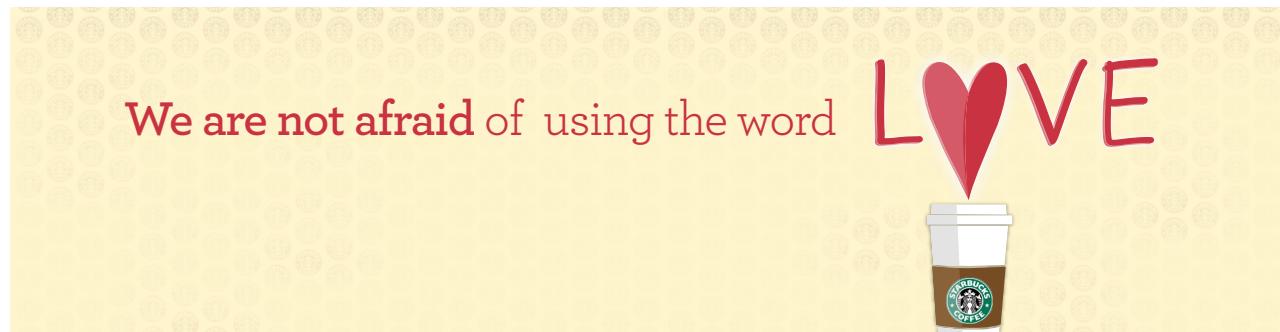
600x300

Part 2



Begin today

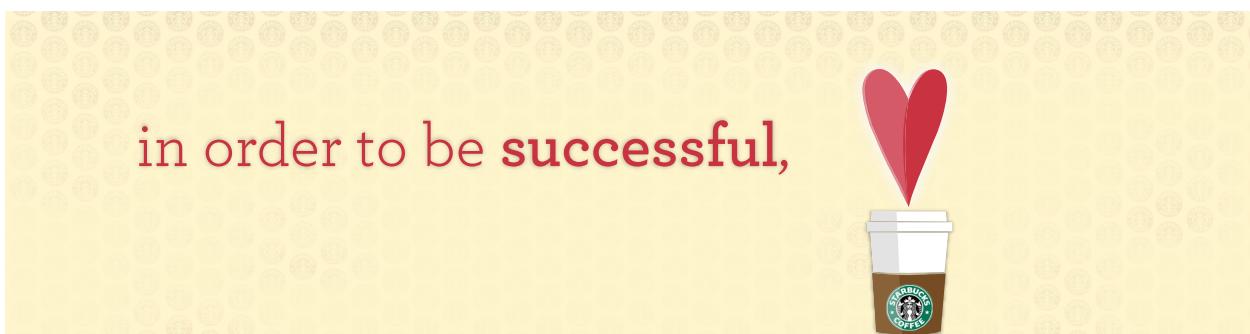
970x250



PROGR^A



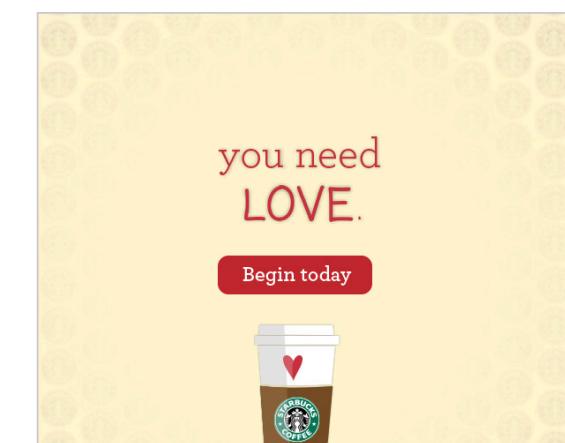
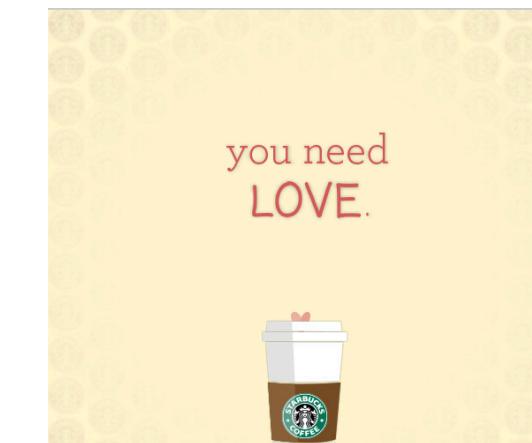
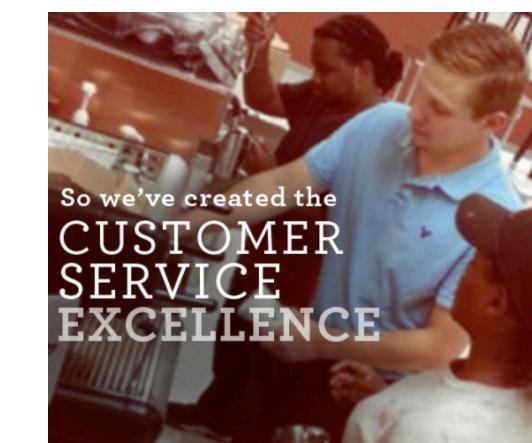
So we've created the
CUSTOMER SERVICE
EXCELLENCE
TRAINING PROGRAM



you need LOVE.

[Begin today](#)

Banner Ad-
Coded
300 x 250
•CSS Keyframes



Introduction

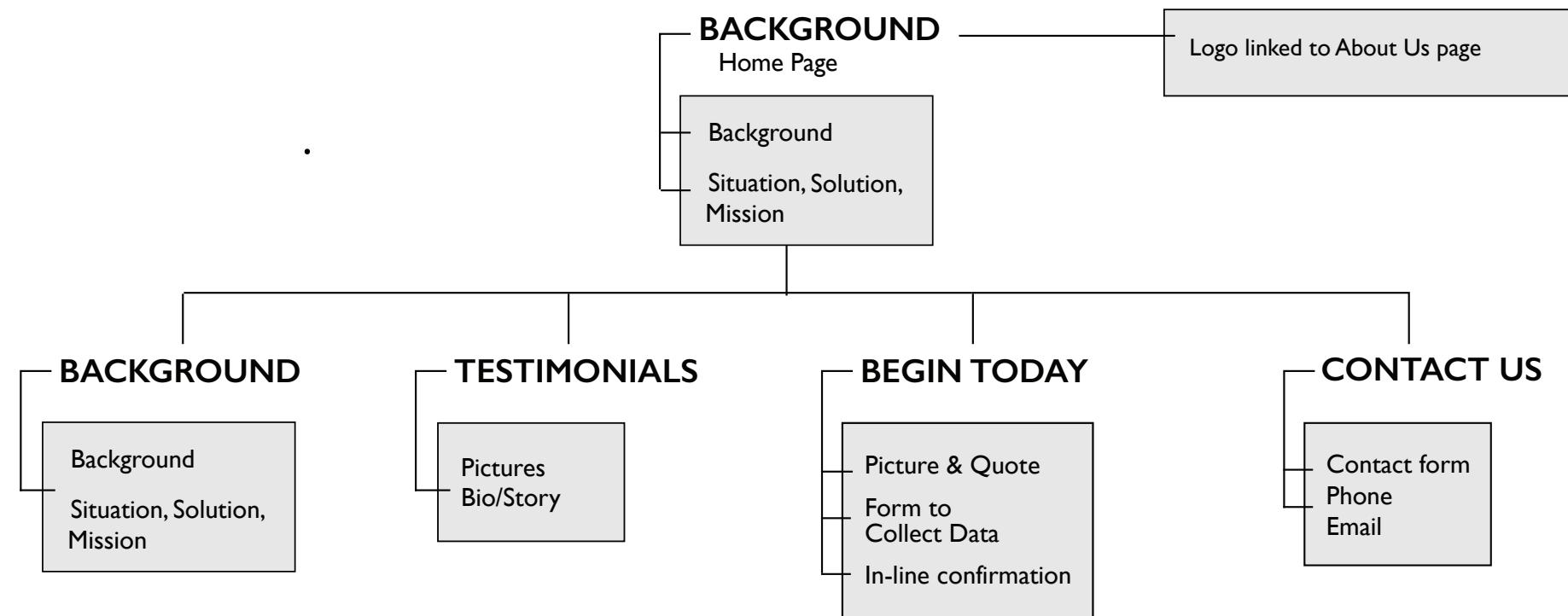
Project 3- Responsive Microsite

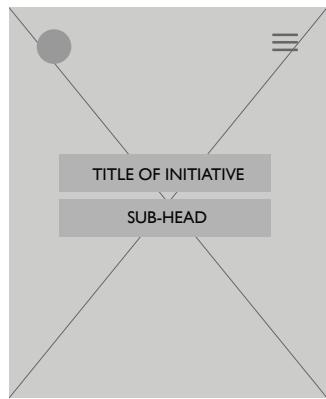
This project asked for a responsive microsite where the user is taken through pages to complete a goal. The interactive experience demonstrated clear thought process in the messaging and user interface design to provide a successful experience. The site was designed and developed in a manner that allows for the best user experience for mobile, tablet, and desktop.

In this case, the microsite was designed for Starbucks' Customer Service Excellence Training Program. The landing page is linked to the banner ad with the same messaging and call to action.

Information Architecture

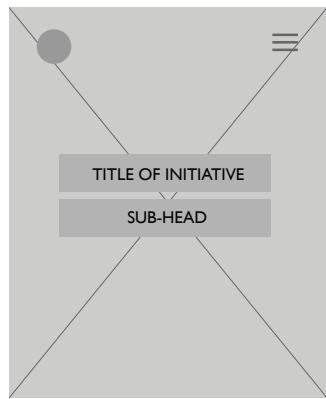
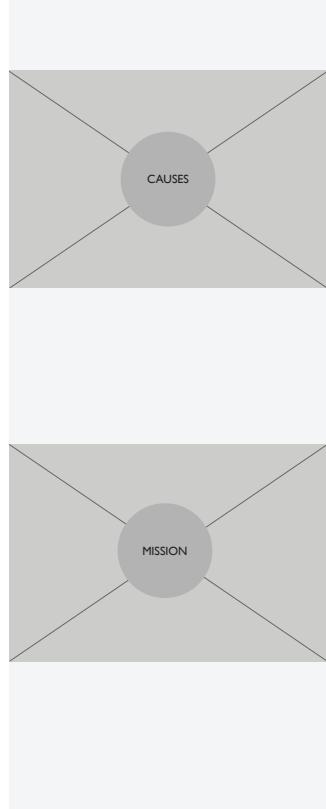
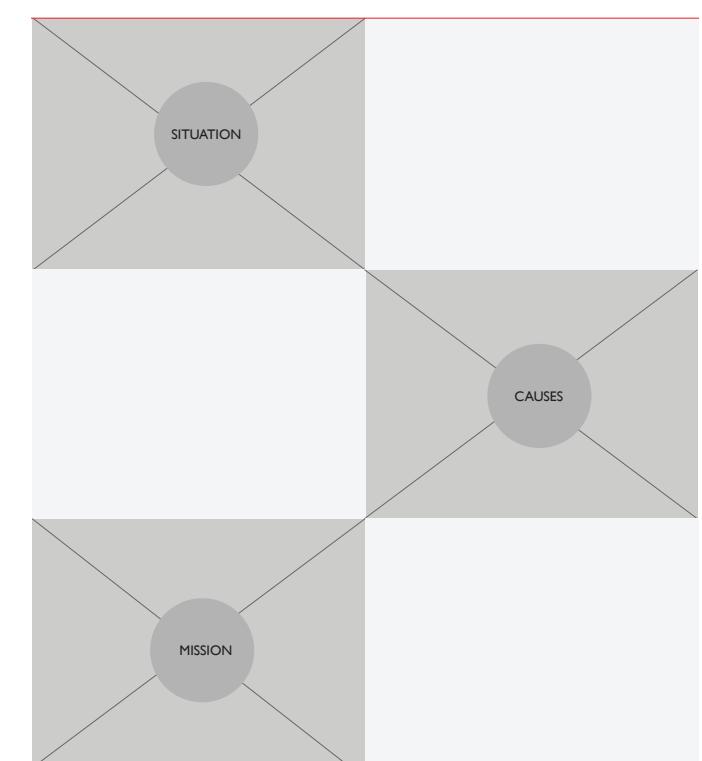
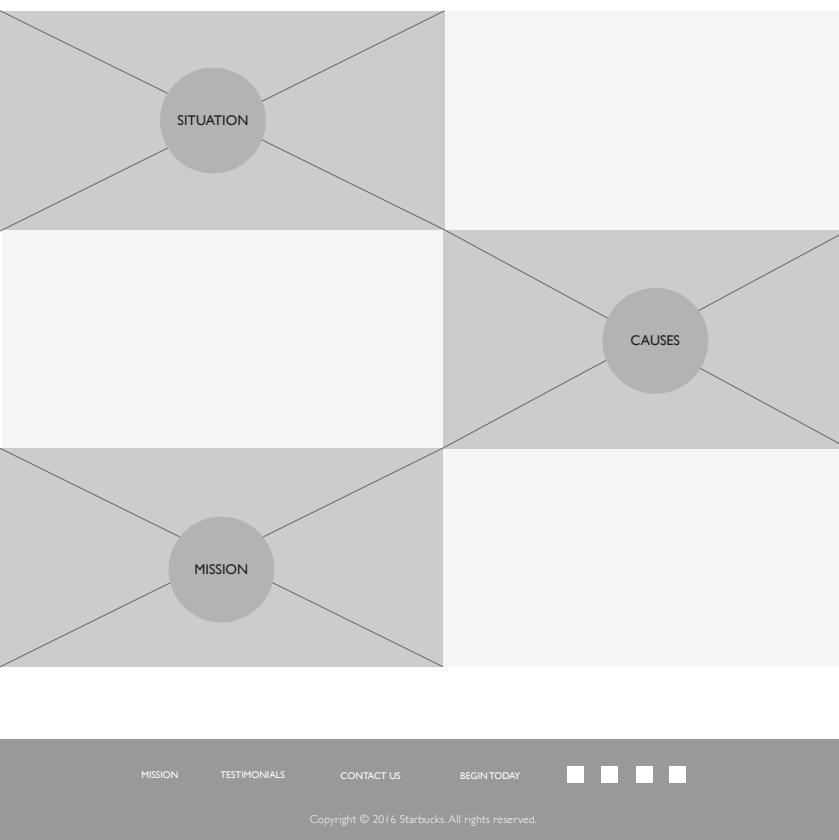
The information architecture outlines the structure and flow of the microsite consisting of the navigation links, content, header and footer links, and additional details.





Wireframes

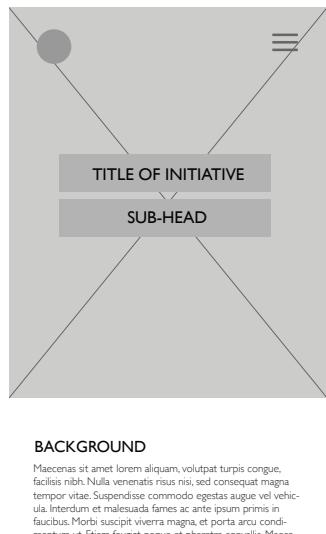
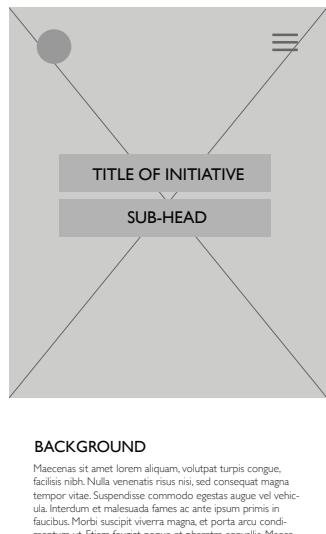
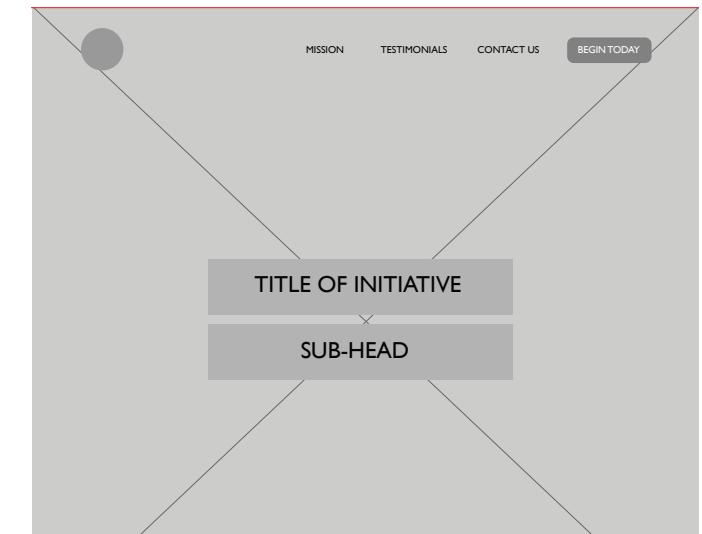
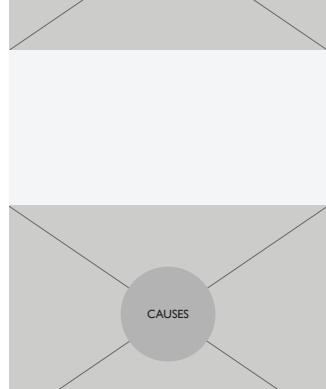
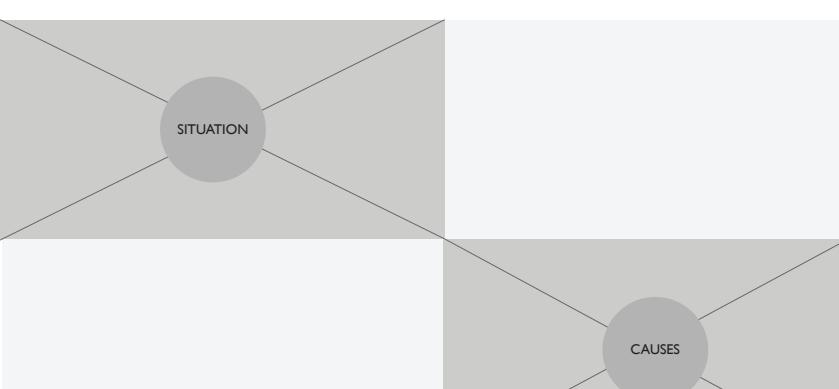
These digital wireframes provide a basic idea of the layout of a few pages in three different sizes: desktop, tablet, and mobile. The landing page features a large image above the fold, a paragraph describing the initiative, and a modular grid for the three categories.

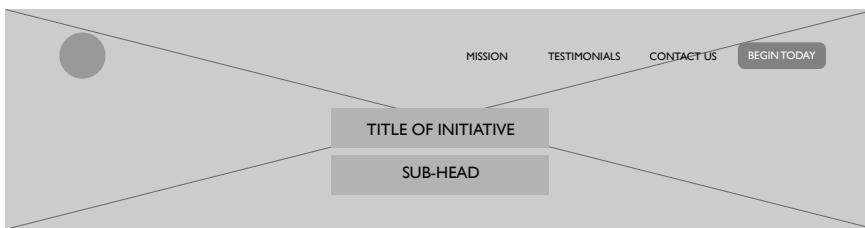


BACKGROUND
Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a ultricies. Vivamus et quam purus. Suspendisse bibendum justo quis ligula ultrices dictum. In hac habitasse platea dictumst. Aliquam porttitor pretium metus a iaculis. Curabitur id sapien libero. Suspendisse non fermentum sem. Nam quis ex eget nibh venenatis egestas. Nullam

BACKGROUND
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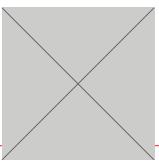
BACKGROUND
Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a ultricies. Vivamus et quam purus. Suspendisse bibendum justo quis ligula ultrices dictum. In hac habitasse platea dictumst. Aliquam





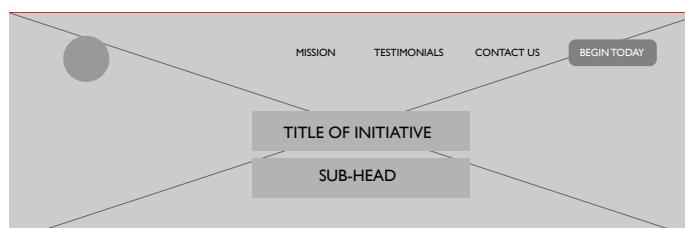
BEGIN TODAY

Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a



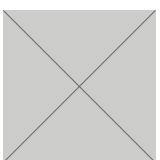
“Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada **”**,

A wireframe diagram of a contact form. At the top, there is a grey box containing the text 'Let's help you begin today.' Below this are five input fields: 'First Name', 'Last Name', 'Email', 'Phone', and 'Address'. Underneath these is a row with 'City', 'State', and 'ZIP' dropdown menus. At the bottom of the form is a section for selecting information packet delivery: 'How would you like to receive your starter information packet?' with radio buttons for 'Mail' and 'E-mail'. A large dark grey 'SUBMIT' button is centered at the bottom. At the very bottom of the page, there is a footer with links: 'MISSION', 'TESTIMONIALS', 'CONTACT US', and 'BEGIN TODAY', followed by a row of four small dark grey squares.



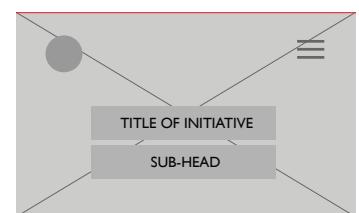
BEGIN TODAY

Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a



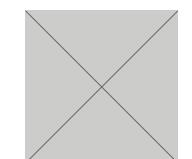
“Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo **”**,

A wireframe diagram of a contact form, similar to the first one but with a red border around the entire header area. It includes a 'Let's help you begin today.' box, input fields, a delivery selection section, and a 'SUBMIT' button. The footer links are also present.



BEGIN TODAY

Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a



“Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo **”**,

A wireframe diagram of a contact form. It features a 'Let's help you begin today.' box, input fields, a delivery selection section, and a 'SUBMIT' button. The footer links are at the bottom.

Begin Today

- Short Paragraph
- Testimonial- Image & Quote
- Form

Begin Today

- Form Confirmation
- Lightbox

The wireframe shows a main page with a header containing 'MISSION', 'TESTIMONIALS', 'CONTACT US', and a 'BEGIN TODAY' button. Below the header is a 'TITLE OF INITIATIVE' and a 'SUB-HEAD' section. A large 'BEGIN TODAY' heading is centered below the sub-head. To the left of the main content is a placeholder image with a red 'X' over it. To the right is a quote in a box: "Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi suscipit viverra magna, et porta arcu condimentum ut. Etiam feugiat neque et pharetra convallis. Maecenas sit amet lorem eleifend, aliquam sem id, tempor mi. Fusce imperdiet posuere velit eu scelerisque. Maecenas dictum et eros a". Below the quote is a lightbox with a 'SUBMIT' button. The lightbox contains a 'Thanks, you're on the right path!' message, a registration confirmation, and a bulleted list of steps. At the bottom of the page is a footer with 'Copyright © 2016 Starbucks. All rights reserved.' and a series of social media icons.

This wireframe is identical to the first one, showing the same layout and content for the 'Begin Today' page, including the lightbox confirmation message and registration details.

This wireframe is identical to the others, showing the same layout and content for the 'Begin Today' page, including the lightbox confirmation message and registration details.

Style Guide

Style guides for the microsite detail the color palette, typefaces, button formatting, header and footer style, and other specific design elements. The slab-serif typeface for the headers is based on Archer, and the body copy typeface is a simple sans serif. Two sets of style guides were created to provide additional options for the final microsite.



COLOR PALETTE

#AAIB26	170,27,38
#754C24	117,76,36
#9B7B61	155,23,97
#FFFC06	255,240,198

TYPOGRAPHY

HEADER 1
HEADER 2
Header 3
Header 4
Header 5

"Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo,"

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet hendrerit mi. Nam cursus imperdiet risus ut venenatis. Donec nunc ligula, volutpat sed fringilla nec, dignissim a nisi. Nunc mattis tellus est, ut gravida diam dictum et. Nullam pulvinar, lacus id dapibus dapibus, metus erat ultrices enim, sed lacinia justo purus id leo.

First Name

Submit

[MISSION](#) [TESTIMONIALS](#) [CONTACT US](#) [BEGIN TODAY](#)

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COLOR PALETTE

#027042	2,112,66
#F5E6D1	245,230,209
#D93534	217,53,52
#471D05	71,29,5
#79384B	121,56,75

TYPOGRAPHY

Header 1
Header 2
Header 3
Header 4
Header 5

"Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo,"

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet hendrerit mi. Nam cursus imperdiet risus ut venenatis. Donec nunc ligula, volutpat sed fringilla nec, dignissim a nisi. Nunc mattis tellus est, ut gravida diam dictum et. Nullam pulvinar, lacus id dapibus dapibus, metus erat ultrices enim, sed lacinia justo purus id leo.

First Name

Begin now

[MISSION](#) [TESTIMONIALS](#) [CONTACT US](#) [BEGIN TODAY](#)

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Design Comps

These design comps, rendered on Adobe Illustrator, apply the design elements from one style guide and the original wireframe concept. They include the layout, modular grid system, color palette, interface elements, imagery, and body copy related to the chosen Starbucks initiative. Each page was cohesively designed for three sizes to show its responsiveness on various platforms.



The landing page features a large image of Starbucks employees in green aprons cheering. At the top, there are navigation links: Mission, Testimonials, Contact us, and a prominent yellow "Begin today" button. Below the image, the title "CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM" is displayed in large, bold, white letters. A smaller "Begin today" button is located just below the title.

From the neighborhoods where our stores are located and coffee grown, we are committed to creating and investing in opportunities for people around the world.

Bringing people together, helping provide education and employment opportunities and making a difference in people's lives – it's all part of being a good neighbor and a sustainable company. Starbucks, even as a public company, has always believed that we can balance profitability and a social conscience.



The section contains three circular callouts with the words "Situation", "Solution", and "Mission" respectively. Each callout is accompanied by a small thumbnail image and a detailed description below it.

- Situation:** More than 290 million young people around the world are neither in school nor employed – one of the fastest growing populations. These young men and women represent a huge, untapped opportunity for an infusion of productivity and creativity in the workforce. At the same time there are also challenges for employers to find qualified candidates.
- Solution:** The problem is not unique to Starbucks, nor can it be solved by us alone. That is why we are focusing on a comprehensive approach and collaborating with organizations on proven, as well as innovative, solutions to help young people get the skills and training they need to succeed in a rapidly changing global economy.
- Mission:** Starbucks is working with the Schultz Family Foundation and YouthBuild USA to prepare young people from disadvantaged backgrounds for careers in retail and customer service. During the course, students receive classroom and on-the-job training in a café, based on a similar training approach that Starbucks baristas receive in thousands of stores around the world.

Mission | Testimonials | Contact us | [Begin today](#)

CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM

[Begin today](#)

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Situation

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Mission

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[CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM](#)

[Begin today](#)

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Situation

Mission

Solution

Mission

Mission

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Landing Page

- Header Image & Navigation
- Short Intro Paragraph
- Three Categories of Information
- Footer



TESTIMONIALS



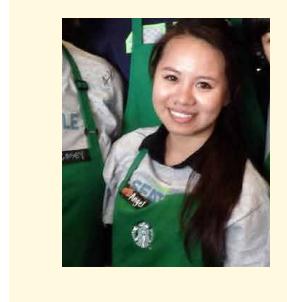
Shane Holmes

Life is heartbreaking sometimes. What are you supposed to do when no one wants to give you a chance, no matter how hard you try? Starbucks gave me that chance I was looking for. Through the Excellence Training Program, I've also learned a lot about how to interact with customers to make sure they're getting what they want, even if they're not expressing a need. As long as I'm upbeat and trying to put the customer first, I find things work out pretty well for all of us.



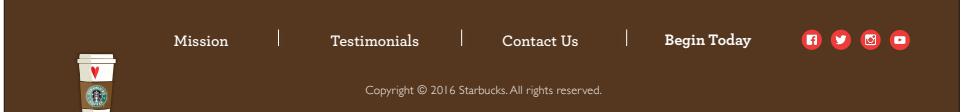
Vernita Page

I have a lot of life goals now. I feel good about my career possibilities for the first time in five years. I want to study botany and eventually buy a small acreage in Eastern Washington to become fully self-sustained. All this was encouraged through the Starbucks initiative, which I was fortunate enough to graduate from and recently even accepted a position serving customers at a Starbucks kiosk in a local grocery store. There are endless possibilities out there for everyone, but sometimes all it takes to get started is a helping hand and caring heart.

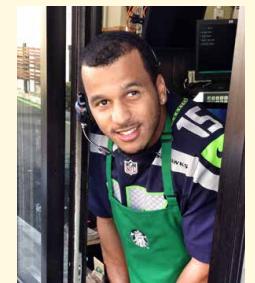


Saadika Alard

My motto used to be prepare for the worst and don't get your hopes up. When I first started the program, I had my guard up for sure, but I slowly started letting it down. Over these past few weeks, I realized people are simply trying to help me. While training and working on the job, I've learned skills and more importantly I've discovered how to trust others. I'm not where I want to be yet, but I'm on the road to greatness.



TESTIMONIALS



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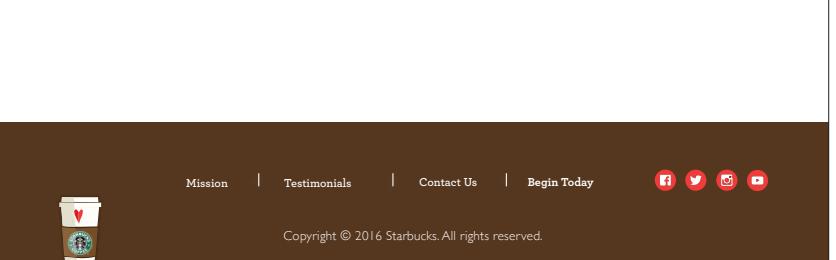
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TESTIMONIALS



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[Read more](#)



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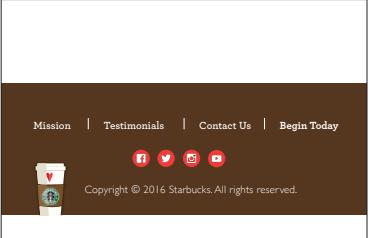
[Read more](#)



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[Read more](#)





CONTACT US

Let's get to know you.

 Name Email

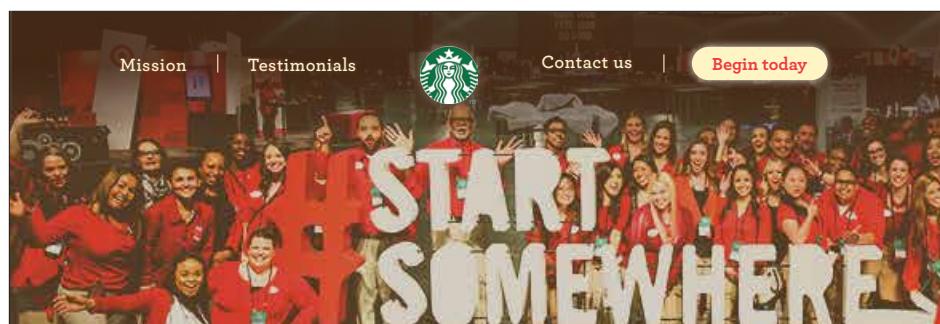
Tell us about yourself or ask us anything.

Send**Email**excellencectrainingprog@starbucks.com**Phone**

800-Starbuc (800-782-7282)
3 AM-Midnight PT, 7 days a week

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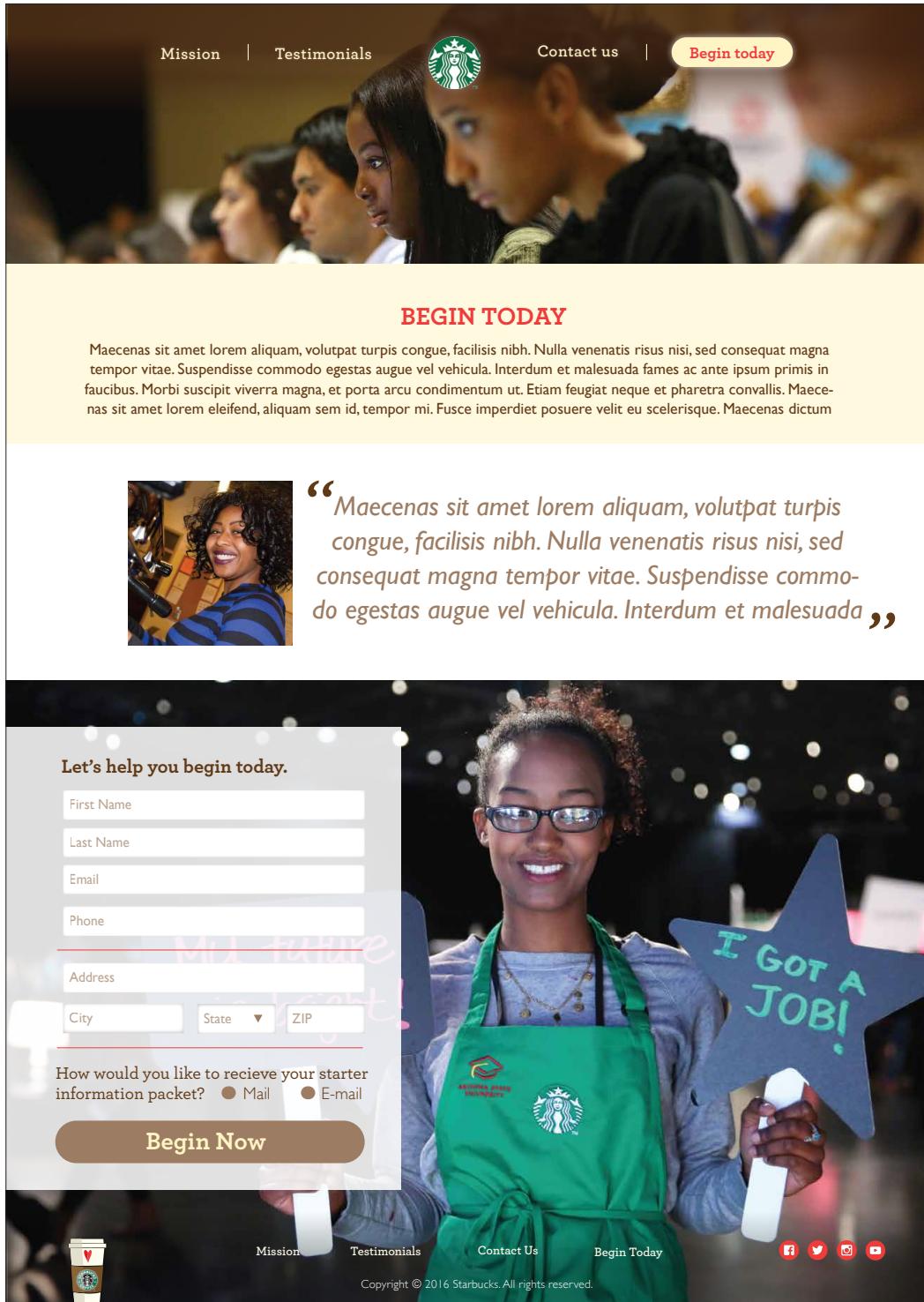
Tell us about yourself or ask us anything.

Send**Email**excellencectrainingprog@starbucks.com**Phone**

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BEGIN TODAY

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Let's help you begin today.

First Name
Last Name
Email
Phone
Address
City State ZIP

How would you like to receive your starter information packet? Mail E-mail

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BEGIN TODAY

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Thanks, you're on the right path!

You're now registered for the Customer Service Excellence Training Program.

Once you receive your information packet, you will be instructed for your next steps. Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus.

- Suspendisse commodo
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BEGIN TODAY

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 BEGIN TODAY

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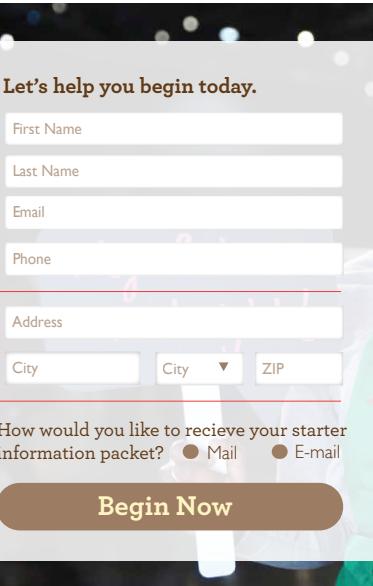
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Let's help you begin today.

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Testimonials

- Images and Stories

Contact Us, Begin Today

- Contact Us Form
- Sign Up Form

Introduction

Project 4- User Testing

After the digital comps were translated to code, user testing was conducted by six people who were otherwise unfamiliar with the banner ad and microsite project. They provided feedback based on the questions to the right.

1. Was the messaging in the ad clear?
2. What was the messaging in the ad?
3. Does the animation and the imagery relate to the message?
4. When you saw the ad, what feeling was evoked?
5. How likely would you be to click on an ad like this? (a rating system. it's okay if they say "I don't click on ads")
6. Upon landing on the microsite, does the initial impression of the microsite correlate to the message of the ad?
7. Is the content on the site easy to read and understand?
8. Is the navigation of the site easy to use?
9. Where would you go to view the form page?
10. Were you able to achieve what you came to do on the website?
11. Were you able to figure out how to complete that goal?
12. Rate your experience on the website and explain why.

	User 1-Diana H.	User 2- Stephanie S.	User 3- Samiha R.	User 4- Bryan R.	User 5- Carolyn B.	User 6- Dominique B.
Q1	The message in the ad was very clear and concise. I got what you are trying to advertise and thought it was very whimsical and attention grabbing.	The message was clear and easily understood.	Yes	Kind of	Yes, the message in the ad was clear. I was able to understand what it was about and enjoyed watching the ad surprisingly.	Yes, the message in the ad was clear.
Q2	This is in relation to the Starbucks ad and the Starbucks website. "Customer Service Excellence Training Program	The microsite	The messaging in the add focused on Customer Service Training program with love and kindness.	Starbucks created a program in order to boost success in customer service	The message in the ad was about love and customer service.	It was a Starbucks ad for a customer service excellence training program, which seems to revolve around loving your profession and showing how doing so is important to achieving success.
Q3	Yes of course. Directly correlated to the page when you clicked it. However, I did not get linked to the page when I pressed the banner ad.	The images are an ideal touch to the website. They truly explain the role Starbucks is taking in the development of the lives of young people, and how everything is done through love.	Yes it does	Warmth and love. At first thought it was for valentines day	Yes, it does.	Yes, the animation relates to the message.
Q4	Whimsical, interesting, high in graphics and movement	I think it has a very powerful message and I was very moved by the ad	Happiness and love	Service to community	I felt warm and cared about while watching the ad.	A feeling of comfort was evoked upon seeing the ad.
Q5	4/5. Well, since I love Starbucks, I'd click the link numerous times. I don't usually click on ads but I'd click on this on a scale of 4.	I don't usually click on ads but this one just got to me.	4/5. I would rate it 4 out of 5 (5 being the highest) However it's currently not linked to anything yet	I don't click on ads	I don't click on ads.	I don't click on ads, but this ad would've caught my attention with its simple yet clear message.
Q6	Yes, of course. The ad encapsulated the website in a short 10 seconds. The colors, graphics, and message all match clearly.	Indeed it does.	Yes. The color, images and typeface ties in together very well.	No, the site is clear that it is a training program but the ad is unclear if it is a training program. The heart in the counter of the "o" is used appropriately.	Yes, the microsite was in relation to the ad because the ad was all about customer service and the microsite was about their background and their testimonies.	The first photo of the people gathered around smiling gives the impression that they're enjoying their job, and the titles correlate to the message in the ad.
Q7	The content is easy to read, but just a couple pointers: I felt like the navigation bar, the letters were a little small and color a little light, maybe make it bold?? Also your pictures are predominantly black people. You have to include more races and ethnicities in the pictures.	It was a very clear message, likely no one would forget anytime soon. It is a very powerful message transmitting the role of Starbucks	Yes it's clear and to the point.	Yes, is the menu tool bar supposed to be unaligned?	Most definitely.	Yes, the content is clear.
Q8	It is but like I said before. Change the typeface maybe and size. Incorporate more ethnicities in your pictures and not just black people like that huge picture on the first page. Also the navigation bar seems a little dull, maybe make the color as well.	Yes	Yes definitely.	Yes	Yes, I was able to go from page to page without any problems.	The navigation is self-explanatory and user-friendly.
Q9	I'd click on "Begin Today"	The Begin Today page	On any button saying "begin today" EXCEPT for the button on the background page. The link seem to be broken. Otherwise it's accessible from any other page.	begin today	Begin today page	The form page was under the "Begin Today" tab
Q10	Yes if I wanted to apply, I would have been able to easily.	I found out what I needed to know about Starbucks' initiatives and the search buttons with the information were clear and well understood.	Yes. Learn about customer service opportunities at starbucks	Yes.	Yes	Yes, I was able to read about the position and discover more about people's testimonials and how to apply to "Begin Today", which was a clear message shown from the initial ad, to the initial landing page, and throughout the site.
Q11	Yes	It was easy to navigate through the website and easy to spot the left banner of information.	Yes, simply apply! Very inviting and Homey feeling.	Focus more on the mission, it is unclear what you want from the user, do you want them to be employed? because if so there needs to be an emphasis on the form page.	Definitely	Yes, like mentioned above, the site was easy to navigate, so finding out about the position and how to apply for it was simple.
Q12	7/10. I give it a 7. Clearly legible, to the point, and easy to navigate through but the details that I mentioned before need a little fixing. Your small ad is nice but the yellow/beige is a dull color as well.	10/10. I think if it's on a scale from 1 to 10 and by 10 being the best, I would for sure give it a 10 because the website is clear, well organized, professional, and straight to the point.	4.5/5. Five being the highest. Other than the broken link everything else is perfect and to the point.	No, thought it only catered to african americans at first glance. This is a website for under privileged individuals that need the skills to succeed in life. I am a college student on my way to graduating, I could've possibly related when I was in highschool and did not know what to do with my life.	9, the navigation was simple enough for me to go and explore the site without any problems. I like the fact that the ad corresponded nicely to the microsite. Well done	Overall, the site was very informative, user-friendly, and fully functional- three very important aspects to having a good website. The social media links were also great since they directed me straight to the specific pages within each app.

Introduction

Final Project

The feedback from the user testing was considered and changes were made to the final coded microsite. The main header and other imagery were updated, the pink color was applied to more elements, color change on hover applied, as well as a few other minor tweaks to each page. On mobile view, the hamburger menu was also refined, and the general responsiveness was smoothed out for the different platforms.

CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM

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Situation

Solution

Mission

Situation

Solution

Mission

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Background **Testimonials** **Contact us** **Begin today**

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Starbucks is working with the Schultz Family Foundation and YouthBuild USA to prepare young people from disadvantaged backgrounds for careers in customer service. During the course, students receive classroom and on-the-job training in a cafe, based on a similar training approach that Starbucks baristas receive around the world.

Background **Testimonials** **Contact us** **Begin today**

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CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM

Begin Now

From the neighborhoods where our stores are located and coffee grown, we are committed to creating and investing in opportunities for people around the world.

Bringing people together, helping provide education and employment opportunities and making a difference in people's lives – it's all part of being a good neighbor and a sustainable company. Starbucks, even as a public company, has always believed that we can balance profitability and a social conscience.

Situation

Solution

Mission

Situation

Solution

Mission

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Testimonials

Shane Holmes

Life is heartbreaking sometimes. What are you supposed to do when no one wants to give you a chance, no matter how hard you try? Starbucks gave me that chance I was looking for. Through the Excellence Training Program, I've also learned a lot about how to interact with customers to make sure they're getting what they want, even if they're not expressing a need. As long as I'm upbeat and trying to put the customer first, I find things work out pretty well for all of us.

Vernita Page

I have a lot of goals now and feel good about my career possibilities for the first time in years. I want to study botany and buy a small acreage to become fully self-sustained. All this was encouraged through the Starbucks initiative, which I was fortunate enough to graduate from and recently accepted a position serving customers at a Starbucks kiosk in a local grocery store. There are endless possibilities out there, but sometimes all it takes to get started is a helping hand and caring heart.

Saadika Alard

My motto used to be prepare for the worst and don't get your hopes up right away. When I first started the program, I had my guard up for sure, but I slowly started letting it down. Over these past few weeks, I realized people are simply trying to help me. While training and working on the job, I've learned skills and more importantly I've discovered how to trust others. I'm not where I want to be yet, but I'm on the road to greatness.

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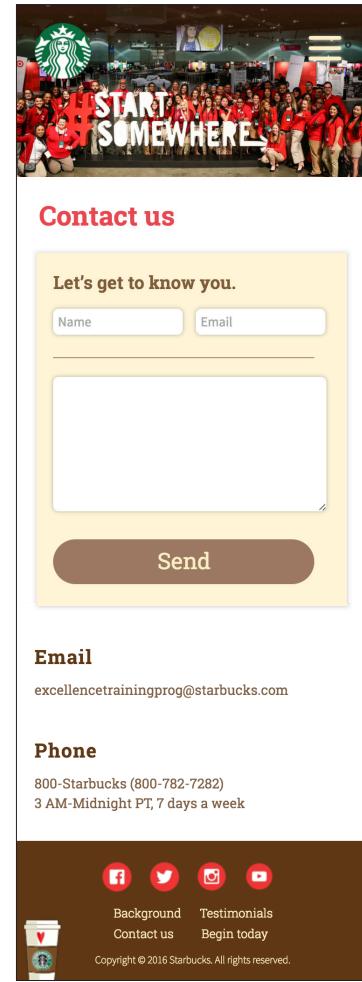
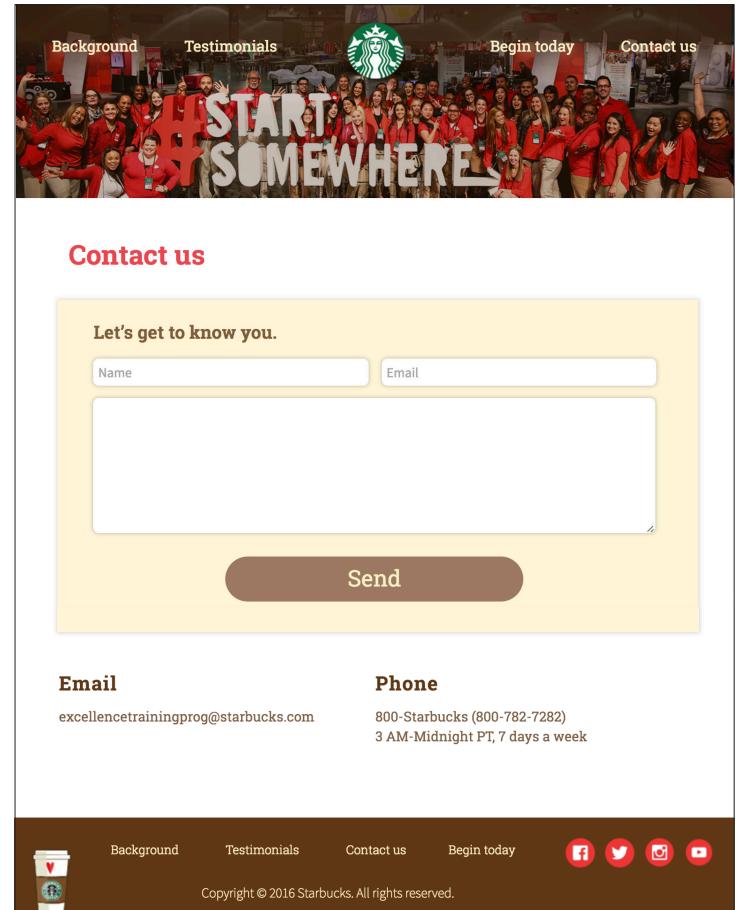
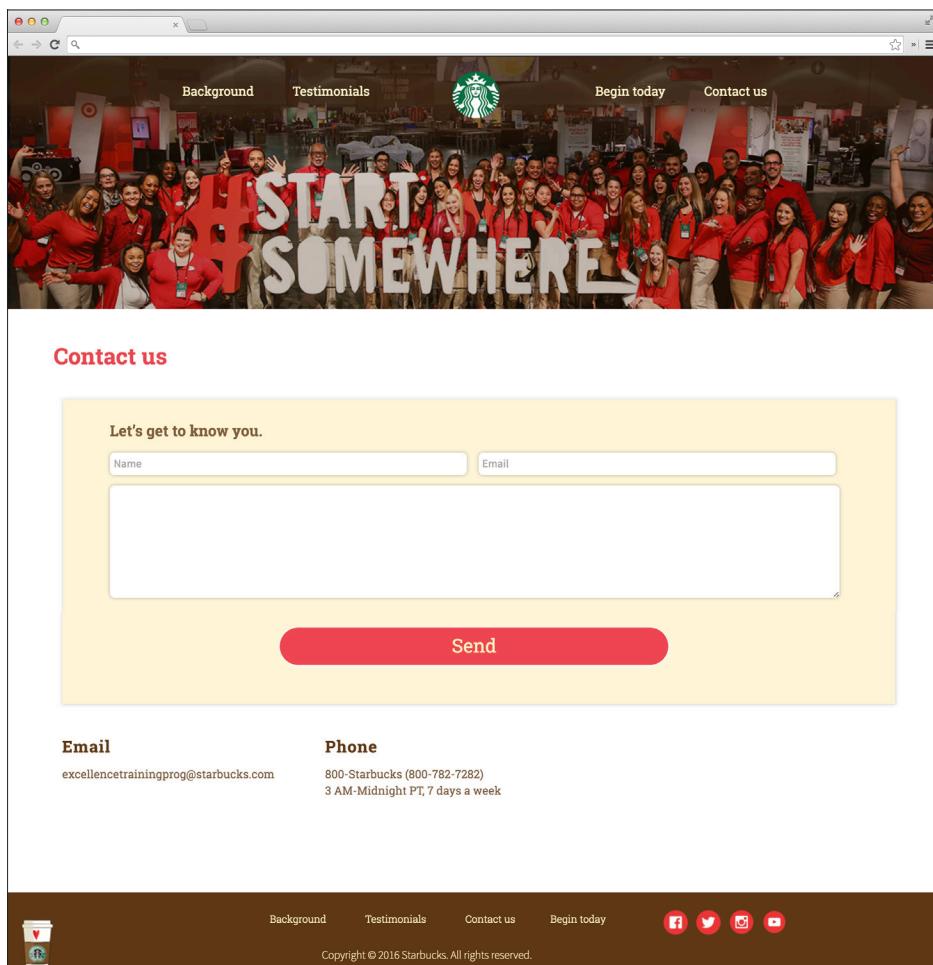
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Conclusion

Final Project

This project involved designing and understanding a complete user flow to accomplish a specific task in an interactive setting. Through the different steps, user interface challenges and responsive layout issues were identified to provide additional solutions to improve the overall experience. The banner ad (Project 2) was first designed for the Starbucks initiative, the Customer Service Excellence Training Program, and then the microsite followed borrowing the same design elements and voice. Through the implementation of hierarchy, color, typography, imagery, and other graphics using HTML, CSS, and JavaScript, a final solution was reached to promote the initiative to web users.