Samiha

1. Yes.

2. The messaging in the add focused on Customer Service Training program with love and kindness.

3. Yes it does

4. Happiness and love

5. I would rate it 4 out of 5 (5 being the highest) However it's currently not linked to anything yet.

6.  Yes. The color, images and typeface ties in together very well.

7. Yes it's clear and to the point.

8. Yes definitely.

9. 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.

10. Yes. Learn about customer service opportunities at starbucks.

11. Yes, simply apply! Very inviting and Homey feeling.

12. 4.5 out of 5. Five being the highest. Other than the broken link everything else is perfect and to the point.

Diana

This is in relation to the Starbucks ad and the Starbucks website. "Customer Service Excellence Training Program"

1. The message in the was very clear and concise. I got what you are trying to advertise and thought it was very whimsical and attention grabbing.

2. ??? The website or the banner ad?

3. 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.

4. Whimsical, interesting, high in graphics and movement

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.

6. Yes, of course. The ad encapsulated the website in a short 10 seconds. The colors, graphics, and message all match clearly.

7. 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.

8. 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 ththe first page.also the navigation bar seems a little dull,maybe make and the color as well.

9. I'd click on "Begin Today"

10. Yes if I wanted to apply, I would have been able to easily.

11. Yes

12. 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.

Stephanie

1- The message was clear and easily understood.

[2-pathaj1916.github.io/fall16/project2/medium-rectangle.html](http://2-pathaj1916.github.io/fall16/project2/medium-rectangle.html)

3- The images are an ideal touch to the website. They trully explain the role Starbucks is taking in the development of the lives of young people, and how everything is done through love.

4- I think it has a very powerful message and I was very moved by the ad.

5- I don't usually click on ads but this one just got to me.

6- Indeed it does.

7- It was a very clear message, likely no one would forget anytime soon. It is a very powerful message transmitting the role of Starbucks.

8- Yes.

9- The Begin Today page

10- I found out what I needed to know about Starbucks' initiatives and the search buttons with the information were clear and well understood.

11- It was easy to navigate through the website and easy to spot the left banner of information.

12- 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.

Bryan R.

1. Kind of

2.Starbucks created a program in order to boost success in customer service

3. Warmth and love. At first thought it was for valentines day

4. Service to community

5. I don't click on ads

6. No, it is clear that it is a training program for the ad it is unclear if it is a training program The heart in the counter of the "o" is used appropriately.

7.Yes, is the menu tool bar supposed to be un aligned?

8. Yes

9. begin today

10.  Yes.

11. 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.

12. 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.

Carolyn

1. Yes, the message in the ad was clear. I was able to understand what it was about and enjoyed watching the ad surprisingly.

2.  The message in the ad was about love and customer service.

3. Yes, it does.

4. I felt warm and cared about while watching the ad.

5.  I don't click on ads.

6. 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.

7. Most definitely.

8. Yes, I was able to go from page to page without any problems.

9.

10. Yes

11.  Definitely

12. 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

Dominique B.

1. Yes, the message in the ad was clear.

2. 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.

3. Yes, the animation relates to the message.

4. A feeling of comfort was evoked upon seeing the ad.

5. I don't click on ads, but this ad would've caught my attention with its simple yet clear message.

6. 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.

7. Yes, the content is clear.

8. The navigation is self-explanatory and user-friendly.

9. The form page was under the "Begin Today" tab.

10. 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.

11. Yes, like mentioned above, the site was easy to navigate, so finding out about the position and how to apply for it was simple.

12. 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.