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Web Design 2

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Starbucks Music Creative Brief

Project Background

Starbucks aims for customer satisfaction. Throughout the course of the company's history, Starbucks have begun to branch out beyond serving customers with a cup of coffee and find ways to keep the patrons interested and their experience more enjoyable. With the launch of Starbucks Music, a digital music experience in collaboration with Spotify, the company has elevated the coffeehouse music culture into a more digital context. With over 7,500 stores in participation, customers with the Starbucks Mobile App can instantly discover the music playing in Starbucks stores, save Starbucks-curated songs to a playlist on Spotify and listen to Starbucks music whenever they are. In addition, this new music platform highlights established artists and gives way for new artists to share their talents. As it curates music of varying genres with a click of a button, it engages customers and extends their coffeehouse experience even past Starbucks' doors. This project consists of creating a user friendly website that encompasses Starbucks' work ethics in providing customers an informational guide to the music platform that will eventually navigate them to sync their apps.

Objectives

One of the main objectives of this project is to create a website that answers customers inquiries and provides all the information regarding the music platform. Another objective is to encourage more people to sync their app with Spotify instantly by providing customers direct access to sync through the website itself.

Target Audience

Although Starbucks Music aims to reach out to a wide demographic, the website will appeal to a younger audience, both men and women between 20-40 years of age with a young spirit, relaxed, has a general interest in music and appreciation for simpler styles.

Tone and Manner

I would like to carry out a website that is helpful, simple, friendly, modern and accessible but still maintain a creative aspect to it.

Strategies

- Provide the customers a direct way to sync their apps with Spotify to instantly find out what songs are playing in the stores and have some control over what plays at participating locations.
- Promote both the Starbucks app and the new music service with an engaging, creative and accessible website.
- Answer questions customers may have about the service.