

GDES 356 Web Design 2
Fall 2016
Ryan Achzet

**Samantha Deboda
Woodbury University**

Process Book

Wireframes

The wireframe shows the initial layout structure of the Adobe Lightroom landing page. It includes a header with the Adobe logo, navigation links for Products, Learn & Support, Overview, What's New, and Buy Now. Below the header is a main content area featuring a large 'X' shape graphic and text about Lightroom's features. A promotional section for the Creative Cloud Photography plan is shown with a price of US\$9.99/mo and a 'Buy now' button. Another section highlights 'Your best shots. Made even better.' with a sub-section on 'Boundary Warp'. The final design is a polished version of the wireframe, featuring a dark background, a large image of a child looking through binoculars, and sections for 'What's New' and 'Sign up to Purchase'.

Project 1

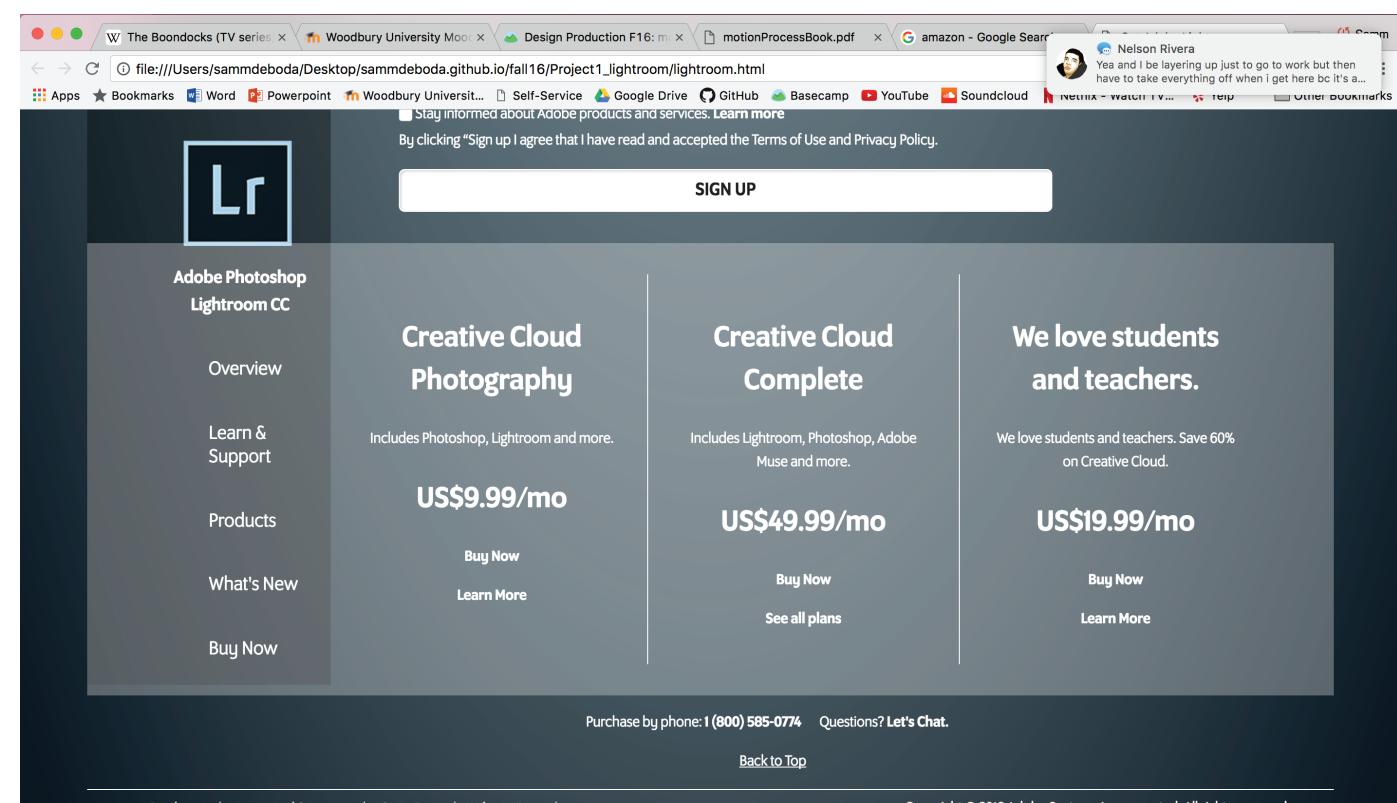
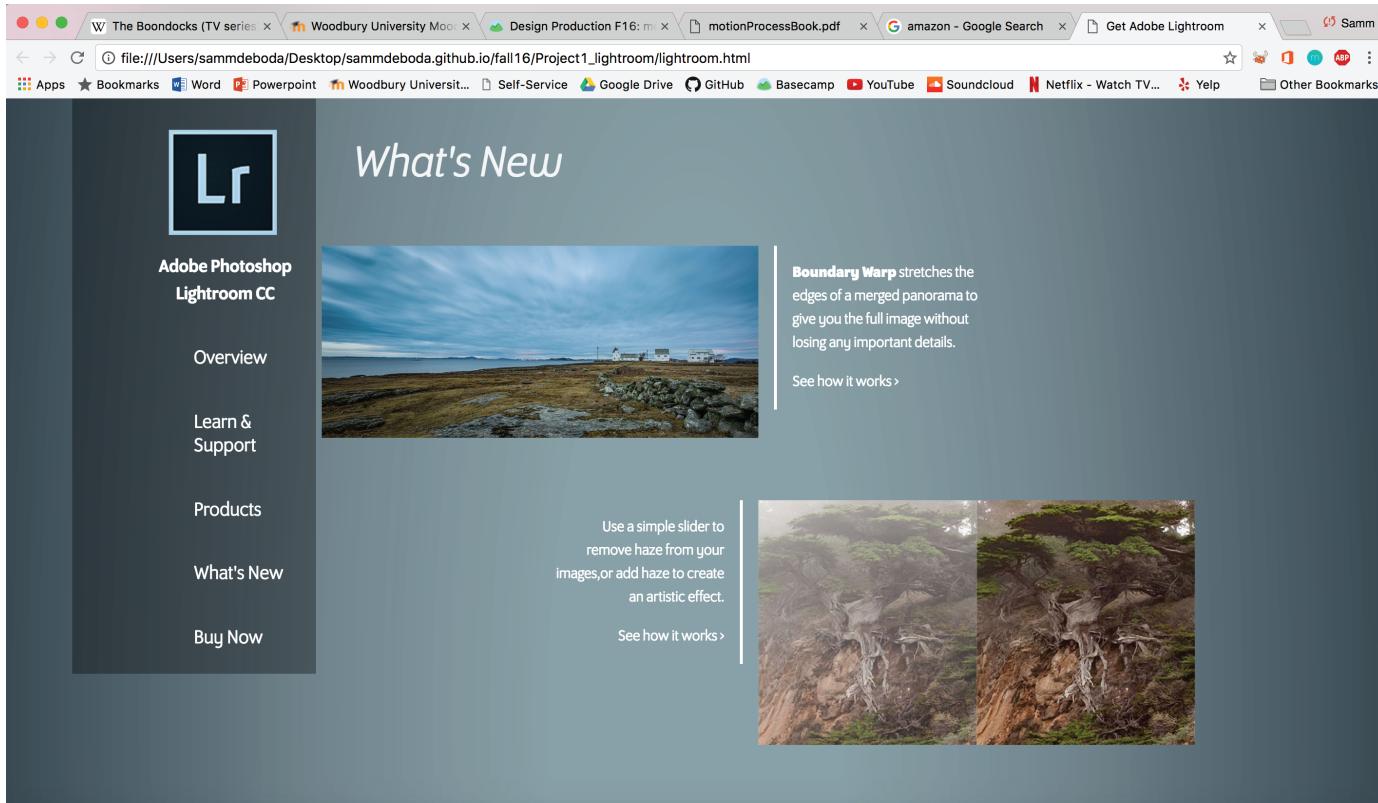
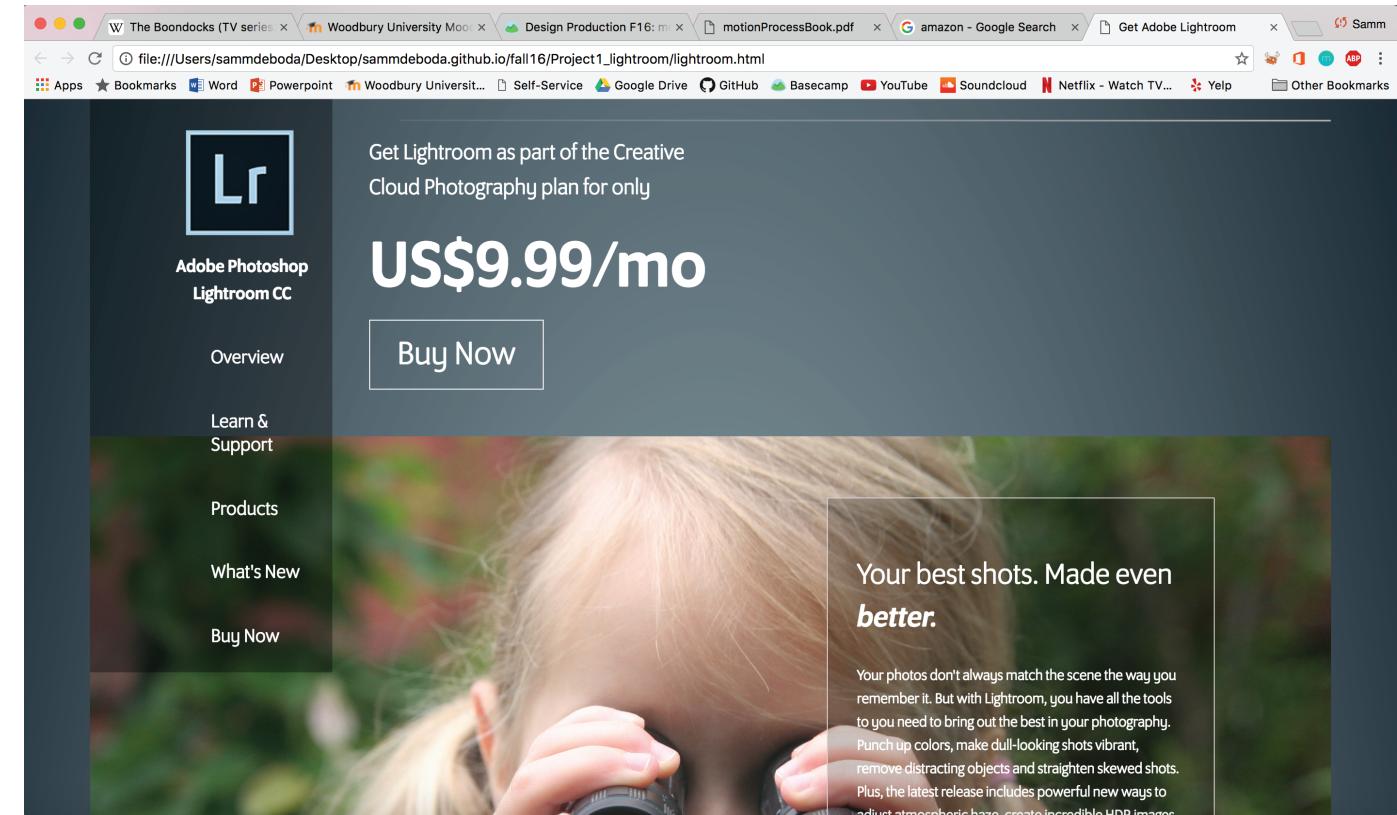
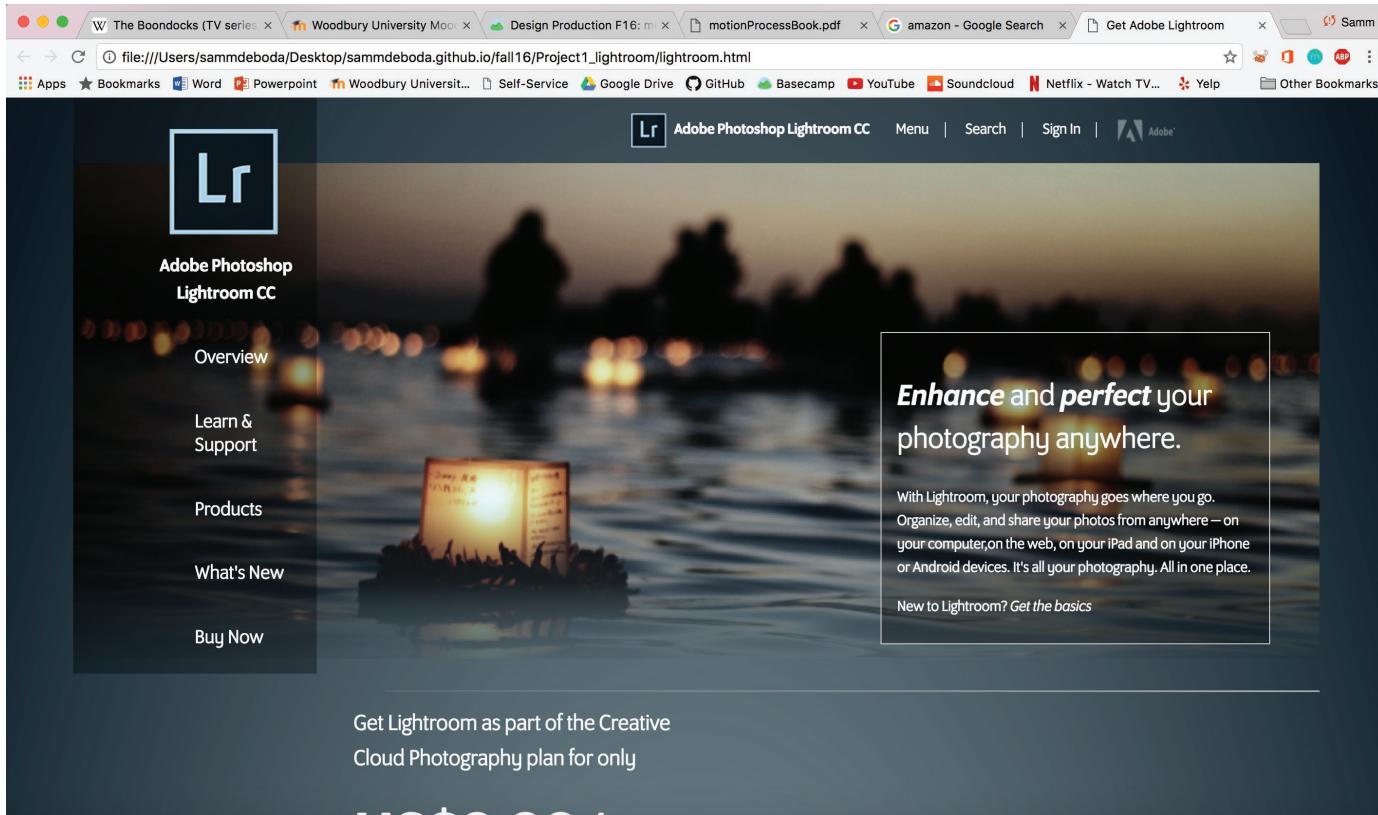
Exercise 1 allowed us to refresh our memories on how to code a basic webpage. In this assignment, we were assigned to redesign and code the Adobe Lightroom page.

On my page, I decided to deviate from the usual layout and try something different to challenge myself and experiment with layouts and styles. Although I had a top navigation, I also included a side navigation that would also follow the user as they scrolled down.

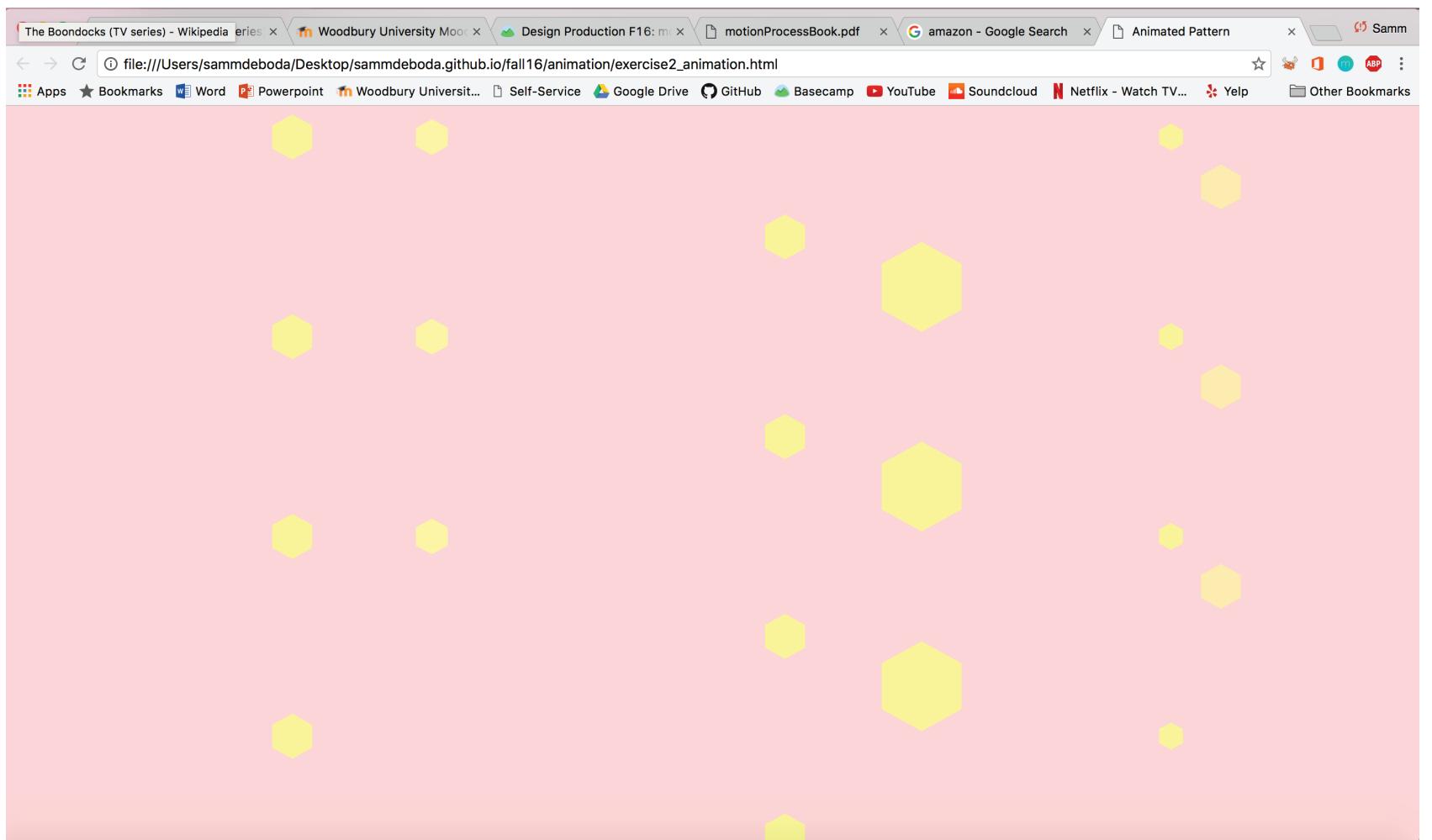
It was a little bit of a challenge having everything flow the way I wanted to and keep the layout stretched out to the edge of the screen. With some help, however I was able to solve the issues by centering the entire page. As a result, my page was not exactly as I had planned in my comps but I was overall satisfied with the turn out.

The wireframe shows the initial layout structure of the Adobe sign-up page. It includes a header with the Adobe logo, a 'Sign up to Purchase' button, and input fields for First name, Last name, E-Mail Address, Password, and Country. There is also a checkbox for staying informed and a 'SIGN UP' button. The final design is a polished version of the wireframe, featuring a dark background, a 'Sign up to Purchase' button, input fields, and a 'SIGN UP' button.

Coded Webpage



Pattern Animation

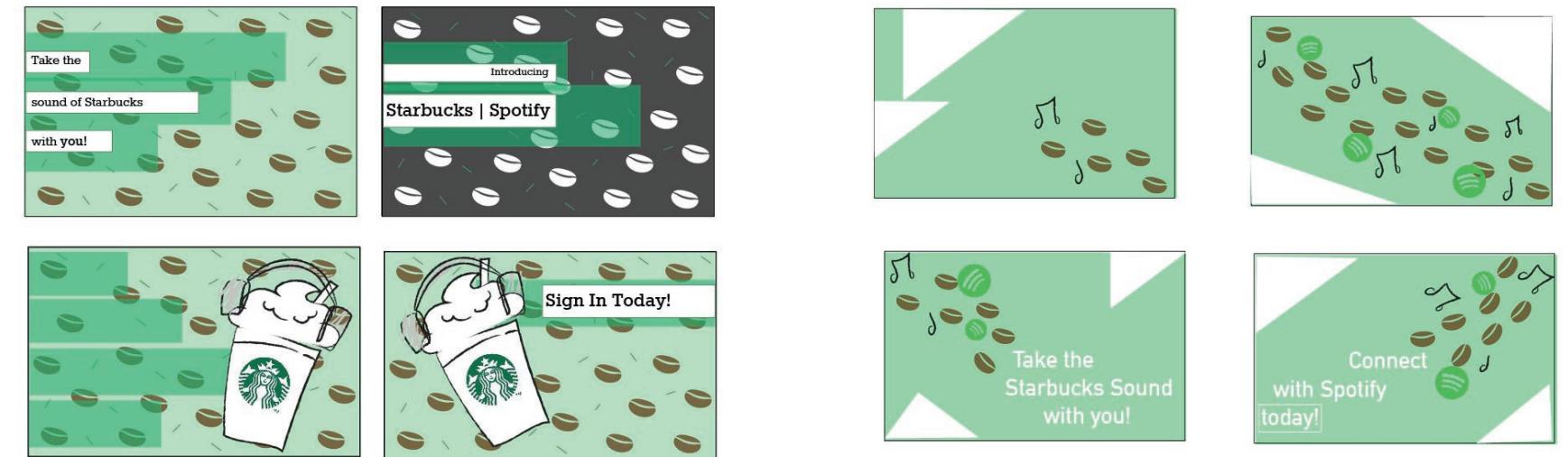


Exercise 2

Exercise 2 allowed us to practice coding animations. We were assigned to animate a pattern. This practice would later be applied to our next project, in which we animate a banner ad.

I found it difficult to time and position the elements of the animation which resulted in a pattern that was quite jumbled but I was happy that it was moving and working.

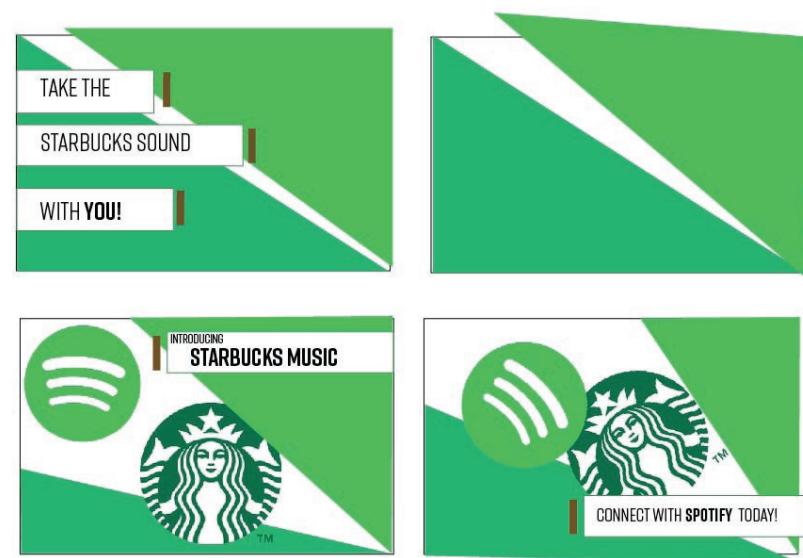
Banner Ad First Iterations



Project 2

Our second project was to create a banner ad that would link to a micro-site. This introduced the subject in which next following projects would be based off of: recreating something from Starbucks, whether it be their charity works or, in my case, Starbucks Music.

Like all of our projects we were required to create sketches and comps that would illustrate what we planned our banner ad to look like and show how it would move within the rectangle.



Final Banner Ad Design Comp



Final Banner Ad



In my design I wanted to evoke music and simulate what it would be like if the user were to sync their Spotify with their Starbucks app in a short amount of time. Aesthetically, I tried to keep the branding of both Starbucks and Spotify but with my interpretation of it.

The animation begins with the soundwaves pulsating into the frame, bringing in the text sequentially. The dancing cup wiggles up into place from the bottom of the rectangle and further helps show my concept.

The banner ad was especially fascinating to animate because I was not used to animating something where I was not able to see instantly what changes I was making. Although I had difficulty with the timing, it was a great experience and made me want to practice more CSS animations.

Project 3

Project 3 was to create the responsive microsite that could be displayed on a desktop, iPhone 6, and iPad. I also had to coincide with the banner we created in Project 2. The development of the website was highly enforced and began with a creative brief, information architecture, wireframes, style tiles and hd comps before we could start on the design and coding of the site.

For my site, my targeted demographic ranged from 15 years old-30+ year olds who frequented at Starbucks and used music streaming services like Spotify.

Samantha Deboda
Web Design 2
Prof. Ryan Achzet
2 October 2016

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.

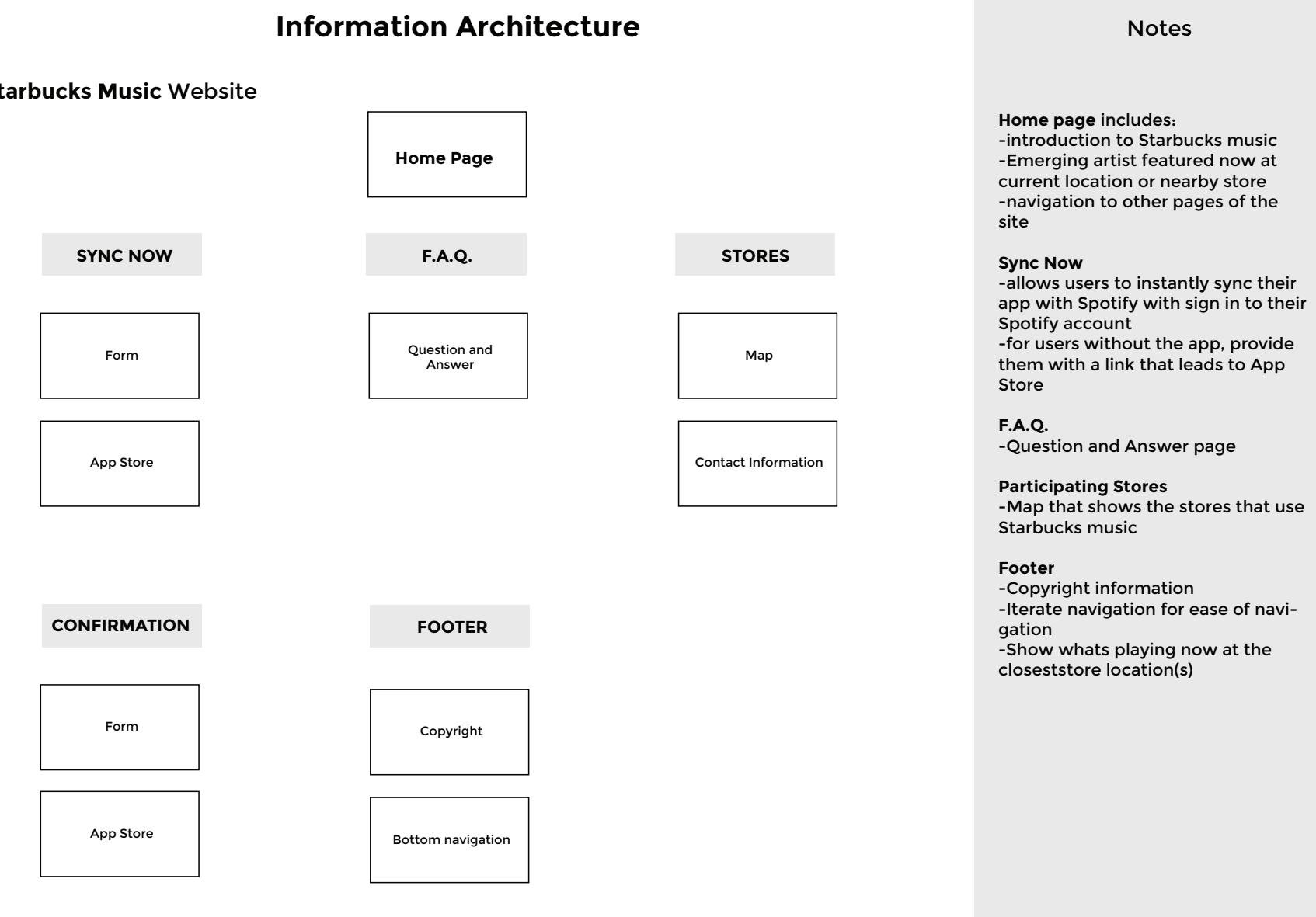
Tone and Manner

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.



Microsite Wireframes (Desktop, iPad, iPhone 6)

INTRODUCING STARBUCKS MUSIC

Take the Sound of Starbucks with You!

Now, Starbucks Rewards™ members can use the Starbucks® App to find out what songs are playing in our stores – and even influence the “way we play.” Plus, you can listen to our playlists on Spotify®—even outside our stores. Getting started is as easy downloading the Starbucks® App, becoming a Starbucks Rewards™ member, and connecting with Spotify®.

Featured Artist this Week

Now Playing:

Sync Spotify with your Starbucks App Today!

Sign In using your Email Address

Or sign in with one of the following

Sync Now

Stores

F.A.Q.

Logo

INTRODUCING STARBUCKS MUSIC

Take the Sound of Starbucks with You!

Now, Starbucks Rewards™ members can use the Starbucks® App to find out what songs are playing in our stores – and even influence the “way we play.” Plus, you can listen to our playlists on Spotify®—even outside our stores. Getting started is as easy downloading the Starbucks® App, becoming a Starbucks Rewards™ member, and connecting with Spotify®.

Featured Artist this Week

Now Playing:

Sync Spotify with your Starbucks App Today!

Sign In using your Email Address

Or sign in with one of the following

Facebook

Twitter

Google+

Sync Now

Stores

F.A.Q.

Logo

Sync Spotify with your Starbucks App Today!

Sign In using your Email Address

Or sign in with one of the following

Facebook

Google+

Twitter

Sync Now

Stores

F.A.Q.

Logo

Style Tiles

Style Tile #1

Headline 1

Subhead
Font: Montserrat Bold/Shrikland

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Font: Lato Regular from Google Fonts

SYNC NOW

Possible Colors

- #3f3f3f
- #1eb16b
- #000000
- #ffffff

Possible Patterns

Possible Form

- E-mail
- Password

Style Tile #2

HEADLINE 1

Subhead
Font: Montserrat Bold/Industry Inc Base

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Font: Lato Regular from Google Fonts

SYNC NOW

Possible Colors

- #ffffff
- #1eb16b
- #5ae27a
- #3d291f
- #1a1a1a

Possible Patterns

Possible Form

- E-MAIL
- PASSWORD

Desktop HD Comps

The first screenshot shows the homepage with a banner for "Introducing Starbucks Music" and a "Sync Now" button. The second screenshot shows the "Starbucks | Spotify Frequently Asked Questions" page. The third screenshot shows a map of participating stores in California.

Introducing Starbucks Music.

Take the Sound of Starbucks with you!

Now, Starbucks Rewards™ members can sync their music library from the Starbucks App to the Spotify® App to find out what songs are playing in our stores and how to play them the way we play. Plus, you can now download tracks from Spotify— even outside our stores, getting started is as easy as downloading the app.

Discover new music. Inspire what we play. Take it with you.

Featured Artist this Week
Anderson Paak

You know what that great song comes on in a Starbucks store and you can't place the artist? With our app, you can now do that in real time.

As a member, you can influence our playlists by saving songs you love. It's like slipping a note to the D.J.

Why stop listening to great music just because you leave the store, with Spotify, you don't have to. You can keep playing in real time.

Download the Starbucks® App and become a Starbucks Rewards™ member today to discover a world of music.

Available on the App Store
Google Play

Starbucks | Spotify
Frequently Asked Questions

What is Spotify?

How can I use the Starbucks® app to see what's playing in a Starbucks store?

Do I need to be a My Starbucks Rewards member to view the music in the Starbucks app?

How do I listen to a song I discovered at Starbucks when I leave the store?

Can I listen to music through the Starbucks app?

What do you do with my account information?

How does Starbucks know that I'm in a store?

What does Loving a song do?

Tell me more about the Saved at Starbucks playlist - can I delete songs? Can I add songs? Can I sort songs?

Can I share what I'm listening to with my friends?

Do I have to have a Spotify account to listen to Starbucks playlists?

Can I unlink my accounts? How?

How do I know if my store offers this new digital music experience?

Is wifi required?

How does a customer locate a song they've saved within the Spotify app?

Tune In with one these Participating Stores

Sync Now
Stores
F.A.Q.

Enter your city, state, or zip or Find a location near me

CALIFORNIA

524 Marshall Lane Moreno Valley, CA 92553
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The first screenshot shows the "Sync Spotify with your Starbucks App Today!" page with fields for Email and Password, and a "SYNC NOW" button. The second screenshot shows a success message: "Thank you for syncing! You are now being redirected to Spotify.com".

Sync Spotify with your Starbucks App Today!

Sign In using your Email Address

E-mail
Password

SYNC NOW

Or sign in with one of the following

f G+ t

Thank you for syncing!
You are now being redirected to Spotify.com

© 2016 Starbucks Corporation. All rights reserved.

iPad HD Comps

Introducing Starbucks Music.

Starbucks | Spotify

Frequently Asked Questions

What is Spotify?

Spotify helps you find the right music for every moment on your phone, your computer, your tablet and more. There are millions of tracks on Spotify. So whether you're working out, partying or relaxing, the right music is always at your fingertips. Choose what you want to listen to, or let Spotify surprise you.

How can I use the Starbucks® app to see what's playing in a Starbucks store?

Do I need to be a My Starbucks Rewards member to view the music in the Starbucks app?

How do I listen to a song I discovered at Starbucks when I leave the store?

Can I listen to music through the Starbucks app?

What do you do with my account information?

How does Starbucks know that I'm in a store?

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How do I know if my store offers this new digital music experience?

Is wifi required?

How does a customer locate a song they've saved within the Spotify app?

Sync Now

Stores

F.A.Q.

Tune In with one these Participating Stores

Sync Spotify with your Starbucks App Today!

Sign In using your Email Address

E-mail

>Password

SYNC NOW

Or sign in with one of the following

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Anderson Paak

Anderson Paak has been part of the LA alt-rap scene's inner circle for years now. But his big break came in 2010 with Dr. Dre's surprise album, Compton, where he was a major presence and, by some estimates, stole the show. The rapper-singer is now emerging, when straddling the line between an elastic chatter and a wrenching moan, remaking unpredictable and beautiful forms of fluidity and texture (as on Dre's politically-charged "Animals"). With "Room In Here," the groove thickens from the upcoming album, Malibu, added to The Game and singer Sanyaé Elise, Paak seems to be approaching a creative peak.

Download the Starbucks® App and become a Starbucks Rewards™ member today to discover a world of music.

Available on the App Store Google play

Back to Top

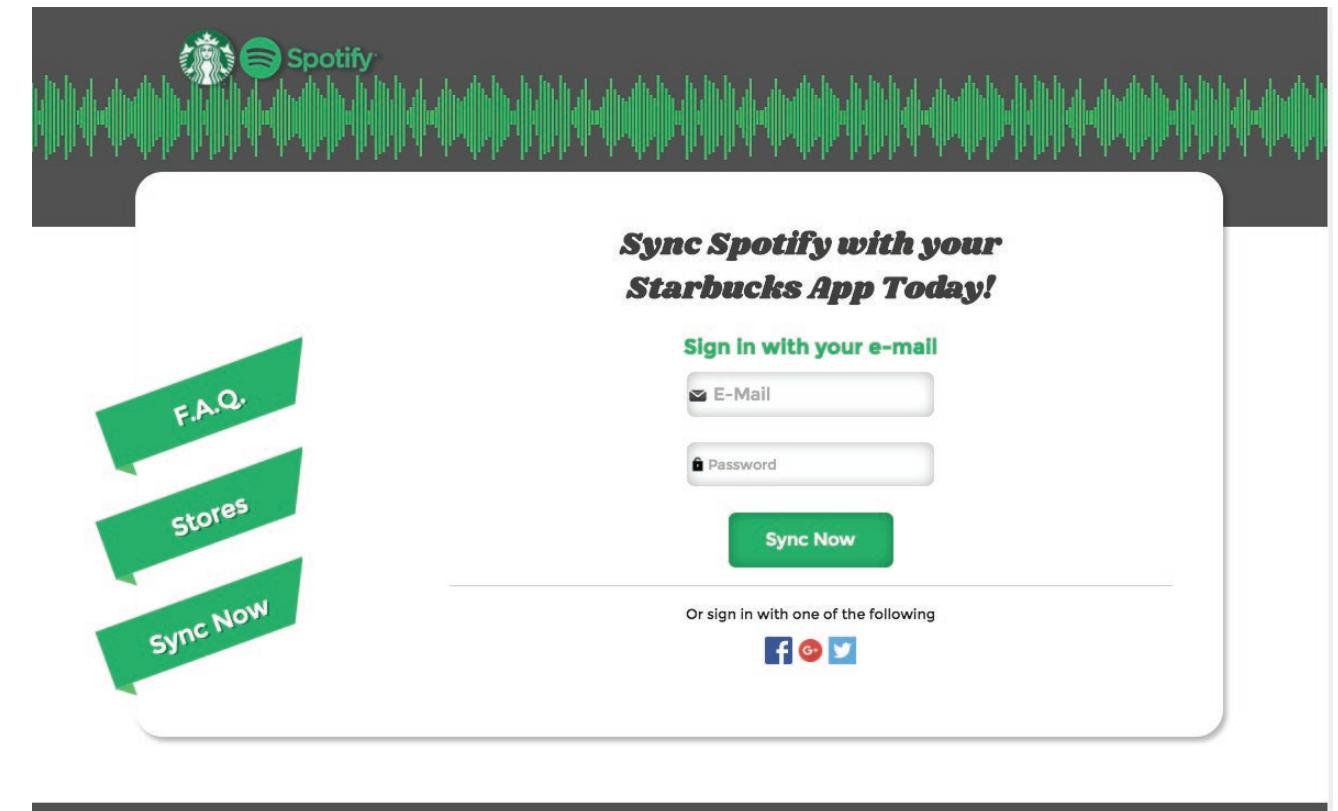
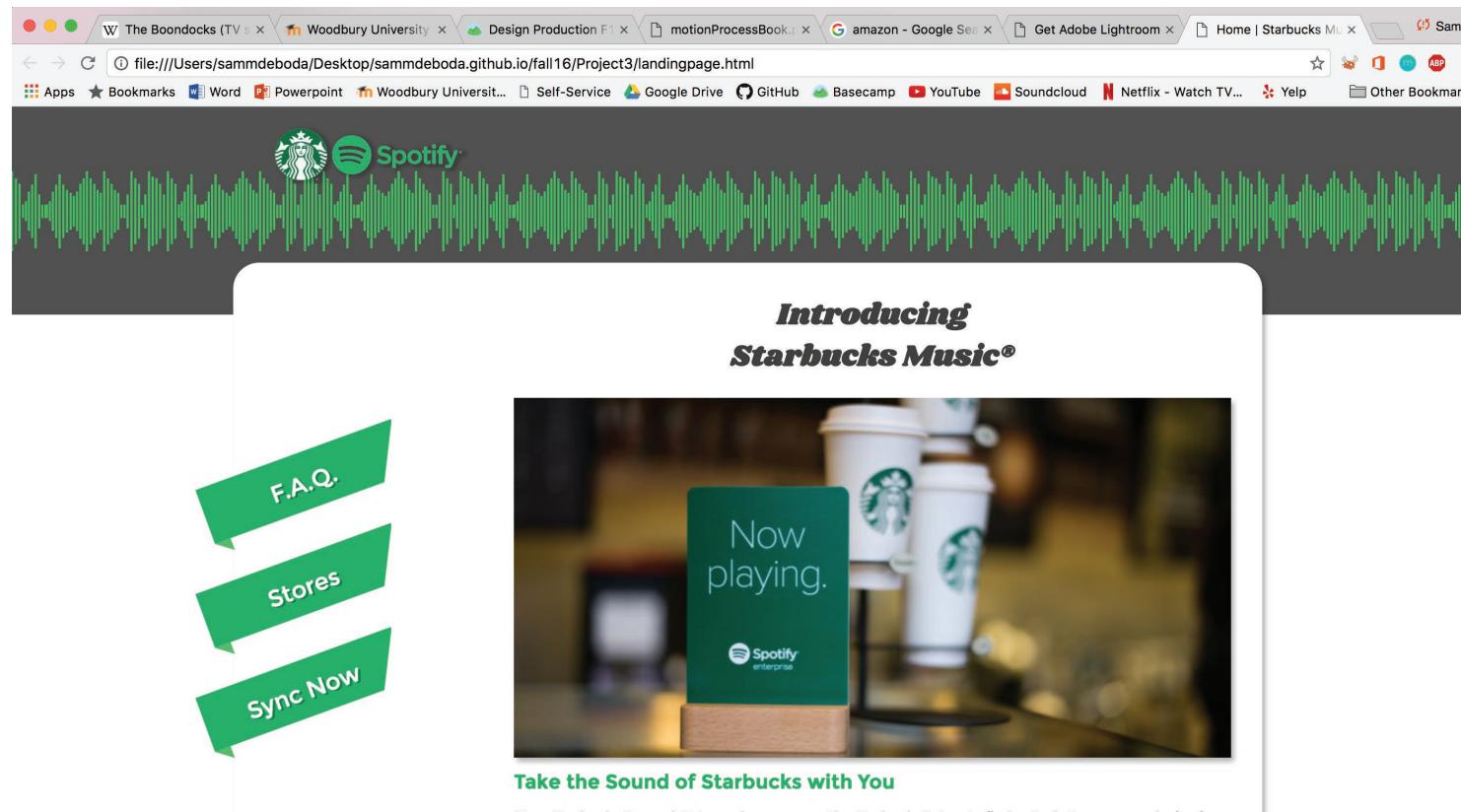
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© 2016 Starbucks Corporation. All rights reserved.

Thank you for syncing!

You are now being redirected to Spotify.com

Final Responsive Microsite for Desktop



Tune In with one these Participating Stores


View larger map

F.A.Q.

Stores

Sync Now

Enter your city, state, or  Find a location near me

CALIFORNIA

789 Silverlake Blvd., Los Angeles, CA, 90062-0065, (323) 654-0469	2999 Overland Ave., Los Angeles, CA 90064-4243, (310)896-3459	587 Figueroa St., Los Angeles, CA 90064- 4243, (323)999-3099	120 S. Los Angeles Street, Los Angeles, CA 90012, (213)687- 9849
217 N. Hill Street, Los Angeles, CA 90012, (213)625-0025	639 N Broadway Los Angeles, CA 90012, (213)567-4857	3450 Wilshire Blvd. Los Angeles, CA 90010, (213)896-4839	2560 Glendale Blvd. Los Angeles, CA 90039, (818)467-9087
3584 S. Figueroa St. #1B Los Angeles, CA 90007, (213)749-9887	206 North Larchmont Los Angeles, CA 90004, (323)678-9083		

Starbucks/Spotify

Frequently Asked Questions

 **What is Spotify?**

 **How can I use the Starbucks® app to see what's playing in a Starbucks store?**

 **Do I need to be a My Starbucks Rewards member to view the music in the Starbucks app?**

 **How do I listen to a song I discovered at Starbucks when I leave the store?**

 **Can I listen to music through the Starbucks app?**

 **What do you do with my account information?**

 **How does Starbucks know that I'm in a store?**

 **What does Loving a song do?**

 **Tell me more about the Saved at Starbucks playlist - can I delete songs? Can I add songs? Can I sort songs?**

 **Can I share what I'm listening to with my friends?**

 **Do I have to have a Spotify account to listen to Starbucks playlists?**

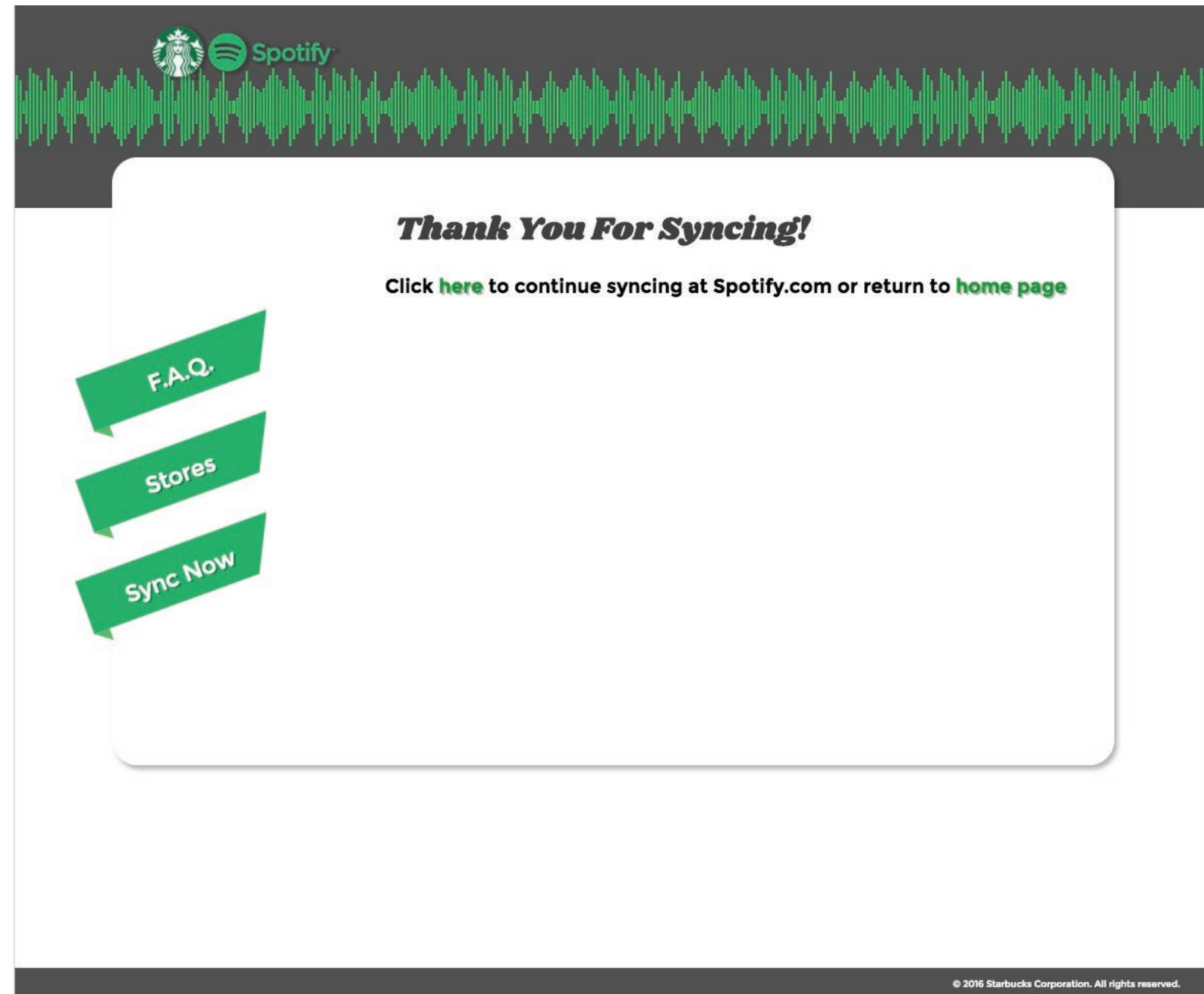
 **Can I unlink my accounts? How?**

 **How do I know if my store offers this new digital music experience?**

 **Is wifi required?**

 **How does a customer locate a song they've saved within the Spotify app?**

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The image shows a final responsive microsite for desktop. The header features the Starbucks logo and the Spotify logo next to a green waveform graphic. Below the header is a white rounded rectangle containing the text "Thank You For Syncing!" in bold black font. Underneath this, there is a link: "Click [here](#) to continue syncing at Spotify.com or return to [home page](#)". To the left of the main message, there are three green diagonal buttons with white text: "F.A.Q.", "Stores", and "Sync Now". At the bottom of the page, a dark footer bar contains the copyright notice: "© 2016 Starbucks Corporation. All rights reserved."

Thank You For Syncing!

Click [here](#) to continue syncing at Spotify.com or return to [home page](#)

F.A.Q.

Stores

Sync Now

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Introducing Starbucks Music®



Take the Sound of Starbucks with You

Now, Starbucks Rewards™ members can use the Starbucks® App to find out what songs are playing in our stores - and even influence the way we play.* Plus, you can listen to our playlists on Spotify—even outside our stores. Getting started is as easy downloading the Starbucks® App, becoming a Starbucks Rewards™



Starbucks/Spotify

Frequently Asked Questions

- [+] What is Spotify?**
- [+] How can I use the Starbucks® app to see what's playing in a Starbucks store?**
- [+] Do I need to be a My Starbucks Rewards member to view the music in the Starbucks app?**
- [+] How do I listen to a song I discovered at Starbucks when I leave the store?**
- [+] Can I listen to music through the Starbucks app?**



Tune In with one these Participating Stores



Enter your city, state, or zip code

Find a location near me

CALIFORNIA



***Sync Spotify
with your
Starbucks App
Today!***

Sign in with your e-mail

E-Mail

Password

Sync Now

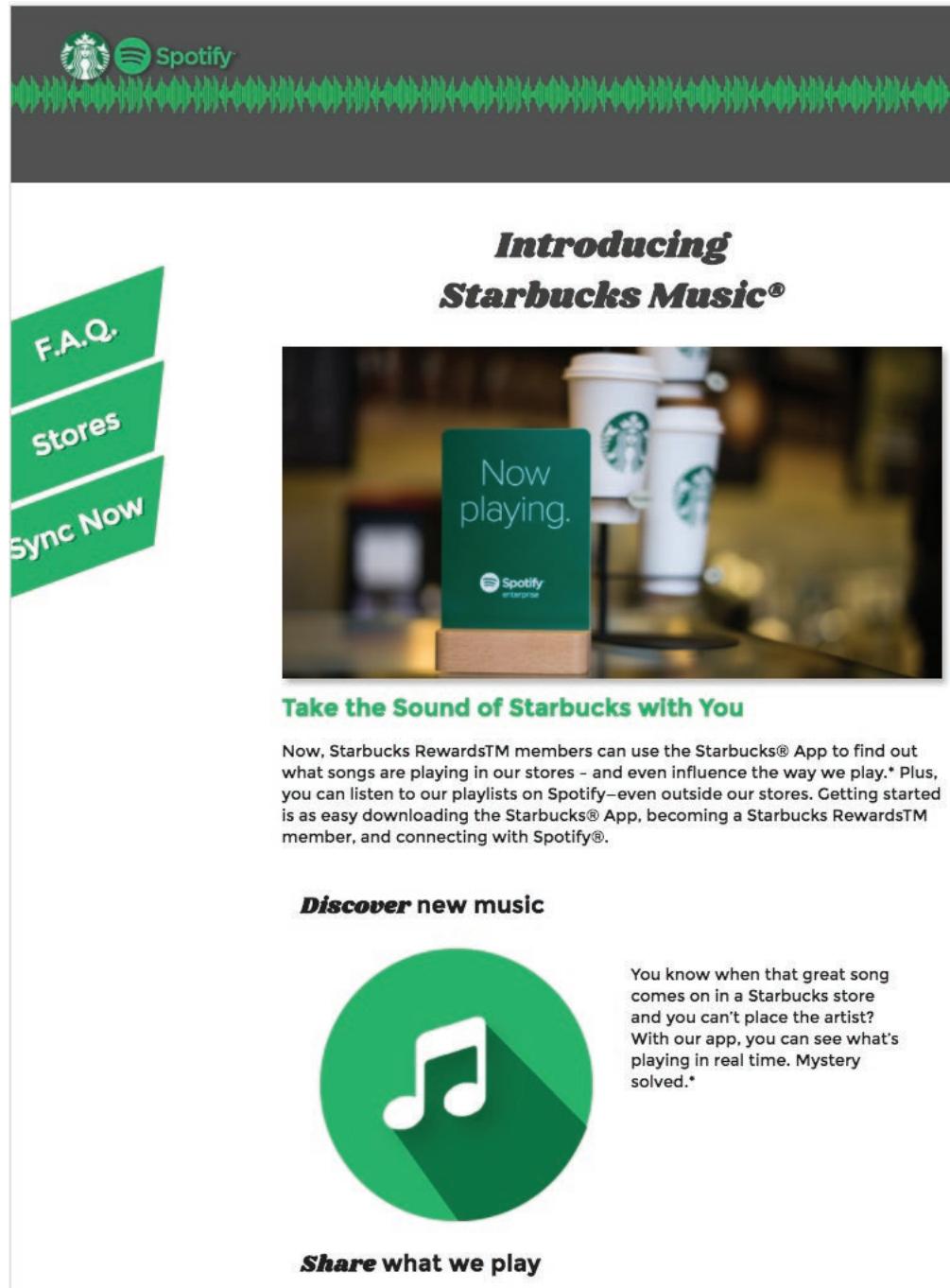
Or sign in with one of the following



***Thank You For
Syncing!***

Click **here** to continue syncing
at Spotify.com or return to
home page

© 2016 Starbucks Corporation. All rights reserved.

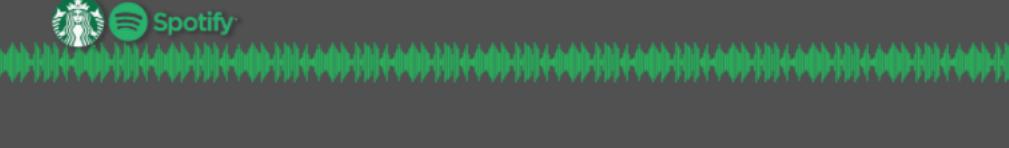


The landing page features the Starbucks and Spotify logos at the top. Below them is a green audio waveform graphic. The main title "Introducing Starbucks Music®" is centered in bold black font. To the left, a vertical navigation bar with green diagonal stripes lists "F.A.Q.", "Stores", and "Sync Now". In the center, there's a photograph of Starbucks cups with a "Now playing." card in front of them. Below the photo is the text "Take the Sound of Starbucks with You". A paragraph explains the feature: "Now, Starbucks RewardsTM members can use the Starbucks® App to find out what songs are playing in our stores – and even influence the way we play.* Plus, you can listen to our playlists on Spotify—even outside our stores. Getting started is as easy downloading the Starbucks® App, becoming a Starbucks RewardsTM member, and connecting with Spotify®." A large green button labeled "Discover new music" with a white musical note icon is positioned below the text. To the right, a sidebar contains the text "Share what we play".



The FAQ page has the same header and audio waveform as the landing page. The main title "Starbucks/Spotify Frequently Asked Questions" is centered. To the left, the "F.A.Q.", "Stores", and "Sync Now" menu items are visible. On the right, a list of questions is displayed with green plus signs:

- What is Spotify?
- How can I use the Starbucks® app to see what's playing in a Starbucks store?
- Do I need to be a My Starbucks Rewards member to view the music in the Starbucks app?
- How do I listen to a song I discovered at Starbucks when I leave the store?
- Can I listen to music through the Starbucks app?
- What do you do with my account information?
- How does Starbucks know that I'm in a store?
- What does Loving a song do?
- Tell me more about the Saved at Starbucks playlist – can I delete songs? Can I add songs? Can I sort songs?
- Can I share what I'm listening to with my friends?
- Do I have to have a Spotify account to listen to Starbucks playlists?
- Can I unlink my accounts? How?
- How do I know if my store offers this new digital music experience?

Tune In with one these Participating Stores

[View larger map](#)



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Enter your city, state, or [Find a location near me](#)

CALIFORNIA

789 Silverlake Blvd., Los Angeles, CA, 90062-0065, (323) 654-0469	2999 Overland Ave., Los Angeles, CA 90064-4243, (310)896-3459
587 Figueroa St., Los Angeles, CA 90064-4243, (323)999-3099	120 S. Los Angeles Street, Los Angeles, CA 90012, (213)687-9849
217 N. Hill Street, Los Angeles, CA 90012, (213)625-0025	639 N Broadway Los Angeles, CA 90012, (213)567-4857
3450 Wilshire Blvd. Los Angeles, CA 90010, (213)896-4839	2560 Glendale Blvd. Los Angeles, CA 90039, (818)467-9087
3584 S. Figueroa St. #1B Los Angeles, CA 90007, (213)749-9887	206 North Larchmont Los Angeles, CA 90004, (323)678-9083

[F.A.Q.](#)
[Stores](#)
[Sync Now](#)



Sync Spotify with your Starbucks App Today!

Sign in with your e-mail

E-Mail
 Password

[Sync Now](#)

Or sign in with one of the following

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Thank You For Syncing!

Click [here](#) to continue syncing at Spotify.com or return to [home page](#)

[F.A.Q.](#)
[Stores](#)
[Sync Now](#)

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Starbucks Music Responsive Site User Testing Results

Questions	Oscar Y.	Angel L.	Robyn B.	Linda D.	Scott C.
1. How clear was the messaging in the banner ad? (Scale of 1-5)	5	5	5	5	4
2. What do you think the message of the banner ad is?	Being able to listen to the music you would hear in Starbucks but using Spotify.	You can have the Starbucks app to use Spotify.	When you go to Starbucks and like a song, you can find it on a playlist in Spotify even when you're not in Starbucks.	You can listen to music from Starbucks outside of Starbucks.	Using Spotify to get the music you would listen to in Starbucks even when you're not in Starbucks.
3. Does the animation in the ad relate to the message? (Scale of 1-5)	5	5	5	5	5
4. How likely are you to click on an ad like this? (Scale of 1-5)	1—I don't click on ads	2—I listen to Spotify so I would maybe check it out if there's a deal.	2—I don't like ads.	2—I ignore ads most of the time.	1—I don't like ads
5. Does the initial impression of the site relate to the ad? (Scale of 1-5)	5	5	5	5	5
6. Is the content easy to read and understand? (Scale of 1-5)	5	5	5	5	5
7. Is the navigation of the site easy to use? (Scale of 1-5)	5	5	5	5	4—I kept expecting the navigation to be on the top.
8. Were you able to achieve what you meant to do? (Scale of 1-5)	5	5	5	5	5
9. Do you think the site achieved its goal? (Scale of 1-5)	5	5	5—Sound waves on the top helped.	5	5
10. Rate your overall experience on a scale of 1-5. Why?	5—I got to learn more about the Starbucks app and how I can listen to Starbucks playlist through Spotify even outside the store.	5—The site was very easy to navigate around and very direct.	5—Everything was straight to the point, gets message out there.	5—The site was laid out simply and to the point. I had no trouble finding where I was and how to get to another page.	4.5—It was easy to read and not too overwhelming.

Summary

For my survey, I chose individuals that fit the targeted demographic: 15-30+ year olds who like listening to music and use streaming services such as Spotify regularly. Overall, I believe my responsive site achieved its goal in promoting Starbucks Music, in which you can sync your Spotify account with the Starbucks app to find what songs are playing on their playlist at a specific store. Although all of the users rated 1 or 2 on the likeliness of clicking on the ad, it was more about their general attitude towards banner ads than it was for the design of the ad. They shared that it was easy to navigate through and integrated the feeling of both Starbucks and Spotify well.

User Testing

Project 4 was the final stage of creating our microsite. We were assigned to survey 5-6 people, ideally the targeted audience, that used the site to get a response from an outsider's perspective.

The survey I conducted was mostly successful, receiving mostly 4's and 5's throughout the questions with exception of the likeliness they would click on the banner ad due to the fact the individuals don't normally click on banner ads.

Conclusion

My final website ended up not being completely identical to my comps due to some complications. The navigation was especially challenging to tackle because each display size was a different variation of the navigation. Despite these challenges I had with it, I was quite happy with the result.

Web design this semester was definitely more challenging for me as it involved more time-consuming topics such as learning about responsive websites, bootstrap, and animations. However, I do feel more familiar with coding and this entire project and those that led up to my final product were good practice and chance to experiment with layouts.