



Starbucks Inclusivity

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User Interface Design

Presentation Outline

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- Clickable Prototype (Figma)

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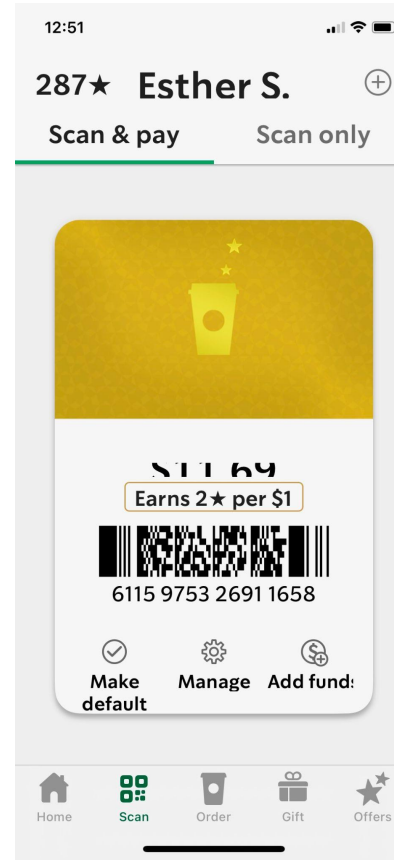


Part 1:

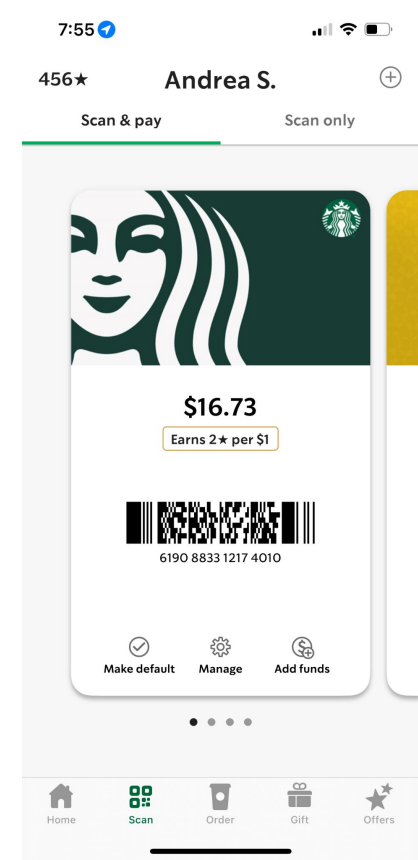
Project Definition & Creative Exploration

Project Overview

After taking the UX course last year, I was more aware of how things work/designed. I notice on my mom's Starbuck app that a lot of text was cut off because she increased the phone text size. You could hardly see what money she had left on her card. I wish more apps paid more attention to the little details so all design is inclusive and accessible to everyone.



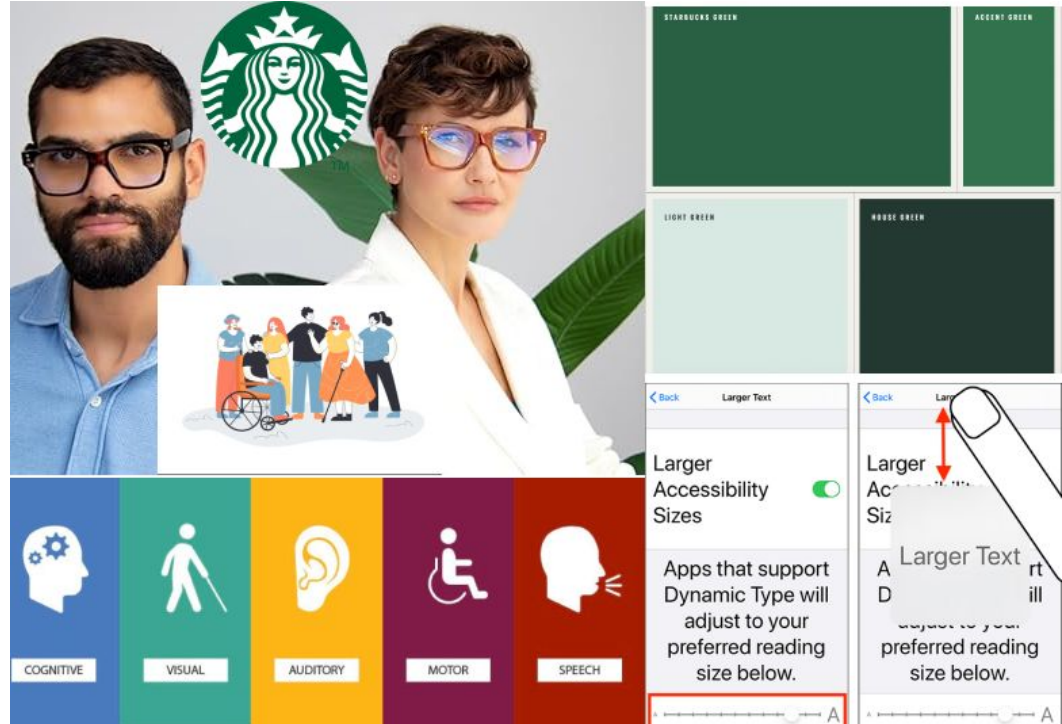
Increase Text



Regular Text

Moodboard

What inspired you?



Competitor / Market Analysis



Starbucks markets to both males and females, in a wide age group of 22 to 60 years, with a focus mostly on urban and suburban centres. The target market is relatively affluent – middle and upper class – as well as educated, socially aware, active and busy.

Competitors:

Tim Hortons

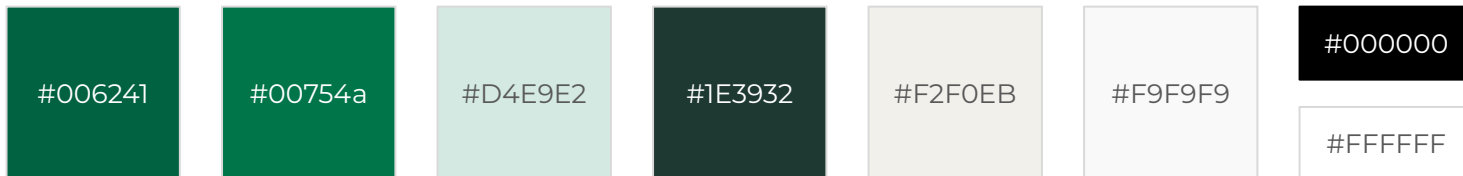


McCafé

Part 2: Style Guide

Style Guidelines

Colours



Typography

Heartwarming new tradition

Introducing our Iced Gingerbread Oat Chai. It's the beloved flavour of gingerbread with a twist.

Font: Sodo Sans Semibold 24 pts
Sodo Sans Regular 18 pts

OCT 25 2:14 PM • IN STORE

Font: Sodo Sans Heavy 18 pts

7787 Yonge St

7787 Yonge Street

1.8 km

Open until 9:00 p.m.

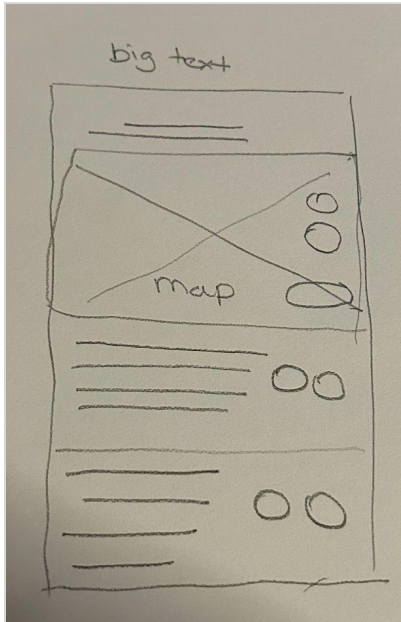
Font: Sodo Sans Semibold 24 pts
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Buttons

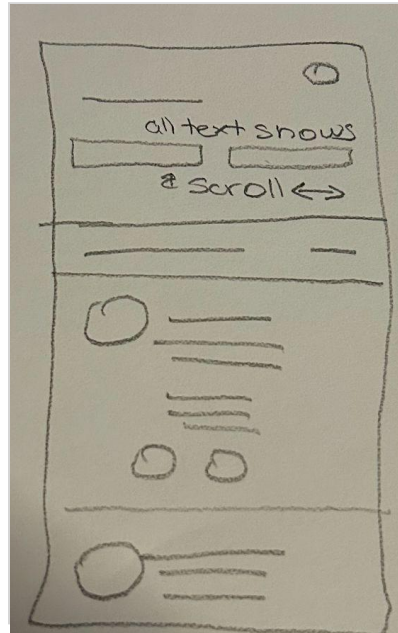


Part 3: Designs

Sketches



Choose a store

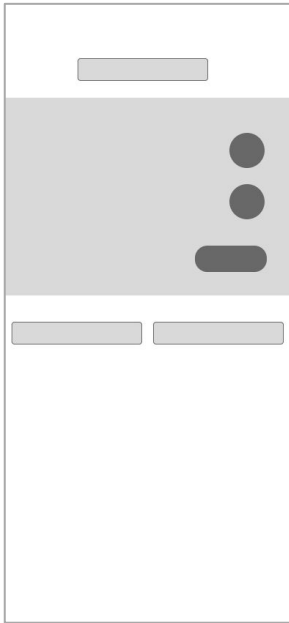


Order

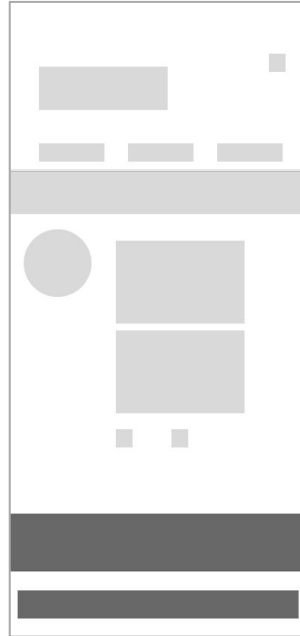


Scan

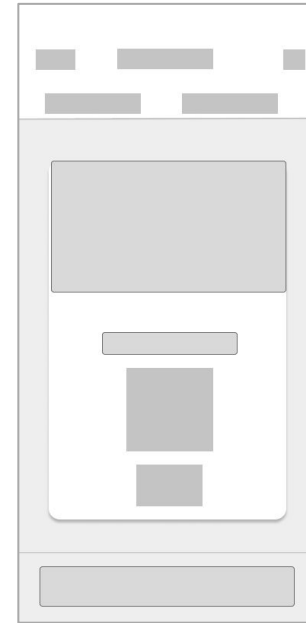
Wireframes



Choose a store

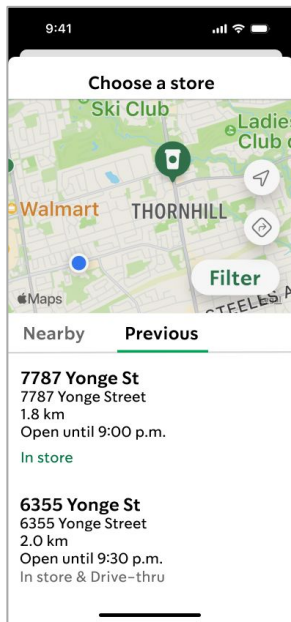


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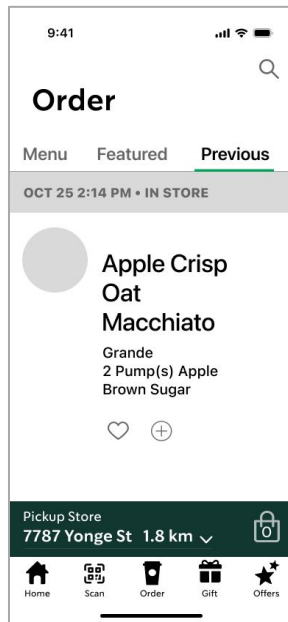


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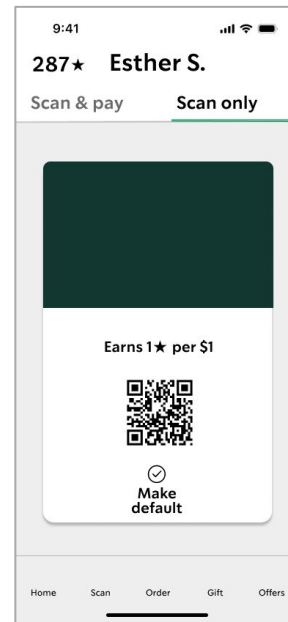
Hi-Fi Designs



Choose a store

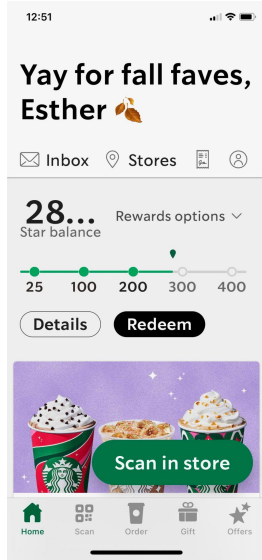


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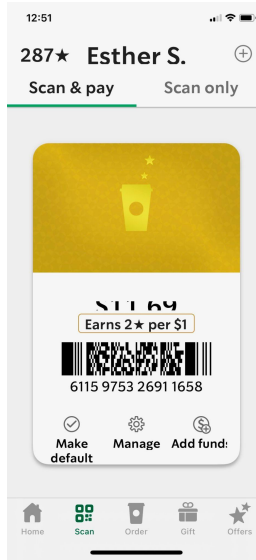
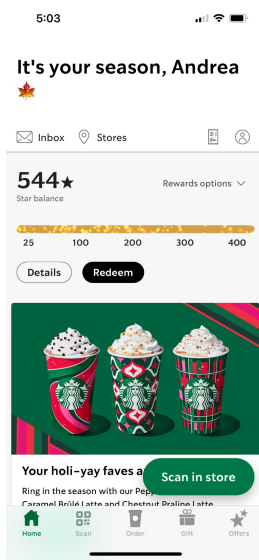


Scan

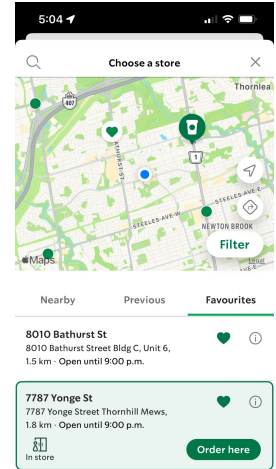
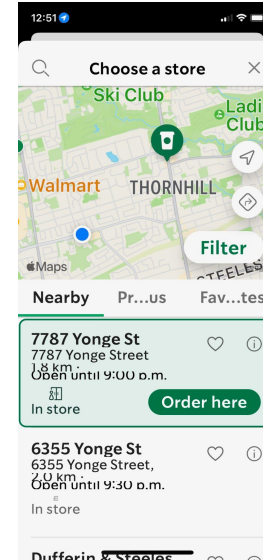
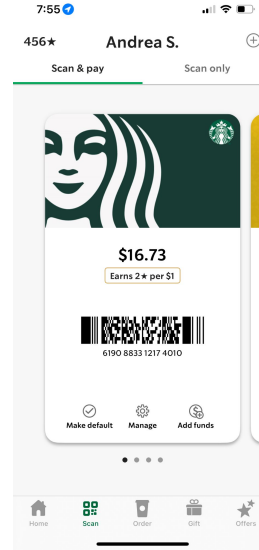
Comparison



Home Screen



Scan & Pay



Choose a store

Part 4: Prototype

Clickable Prototype

<https://www.figma.com/proto/sJSq533rul6BCxAojJUaNq/Starbucks-Inclusivity?page-id=0%3A1&type=design&node-id=75-40&viewport=-4073%2C5395%2C2&t=Dlpm6fe2QpdE5id4-1&scaling=scale-down&starting-point-node-id=75%3A40&mode=design>

Part 5: Key Takeaways

Learning Outcomes

Describe what you learned throughout this process:

What I learned throughout this process is that a lot apps and website need to work on improvements for accessibility and inclusivity. As the example that I have been working on this project. Once the size increases on the phone elements are missing or cut off.

Describe how you would progress your idea, given the resources:

If I could I would work with different business to make sure they put a focus on accessibility and inclusivity to make sure that the apps work for everyone.

Thank you!