
Starbucks Storefront Experience

UX Research & Design

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Peter Maziak
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STARBUCKS STOREFRONT EXPERIENCE

RESEARCH

First I conducted research:

I conducted ethnographic interviews on 12 customers within a Starbucks:

- How often do you frequent Starbucks?
- What is your favorite drink?
- What food items do you purchase?
- Thinking about your last purchase, were you satisfied in the customer service?
- Have you ever had an experience where your order was wrong?
- How did that make you feel?
- Have you ever had to wait a long time for your order?

I also interviewed the other stakeholders (like Baristas, General Manager, Merchandising)

- What is the purpose of the store? What are the goals?
- What is your most challenging day to day tasks?
- How would you define successful? What does success look like? How will you know?
- What are the key tasks users should be able to achieve?
- What is your vision of what the storefront should do? What features would you like to see in the storefront?
- What storefronts do you like?
- What kind of things do you think the organization could do to be more innovative?
- Is there anything else you would like to share?

RESEARCH FINDINGS

Created personas

Joe - Caffeine Addict

- Age: 31
- Occupation: Lawyer
- Favorite Drink: Caffè Latte w/Almond Milk
- Ever since law school, Joe has formed a special bond with coffee. It helped him study in school, and now it helps him get through long works long hours. He usually gets one in the morning to wake him up and another in the afternoon to get him through the 3 o'clock slump. He a successful lawyer early in his career, and doesn't mind paying a premium for a quality product. He's very busy so he just wants to get in and get out as quick as possible. He hates it when his order comes out wrong.
- "I love my coffee. I need my coffee. At least 2-3 times a day."

Natalie - Student


Age: 24

- Occupation: Student
- Favorite Drink: Caramel Macchiato
- Natalie started her bachelors degree, but then went to work and never finished it. She is a returning student, who is social with her classmates, but when she is in study mode she would rather not have distractions. She loves saving money by using her My Starbucks Rewards card.
- "I love hanging out with my friends, but when I'm studying I like to get into the zone."

Stakeholder findings:

- Baristas are an important part of the customer interaction, but often get very busy taking orders.

HOMEPAGE



1

STARBUCKS
LOGO

Start below to place your order

2

Drinks

- Bottled Drinks
- Freshly Brewed Coffee
- Iced Coffee
- Evolution Fresh™
- Chocolate Beverages
- Espresso Beverages
- Frappuccino® Blended Beverages
- Kids' Drinks & Others
- Smoothies
- Fizzio™ Handcrafted Sodas
- Starbucks Refreshers™ Beverages
- Teas
- Food
- Bakery
- Starbucks Petites
- Bistro Boxes
- Hot Breakfast
- Sandwiches, Paninis & Salads
- Yogurt and Fruit
- La Boulange

Or login for faster service

3

Swipe your My Starbucks Rewards card

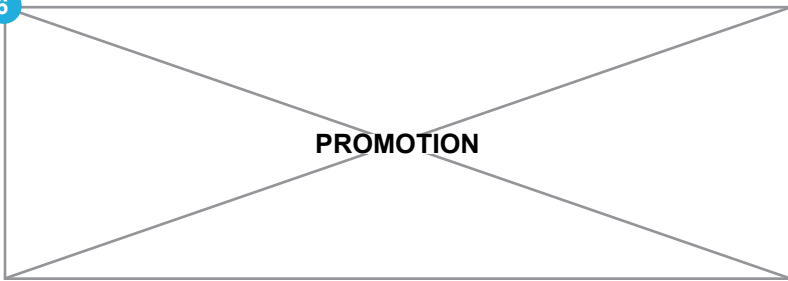
5

or enter your phone number.

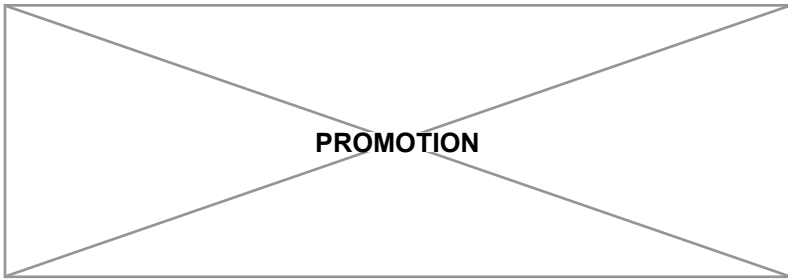
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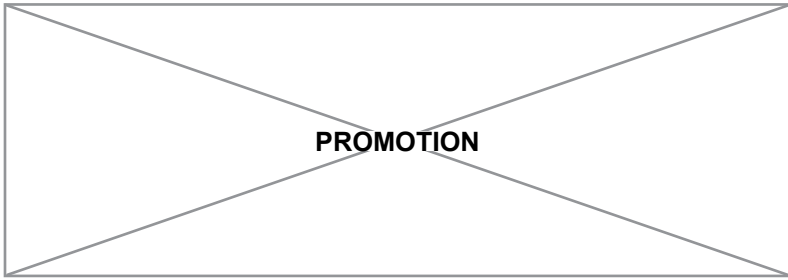
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PROMOTION



PROMOTION



PROMOTION

PAGE SPECIFICATIONS

Default view of the homepage.

Overview

ID	Element	Description
1	Starbucks Logo	OnTap go Home
2	Game Summary	OnTap open Game Recap
3	Swipe Card	OnSwipe of card go to Logged In
4	Help	Opens help w/animation showing swiping of card
5	Enter Phone Number	Opens Phone Number Form with numeric key pad
6	Promotion	OnTap open selected promotion

ALTERNATE ID



Start below to place your order

Drinks

Bottled Drinks

Freshly Brewed Coffee

Iced Coffee

Evolution Fresh™

Chocolate Beverages

Espresso Beverages

Frappuccino® Blended Beverages

Kids' Drinks & Others

Smoothies

Fizzio™ Handcrafted Sodas

Starbucks Refreshers™ Beverages

Teas

Food

Bakery

Starbucks Petites

Bistro Boxes

Hot Breakfast

Sandwiches, Paninis & Salads

Yogurt and Fruit

La Boulange

Or login for faster service

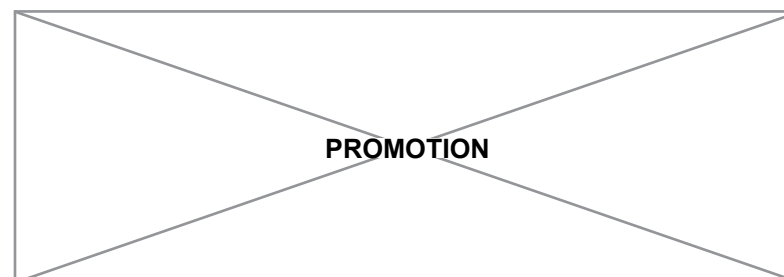
Swipe your My Starbucks Rewards card
or Enter your Telephone Number

1

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2

1	2	3
4	5	6
7	8	9
	0	←

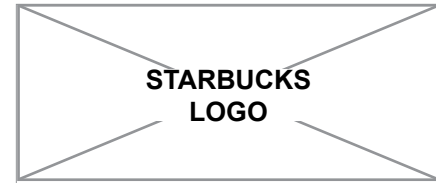


PAGE SPECIFICATIONS

Enter phone number as alternate ID. For privacy, phone number becomes masked as user types.

Overview

ID	Element	Description
1	Telephone Form	Numbers become masked as they are entered, except for the most recent number.
2	Numeric Keypad	With backspace



1 Welcome Natalie!
 2 My Starbucks Rewards balance: \$12.13
 2 more drinks and you get one free!

Place your order

Drinks

- Bottled Drinks
- Freshly Brewed Coffee
- Iced Coffee
- Evolution Fresh™
- Chocolate Beverages
- Espresso Beverages
- Frappuccino® Blended Beverages
- Kids' Drinks & Others
- Smoothies
- Fizzio™ Handcrafted Sodas
- Starbucks Refreshers™ Beverages
- Teas
- Food
- Bakery
- Starbucks Petites
- Bistro Boxes
- Hot Breakfast
- Sandwiches, Paninis & Salads
- Yogurt and Fruit
- La Boulange

Or select your usual

3 CONTINUE →

- 4 **Caffè Latte** \$5.43
 Size: Vente
 With Almond Milk
- Lemon Bar** \$4.99
- Frappuccino** \$4.99
- Caffè Mocha** \$4.99
 Size: Vente
 With Almond Milk

Try something new

- 5 **Caffè Mocha** \$4.99
 Size: Vente
 With Almond Milk

3 CONTINUE →

Logged in state displays user's name, Rewards balance, and favorite items. If favorite items are not saved, then display most recent.

Overview

ID	Element	Description
1	Users Name	Shows user is logged in
2	My Starbucks Rewards Details	OnTap open My Starbucks Rewards Details specific to user
3	Continue	OnTap continue to Place Order
4	List of favorite and/or most recent items	OnTap select item with highlight, add item to cart, update Order Total
5	Recommended item	Item rotates each time user logs in

PLACE ORDER



Place your order

Drinks

Bottled Drinks

Freshly Brewed Coffee

Iced Coffee

Evolution Fresh™

Chocolate Beverages

Espresso Beverages

Frappuccino® Blended Beverages

Kids' Drinks & Others

Smoothies

Fizzio™ Handcrafted Sodas

Starbucks Refreshers™ Beverages

Teas

Food

Bakery

Starbucks Petites

Bistro Boxes

Hot Breakfast

Sandwiches, Paninis & Salads

Yogurt and Fruit

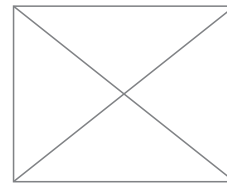
La Boulange

Natalie your order total: ¹\$5.43

[My Starbucks Rewards](#) balance: \$12.13

2 more drinks and you get one free!

Your Order



Caffè Latte

\$5.43

Size: Vente

With Almond Milk

³

EDIT

⁴

DELETE

²

CONTINUE →

⁵

START OVER

CONTINUE →

PAGE SPECIFICATIONS

Default view of the homepage. During games the Game Summary is updated live.

Overview

ID	Element	Description
¹	Order Total	
²	Continue	OnTap continue to Payment Options
³	Edit	OnTap go to Item Edit
⁴	Delete	OnTap open Confirm Delete modal
⁵	Start Over	OnTap open Confirm Start Over modal

SELECT PAYMENT



Place your order

Drinks

Bottled Drinks

Freshly Brewed Coffee

Iced Coffee

Evolution Fresh™

Chocolate Beverages

Espresso Beverages

Frappuccino® Blended Beverages

Kids' Drinks & Others

Smoothies

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Hot Breakfast

Sandwiches, Paninis & Salads

Yogurt and Fruit

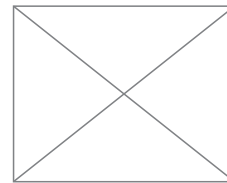
La Boulange

Natalie your order total: **\$5.43**

[My Starbucks Rewards](#) balance: \$12.13

2 more drinks and you get one free!

Select Payment



Caffè Latte **\$5.43**

Size: Vente

With Almond Milk

Tax **\$0.59**

TOTAL \$6.02

1

REWARDS CARD

CASH

CREDIT

2

EDIT ORDER

START OVER

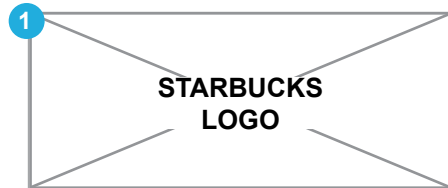
PAGE SPECIFICATIONS

Default view of the homepage. During games the Game Summary is updated live.

Overview

ID	Element	Description
1	Payment Options	OnTap send order to Barista, print sticker for cup, print receipt, open Order Confirmation
2	Edit Order	OnTap go to Edit Order

ORDER CONFIRMATION



Natalie your order total: \$5.43

[My Starbucks Rewards](#) balance: \$7.13

2 more drinks and you get one free!

Place your order

Drinks

Bottled Drinks

Freshly Brewed Coffee

Iced Coffee

Evolution Fresh™

Chocolate Beverages

Espresso Beverages

Frappuccino® Blended Beverages

Kids' Drinks & Others

Smoothies

Fizzio™ Handcrafted Sodas

Starbucks Refreshers™ Beverages

Teas

Food

Bakery

Starbucks Petites

Bistro Boxes

Hot Breakfast

Sandwiches, Paninis & Salads

Yogurt and Fruit

La Boulange

Your order will be ready in 3 minutes!

Please take your receipt

LOGOUT

PAGE SPECIFICATIONS

Order has been sent to Barista, receipt has been printed, sticker has been printed for cup, My Rewards has been deducted. User will automatically be logged out.

Overview

ID	Element	Description
1	Logout	User can manually logout. Otherwise the user will be logged out automatically.

NEXT STEPS

Interactive prototypes

- Axure

Usability Testing

- Task Analysis