

Starbucks
SB Intern App
UX Experience Brief

Overview / Strategy

SB Intern is a crowdsourcing delivery service from Starbucks that connects you with a Starbucks “Intern” who will deliver your order to you from a nearby location

Using SB Intern means you’ll have more time on your hands, fewer things to stress about, and you can always be sure that you will get your perfect cup

It’s an opportunity for people to find a connection with others through the simple joy of coffee, and gives users the chance to earn some extra cash at the same time.

Observation

1) Large orders placed during peak hours almost always slow in-store traffic and create frustration to others, even when using the pickup option on the Starbucks app

2) Employees stress over the task of getting their co-workers' coffee because of:

- Worry over getting all the correct orders
- Pressure to get back to the office quickly
- Feeling subservient and less-appreciated

3) People who stay in the store to have their Starbucks generally stay for a long duration of time and seem to enjoy relaxing or getting work done

Insight

- 1) People really dislike having to pick up large orders of coffee, especially when it's not in a social context
- 2) If you're not staying for an hour, then you're probably leaving immediately.
- 3) Customers want to feel like they are part of a community, not just passive patrons

Brand Tenants

Coffee is a Connection

Every Drink Matters

Transparent, Compassionate, & Kind

Audience Definition

The Workhorse

18-35 year olds who go from 9 to 5 and need a little caffeine to get them through the day

They interact with their fellow colleagues and generally have good-standing relationships with other people in the office

Their jobs and lives are demanding, but they like spending their limited free time engaging with other people



Audience Definition

The Coffee Addict

Live a busy lifestyle, so they need a product or service that is both mobile and highly responsive to fit their needs

Usually invest in a coffee machine because they drink coffee so frequently

Very routine-oriented, and appreciate when something fits into their schedule



Audience Definition

The Social Pioneer

Enjoy having light conversation with people they don't know

Have free time but want to use it finance their lifestyle and have some extra cash

Loyal starbucks customers and want to become of the community.

They like being out in the world and are never afraid of taking a new path



Scenarios - The Office Workhorse

1) Register as a new user



2) Enter Starbucks card information and credit card information to set up mobile payments and rewards



3) They go to the menu and place their order which is held in escro until the user has finished submitting their delivery (including choosing their Intern)



4) They enter the delivery address

Scenarios - The Office Workhorse

5) They are then shown a map with the destination pinned, and the closest available Interns who are able to make the delivery



6) They are able to quickly review and pick the Intern they want based on proximity, estimated cost of delivery, and user reviews; they can also choose to select a random Intern based on proximity alone



7) After final submission, the order is sent to the Starbucks location for preparation and pickup by the Intern



8) They can track the Intern as he or she goes from Starbucks to the drop off location

Scenarios - The Office Workhorse

9) Intern calls when they are in close proximity to let user know that they're at your location.



10) Intern and user meet at location and the Intern references the QR code receipt that the user has and scans it to make sure it's the correct order



11) Maybe they have a casual conversation with each other, and hopefully they'll like the experience of using the SB Intern app



12) User has their coffee and is able to tip and review the Intern after they've left.

Scenarios - The Coffee Addict

1) Register as a new user



2) Enter Starbucks card information and credit card information to set up mobile payments



3) After using the app at least once, users have the option to label previous orders as a “Usual” selection



4) After choosing a Usual order, they are prompted with the option to either place the order immediately for delivery, or to set it up as a repeating delivery

Scenarios - The Coffee Addict

5) If they choose a repeating order, they'll jump to the Setting page where they can adjust reminders, alerts, and the specific time and location for the order



6) The order is automatically requested at the specified time, and the Intern who delivers it is based solely on proximity



7) They can track the Intern as he or she goes from Starbucks to the destination



8) Intern calls when they are in close proximity to let user know that they're at your location.

Scenarios - The Coffee Addict

9) Intern and user meet at the location and the Intern references the QR code receipt the user has and scans it to make sure it's the correct order



10) Maybe they have a casual conversation with each other, and hopefully enjoy the experience of using the SB Intern app



11) User has their coffee and is able to tip and review the Intern after they've left.

Scenarios - The Social Pioneer

1) Downloads the app and registers as an Intern



2) They are submitted to a background ID check and pending approval, they're then considered to be independent contractors who use Starbucks as a third party for their services



3) Interns are then required to enter a valid bank account to where their earnings will eventually be wirelessly transferred from the SB Intern app



4) Once validated, they are shown a list of users who have requested them specifically for their delivery

Scenarios - The Social Pioneer

5) If none are available, they are shown a list or map of anyone who has submitted a delivery order nearby



6) They select the number of orders they want to fulfill, and then the app generates the best route for the Intern to take in order to deliver the orders most efficiently



7) They head to the Starbucks location that corresponds with the orders they're assigned



8) They head to the location and call the user via the app with a temporary phone number for security purposes

Scenarios - The Social Pioneer

9) Meet up with the user and scans the QR code receipt to finalize payment



10) The additional cost the the user incurs for the SB Intern service is then automatically transferred into the Intern's Wallet on the app



11) They're able to review their tips and ratings from past users; tips are also allocated to the wallet



12) They are able to transfer their funds from the SB Wallet to whatever bank account they have linked up

Value (for the user)

Less time spent getting coffee

Brings coffee into your daily routine no matter what you're doing or what might change within it

Reduces the effort and worry over getting your morning coffee on time and the way you want it

Gets you over the hill of fatigue so you can be more productive and enjoy the day

A feeling of trust and assurance over who's bringing your coffee to you

Forging connections with people and feeling a sense of community through a cup of coffee

Value (for the brand)

Opportunity to reach more customers on a regular basis

Drives overall sales, increases brand awareness and loyalty, and increase conversion rate of SB Intern purchases as opposed to in-store purchases

Increase brand sentiment and contribute to Starbucks goal of making the world a more inspired and connected place through their coffee

Gives us esteem and furthers the brand's identity as the world's most prominent and progressive coffee chain

Starbucks will become the standard-bearer and pioneer for the crowdsourced coffee delivery sector

Continues to grow the business and the brand as a whole, giving investors a higher ROI and enthusiasm

Features & Functions

1) Sign-up as a regular user or as an Intern

Because the interfaces look different for the different types of accounts, this should be the first step the user takes because it establishes how they will use the app

New users will be prompted to enter a credit card / Starbucks card that will be used for mobile payment and rewards

New Interns will be required to submit government issued ID for background checks before having access to their account and the Intern interface. They will also be required to enter a valid bank account where they will transfer their funds. They will finally be prompted to enter a Starbucks card so that they can earn rewards for using the app

Features & Functions

2) A Wallet within the SB Intern app that links to your bank account and allows you to transfer funds wirelessly and immediately

This is where all the Intern's earnings from both delivery fees and tips will be allocated

Funds can be set for automatic transfers to your bank account or the Intern can manually transfer money at any given time. Funds will quickly and conveniently be transferred without any incursion of fees unto the Intern

Features & Functions

3) GPS Location

A highly important function for the Intern because it allows them to locate other users and ultimately is the foundation for the app to work from both ends of the interaction

A useful, yet admittedly secondary function for the regular user because it mainly offers order tracking capabilities, which aren't necessary for delivery. However, it does serve a great purpose in matching them up with an Intern that is closest to them to make it more efficient.

Other cool features have the possibility to be embedded in this functionality as well to make it slightly more interactive

Features & Functions

4) Share an order with other people in your building or office so that you can split delivery fee and most likely save time on getting your order

Because the SB Intern app is targeting people who work in offices, the option to let multiple people add on to one order is a very high priority.

The Interns still profit off of the delivery fee and although they are potentially missing out on other small deliveries by making a single large one, they will likely earn the opportunity cost back through tips, positive reviews, and rewards points

Users save money by splitting the delivery fee with each other

Starbucks profits by increasing the amount of drinks they sell, as well as increasing brand loyalty and repeat purchase intent

Features & Functions

5) Tipping and reviewing the Intern & their customer experience after delivery has been made

While the tipping function isn't necessarily the most important part of this process, it is a secondary function to the reviewing function. The star reviews and comments that Interns receive play a big role in whether or not other users will want to pick them as their Intern in the future. Users are automatically assigned an Intern depending on their location, but can decline their Intern based on other users' reviews and ratings.

Customers also get to feel a greater sense of interactivity and involvement in the process by immediately being able to give feedback to both the brand via the app, and directly to the Intern via a tip or positive rating/review

Users always incur a delivery fee for the service which is paid to the Intern, but tips add a level of appreciation for the work the Interns do and incentivizes them to engage with the app

Features & Functions

6) The option to select an order for immediate, one-time delivery or for repeated delivery

The Usuals option facilitates the process of ordering even further by automatically requesting an order at a chosen time and location

Eliminates redundancy in users' interaction with the app and makes the process feel like just another part of their routine

A calendar view is available to set up orders up to one week in advance. Since orders aren't actually sent to the Starbucks store until the request is submitted from the user's phone, this feature won't slow productivity in stores or change workflow

Metrics

In order to gauge the efficacy of this app, we will:

Measure amount of mentions and posts on social media using specific SB Intern Hashtags

Monitor views, shares, and comments regarding sponsored content media (such as video)

Track how many new accounts are registered YoY and total downloads from the App Store YoY

Check the share of food and drinks that are now being sold for SB Intern app

Look at user reviews in the app itself (not on social) to see how consumers respond more directly to the brand and company

Research Insights

- **83%** agreed they are willing to **pay a little extra** to make things more convenient for themselves
- **50%** agree or strongly agree that coffee **helps them** get through their day
- **66%** buy coffee at least once per week, and **33% buy coffee between 3-7 times per week**
- **Nobody** distrusts people who deliver food to them
- **Everybody** likes having conversations with others and feels comfortable meeting new people
- People most often described Starbucks as “**expensive,**” “**quality,**” and “**popular**”

Personas

The Coffee Addict



Kevin

23 years old, male, and in a pretty serious relationship. Lives and works very close to the city, but not quite in it. He's beginning his second year in graduate school and is a full-time student, so money is pretty tight. Rituals and routines are a big part of every day, and disruption from his routines don't go over well. He lives with one other roommate, so there's usually at least one other person with him in the apartment.

Although Kevin isn't quite yet in the professional workplace, he is feeling the pressures of the real world. Grad school occupies most of his time, much of which is spent either studying or going to class.

First thing in the morning, he's usually making coffee at home with his Keurig. He likes the convenience, but doesn't necessarily like the serving size and price that the machine mandates.

Routines and punctuality are very important to him, so it's not always in his greatest interest to go out just for a cup of coffee. However, he DOES like to get coffee while he's already out doing something, or is willing to stop and get coffee beforehand if it fits well into his schedule.

He loves Starbucks products and the brand as a whole, and would be interested in using the SB Intern app if it has an appropriate balance between cost and convenience.

Key Attributes

Punctual



Habitual



Active



Impulsive



Needs

- Part of their routine
- Quick delivery
- Responsive to the users' concerns, questions, and reviews

Concerns

- Cost of delivery
- Stores get too crowded, esp. during peak hours
- Freshness might be compromised
- Doesn't want to feel pressured to tip Interns
- Making coffee at home is almost always most convenient

Ideal Features

- More inclined to pay for delivery if a portion went to charity
- Great for breakfast because of good-tasting, low-cal options
- Group orders with other people
- Delivers Starbucks coffee bags

Personas

The Social Pioneer



Jimmy

Male, 22 years old, single, Boring office job. He enjoys Going out with his friends, and light conversation with strangers. He is always down for something new and is always finding ways to involve himself in his community.

Jimmy lives a perfectly balanced life; keeping his work, social life, as well as his mind and body all in close proximity.

He wants to begin to get to know his community more and give himself a bit more excitement, therefore he joined SB intern.

Joining SB intern gives him the ability to meet new people as well as make some extra money on the side.

Key Attributes

Punctual

low  high

Habitual

low  high

Active

low  high

Impulsive

low  high

Needs

- Efficient and enjoyable
- Simple and accurate directions with a map
- As little stress as possible

Concerns

- Bored with his current job
- Doesn't have enough extra money
- Has too much free time, not used efficiently
- Wants to be more social and meet new people in his area
- Doesn't know the community

Ideal Features

- GPS navigation and precise route calculations
- Able to call the customer when they're close to make the delivery process easier
- Status updates on orders so they can plan trips efficiently

Personas

The Workhorse



Hannah

Female, 21 years old, single, Designer at an Ad agency. She is all about being the best Designer at her workplace, she never wants to waste time when she could be working on an important project. She can easily be worn out and tries to stay energized and the best she can be.

Works a 9 to 5 job and is in need of coffee in the morning, so that she can work more efficiently.

Owens a coffee machine, yet never uses it due to a rush to get ready and get to work in time.

Dislikes wasting time waiting in line for Starbucks and would rather be using that time to be finishing big projects she needs to get done.

Key Attributes

Punctual

low  high

Habitual

low  high

Active

low  high

Impulsive

low  high

Needs

- Correct orders are a guarantee
- As few steps taken to place an order as possible
- Consistent delivery fee

Concerns

- Incorrect orders
- Waiting in line for Starbucks
- Being tired if there was no time to get coffee
- Being pressured to decide on an order due to line behind her
- Wasting time and gas

Ideal Features

- Delivery map
- Bonus rewards earned for using app
- Usual order feature
- Being able to tip and review Interns
- Seeing reviews and ratings to help them pick an Intern

User Scenario #1

Kevin and his girlfriend want to get coffee before they go grocery shopping, but don't have time to stop. While they're on their way to the store, his girlfriend gets on the SB Intern app and orders some coffee for the both of them. She gives a destination for delivery, picks an Intern she wants, and then submits the order. She receives a QR code to confirm and pay for their order when the Intern arrives. She tracks the status of the Intern as he makes his deliveries. The Intern calls her upon arrival and they meet up, confirms and pay for their order with the QR code, and then she's able to leave a tip after the Intern has left.

User Scenario #2a

Jimmy has recently been laid off of his boring office job, and now holds down a job tending bar at night. He doesn't really like the suit-and-tie corporate workplace, and is looking for a way to earn some money and be more social and outgoing. Since he loves the Starbucks he was excited to hear about the SB Intern app and signs up as an Intern. He submits his ID for a background check and a bank account to transfer funds. He also has the option of registering his Starbucks card to earn rewards, or he will be assigned a new Starbucks card number if he doesn't already have one. They can opt out of this step if they so choose. Once his background check and bank account is approved, he can start using the app.

User Scenario #2b

Jimmy receives a push notification when people nearby are requesting an Intern. He opens the app and selects the amount of deliveries he wants to make in one run. The app automatically matches him with a logical route and the desired amount of deliveries he wants to make. He has the option of deleting certain drops from his route before he commits to a final route and total number of deliveries. He heads over to whichever Starbucks the route has calculated, picks up their orders, and then heads out to deliver them.

User Scenario #2c

Once he's done making his drops for the day, Jimmy can see how people have reviewed him and his star rating. After he's done making deliveries for the day he checks to see how much money he made that day, and then transfers that to his bank account that he already linked up on the app. He can also see how many rewards he's earned.

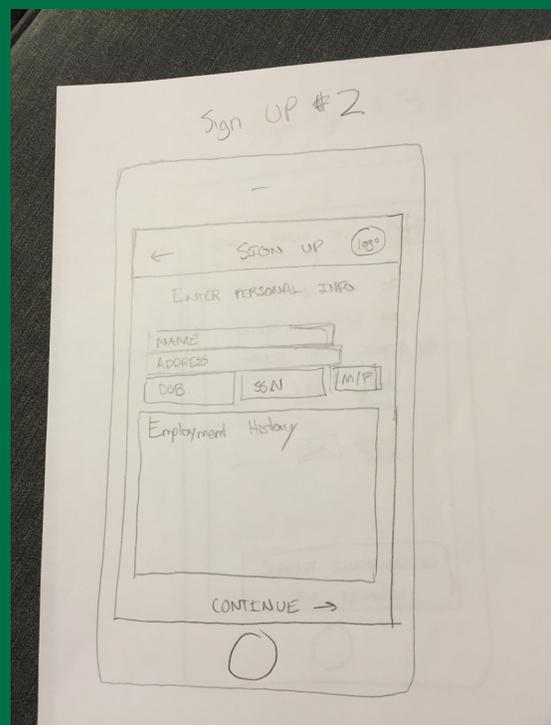
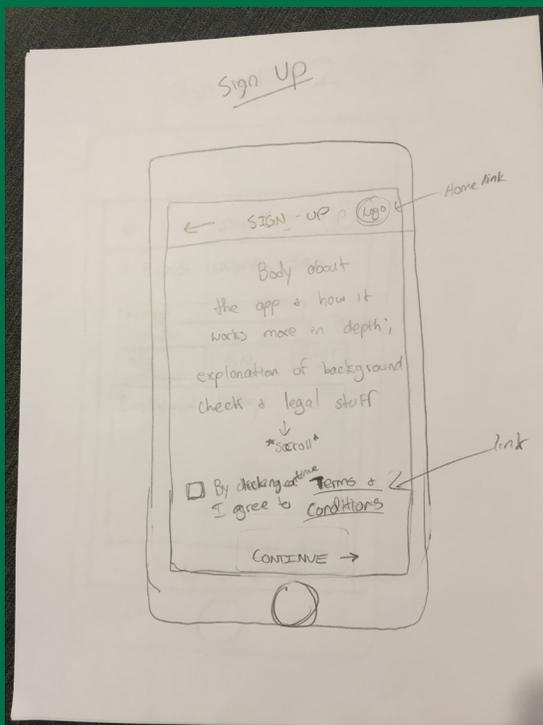
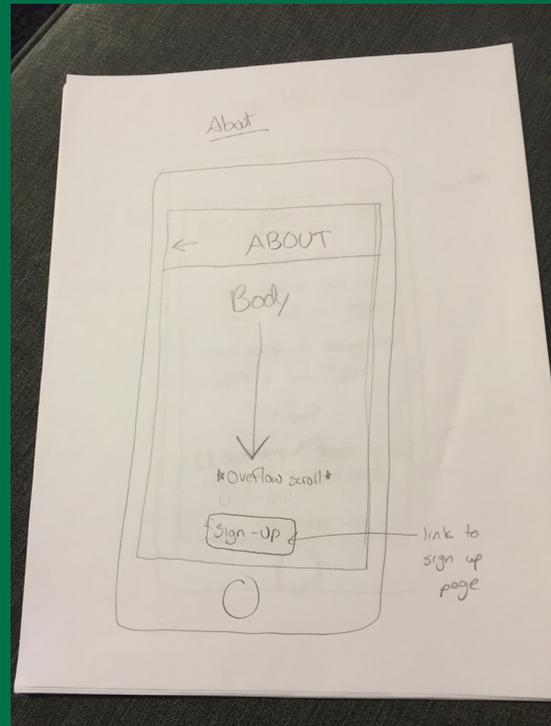
User Scenario #3a

Hannah is really busy working on a project at the office, and so she gets on the SB Intern app to order coffee. A few of her co-workers want some too, so she places her order and then chooses to share it with people on her “Office” group list. She sets the deadline for when the order will be automatically submitted and the order is shared with everyone she invited. After the deadline, all orders are placed and payment is made for each individual order. However, Hannah receives a QR code for the entire order for confirmation when the Intern arrives. In a few minutes, Hannah gets a call from the Intern and they meet up to confirm the order. Hannah can give a tip / review her Intern after the delivery.

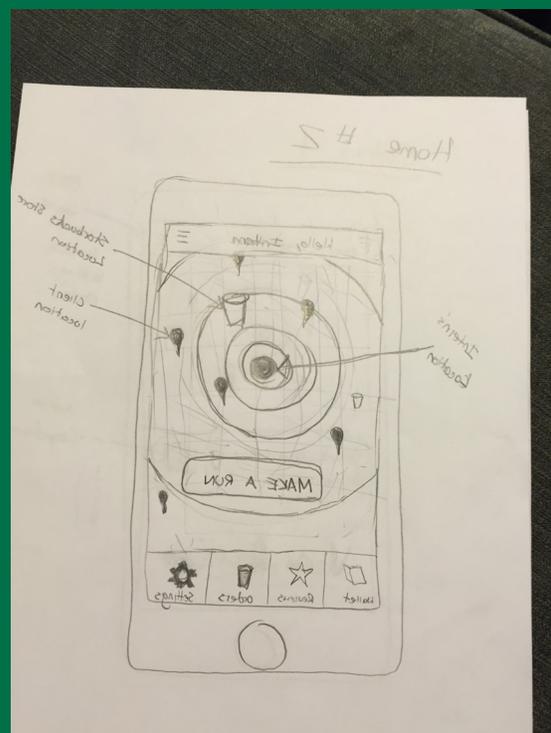
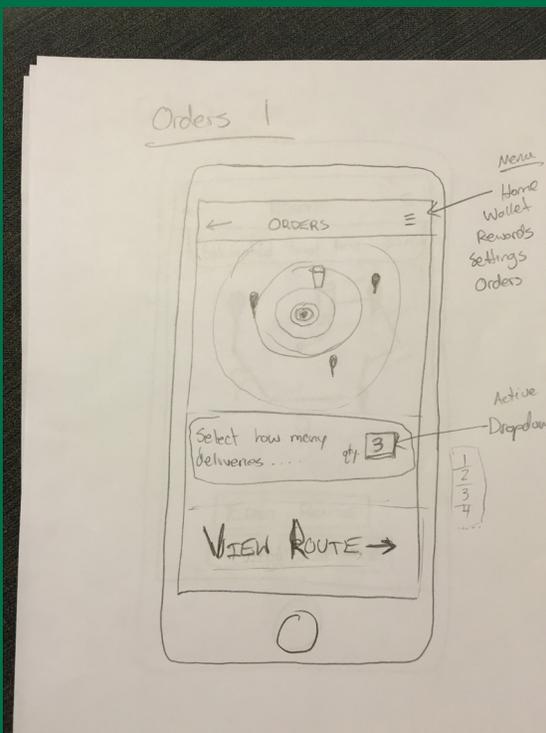
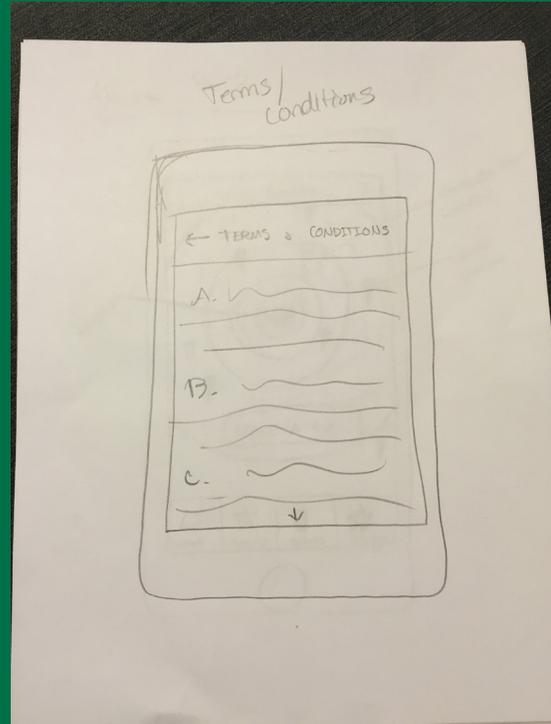
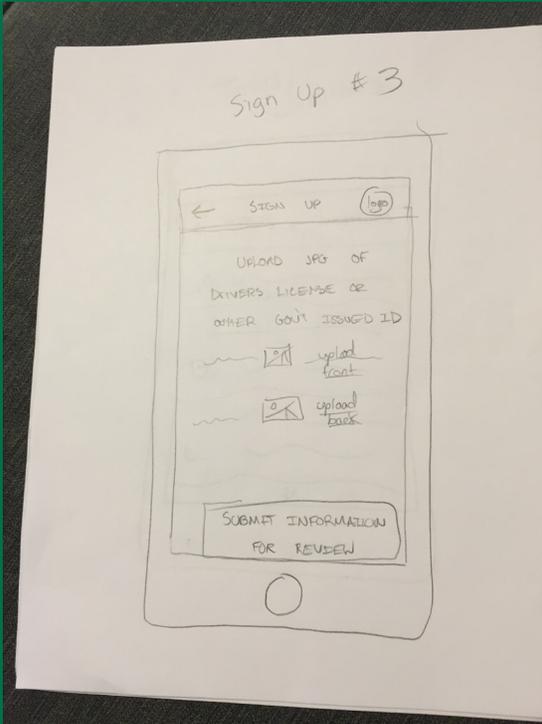
User Scenario #3b

Hannah has just shared an order with several of her co-workers. Josh, who works down the hall, gets a push notification that Hannah is sharing her order and the deadline is in ten minutes. He's in the mood for coffee so he swipes the push notification and it takes him to the Starbucks app Intern extension. He places his order and submits it with three minutes left to spare. He gets a digital receipt and is then able to track the order progress on the GPS interface within the Intern extension. Josh and everyone else who got in on the order will receive a push notification once the Intern has arrived, and all they need to do is grab their coffee and then get back to work.

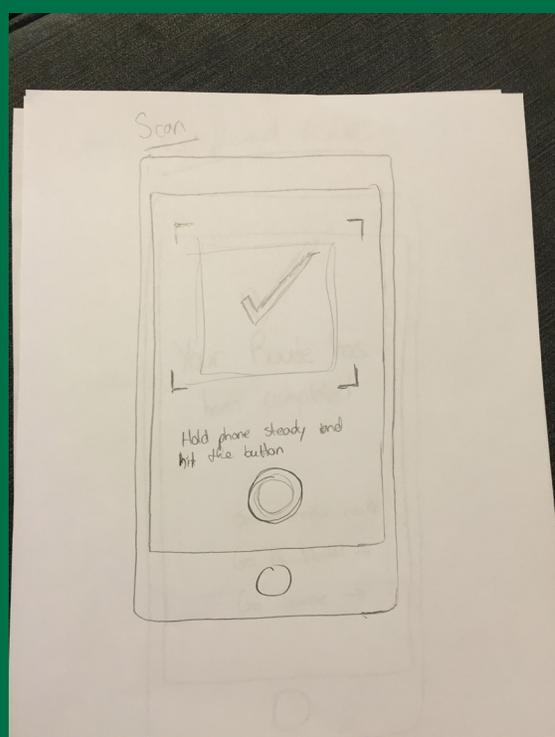
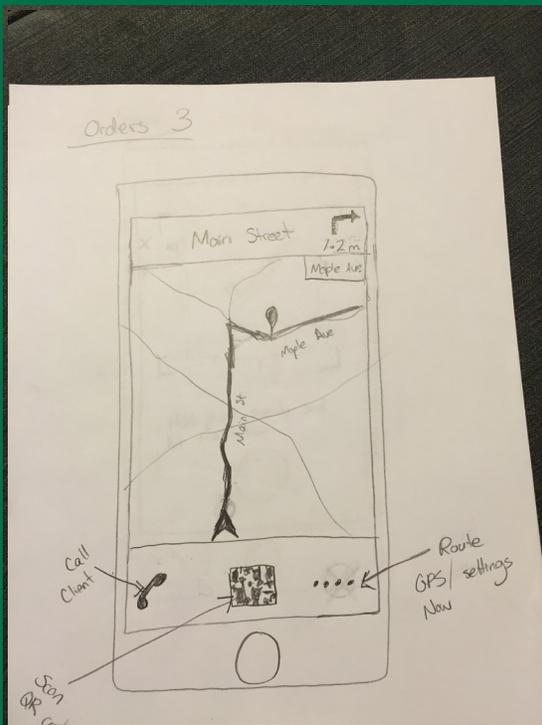
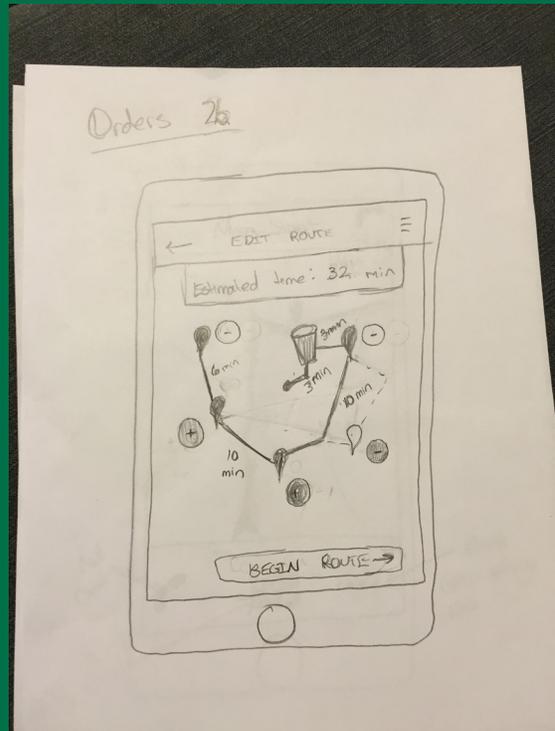
Wireframe Sketches



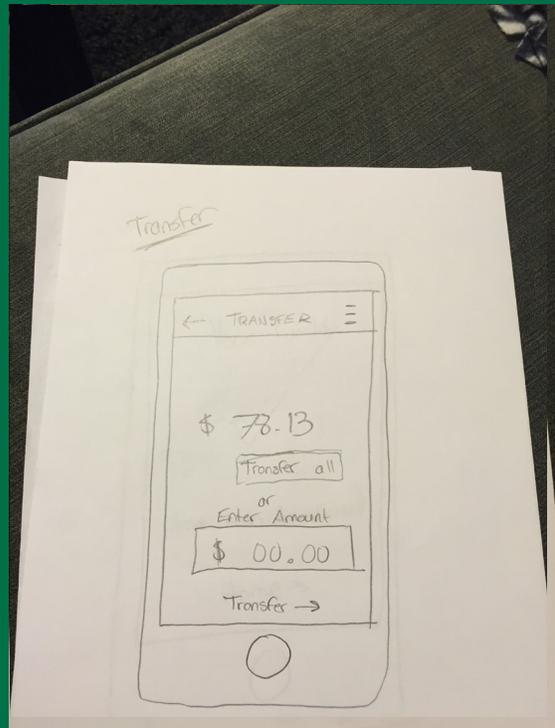
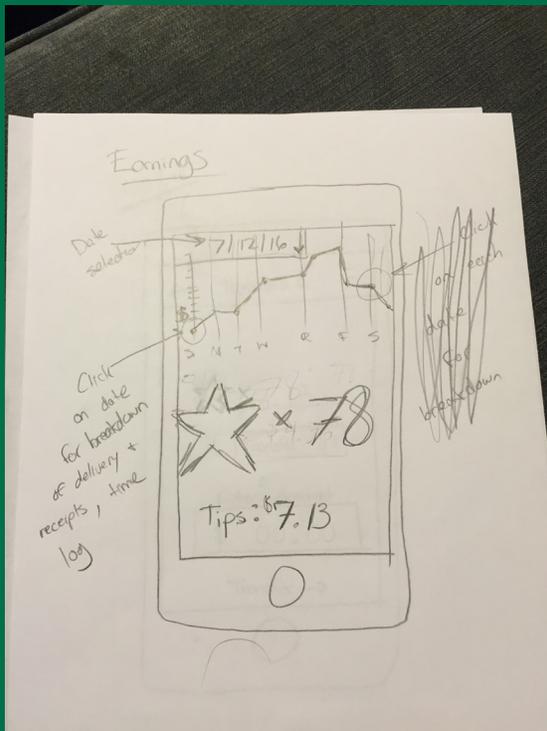
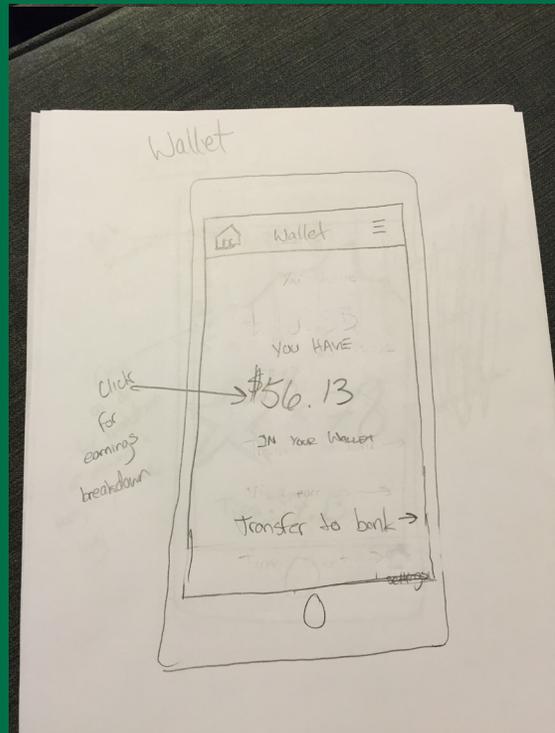
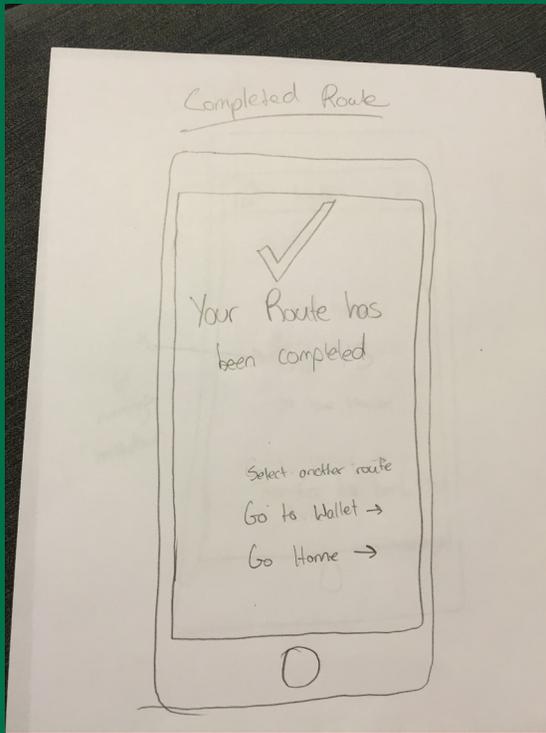
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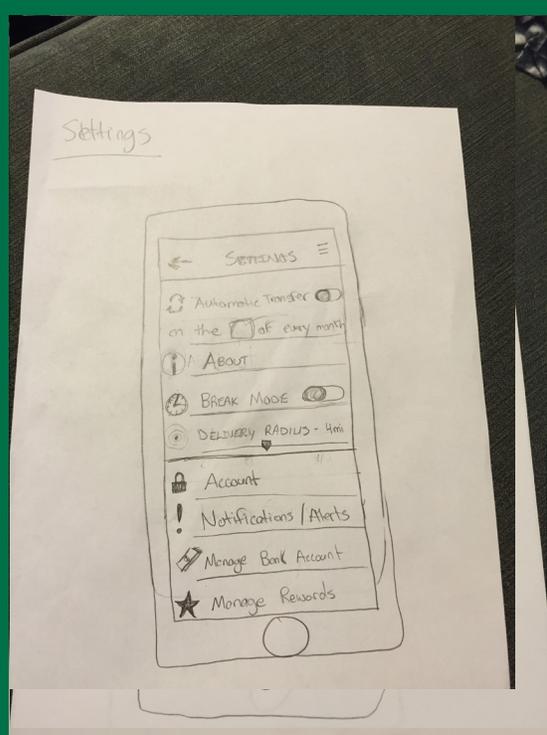
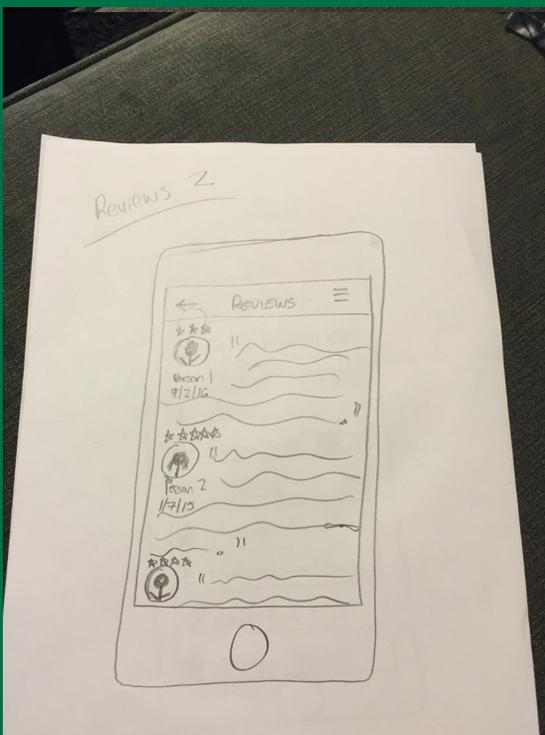
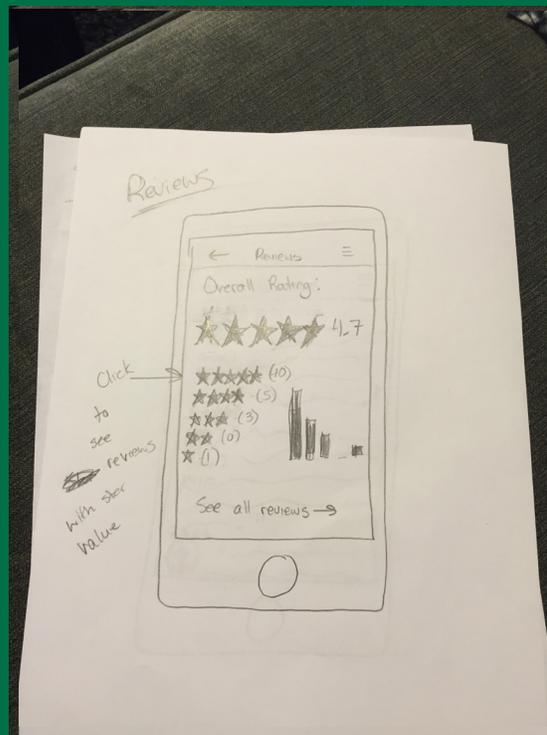
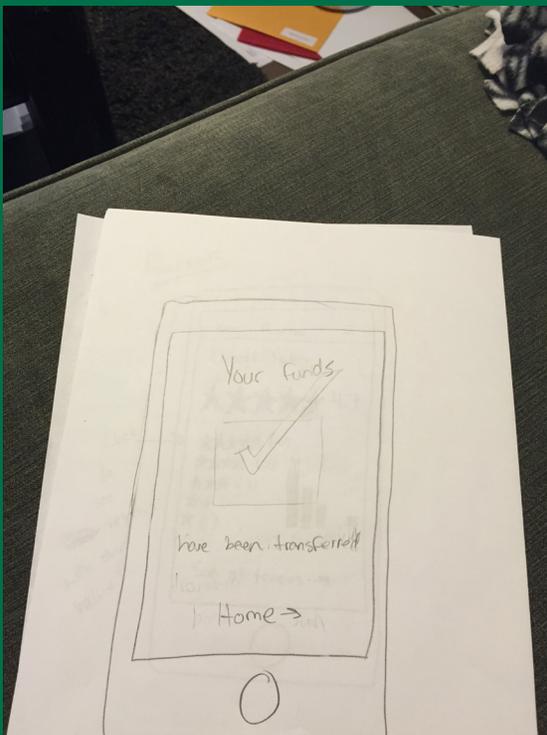
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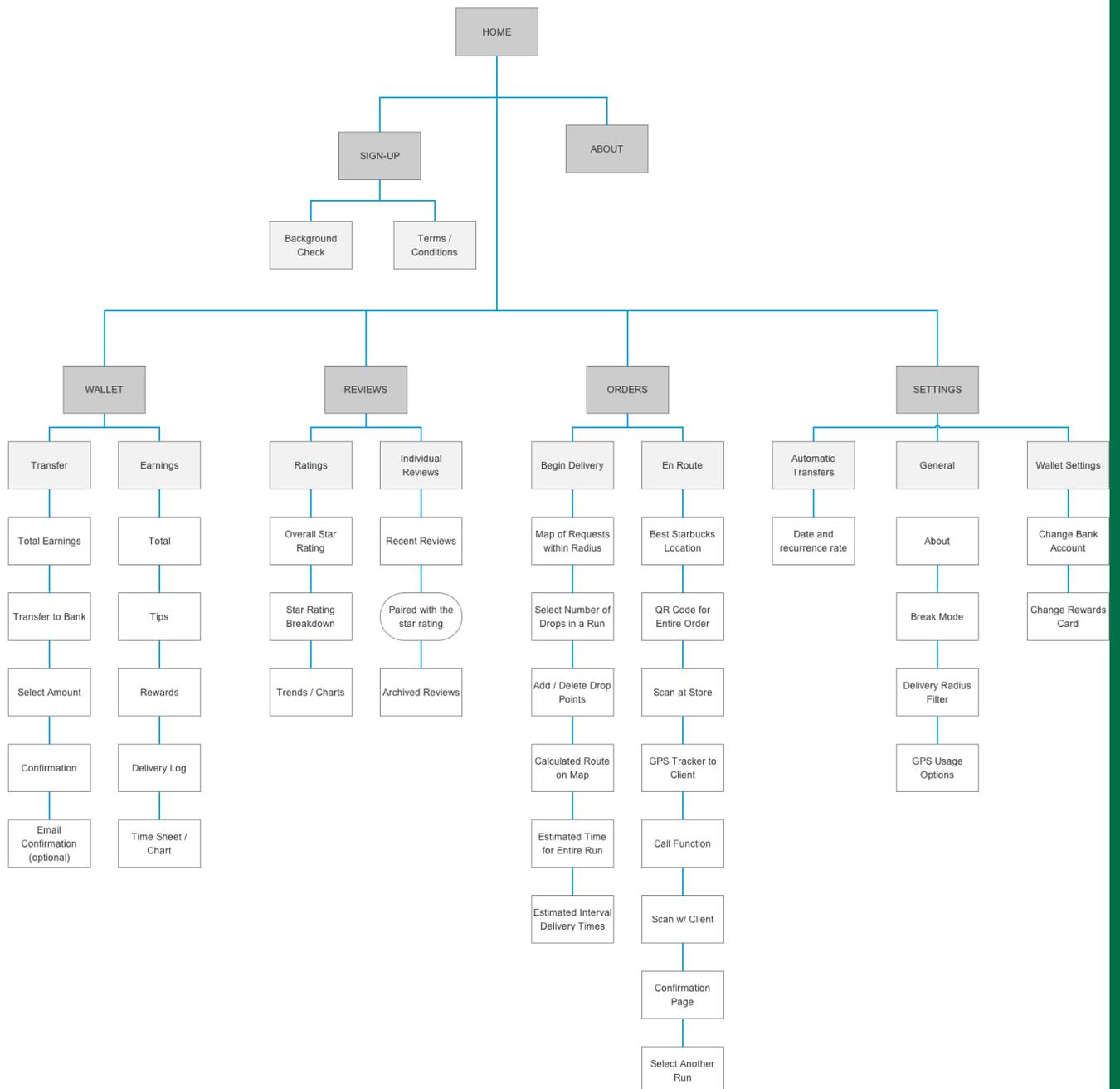
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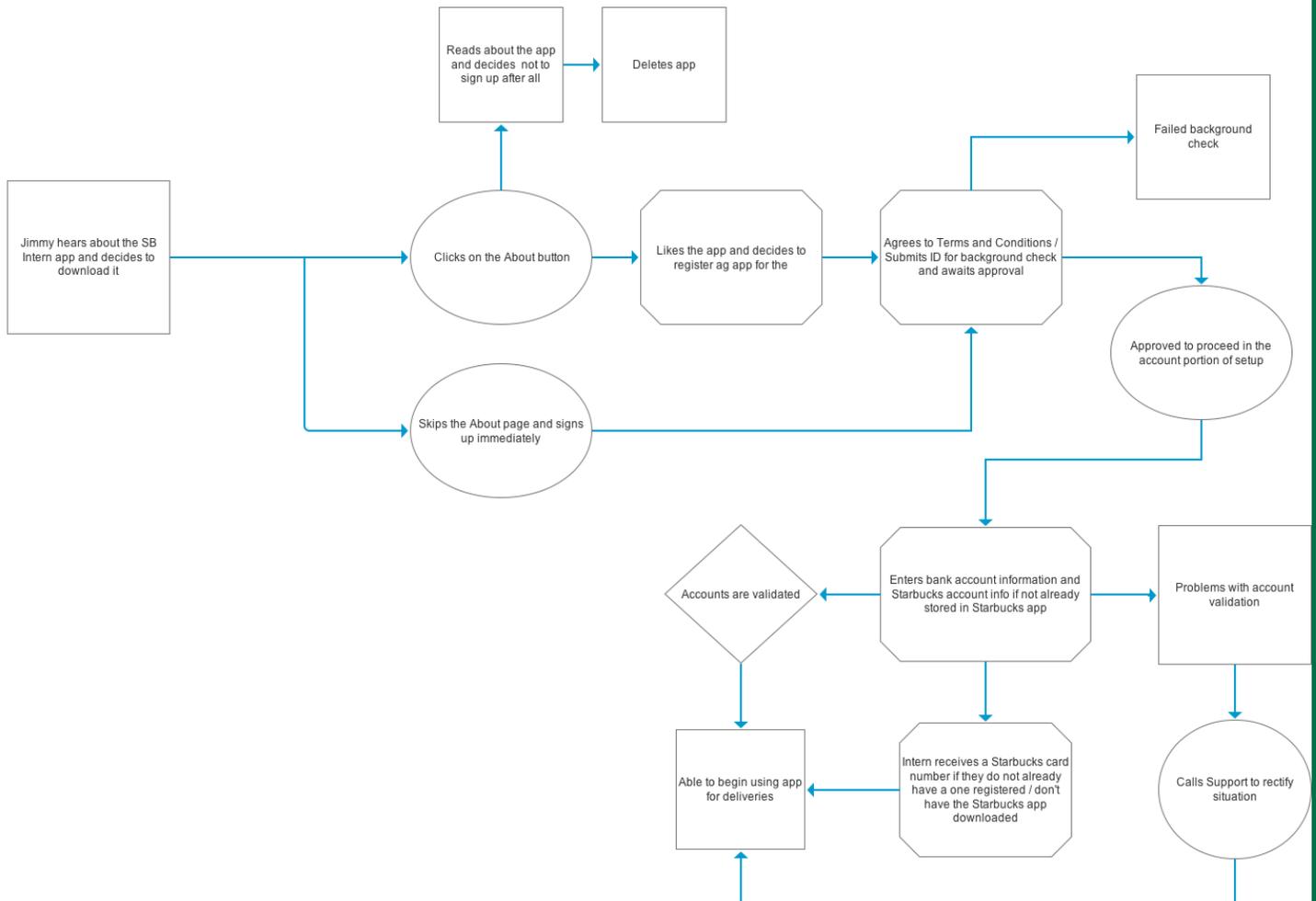
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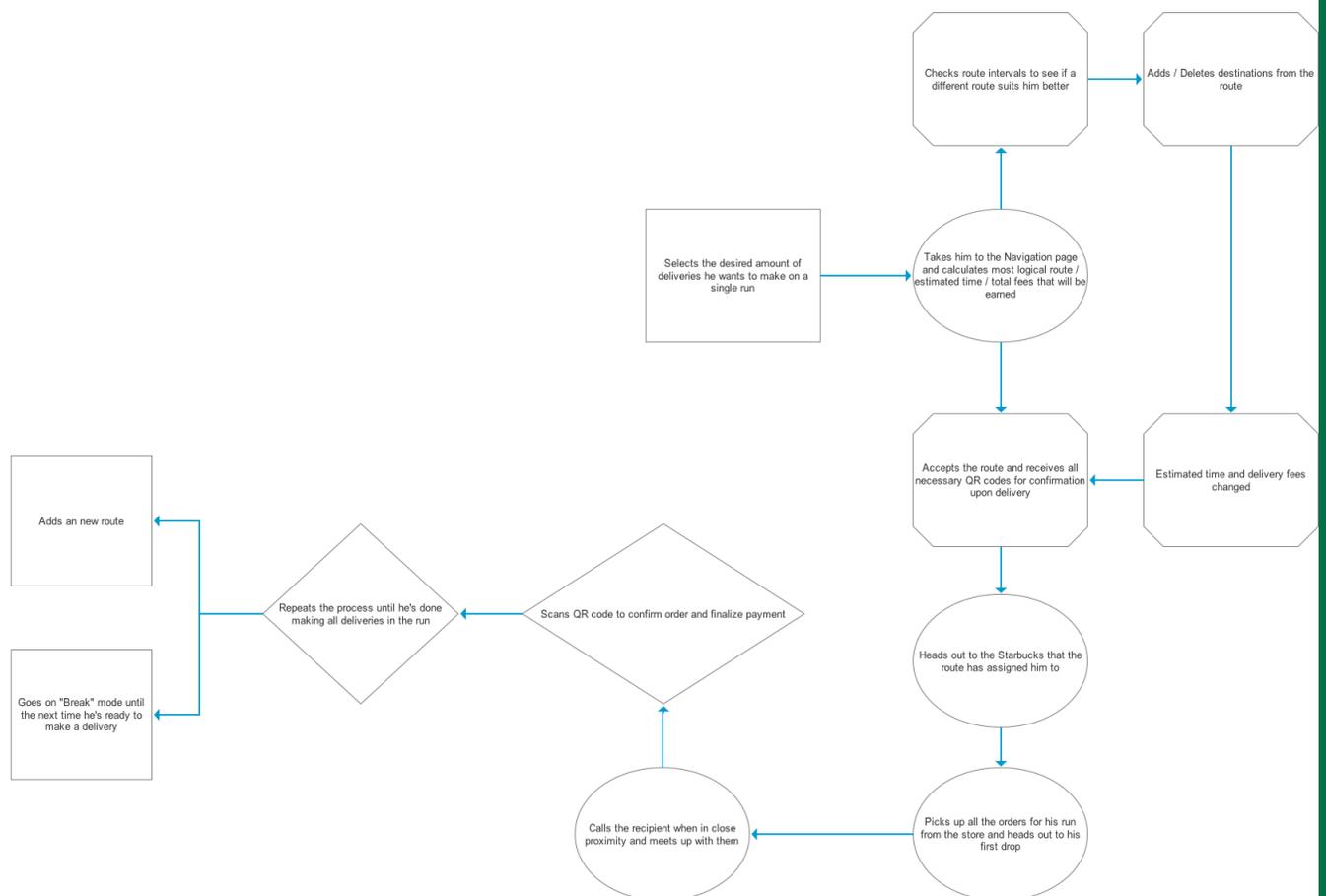
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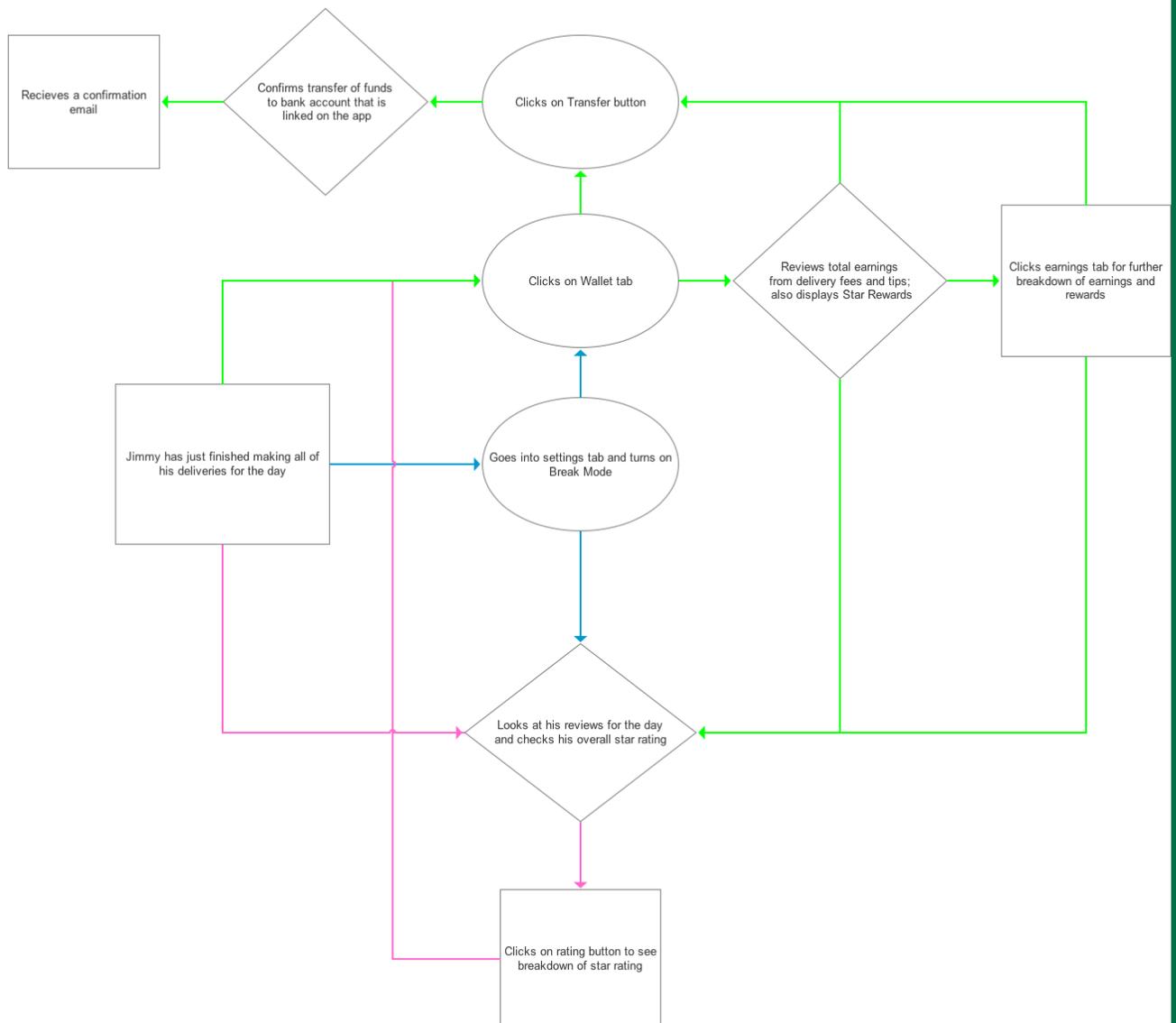
User Flows



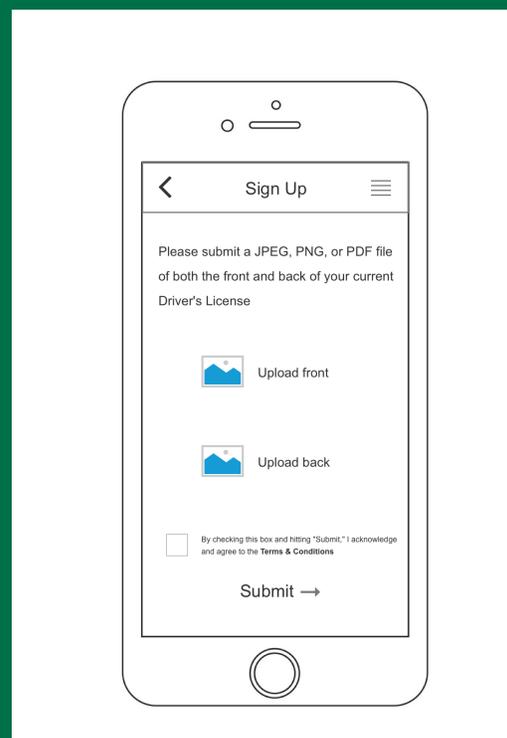
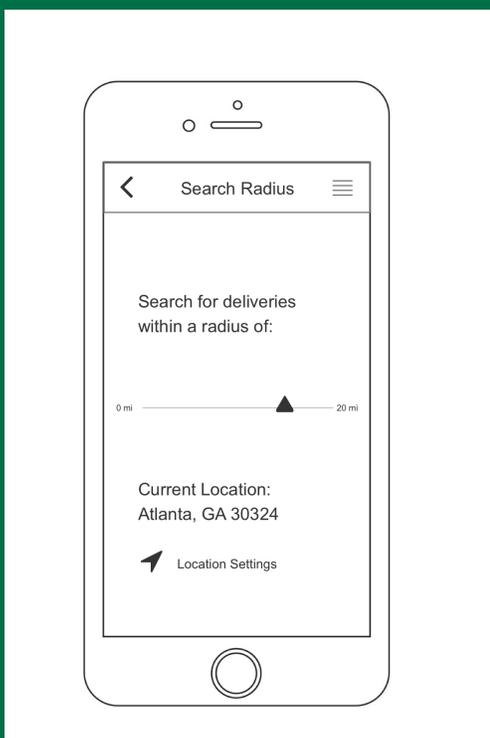
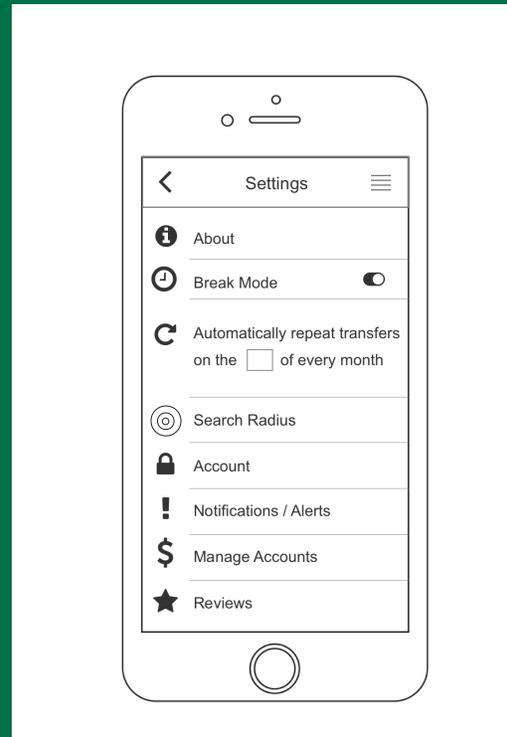
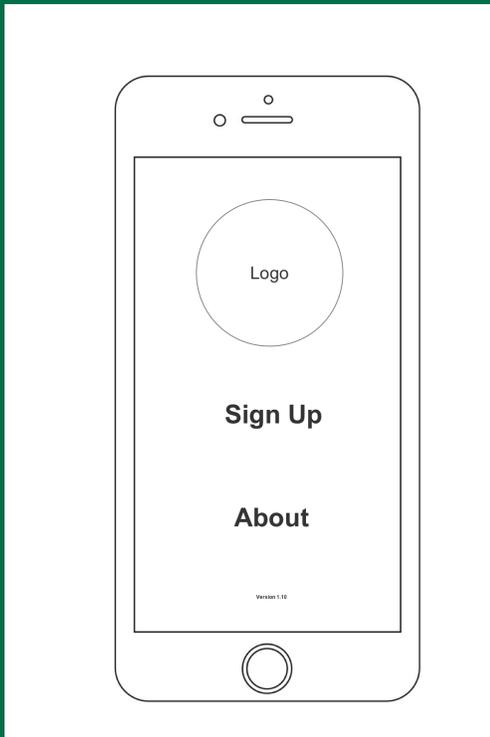
User Flows



User Flows



High-Fidelity Wireframes



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