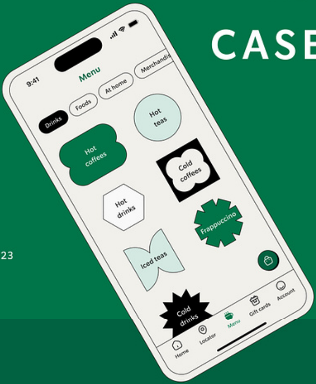
UXfolio

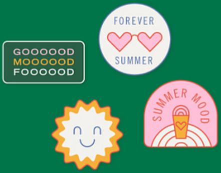
COFFEE SHOP

STARBUCKS

MOBILE APP

CASE STUDY

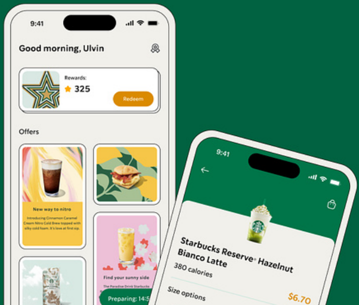

9:41
Menu
Drinks
Foods
At home
Merchandise
Hot teas
Hot coffees
Cold coffees
Hot drinks
Frappuccino
Iced teas
Cold drinks
Home
Locator
Menu
Gift cards
Account


GOOOOOD
MOOOOOD
FOOOOOD
FOREVER
SUMMER
SUMMER MOOD

2023

About project

Starbucks offers a mobile app for pre-ordering coffee and food. It is easy to use and allows customers to skip the line when they arrive at the store. The app is available on both iOS and Android and includes features such as managing rewards, viewing transaction history, and locating nearby stores. The app integrates with the Starbucks rewards program, allowing customers to earn and redeem points for free items. The goal of the app is to make the ordering process more efficient and save customers time.

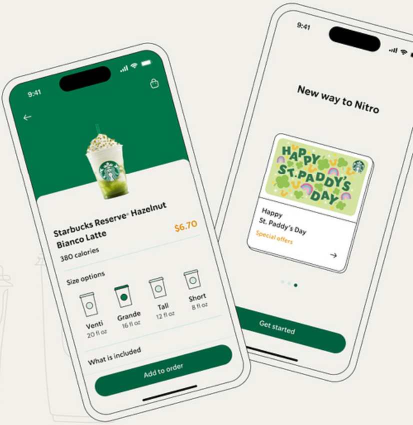

9:41
Good morning, Ulvin
Rewards:
325
Redeem
Offers
New way to nitro
Introducing Cinnamon Caramel Cream Nitro Cold Brew topped with silky cold foam. It's love at first sip.
Find your sunny side
The Paradise Drink Starbucks
Preparing: 14:5
9:41
Starbucks Reserve® Hazelnut Bianco Latte
380 calories
Size options
$6.70

WHIPPED
FRAPP
Home
Locator
Menu
Gift cards
Venti
20 fl oz
Grande
16 fl oz
Tall
12 fl oz
Short
8 fl oz
What is included
Milk
Add to order

MY

ROLES

- User Research & Analysis
- Wirefame & Prototyping
- Visual Design (UI)
- Testing & Iterating
- Collaborating developers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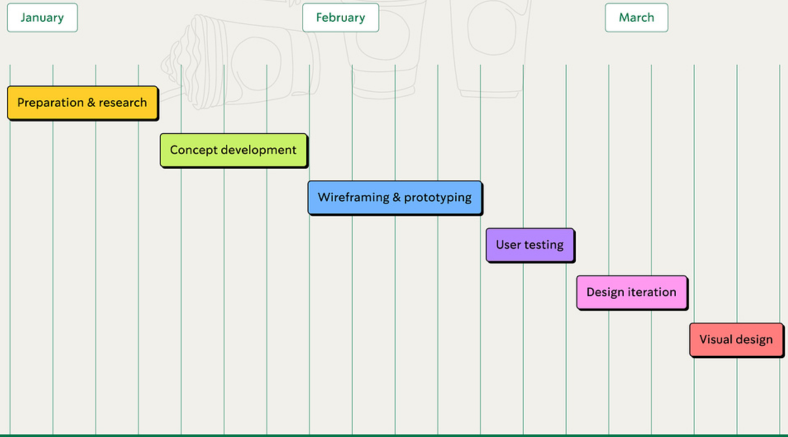
$6.70
380 calories
Size options
Venti
20 fl oz
Grande
16 fl oz
Tall
12 fl oz
Short
8 fl oz
What is included
Add to order
9:41
New way to Nitro
HAPPY ST.PADDY'S DAY
Happy St. Paddy's Day
Special offers
Get started

TIMELINE

PROCESS



January

February

March

Preparation & research

Concept development

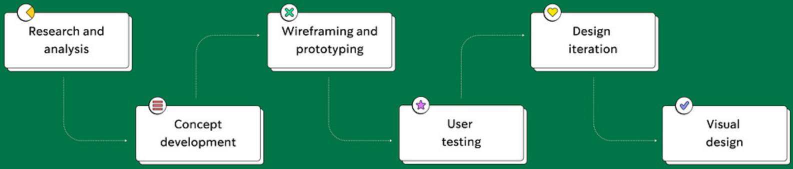
Wireframing & prototyping

User testing

Design iteration

Visual design

DESIGN
PROCESS



Research and analysis

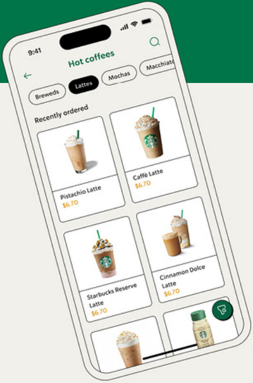
Concept development

Wireframing and prototyping

User testing

Design iteration

Visual design


9:41
Hot coffees
Breweds
Lattes
Mochas
Macchiato
Recently ordered
Pistachio Latte
$6.70
Caffè Latte
$6.70
Starbucks Reserve Latte
$6.70
Cinnamon Dolce Latte
$6.70

PROBLEMS

WE SOLVE

Long wait times: Without the ability to pre-order, users may have to wait in line to place their order, causing long wait times and frustration.

Inaccurate orders: When placing an order in person, there is a greater chance for miscommunication or inaccuracies with the order. This can result in wasted time and frustration for the customer.

Limited personalization: Without the ability to use the app to modify their order, users may have to settle for a standard menu item rather than a personalized order.

No rewards tracking: The Starbucks rewards program is integrated into the pre-order mobile app, allowing customers to track their rewards and redeem them for free drinks and food items. Without the app, users may miss out on the benefits of the rewards program.

Reduced convenience: The pre-order mobile app provides a convenient way for users to place an order on the go, at any time. Without the app, users would need to physically visit a Starbucks store to place an order, reducing the overall convenience of the ordering experience.

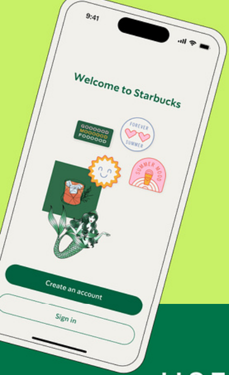
Frappuccino

GOALS

WE AIM

Improving the ordering experience: The app is designed to make the ordering process quick and convenient for customers, helping them save time and enjoy their favorite drinks and food items more efficiently.

Enhancing customer engagement: By providing an easy-to-use app that allows customers to pre-order, modify their order, and manage their rewards, Starbucks is able to engage with its customers in a more meaningful and personalized way.


9:41
Welcome to Starbucks
Create an account
Sign in

Boosting sales: By offering a seamless ordering experience, Starbucks is able to increase sales and revenue by encouraging customers to order more frequently and spend more per order.

Streamlining operations: The pre-order mobile app helps to streamline operations by reducing wait times and improving order accuracy, allowing Starbucks stores to run more efficiently and effectively.

Building customer loyalty: By integrating the Starbucks rewards program into the app and providing a convenient and personalized ordering experience, Starbucks is able to build customer loyalty and encourage repeat business.

USER RESEARCH & ANALYSIS

EMPATHY

MAP

Venti (20
Grande (16
Tall (12 fl o
Short (8 f

Says

- I hate waiting in line at Starbucks.
- I wish I could just place my order ahead of time.
- It's so convenient to have my drink ready when I get to the store.
- I love the rewards program, but it's a hassle to keep track of my rewards.

Feels

- Frustrated when waiting in line at Starbucks.
- Satisfied when their order is ready when they arrive.
- Confused when trying to keep track of their rewards.

Thinks

- I need to get to work quickly and I don't have time to wait in line.
- I want to save time, but I don't want to sacrifice the quality of my coffee.
- I don't want to forget my rewards or miss out on any promotions.

Does

- Downloads and uses the Starbucks pre-order mobile app.
- Places their order ahead of time and picks it up at the store.
- Manages their rewards through the app.

Says

- I love trying new drinks and food options.
- I wish I could see all the options in one place.
- I want to make sure I get the right drink with the right amount of sugar and milk.
- I hate when my drink is not made the way I want it.

Feels

- Excited to try new things.
- Disappointed when their drink is not made the way they wanted it.
- Confident when they can customize their order exactly how they want it.

Thinks

- I want to explore all the options Starbucks has to offer.
- I want to be able to customize my order exactly how I want it.
- I want to avoid mistakes in my order and make sure I get what I want.

Does

- Uses the Starbucks pre-order mobile app to browse menu options.
- Customizes their order with specific instructions.
- Picks up their order at the store and enjoys their perfectly made drink.

Hot coffees

Iced teas

gid
Coffee
Coffee
Coffee
Coff

Says

- I want to save money, but I still want my Starbucks fix.
- I don't like to carry cash, I prefer to use my card.
- I wish there was a way to pay directly through the app.
- I hate having to stand in line just to pay.

Feels

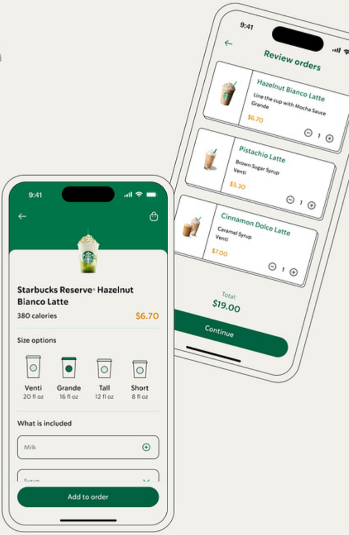
- Thrifty when saving money on their Starbucks purchases.
- Convenient when paying through the app.
- Frustrated when having to stand in line just to pay.

Thinks

- I want to save money and avoid overspending.
- I want a convenient and secure way to pay for my drinks.
- I want to avoid waiting in line just to pay.

Does

- Uses the Starbucks pre-order mobile app to order ahead and pay directly through the app.
- Avoids waiting in line and saves money by using the rewards program.
- Enjoys the convenience of not having to carry cash and easily paying with card through app.



Review orders

Hazelnut Bianco Latte
Line the cup with Mocha Sauce
Grande
$6.70
1

Pistachio Latte
Brown Sugar Syrup
Venti
$5.30
1

Cinnamon Dolce Latte
Caramel Syrup
Venti
$7.00
1

Total:
$19.00

Continue

Starbucks Reserve® Hazelnut Bianco Latte

380 calories $6.70

Size options

Venti	Grande	Tall	Short
20 fl oz	16 fl oz	12 fl oz	8 fl oz

What is included

Milk

Syrup

Add to order

AFFINITY

MAP

Time saving

- Pre-order feature
- Quick pickup process
- No waiting in line

Convenience

- Order from anywhere
- Easy payment options
- Customizable order options

Rewards program

- Earn and redeem rewards
- Easy tracking of rewards
- Promotions and offers

User-friendly interface

- Simple navigation
- Clear and concise information
- Intuitive design

Personalization

- Saved order history
- Customizable order options
- Recommendations based on past orders

USER
PERSONA

Sarah

Age: **35**
Position: **Attorney**
Education: **Master**
Marital: **Married**
Location **Baku**

Bio

Sarah, the Busy Professional: Sarah is a 35-year-old attorney who works long hours and is always on the go. She loves Starbucks coffee, but hates waiting in line. She's tech-savvy and always looking for ways to make her life easier.

Goals

- To order and pay for her coffee quickly and easily, without waiting in line.
- To earn and redeem rewards through the app.
- To customize her order to fit her dietary needs and preferences.

Frustrations

- Long lines at Starbucks.
- Inconvenient rewards program.
- Limited options for customization.

Hot drinks

Maria

Age: 45
Position: Marketer
Education: Bachelour
Marital: Married
Location Baku

Bio

Maria, the Coffee Connoisseur: Maria is a 45-year-old marketing manager who is a coffee aficionado. She's a regular Starbucks customer who loves trying new coffee blends and brewing methods. She's tech-savvy and enjoys using her mobile device for various tasks.

Goals

- To discover new and unique coffee blends and brewing methods offered by Starbucks.
- To order and pay for her coffee quickly and easily, without waiting in line.
- To track her coffee purchases and preferences to improve her future orders.

Frustrations

- Limited options for discovering new coffee blends and brewing methods.
- Long lines at Starbucks.
- Inaccurate tracking of her coffee purchases and preferences.

Cold drinks

Tim

Age: 22
Position: Student
Education: Collage
Marital: Single
Location Baku

Bio

Tim, the Student: Tim is a 22-year-old college student who is always short on time. He's a budget-conscious coffee drinker who doesn't want to spend a lot of money on his morning coffee. He's an occasional user of Starbucks, but he doesn't visit often.

Goals

- To order and pay for his coffee quickly and easily, without waiting in line.
- To find the best deals and discounts on Starbucks coffee.
- To customize his order to fit his budget.

Frustrations

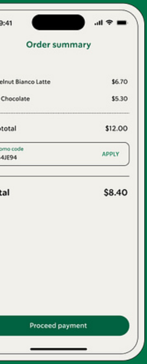
- Long lines at Starbucks.
- Expensive prices.
- Limited options for customization.

Hot teas

USER STORY

As a busy commuter, I want to be able to quickly place an order from my mobile phone so that I can grab my coffee and be on my way without having to wait in line.

As a frequent Starbucks customer, I want to be able to easily manage my rewards program and redeem rewards through the app so that I can enjoy my favorite drinks and food items more often.


9:41

Order summary

elnut Bianco Latte $6.70
Chocolate $5.30

total $12.00

omo code
4JE94

APPLY

tal $8.40

Proceed payment

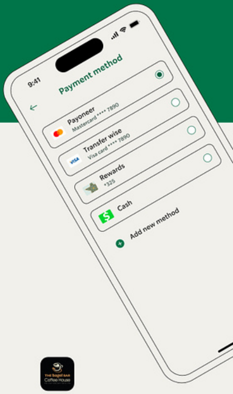
As a parent with young children, I want to be able to pre-order my drinks and food items ahead of time so that I can avoid the stress of waiting in line with a fussy baby.

As a student on a tight budget, I want to be able to keep track of my spending on Starbucks purchases and access special deals and discounts through the app so that I can treat myself to a coffee or snack without breaking the bank.

As a vegan, I want to be able to quickly and easily find and order menu items that meet my dietary restrictions through the app so that I can enjoy a delicious and satisfying meal at Starbucks.

As an early riser, I want to be able to place an order for pick-up before the store opens so that I can grab my breakfast on the way to work without having to wait in line.

As a busy professional, I want to be able to save my favorite orders and quickly reorder them through the app so that I can order my usual drinks and food items with just a few taps.


9:41

Payment method

● Payoneer
Mastercard **** 7890

○ Transfer wise
Visa card **** 7890

○ Rewards
*325

Cash

Add new method

COMPETITIVE

ANALYSIS

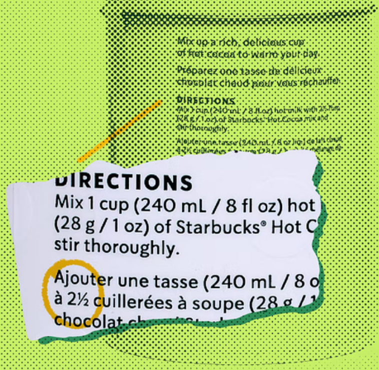
Features of strengths and weaknesses		SECOND CUP COFFEE COMPANY	Gloria Jean's	The Bagel Bar Coffee House
App supported in local?	✓	✗	✗	✗
Pre-ordering & pick-up	✓	✓	✓	✓
Rewards & loyalty program integration	✓	✓	✓	✗
Customizable orders	✓	✗	✗	✗
Easy payment options	✓	✗	✗	✓
Order history & saved items	✓	✓	✓	✓
Store locator	✓	✓	✓	✗
Nutrition information	✓	✗	✗	✗
Customer feedback & support	✓	✗	✓	✗

CONCEPT DEVELOPMENT

INFORMATION
ARCHITECTURE

Cold coffees

- Home
  - Rewards
    - Offers
      - Promotions
  - Locator
    - Pickup stores
      - Products
  - Menu
    - Categories
      - Subcategories
        - Products
  - Gift cards
    - Featured
      - Celebration
  - Account
    - Order history
      - Payment methods
        - Addresses
          - Notifications
            - FAQ
              - Rewards program
                - Settings
                  - Terms
                    - About app



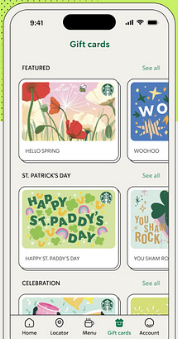
Mix up a rich, delicious cup of hot cocoa to warm your day.

Préparez une tasse de délicieux chocolat chaud pour vous réchauffer.

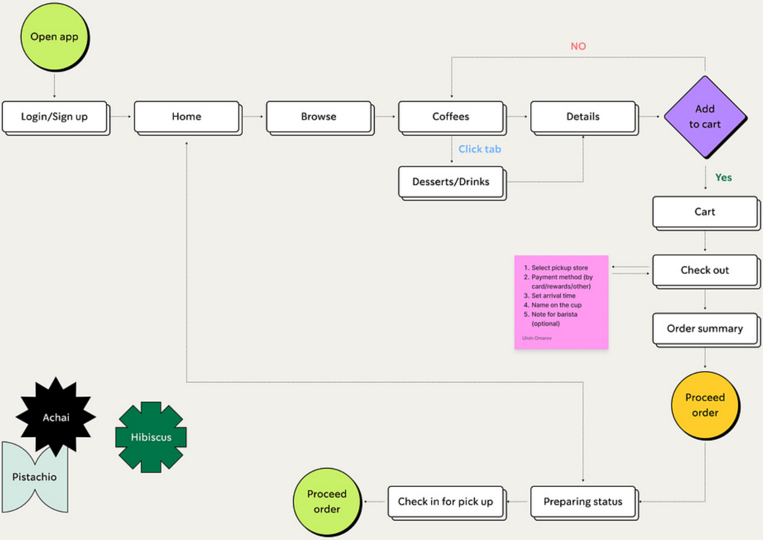
DIRECTIONS

DIRECTIONS
Mix 1 cup (240 mL / 8 fl oz) hot
(28 g / 1 oz) of Starbucks® Hot C
stir thoroughly.

Ajouter une tasse (240 mL / 8 o
à 2½ cuillerées à soupe (28 g / 1
chocolat ch


9:41
Gift cards
FEATURED
See all
HELLO SPRING
WO
WOOHOO
ST. PATRICK'S DAY
See all
HAPPY ST. PADDY'S DAY
HAPPY ST. PADDY'S DAY
YOU SHAM ROCK
YOU SHAM RO
CELEBRATION
See all
Home
Locator
Menu
Gift cards
Account

USER
FLOW


Open app
Login/Sign up
Home
Browse
Coffees
Details
NO
Add to cart
Click tab
Desserts/Drinks
Yes
Cart
Check out
Order summary
Proceed order
Preparing status
Check in for pick up
Proceed order
Achai
Hibiscus
Pistachio

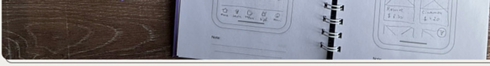
1. Select pickup store
2. Payment method (by card/rewards/other)
3. Set arrival time
4. Name on the cup
5. Note for barista (optional)

Ulvin Omarov

SKETCHING

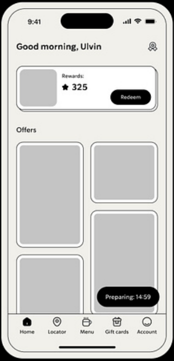
LO-FI

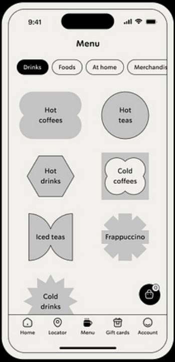
UX Sketchbook
UX Sketchbook
Ulvin
Menu



WIREFRAMING

HI-FI


9:41
Good morning, Ulvin
Rewards:
325
Redeem
Offers
Preparing: 14:59
Home
Locator
Menu
Gift cards
Account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At home
Merchandis
Hot coffees
Hot teas
Hot drinks
Cold coffees
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Frappuccino
Cold drinks
0
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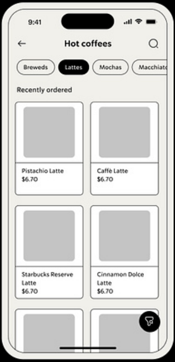
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Hot coffees
Breweds
Lattes
Mochas
Macchiato
Recently ordered
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$6.70
Caffè Latte
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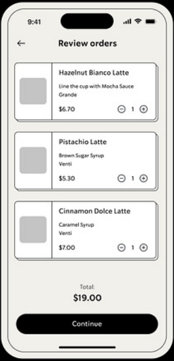
Cinnamon Dolce Latte
$6.70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Review orders
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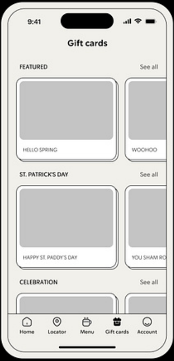
Line the cup with Mocha Sauce
Grande
$6.70
1
Pistachio Latte
Brown Sugar Syrup
Venti
$5.30
1
Cinnamon Dolce Latte
Caramel Syrup
Venti
$7.00
1
Total:
$19.00
Continue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Gift cards
FEATURED
See all
HELLO SPRING
WOOHOO
ST. PATRICK'S DAY
See all
HAPPY ST. PADDY'S DAY
YOU SHAM RO
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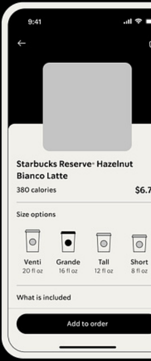
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Starbucks Reserve Hazelnut Bianco Latte
380 calories
$6.7
Size options
Venti
20 fl oz
Grande
16 fl oz
Tall
12 fl oz
Short
8 fl oz
What is included
Add to order

DESIGN SYSTEM & VISUAL DESIGN

TYPO
GRAPHY

Aa

Thin
Light
Regular
Semibo
Bold
Black

Thin
Light
Regular
Semibo
Bold
Black

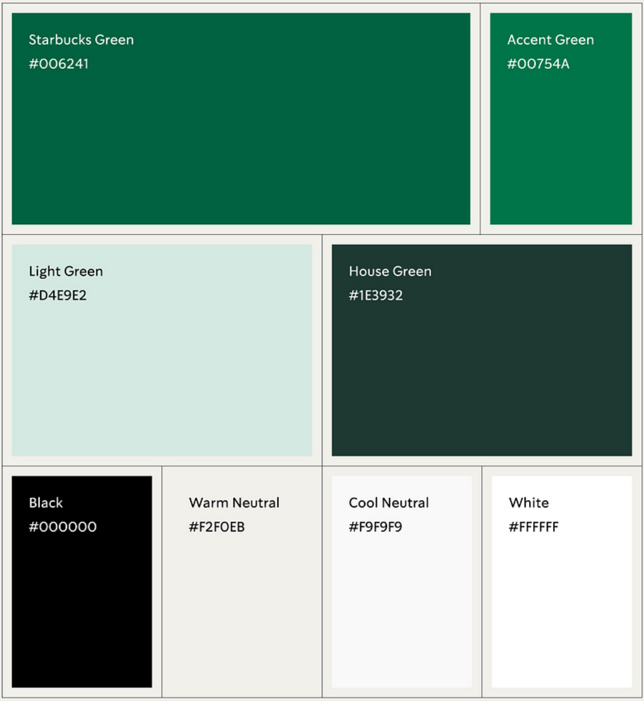
SODO SANS NORMAL carbonations

SODO SANS NARROW lovablenesses

SODO SANS CONDENSED crosshatchings

COLOR

PALETTE



Starbucks Green
#006241

Accent Green
#00754A

Light Green
#D4E9E2

House Green
#1E3932

Black
#000000

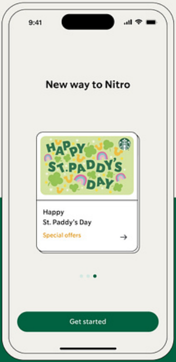
Warm Neutral
#F2F0EB

Cool Neutral
#F9F9F9

White
#FFFFFF

SPLASH

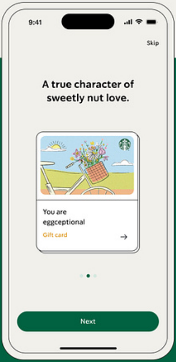
ONBOARDING


9:41

New way to Nitro

Happy St. Paddy's Day

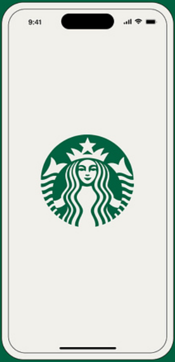
HAPPY ST.PADDY'S DAY
Special offers
Get started


9:41

A true character of sweetly nut love.

You are eggceptional

Skip
Gift card
Next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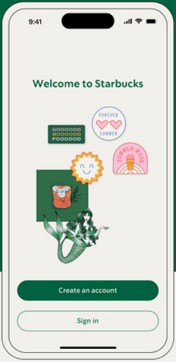

9:41

Welcome to Starbucks

GOOOOOD MOOOOOD FOOOOOD
FOREVER SUMMER
SUMMER MOOD
Create an account
Sign in

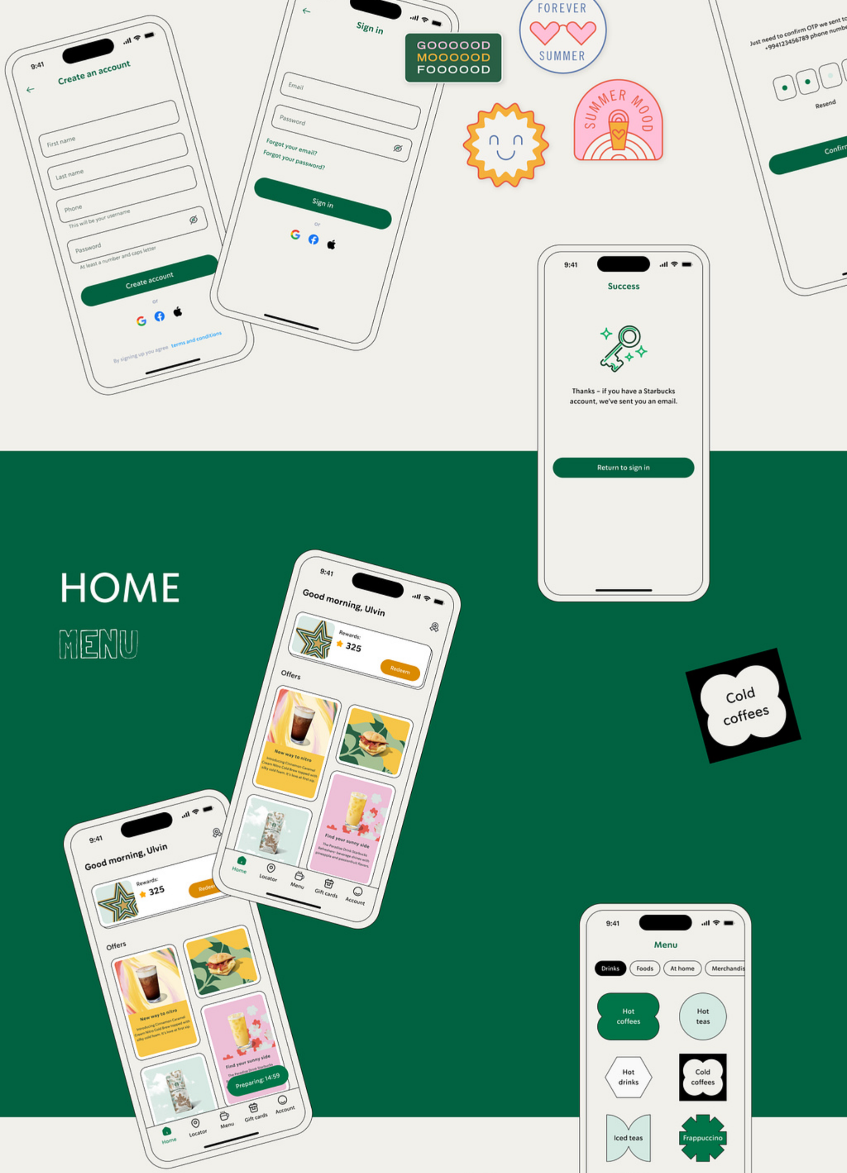
SIGN UP

LOG IN

9:41

9:41

Confirm OTP



9:41

Create an account

First name

Last name

Phone

This will be your username

Password

At least a number and caps letter

Create account

or

By signing up you agree terms and conditions

Sign in

Email

Password

Forgot your email?

Forgot your password?

Sign in

or

GOOOOOD
MOOOOOD
FOOOOOD
FOREVER
SUMMER
SUMMER MOOD

Just need to confirm OTP we sent to
+994123456789 phone numbe

Resend

Confirm

9:41

Success

Thanks – if you have a Starbucks account, we've sent you an email.

Return to sign in

HOME

MENU

9:41

Good morning, Ulvin

Rewards:

325

Redeem

Offers

New way to nitro

Introducing Cinnamon Caramel Cream Nitro Cold Brew topped with silky cold foam. It's love at first sip.

Find your sunny side

The Paradise Drink Starbucks Refreshers® beverage shines with pineapple and passionfruit flavors.

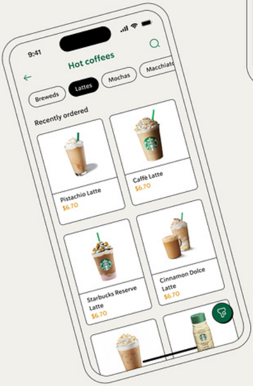
Preparing: 14:59

Home
Locator
Menu
Gift cards
Account
Cold coffees

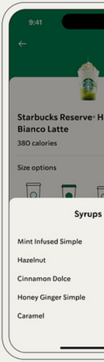
9:41

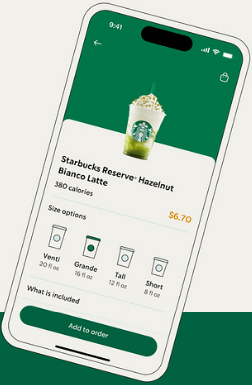
Menu

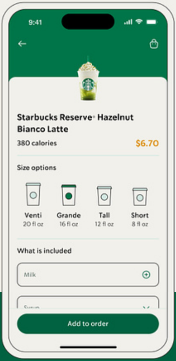
Drinks
Foods
At home
Merchandis
Hot coffees
Hot teas
Hot drinks
Cold coffees
Iced teas
Frappuccino


9:41
Hot coffees
Breweds
Lattes
Mochas
Macchiato
Recently ordered
Pistachio Latte
$6.70
Caffè Latte
$6.70
Starbucks Reserve Latte
$6.70
Cinnamon Dolce Latte
$6.70

Cold drinks
Home
Locator
Menu
Gift cards
Account

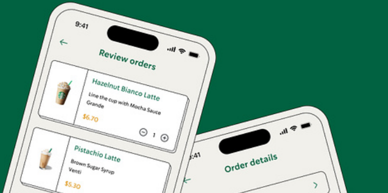

9:41
Starbucks Reserve® H
Bianco Latte
380 calories
Size options
Syrups
Mint Infused Simple
Hazelnut
Cinnamon Dolce
Honey Ginger Simple
Caramel

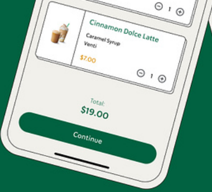

9:41
Starbucks Reserve® Hazelnut Bianco Latte
380 calories
Size options
$6.70
Venti
20 fl oz
Grande
16 fl oz
Tall
12 fl oz
Short
8 fl oz
What is included
Add to order


9:41
Starbucks Reserve® Hazelnut Bianco Latte
380 calories
$6.70
Size options
Venti
20 fl oz
Grande
16 fl oz
Tall
12 fl oz
Short
8 fl oz
What is included
Milk
Syrup
Add to order

CART, ORDER

STATUS


9:41
Review orders
Hazelnut Bianco Latte
Line the cup with Mocha Sauce
Grande
$6.70
1
Pistachio Latte
Brown Sugar Syrup
Venti
$5.30
9:41
Order details



Cinnamon Dolce Latte

Caramel Syrup

Venti

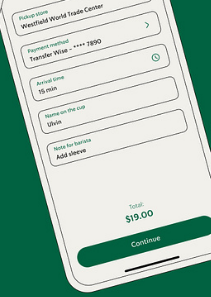
$7.00

− 1 +
− 1 +

Total:

$19.00

Continue



Pickup store: Westfield World Trade Center

Payment method: Transfer Wise – **** 7890

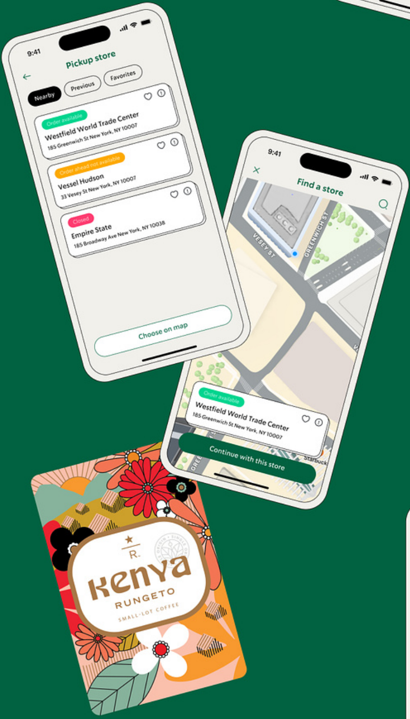
Arrival time: 15 min

Name on the cup: Ulvin

Note for barista: Add sleeve

Total:

$19.00



9:41

Pickup store

Nearby
Previous
Favorites

Order available

Westfield World Trade Center

185 Greenwich St New York, NY 10007

Order ahead not available

Vessel Hudson

33 Vesey St New York, NY 10007

Closed

Empire State

185 Broadway Ave New York, NY 10038

Choose on map

9:41

Find a store

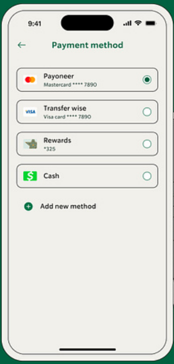
VESEY ST
GREENWICH ST
Starbucks

Order available

Westfield World Trade Center

185 Greenwich St New York, NY 10007

Continue with this store
R.
Kenya
RUNGETO
SMALL-LOT COFFEE

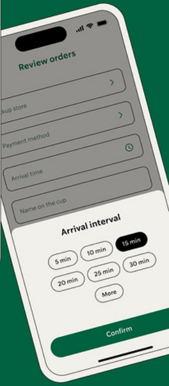


9:41

Payment method

- ● Payoneer — Mastercard **** 7890
- ○ Transfer wise — Visa card **** 7890
- ○ Rewards — *325
- ○ Cash

Add new method



Review orders

Pickup store

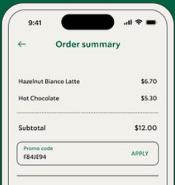
Payment method

Arrival time

Name on the cup

Arrival interval

5 min
10 min
15 min
20 min
25 min
30 min
More
Confirm

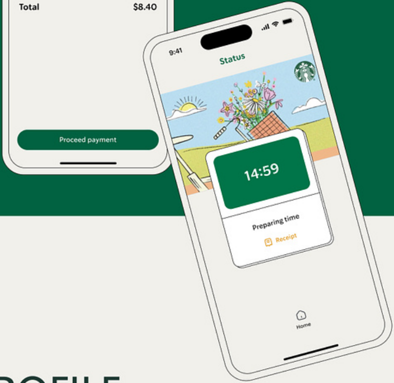


9:41

Order summary

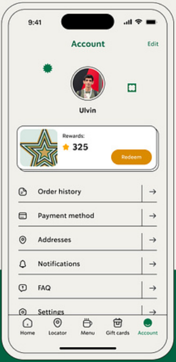
Hazelnut Bianco Latte	$6.70
Hot Chocolate	$5.30
Subtotal	$12.00

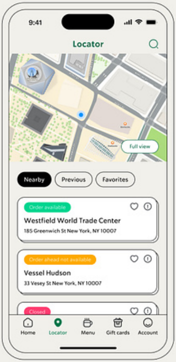
Promo code: F84JE94


Total
$8.40
Proceed payment
9:41
Status
14:59
Preparing time
Receipt
Home

PROFILE

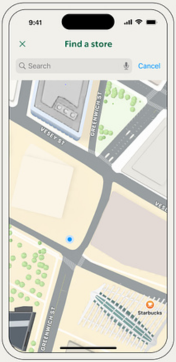
LOCATOR


9:41
Account
Edit
Ulvin
Rewards:
325
Redeem
Order history
Payment method
Addresses
Notifications
FAQ
Settings
Home
Locator
Menu
Gift cards
Account

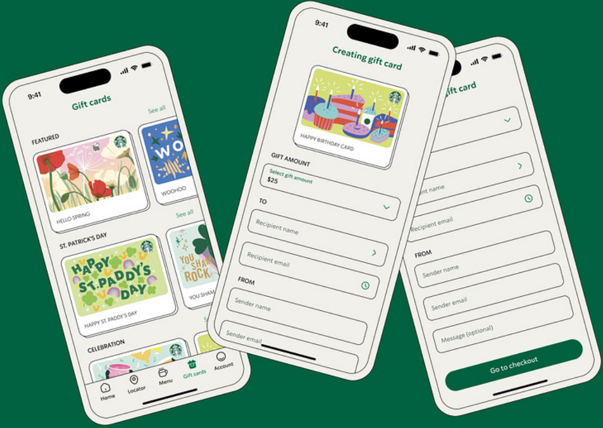

9:41
Locator
Full view
Nearby
Previous
Favorites
Order available
Order ahead not available
Closed
Home
Locator
Menu
Gift cards
Account

Westfield World Trade Center
185 Greenwich St New York, NY 10007

Vessel Hudson
33 Vesey St New York, NY 10007


9:41
Find a store
Search
Cancel
VESEY ST
GREENWICH ST
VESEY
GREENWICH ST
Starbucks

GIFT CARD


9:41
Gift cards
See all
FEATURED
HELLO SPRING
WOOHOO
See all
ST. PATRICK'S DAY
HAPPY ST. PADDY'S DAY
HAPPY ST. PADDY'S DAY
YOU SHAM ROCK
CELEBRATION
Home
Locator
Menu
Gift cards
Account
9:41
Creating gift card
HAPPY BIRTHDAY CARD
GIFT AMOUNT
Select gift amount
$25
TO
Recipient name
Recipient email
FROM
Sender name
Sender email
ift card
nt name
Recipient email
FROM
Sender name
Sender email
Message (optional)
Go to checkout

WRAP UP

DIAMOND wholesale TAX-FREE

Research is a must

I couldn't have designed a product users love without the help of the people who will actually use it. The user survey revealed unexpected information and made it possible to adapt the product to users' needs.

Personas are powerful

Being aware of users' needs and pain points helped me to create a seamless, end-to-end experience.

The user is always right

Being aware of users' needs and pain points helped me to create a seamless, end-to-end experience.