



# THE STARBUCKS MENU

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# The Company: Starbucks

## About the Company:

- Starbucks is a fast-food coffee restaurant, that was founded in 1971 in Seattle, Washington by Howard Shultz. They offer their customers a made-to-order beverages/ food.

## The Problem:

- The menu is too complicated

**ESPRESSO & BREWED COFFEE**

	TALL	GRANDE	VENTI
ICED CARAMEL MACCHIATO	\$3.95 180 CAL	\$4.75 250 CAL	\$5.25 350 CAL
WHITE CHOCOLATE MOCHA	\$3.95 340 CAL	\$4.75 430 CAL	\$5.15 530 CAL
CAFFE MOCHA	\$3.75 290 CAL	\$4.35 360 CAL	\$4.75 450 CAL
CAFFE LATTE	\$3.25 150 CAL	\$3.85 190 CAL	\$4.25 250 CAL
FLAT WHITE	\$3.95 170 CAL		
STARBUCKS COLD BREW	\$2.95 5 CAL	\$3.45 5 CAL	\$3.75 5 CAL
VANILLA SWEET CREAM COLD BREW	\$3.45 100 CAL	\$3.95 110 CAL	\$4.25 200 CAL
COLD FOAM COLD BREW	\$3.45 25 CAL	\$3.95 30 CAL	\$4.25 30 CAL
COLD FOAM ICED CAPPUCCINO	\$3.95 40 CAL	\$4.75 60 CAL	\$5.25 80 CAL
ICED COFFEE (VANILLA OR CARAMEL)	\$2.45 60 CAL	\$2.75 90 CAL	\$3.15 130 CAL
FRESHLY BREWED COFFEE	\$1.95 5 CAL	\$2.25 5 CAL	\$2.65 5 CAL

**TEAVANA HANDCRAFTED TEA**

SHAKEN ICED TEA (GREEN OR BLACK)	\$1.95 30 cal	\$2.45 45 cal	\$2.75 60 cal
SHAKEN ICED TEA INFUSION (PINEAPPLE, BLACK TEA, STRAWBERRY GREEN TEA OR PEACH CITRUS WHITE TEA)	\$2.75 30 cal	\$3.25 45 cal	\$3.75 60 cal
SHAKEN ICED TEA INFUSIONS	\$3.25 50 cal	\$3.75 70 cal	\$4.25 100 cal
LEMONADES			
CLASSIC CHAI TEA LATTE	\$3.65 190 cal	\$4.25 240 cal	\$4.45 310 cal
LIGHTLY SWEET CHAI TEA LATTE	\$3.65 140 cal	\$4.25 190 cal	\$4.45 240 cal
ICED MATCHA GREEN TEA LATTE	\$3.65 160 cal	\$4.25 220 cal	\$4.45 310 cal

**FRAPPUCCINO**

	TALL	GRANDE	VENTI
ULTRA CARAMEL	\$4.95 350 cal	\$5.45 420 cal	\$5.95 540 cal
TRIPLE MOCHA	\$4.95 320 cal	\$5.45 400 cal	\$5.95 510 cal
SERIOUS STRAWBERRY	\$4.95 280 cal	\$5.45 360 cal	\$5.95 480 cal
COFFEE	\$4.45 180 cal	\$4.95 240 cal	\$5.45 350 cal
JAVA CHIP	\$4.95 340 cal	\$5.45 470 cal	\$5.95 600 cal
VANILLA BEAN CREME	\$4.45 280 cal	\$4.95 400 cal	\$5.45 490 cal
DOUBLE CHOCOLATE CHIP CREME	\$4.95 310 cal	\$5.45 420 cal	\$5.95 540 cal
MATCHA GREEN TEA CREME	\$4.95 310 cal	\$5.45 440 cal	\$5.95 560 cal
HORCHATA ALMOND MILK	\$4.95 280 cal	\$5.45 400 cal	\$5.95 480 cal

**SMOOTHIES (BLENDED W/ A WHOLE BANANA & WHEY PROTEIN)**

STRAWBERRY BANANA	\$4.65 300 cal
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**STARBUCKS REFRESHERS (ICED BEVERAGES & CONTAINS CAFFEINE)**

MANGO DRAGONFRUIT	\$3.45 70 cal	\$3.95 90 cal	\$4.45 70 cal
STRAWBERRY ACAI	\$3.45 80 cal	\$3.95 90 cal	\$4.45 130 cal
VERY BERRY HIBISCUS	\$3.45 60 cal	\$3.95 70 cal	\$4.45 100 cal
COOL LIME	\$3.45 45 cal	\$3.95 60 cal	\$4.45 90 cal

**EXTRAS**

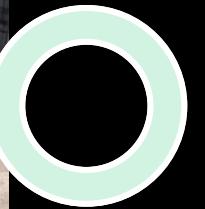
FLAVOR PER PUMP	.50 .25 CAL (REGULAR OR SUGAR FREE)
ESPRESSO SHOT	.80 .5 CAL
VENTI ICED	.30 0-130 CAL
SUBSTITUTIONS	.60 (SUMATRA, COCONUTMILK, ORGANIC SOYMILK OR ALMOND MILK)

WE CANNOT GUARANTEE THAT ANY OF OUR PRODUCTS ARE FREE FROM ALLERGENS (INCLUDING DAIRY, EGGS, SOY, TREE NUTS, PEANUTS, WHEAT AND OTHER ALLERGENS) AS WE USE SHARED EQUIPMENT TO STORE, PREPARE AND SERVE THEM.

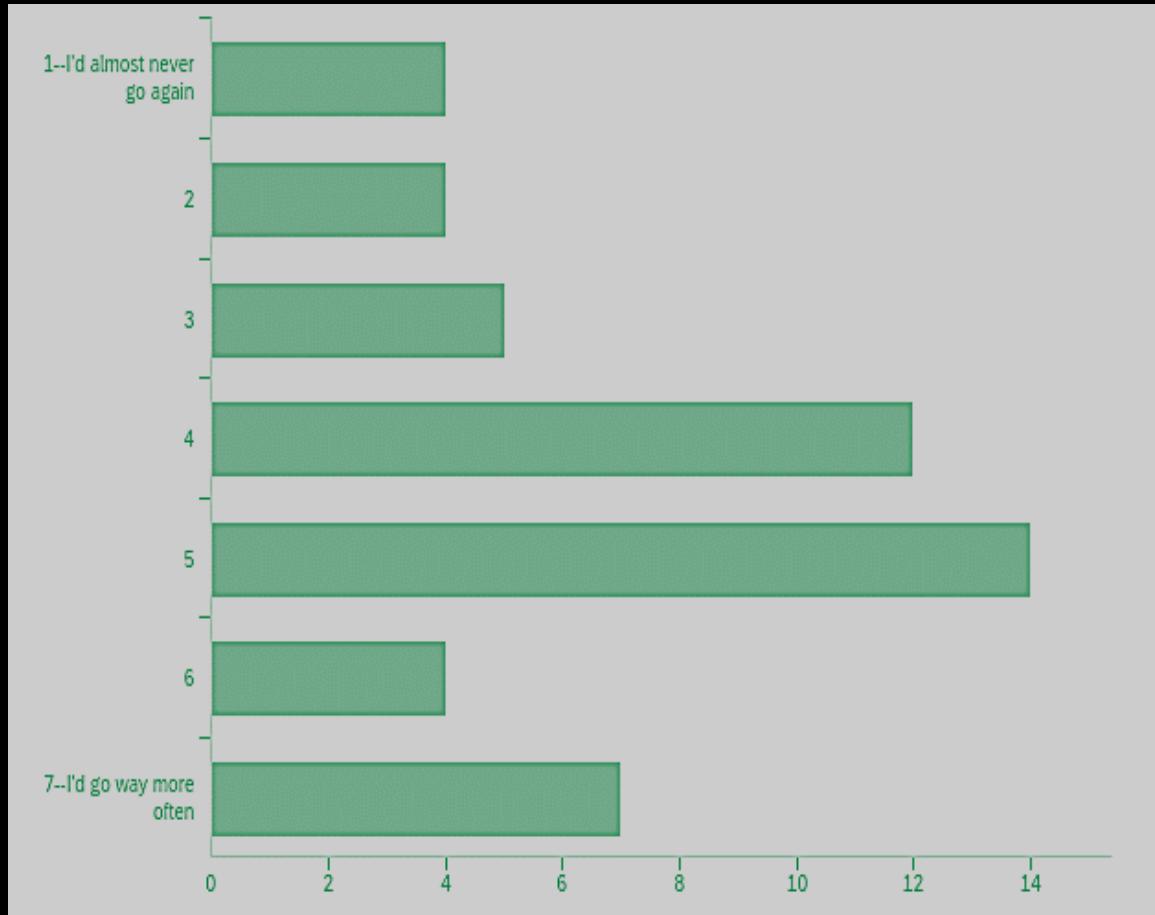


# THE SOLUTION...

STARBUCKS  
SHOULD SIMPLIFY  
THEIR MENU.



# Statistical Findings & Reasonings

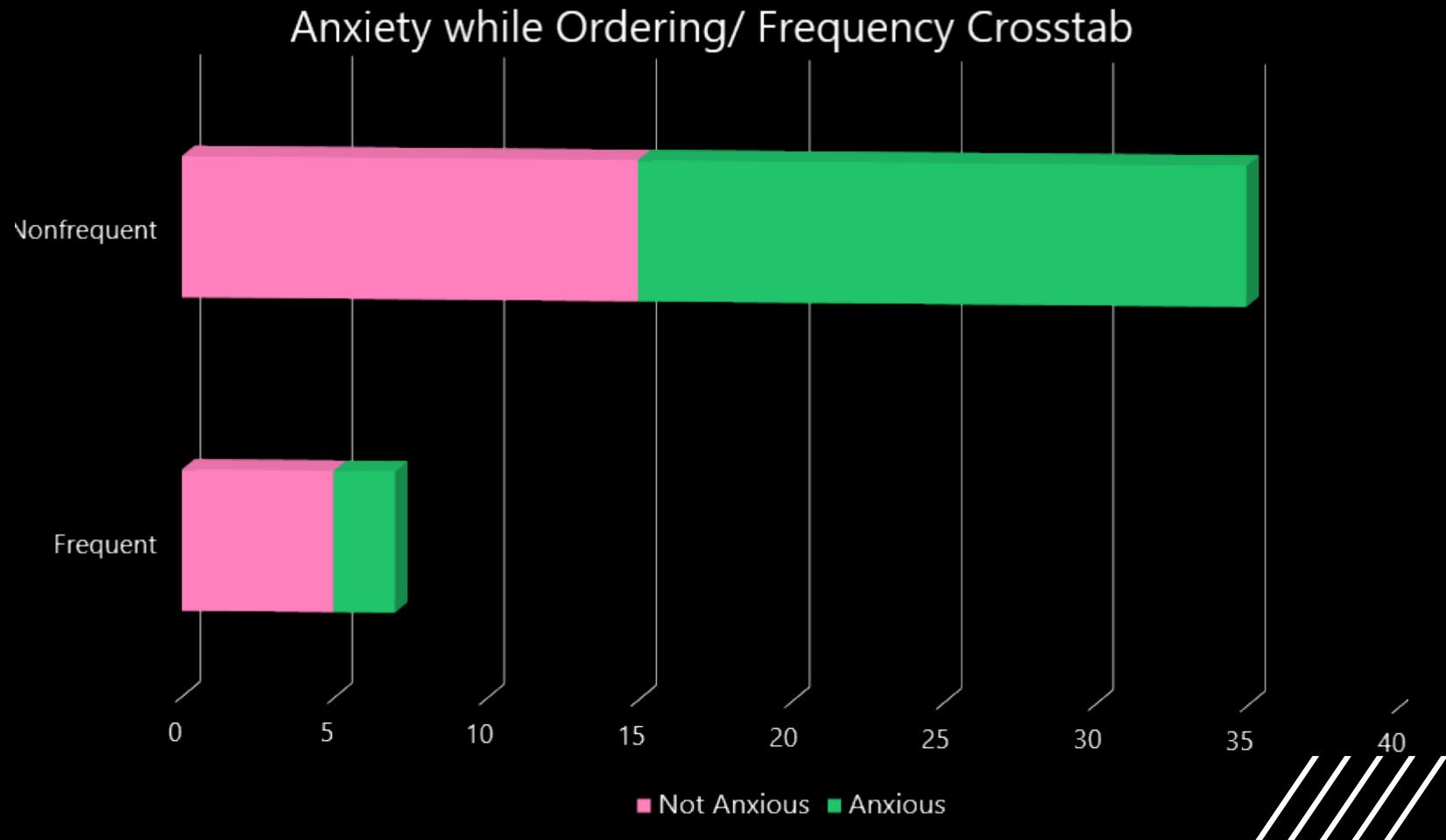


- 25/ 52 people are for separation.
- 15/52 people are not for separation.
- 12/52 people are neutral.
- What this means is that approx. 50% of people would prefer a more separate menu.



# Statistical Findings & Reasonings

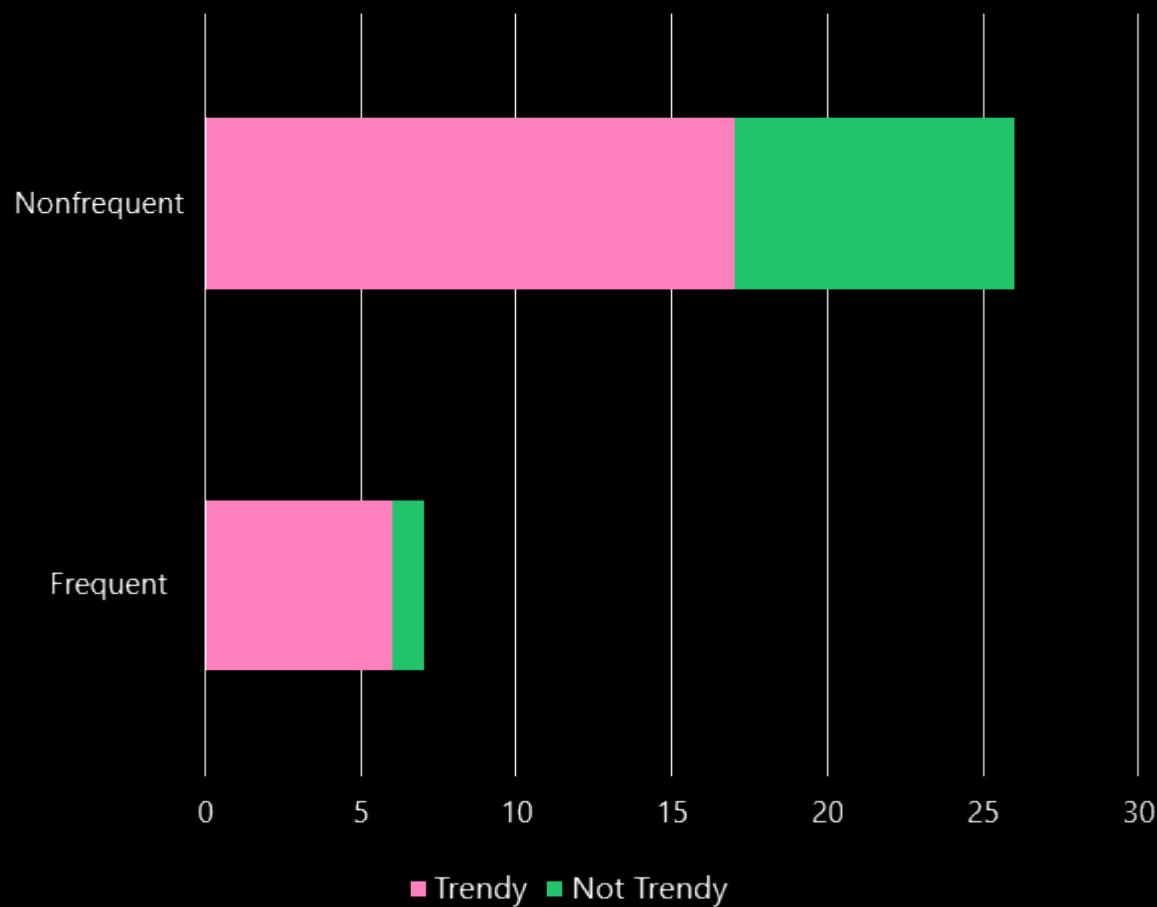
- This is important because it shows that people who **aren't** regulars feel more anxiety while ordering from Starbucks.



# Statistical Findings & Reasonings



Frequent Customer/ Trendy Crosstab

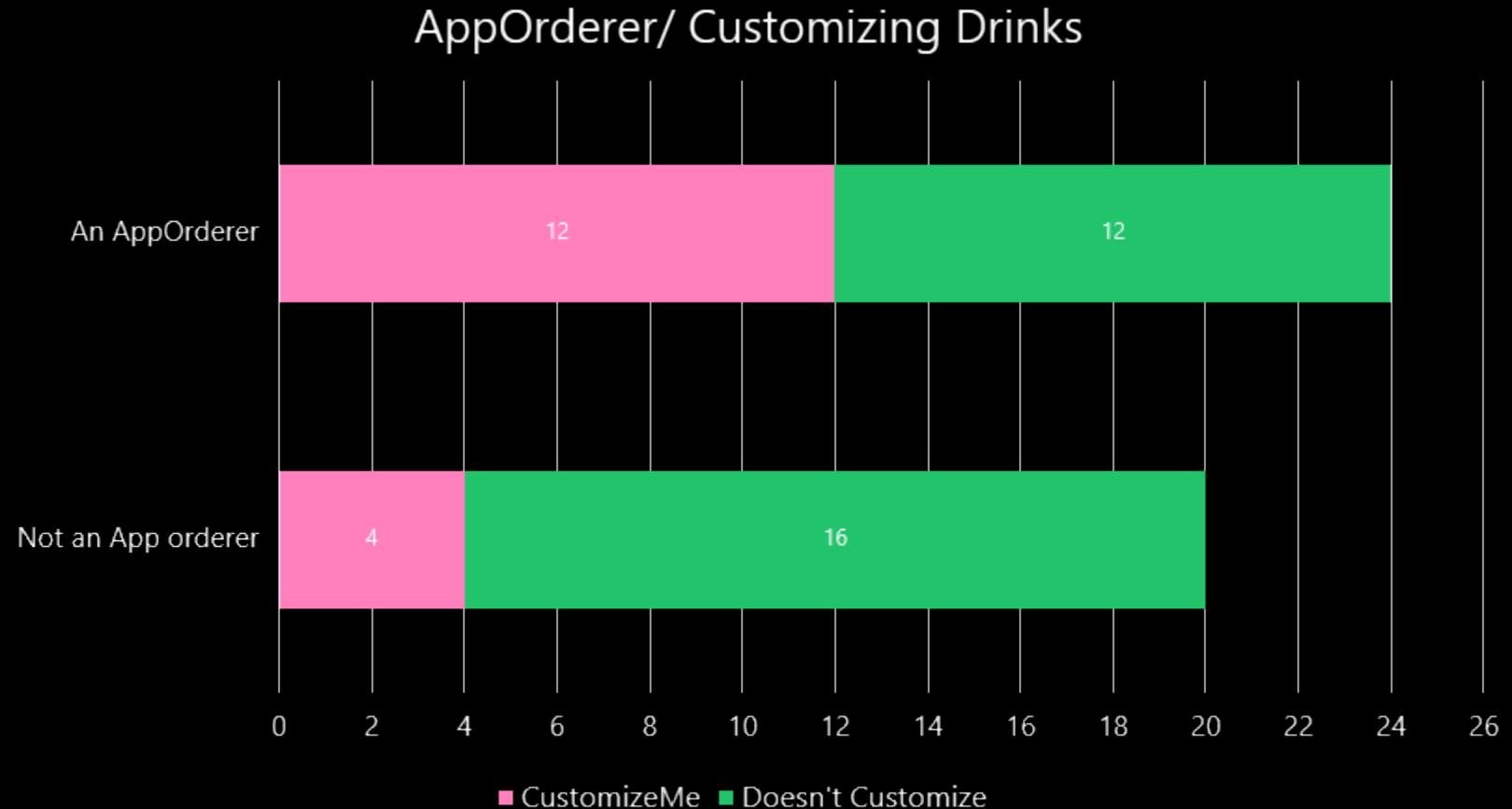


- This is significant because it shows that people do shop at Starbucks for the trendiness of Starbucks.

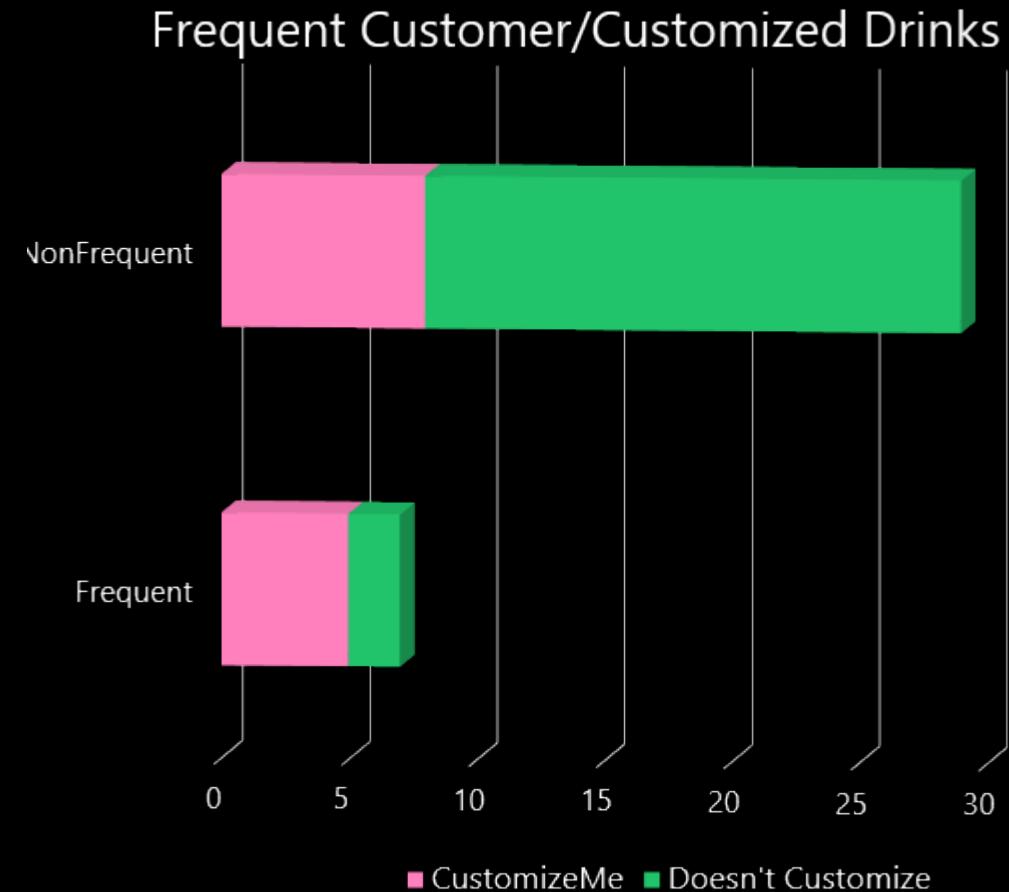


# Statistical Findings & Reasonings

- This is significant because it shows that the App is easier to use than one that doesn't use an app.



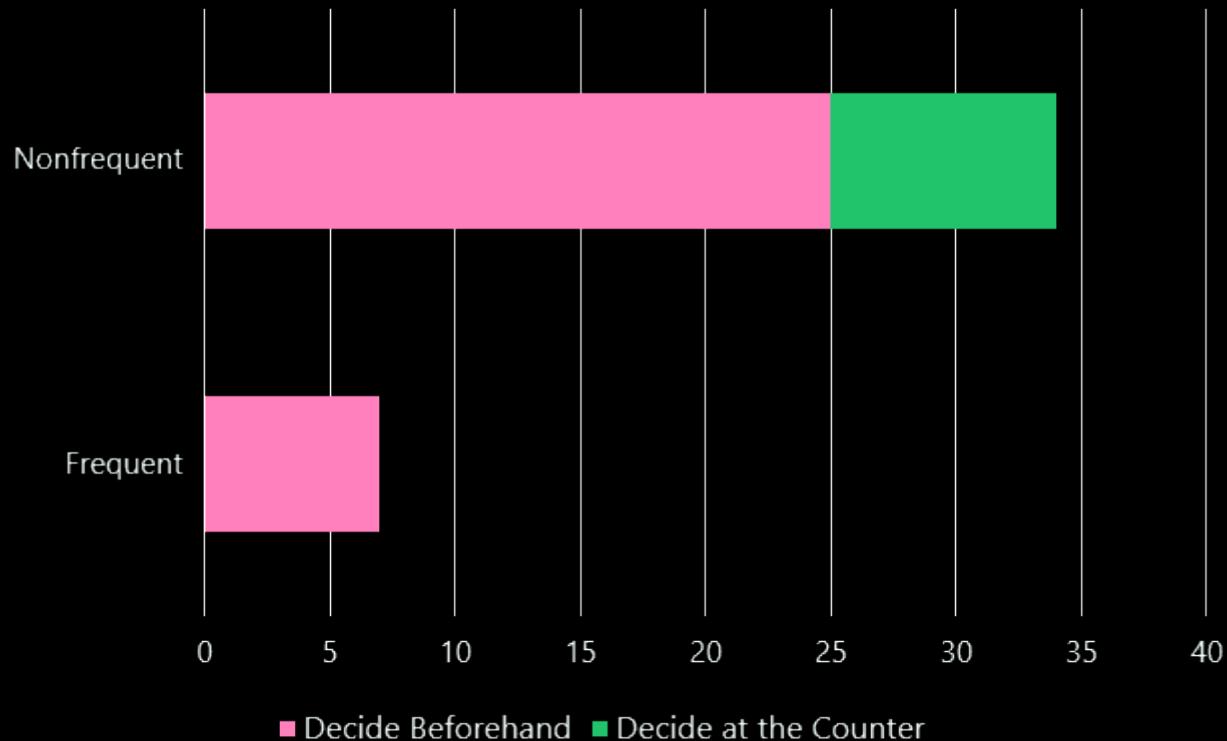
# Statistical Findings & Reasonings



# Statistical Findings & Reasonings



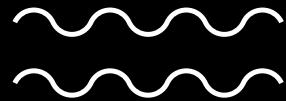
## Frequent Customer/ Drink Time Decision Crosstab



- This is important because it shows us that the menu's complexity doesn't allow for snap decisions at the counter.



# Interview with a Barista

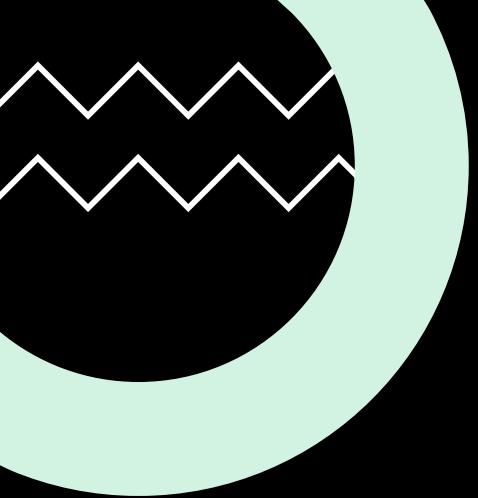


- Do you think that a person has to go into Starbucks with their order already in mind, previous knowledge of Starbucks ordering systems, or can a person, without any knowledge, go in and get what they are expecting to get?

"I think many people do go to Starbucks with an order in mind."

- If the menu isn't the issue, what do you think is the issue, in respect to Starbucks' customer confusion?

"I think that the menu is the issue in that it is too big. I think that if they wanted to solve customer confusion then they need to simplify their menu down to only 50-75 items that they can display all year round...There is some sort of fun bragging rights about it to your friends when you can customize your order and know what the barista is asking you and everything."



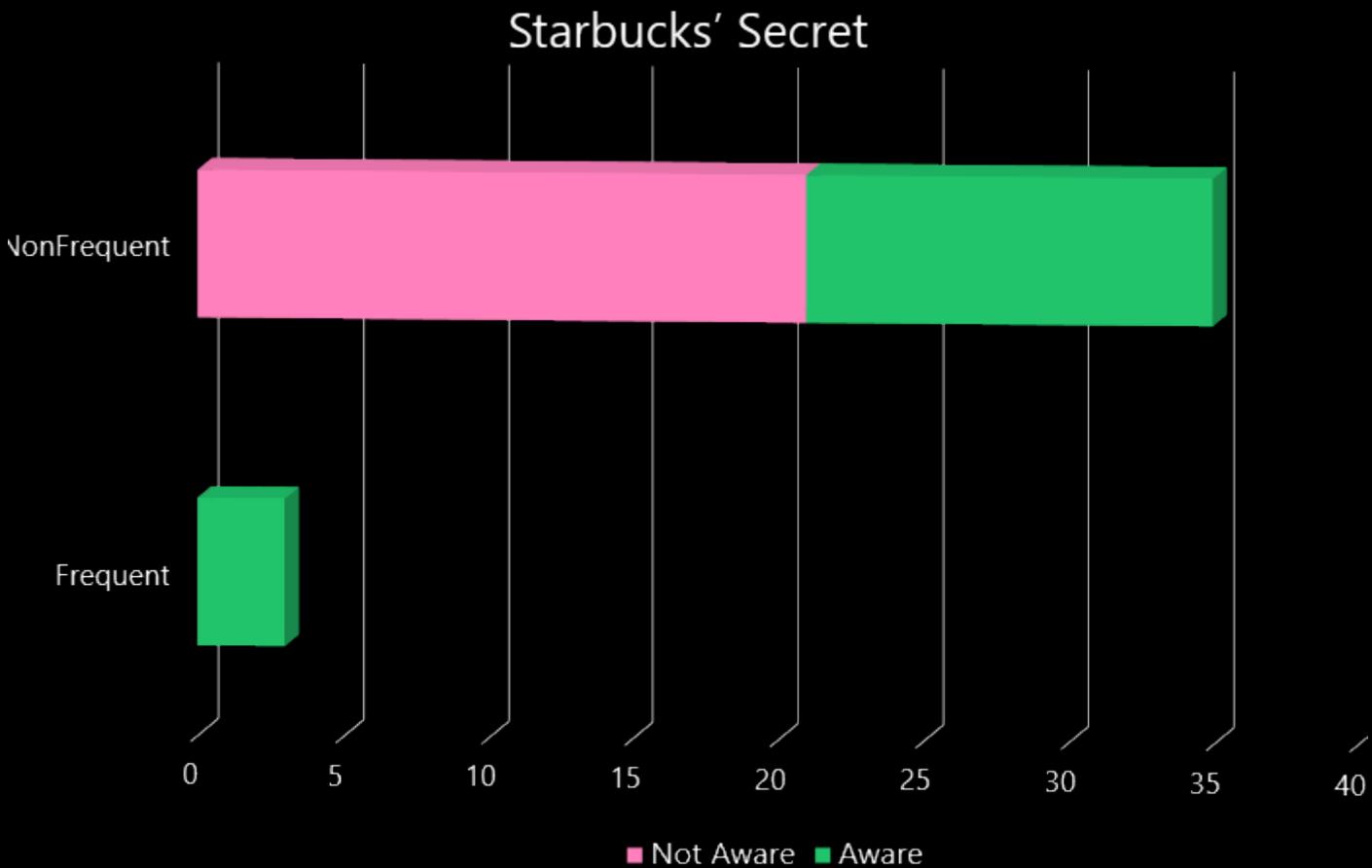
# Interview with a Barista

- Do you think that Starbucks customers feel elite when it comes to ordering from Starbucks? Or is there a perception of exclusivity?

“I think that there definitely is a perception of exclusivity and uniqueness. I think it is because you can customize your order however you want, and it makes you feel unique. Also, our drinks are very pricey so when you walk around holding our cup there could be some sort of rich persona carried with it.”



# Starbucks' Dinglehoppers





# Questions we should've asked:



- Likert Scale

I would like it if Starbucks offered less on their menu (Strongly disagree- Strongly Agree).

- Likert Scale

I think that **Starbucks'** menu is hard to understand... (skip logic)

I think that **Starbucks'** menu is hard to understand because of the **size...**

# SUMMARIZE

- The menu is the problem
  - Approx. 50% of people would like the menu to be more separate
  - Non-regulars are 30% more likely to feel anxious than regulars when ordering from Starbucks
  - 44% of patrons feel trendy when ordering from Starbucks
  - An app-orderer is 30% more likely to customize their drinks
  - Frequent customers are 43.8% more likely to customize their drinks
- 78% of **Starbucks'** customers decide beforehand.





# Data Collection Methods

- Qualtrics
- Microsoft SPSS





THANK-YOU  
FOR  
LISTENING