Monday:

1. Starbucks wants to evaluate whether their mobile pay solutions are having a positive impact on customer service. Outline how they might collect data to answer this question using:
   1. **An observational study:** In this case, it may be useful to observe a Starbucks store that either hasn’t implemented the mobile pay system or has disabled it for the day as well as a Starbucks that does have the mobile pay system. As an observer, you can compare the perceived experiences of customers at at the two different stores.
   2. **Focus Groups:** Holding an “impromptu” focus group in a Starbucks that has a mobile payment system would be effective in getting feedback from customers while the purchasing experience is fresh in the mind and they can retrieve those emotions easier. It would also be useful to conduct a focus group with Starbucks employees to get their feedback on what effects they think that the mobile pay solutions have had on customer experience.
   3. **Online Survey:** Many people come to Starbucks to use the WiFi and an online survey inserted into the WiFi connecting experience could help quickly gather opinions that are fresh on the customer’s mind as they have just sat down with their coffee and their laptop. This method would be useful in getting data on predefined metrics that the research team is interested in.