

January 21st, Meeting Notes:

For Paper Prototype:

All work is great, but with what we have it might be too much. Want to target the problem statement of Hyper-Personalization and AI. If somebody like X, has a usual drink, an app that has a tagged drink from when he orders it, or when he submits the drink on the app it is tagged to the baristas. There are many combinations of what people can order, which is their usual. Inside the “usual” show the custom drink/order that they want. That allows customers to order at Starbucks with their “usual, i.e. Amanda Breakfast” and it is delivered into the JSON with the exact instructions of how to make it, and is delivered to customers with the name Amanda Breakfast or custom name.

****Adding features that allow customers to either share their orders or not share the orders.**

ERD Prototype:

Inside the UI, enter a complete basket for order and upon pressing enter a UI pops up saying do you want to name this order ? Customer enters the name for the order and is set into the database. Here are the components of custom order, when a customer continues to press the order it will generate the exact same order repeatedly.

****Connectivity with other social media and people would be a great commodity, but not the main focus.**

Machine Learning:

Suggests that we need to find a way to approach the value statement, and add AI as an additional piece if we can get to it.

Show what a spoken response would be like, instead of focusing on how to implement it within the app fully correctly.

What Starbucks really wants, their mission: is to make people and the world happier by one person at a time. Achieve this by making customers and baristas feel more at home. “The third place” is a home away from home, but this hyper personalization can make a person feel special by hearing it from a real person (barista). Lots of customers who use their programs, and the goal would be to give a person a weekly report, where it gives the amount of “stars” they have earned for the week from purchasing drinks, and how many more they need to reach a certain goal or etc. Not using the AI so much to do the entire app, but more so trying to focus on how to get this to work for a single person.

A similarity/complimentary matrix. Not so much a drink generator for someone. Way ML would be powerful is if we have an idea of likes/shares on drinks, we will have a cluster of people that

like the same things. People who share these interests have similar likes on the drinks, the system will try to make trends based on what the users like and share. Would try to be promoted by being smarter from the feedback from the real world.