

### **Your idea**

Place a piano in the store so customers can entertain each other.

1 point

0 comments

### **How did this experience make you feel about Starbucks in general?**

This exercise made me feel rather neutral about Starbucks.

### **What type of co-creation (i.e., submitting, designing, tinkering, collaborating) is Starbucks employing through this platform?**

It's sharing, Starbucks sets the premises by creating the categories of ideas and also picks the ideas themselves without influence of the public (although the public can influence this by giving points).

### **What is Starbucks trying to achieve through this platform?**

I believe it aims to get possible ideas it could use for their company and to create engagement with their customers. This is done by giving them the impression they can influence how the company behaves and treats its customers.