

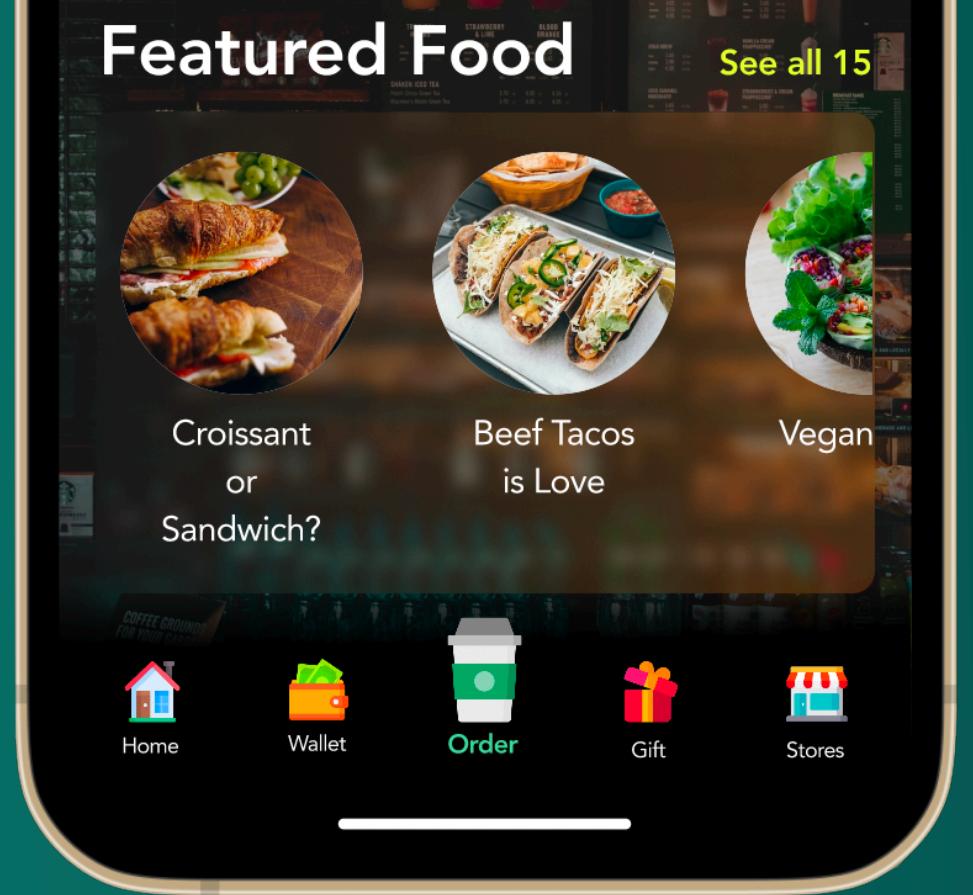
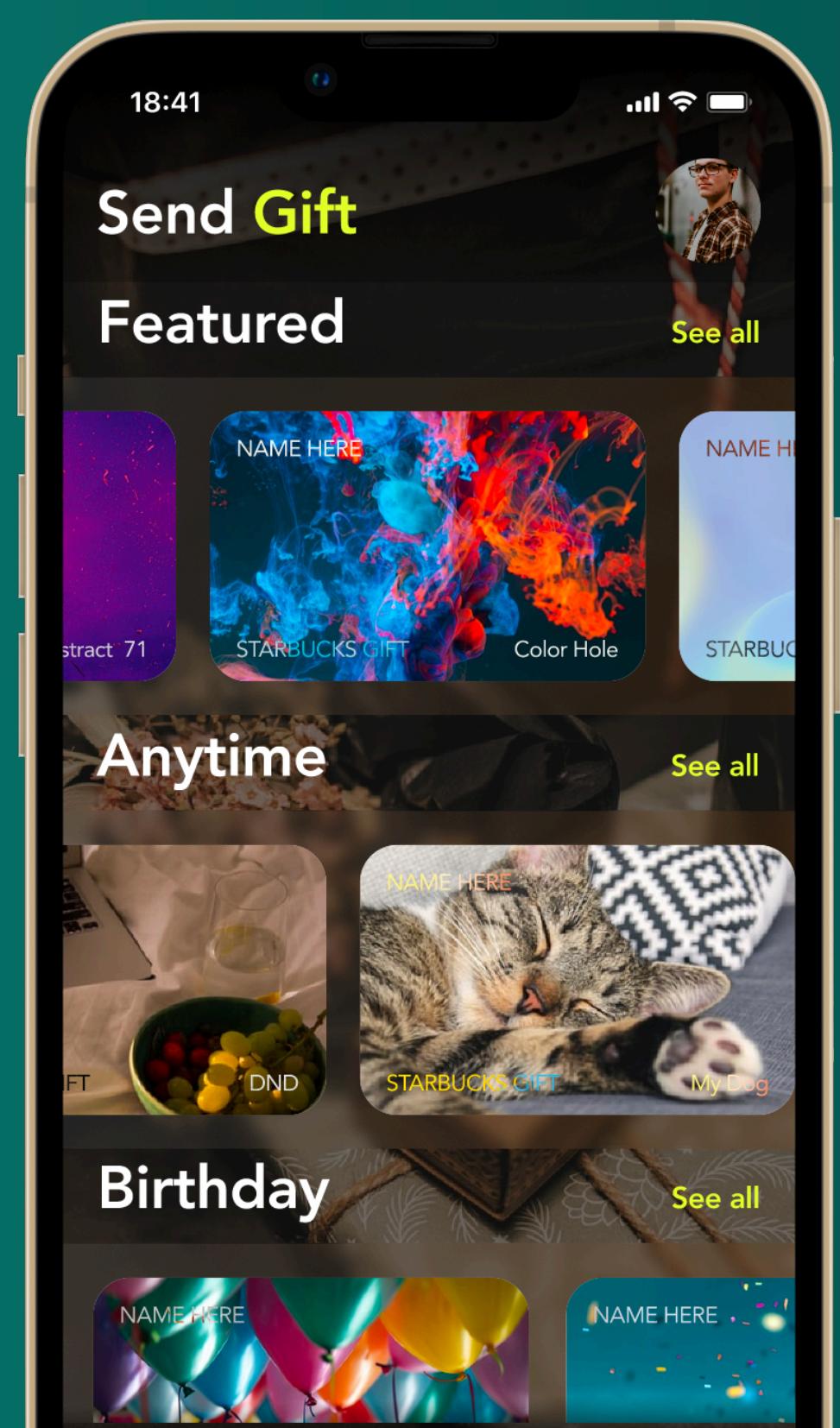
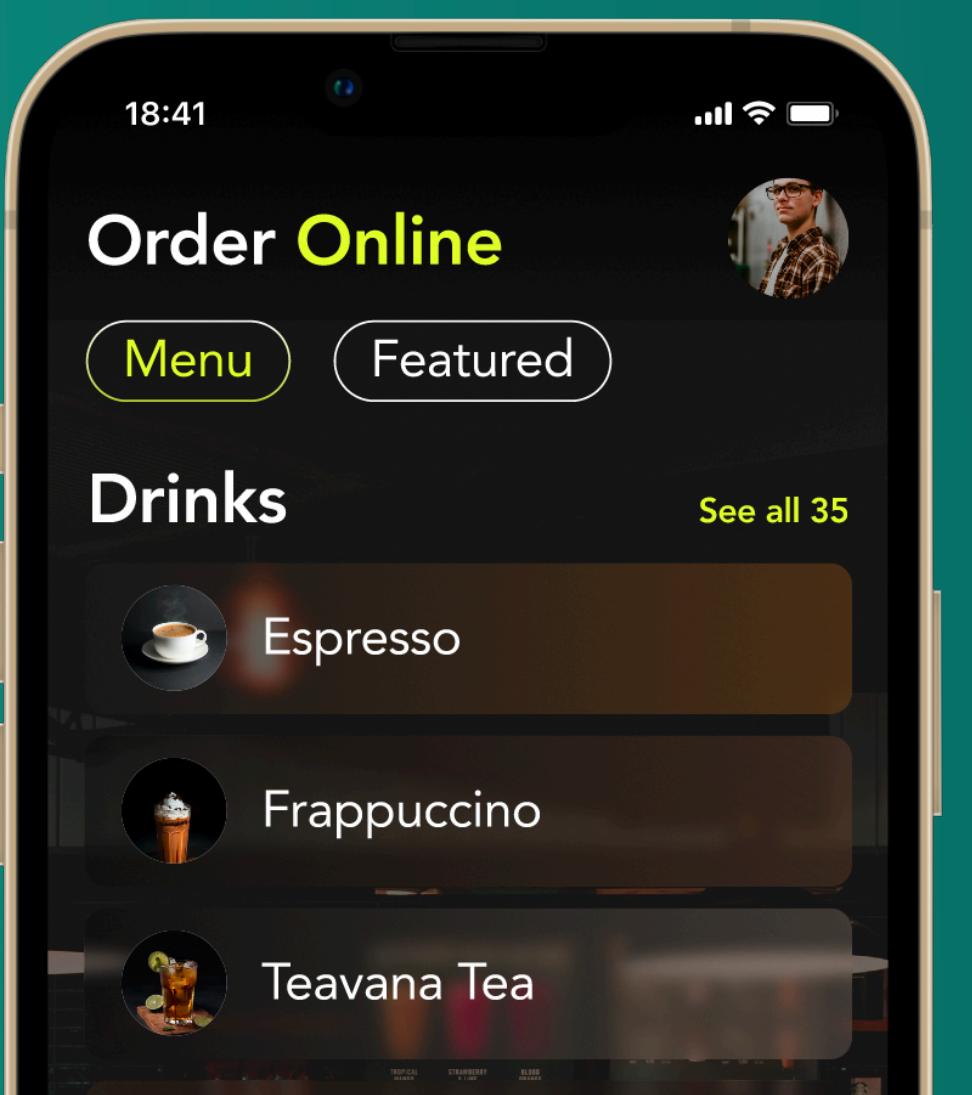
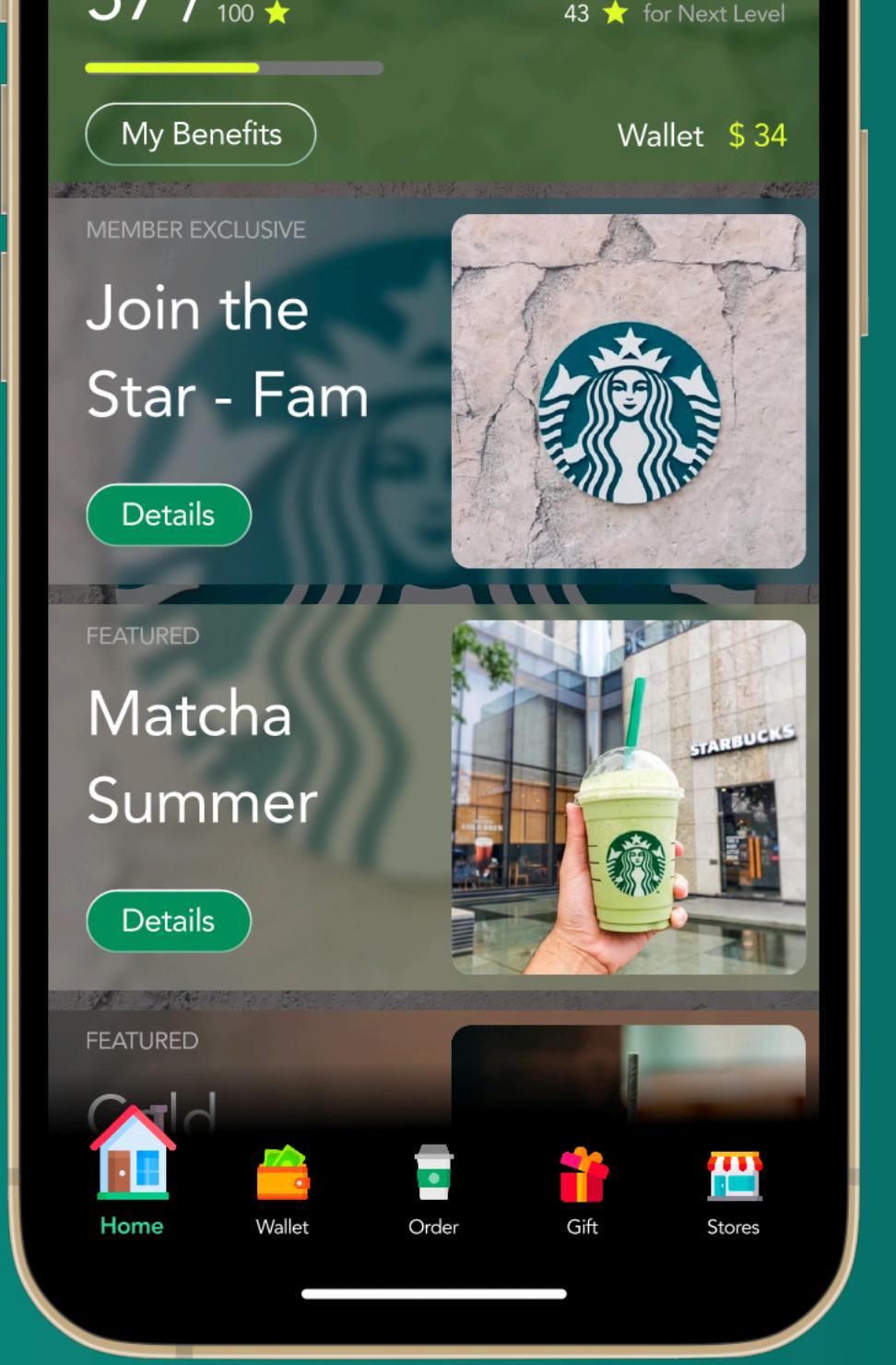


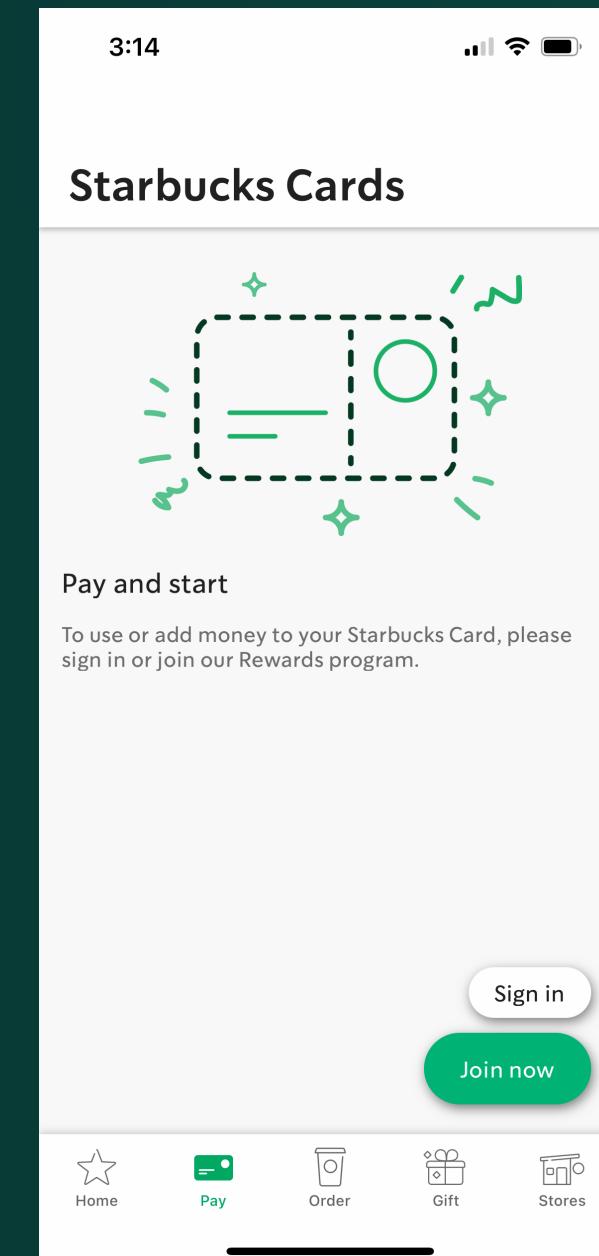
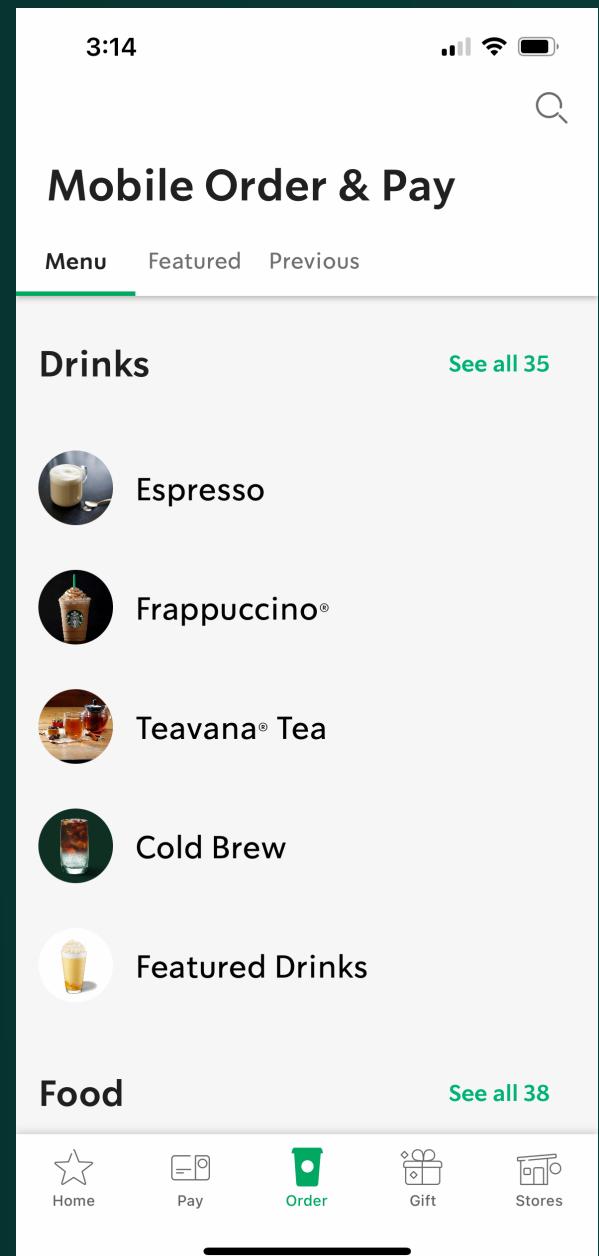
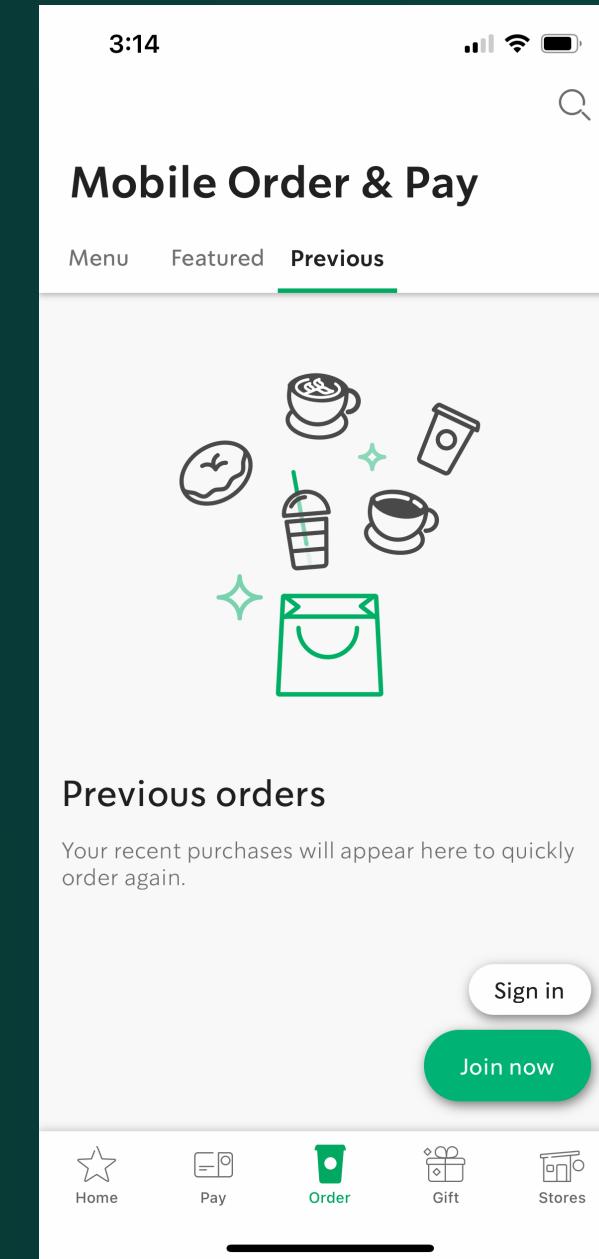
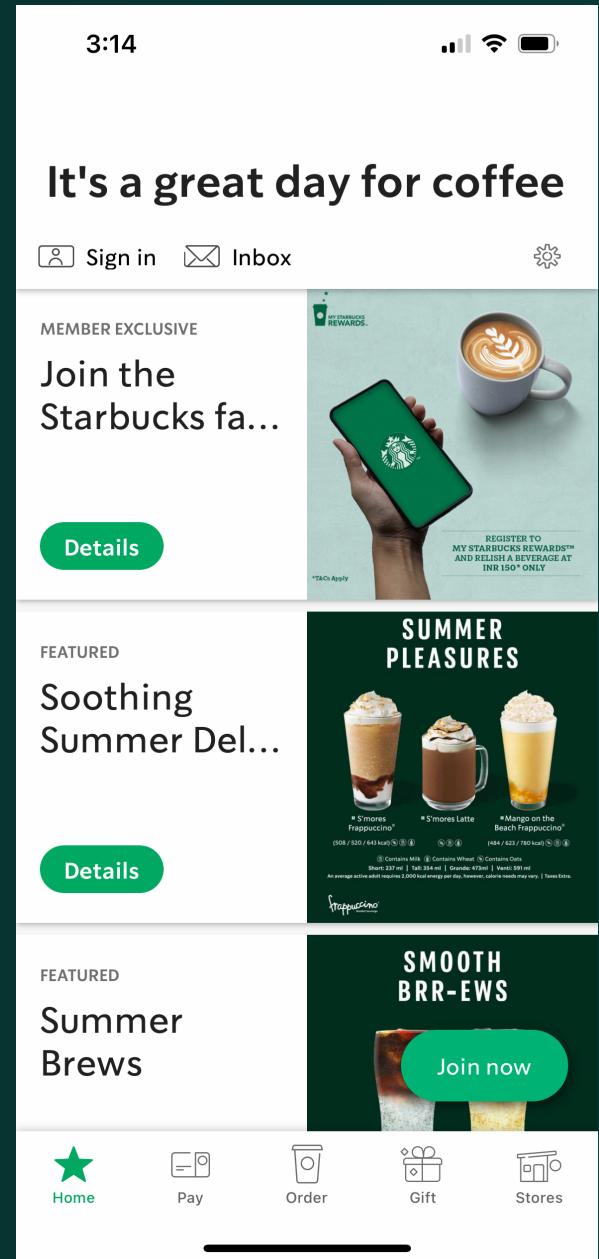
Starbucks

UI Re-Design

Name : Ruturaj Mahale

Time Duration : 2 Days





The Current UI

Here is the glimpse of the current UI. Sudden observations seem to be very flat, restricted to the color theme, feels blank at places apart from breathing spaces.

The standards & spacings have been followed but the app seems restricted as compared to the in-store experience. In-store experience have always known to be colourful, vibrant, clean & comfortable.

“ Dark Mode would be highly appreciated. Not complete colourless dark but something that’s comfortable & cozy ” - Weekly User

Re-Designed UI Preview

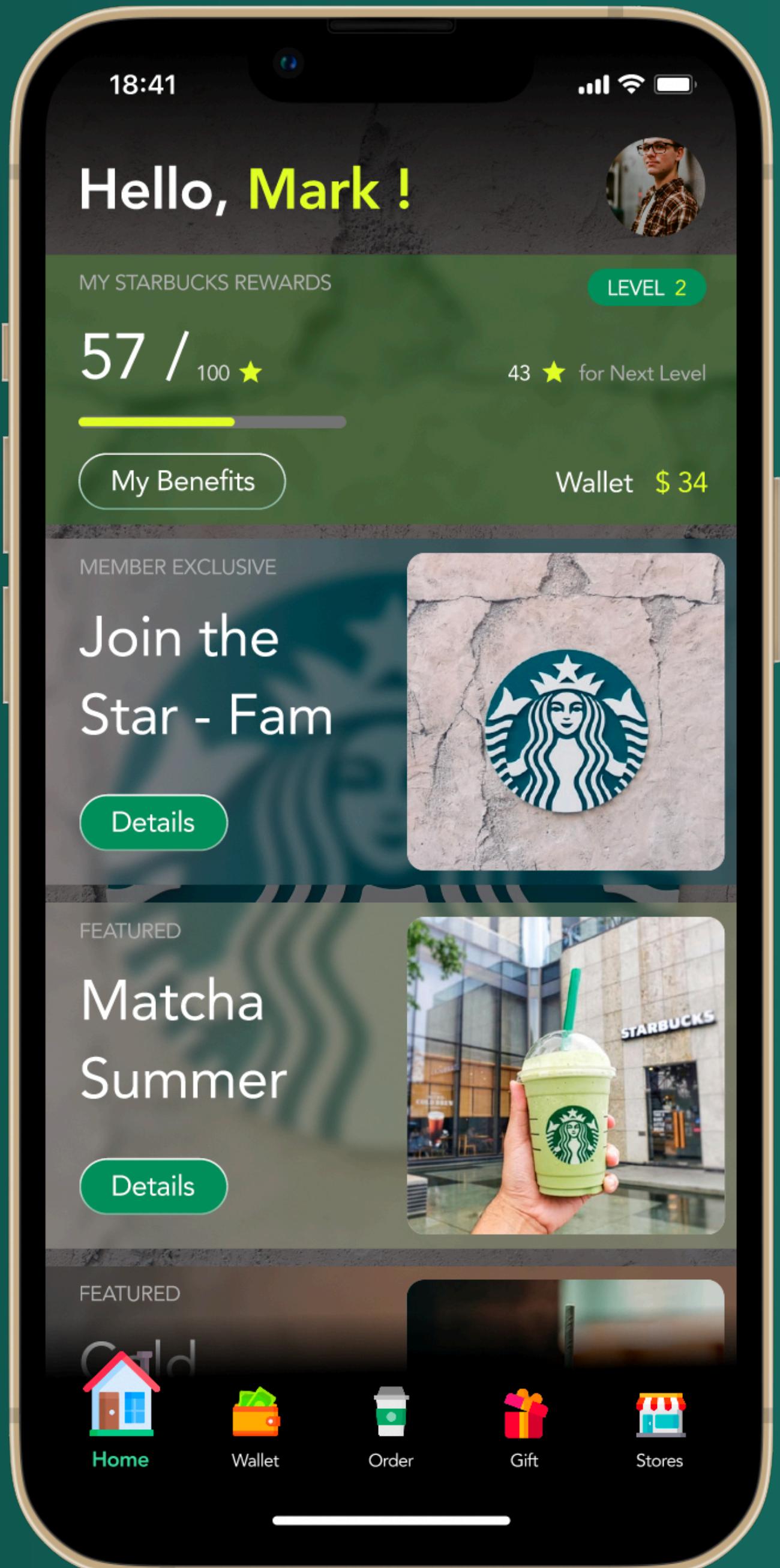


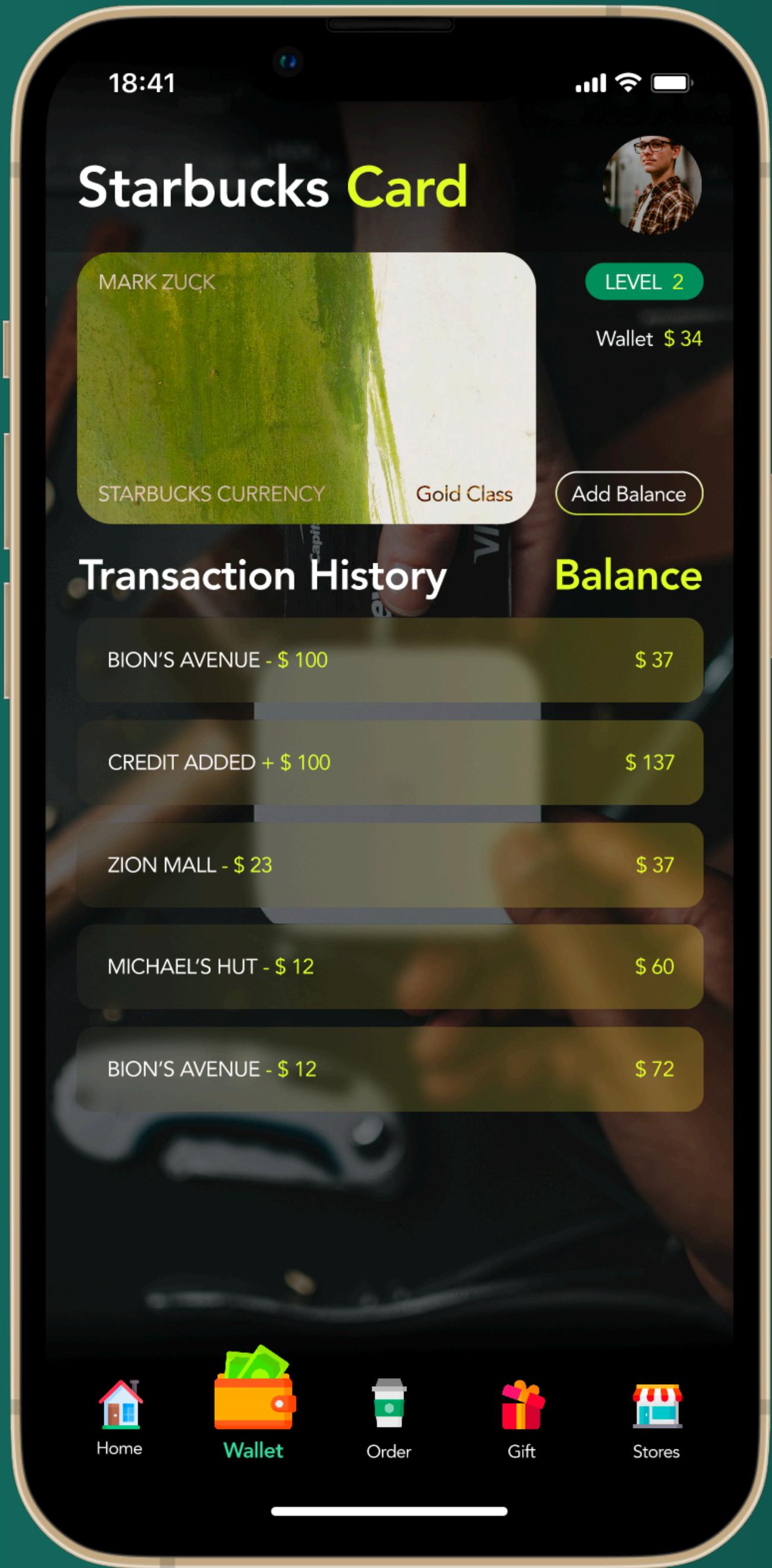
Home

This new home screen brings a completely new life into the app. With smart animations, clever gradients & smooth boundaries, the app introduces a mixture of Dark Mode & Colour-Comfort.

Principles of Glass Morphism have been implemented here with beautiful colours & backgrounds. The user level & stars collected have now been highlighted and filled with life to encourage the user to reach new heights & increase their levels which directly results in increased sales.

“ Now I feel like spending more because the app just got a significant beautification ” - Weekly User





Wallet

The wallet section has the options to manage balance as well as check the transaction history, informing the user the information of where and how much they spent using their Starbucks Card.

You can now scan and see your actual physical card on screen mixing the state between reality & virtuality.

The gradients will be according to the colour of the card. Two shades, light & dark will be picked from the card & linear gradients will be added to the Glass Morphic boxes giving a personalised touch to the users app.

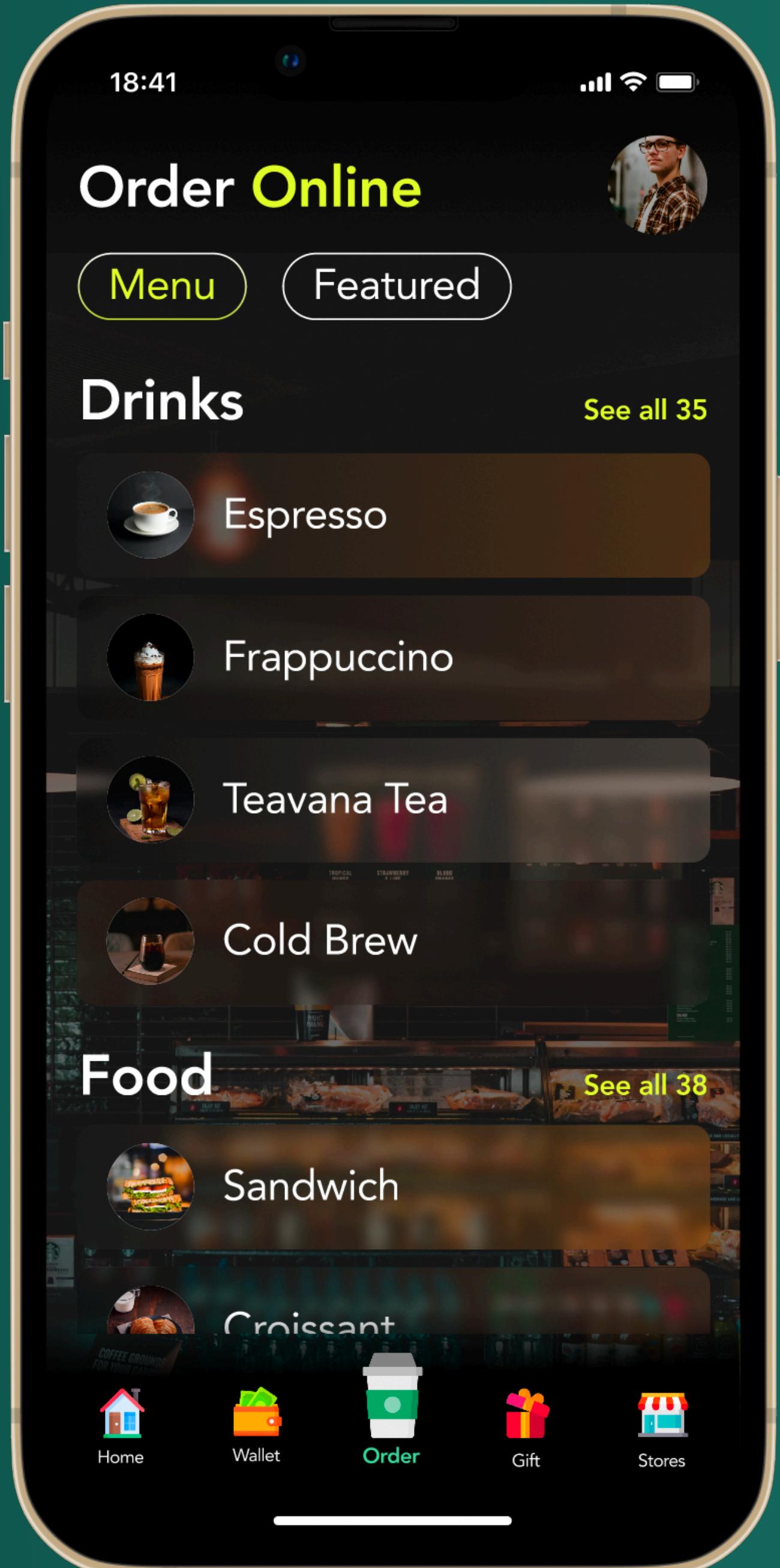
“ Layout of the page is clean & minimalist ” - Weekly User

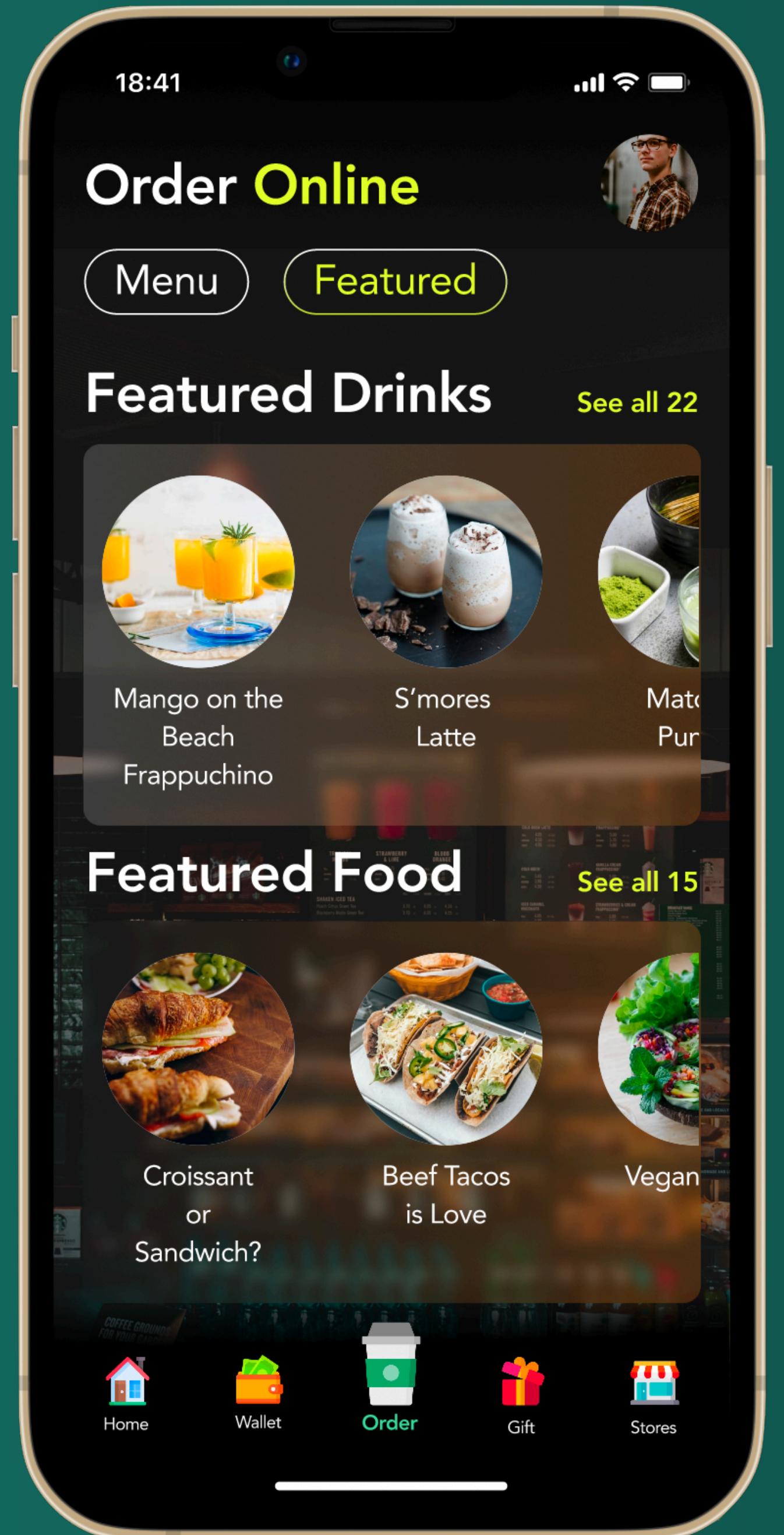
Order

The Menu Sub-Section in the Order Section has been completely enhanced. What before was dull, flat & un-appetising, now feel's like is actually connected to the theme of the **in-store experience**.

The in-store experience has always been colourful, texturised, premium & clean. The same is been made here to encourage the user to order more & find a place of **comfort**.

“ I think I'll take a break from my diet ” - **Not a Weekly User.**





Order

The featured Sun-Section inside the Order Section is specialised according to the featured / seasonal menu. Beautiful background's with shades have been added make the featured section **pop-out**.

The balance between “ Featured Drinks ” & “ Featured Food ” have been **re-structured** as before it was imbalanced cutting 1/3rd portion of the Food Section to make the page vertically **scrollable**.

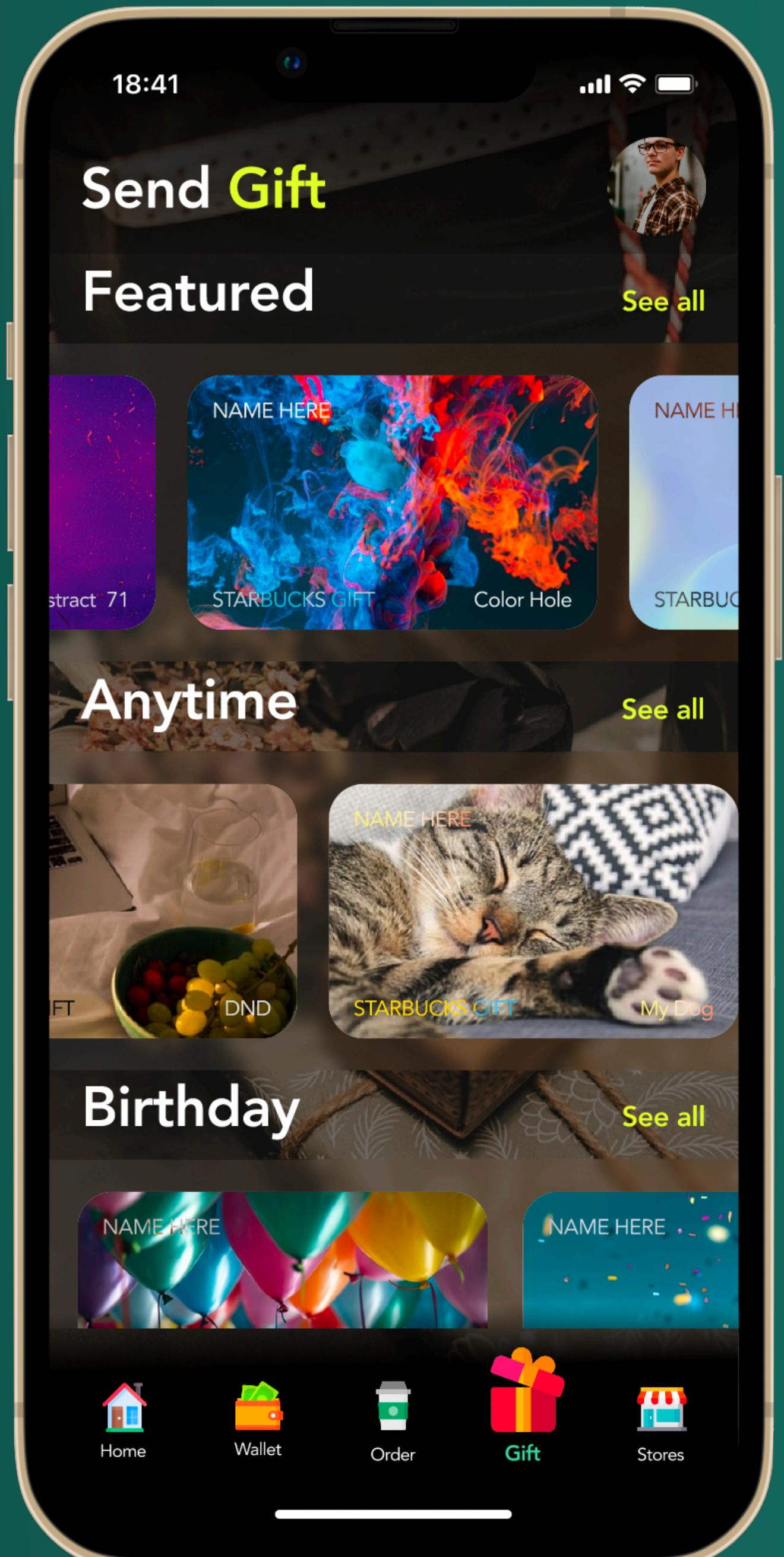
“ I like how the featured drinks and food have bigger images & images with **more colour** as compared to the normal ones ” - **Weekly User.**

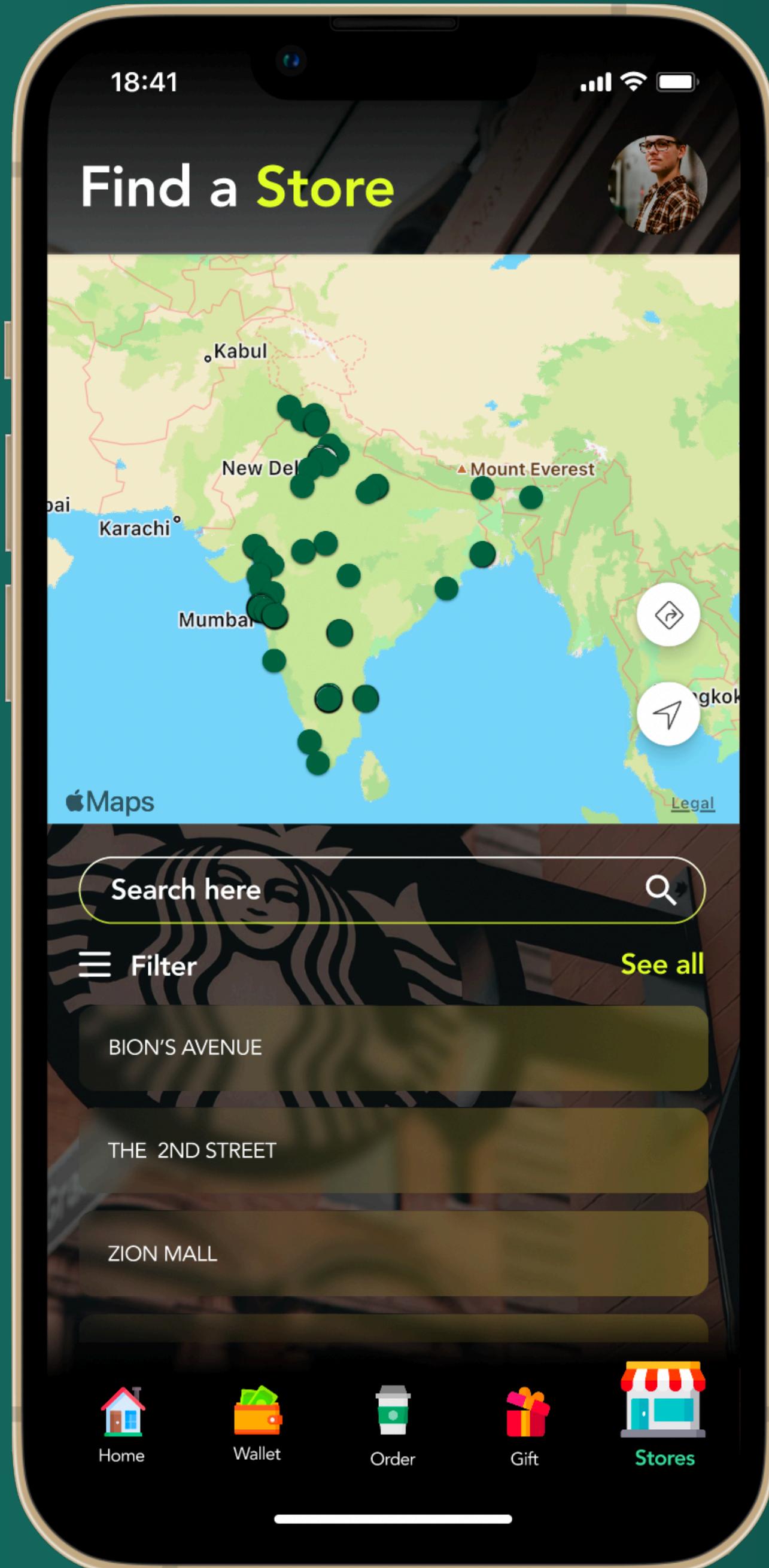
Gift

Sending personalised gifts to your **loved ones** has never been this fun and full of emotions. Including many sections such as **Featured**, **Anytime**, **Birthday** etc. the user can now comfortably choose a **gift** according to the events in their life.

Horizontal scrolling have been re-structured to preview the cards even better as the user needs to see the **exact thing** that they buy.

“ If it is this beautiful then I’ll gift some to myself ” - **Weekly User**





Stores

Finding stores such easily gives the user the freedom to quickly do a drive-thru to the store or drop in for a quick coffee. Added is also a small feature for the user to filter between the distance radius & location searching.

“ I feel the page is much more attractive now & I might use it to find Starbucks near me ” - Weekly User.

Figma Prototype Link

[Click Here](#)

Please Press “R” to restart the prototype
from beginning

Ruturaj Mahale

ありがとうございます



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