Case Study: <STARBUCKS>

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<Starbucks app>

To find a nearby store, place orders, track rewards and enjoy an everyday coffee experience.

Screenshot:

Link to the Product, website, or app:
https://app.starbucks.com/

Motivation

I love having coffee and frequently get drinks at Starbucks. The Starbucks app allows me to save time and customize my order before pickup, while also letting earn and track rewards and gives me coupons based on my usage of the app.

It also allows me to earn rewards when I go to the counter and order at the cashier as long as i use the app to scan a barcode when I'm ordering which is a cool feature.

Role:

In this project, I evaluated the Starbucks app’s user experience. I conducted an analysis of the app’s usability by engaging in user interviews and mapping out user journeys. Through this process, I identified pain points and opportunities for improvement. My goal is to redesign the app to better meet the needs of different user personas.

Problem Statement

Enhance the experience for users, while ensuring user needs such as ease of navigation and timely order processing were met.

Business Goals:

- Improve user engagement with the app for repeat customers.
- Ensure smooth ordering for busy professionals.
- Provide an immersive experience for seasonal enthusiasts.

User Needs:

- Seamless navigation and ordering for efficiency seekers.
- A personalized, engaging experience for those interested in seasonal drinks and merchandise.

Evaluation Approach

1. Conducted interviews with starbucks customers
2. Learnability: The app should be easy to learn for first-time users, while also being efficient for returning users. The interface design and navigation options should be intuitive and require minimal learning time.

Visibility: Important features, like order status and customization options, should be visible and easy to find without overwhelming the user with excessive details.

Consistency: The design should ensure that similar elements behave in a predictable way across different parts of the app. For example, navigation and button placement remain consistent, providing a seamless experience for repeat users.

3. Nielsen's Usability Heuristics

- Visibility of System Status: The app should keep users informed of their order status through clear and timely notifications.
- Match Between System and Real World: The app mirrors the real-world process of ordering and picking up a coffee, allowing users to customize their drinks as they would at a physical store.
- User Control and Freedom: Users should be able to easily modify or cancel their orders in case of a mistake, without getting locked into actions.
- Aesthetic and Minimalist Design: The design should be clean, with only necessary elements displayed to avoid overwhelming the user.
- Help and Documentation: If users encounter problems, they should have easy access to support options like FAQs or customer service.

Persona 1: Sarah Mitchell – Office Woman

- **Name**: Sarah Mitchell
- **Demographics**: 32, Female, Urban area, works as a marketing manager.
- **Goals**: Maximize efficiency in her daily routine. She wants to quickly grab her favorite coffee using the Starbucks app without having to wait in line or make small talk.
- **Pain Points**: Dislikes waiting in line or dealing with delays. Gets frustrated if her routine is changed.

Detailed Persona:

Sarah is a 32-year-old marketing manager who relies on her smartphone to streamline her busy workday. She values time efficiency, using the Starbucks app to place and pick up orders without interacting with staff. Sarah enjoys seasonal drinks but rarely has time to explore the store. She's tech-savvy and expects a smooth, seamless experience every time.
Sarah's main limitation is her tight schedule, which leaves little room for unexpected delays. She finds it frustrating when the app is slow or her order isn't ready on time. Despite her busy lifestyle, Sarah enjoys trying limited-time offerings but expects to do it quickly and efficiently.

Persona 2: Emily Thompson – PhD Student

- **Name**: Emily Thompson
- **Demographics**: 23, Female, College town, PhD student in Literature.
- **Goals**: Enjoy the Starbucks atmosphere while working on her research. She loves ordering seasonal drinks and chatting with baristas.
- **Pain Points**: Feels that ordering through the app takes away from the in-store experience she enjoys. Occasionally finds it hard to find a good seat to work.

Detailed Persona:

Emily is a 23-year-old PhD student who spends her afternoons at Starbucks working on her research. She loves the seasonal drinks and takes joy in chatting with the baristas when ordering at the counter. For her, Starbucks is not just a place to grab coffee but a productive environment where she can focus on her studies. Emily enjoys the ambiance, but sometimes has trouble finding seating during peak hours. She prefers the personal touch of ordering at the counter, which makes her feel more connected to the Starbucks experience.

Persona 3: Lisa Carter – Busy Mom on the Go

- **Name**: Lisa Carter
- **Demographics**: 35, Female, Suburban area, stay-at-home mom.
- **Goals**: Get her favorite coffee quickly and efficiently while juggling her kids' needs.
- **Pain Points**: Finds it hard to manage orders while dealing with her children. Hates waiting in long lines, especially with her kids getting restless.

Detailed Persona:

Lisa is a stay-at-home mom who relies on Starbucks to give her a moment of relaxation during a busy day with her kids. She prefers using the drive-through for convenience, as it allows her to grab her favorite drink without having to unload her children from the car. Her main limitation is juggling her responsibilities while making quick stops for coffee. She's often in a rush, and her biggest frustration comes when drive-through lines are long or the app isn't working properly. Despite this, she loves Starbucks' seasonal drinks and makes it a point to try them whenever she can, as it's one of her few indulgences.

Why I selected these Personas:

I selected these personas because they represent three distinct user types with different goals and pain points:

1. **Sarah**, the busy professional, values time efficiency and seamless technology.
2. **Emily**, the PhD student, enjoys the Starbucks environment and prioritizes experience over speed.
3. **Lisa**, the busy mom, reflects the user who values convenience and speed, especially when juggling family responsibilities.

Approach to developing them:

I thought of the different types of ways people could order and picked information I know about starbucks and what I learnt from interviews to create 3 personas.

Resource Slide: Touch Points

1. Awareness Stage

- **Social Media Ads:** Users see targeted ads on platforms like Facebook or Instagram.
- **Search Engine Results:** Users find your brand through organic or paid search results.
- **Content Marketing:** Users engage with blog posts, videos, or infographics.

2. Consideration Stage

- **Website Visits:** Users explore your website for more information.
- **Email Newsletters:** Users receive informative emails about your offerings.
- **Webinars/Events:** Users attend online or in-person events to learn more.

3. Decision Stage

- **Product Reviews:** Users read reviews on sites like Amazon or Yelp.
- **Comparison Tools:** Users use comparison charts to evaluate options.
- **Free Trials/Demos:** Users try out your product before committing.

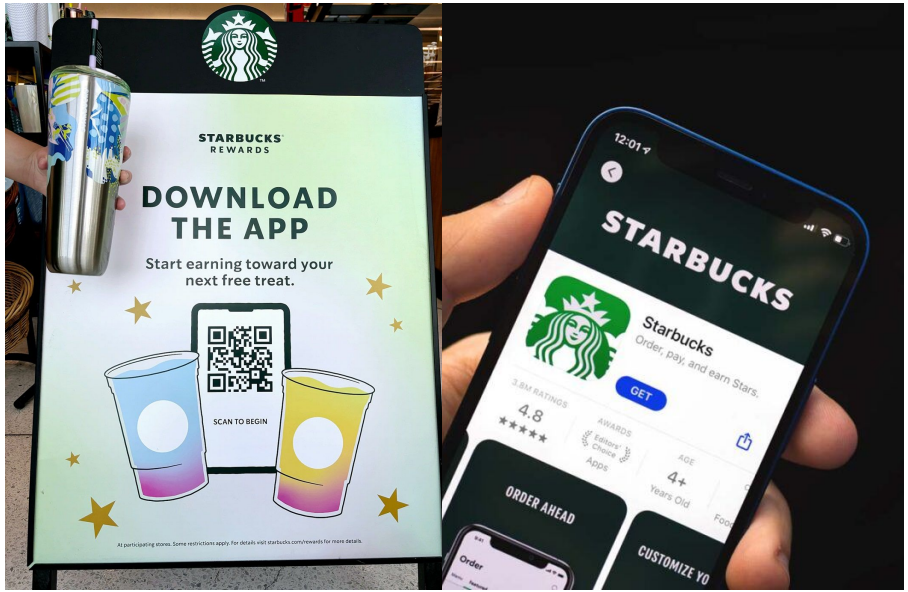
4. Usage Stage

- **Onboarding Process:** Users go through a guided setup or tutorial.
- **Customer Support:** Users interact with support via chat, email, or phone.
- **User Community:** Users engage in forums or social media groups.

5. Post-Usage Stage

- **Feedback Surveys:** Users provide feedback through surveys or ratings.
- **Follow-Up Emails:** Users receive thank-you or follow-up emails.
- **Loyalty Programs:** Users engage with rewards or loyalty programs.

User Journey - Awareness #1



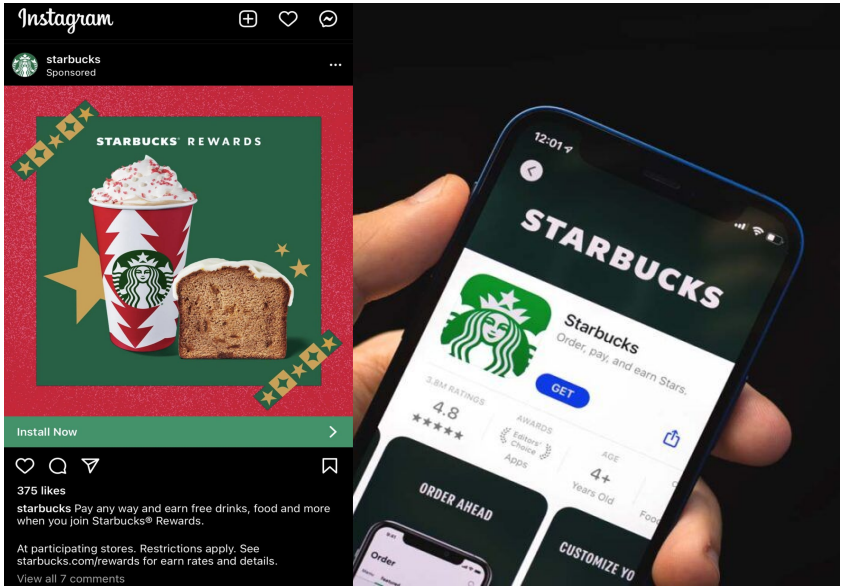
Touchpoints: Searching on play store or app store, Starbucks is a pretty famous coffee store so users end up downloading the app when they visit(most stores have qr to download app at counter)/ when a friend suggests for rewards.

User Actions: The user scans a qr or searches up “Starbucks” on the app store and installs the app

Emotions: Excited and curious for the rewards they can get and to get coffee.

UX Tip: Simplicity: Ensure that the download process is quick and easy, with clear messaging on the rewards and benefits the user will receive. Avoid overwhelming users with too much information during the initial stages.

User Journey - Awareness #2

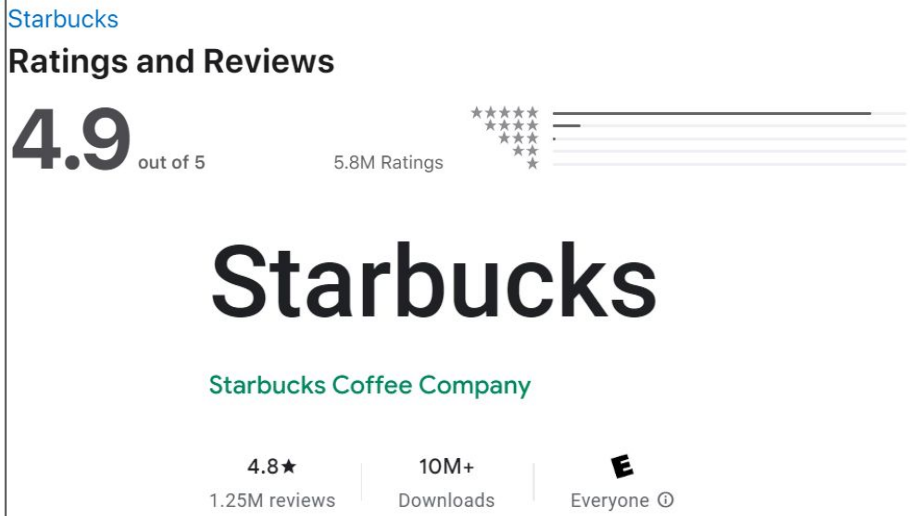


Touchpoints: User's get an add on social media for the app

User Actions: The user clicks on the add and the app store opens up where they install the app.

Emotions: Excited and curious for the rewards they can get and to get coffee.

User Journey - Awareness

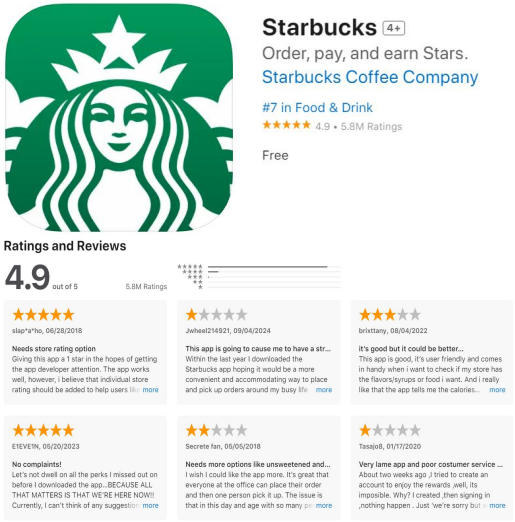


Touchpoints: User's wants to see what other people think of app

User Actions: The user checks the reviews of the app in the app store.

Emotions: Reassured after seeing a 4.9/5 rating with 5.8M people leaving a rating on apple app store and 4.8/5 and 10M+ people leaving a rating on android app store.

User Journey - Consideration



Touchpoints: [Where does the user seek more information?]

- App Store Reviews: Users read reviews and ratings about the app on the App Store or Google Play.

User Actions: [What research or comparisons does the user make?]

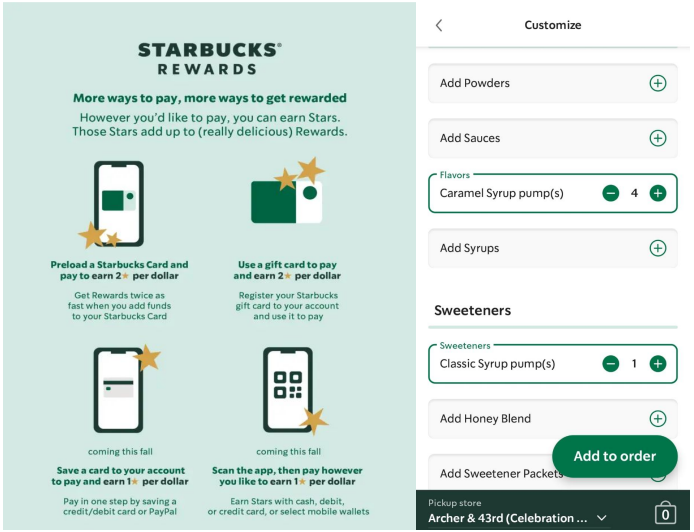
- Users scroll through reviews, comparing the app's features to competitors.

Emotions: [What are the user's thoughts and feelings?]

- Users feel engaged and eager to learn more but may also feel skeptical about whether the app will meet their needs.

UX Tip: Visual Appeal and Credibility: : Highlight user reviews, testimonials, and key features visually to build trust. Provide concise product descriptions to help users quickly understand the app's unique value propositions.

User Journey - Consideration



Touchpoints: [Where does the user seek more information?]

- Product Information: They explore the app's website or the in-app pages that highlight seasonal drinks, rewards, and customization features.

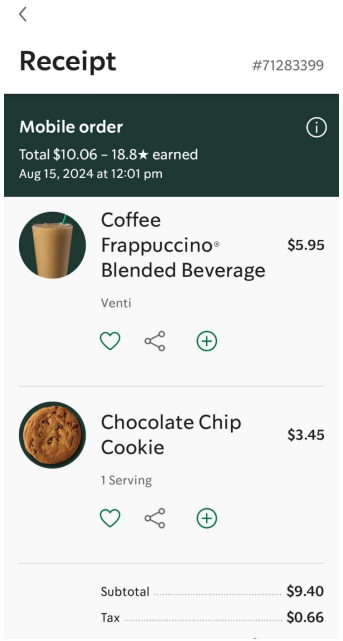
User Actions: [What research or comparisons does the user make?]

- They explore how the app supports orders, seasonal menus, and rewards.

Emotions: [What are the user's thoughts and feelings?]

- Users feel engaged and eager to learn more but may also feel skeptical about whether the app will meet their needs.

User Journey - Decision



Touchpoints: [What influences the user's decision?]

- Loyalty and Rewards: The user is influenced by loyalty rewards or exclusive deals for downloading the app.
- Product Reviews: Users finalize their decision after seeing positive reviews and experiences shared by others.

User Actions: [What final steps does the user take to make a purchase?]

- The user creates an account and places an order.
- They make their first order, exploring customization and order tracking features.

Emotions: [How does the user feel during this stage?]

- Users feel anxious but also excited about trying the app. They are keen to see if it lives up to expectations.

USER JOURNEY - USAGE

- **Users go through the process of ordering and collecting their orders and getting rewards**

User Journey 1: Sarah Mitchell – Office Woman

Touchpoints:

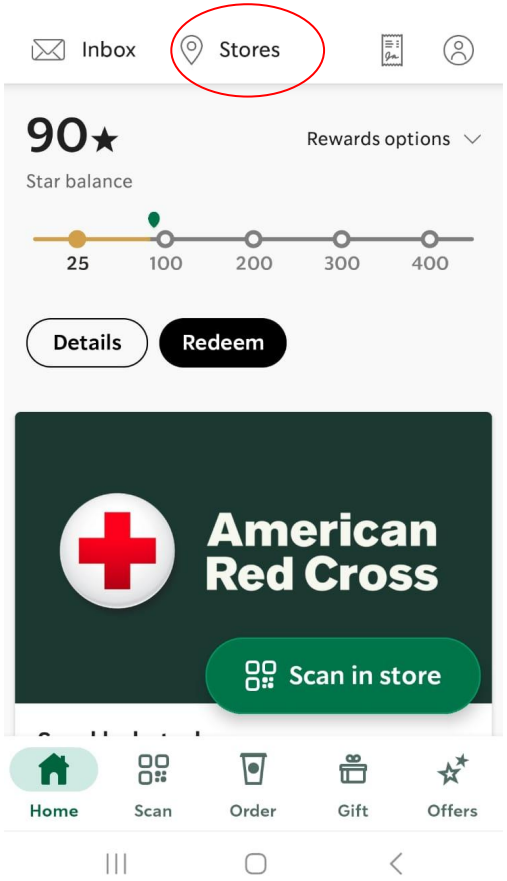
- Opens the Starbucks app during her commute.
- Places a mobile order for a drink.
- Collects order at store.

User Actions:

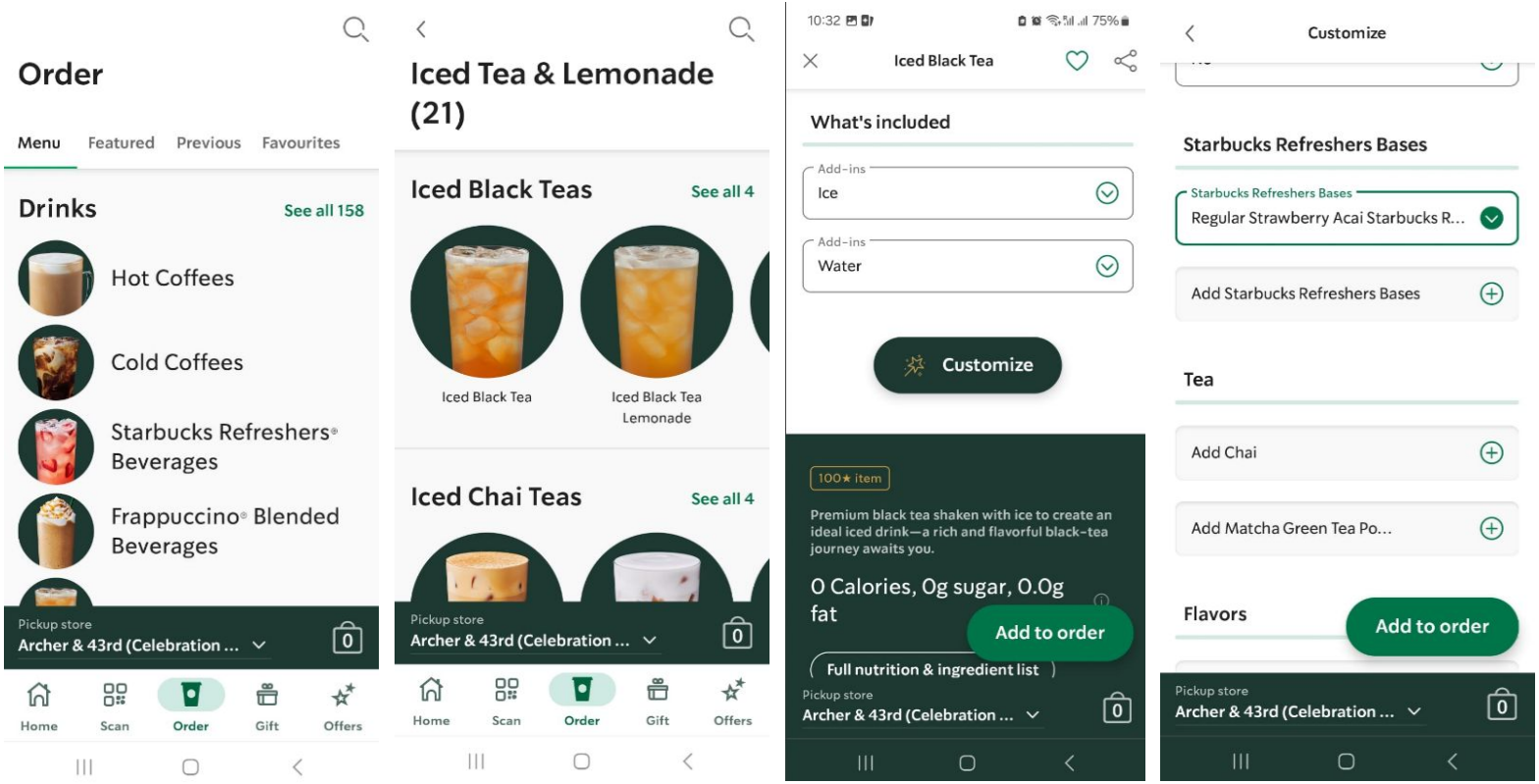
- Sarah uses the "Find a Store" feature to locate the closest Starbucks.
- She customizes her drink and places the order, using rewards from her app.

Emotions:

- Sarah feels efficient and satisfied with how smoothly the process goes.
- She is slightly anxious about whether her drink will be ready on time.



UX Tip: Simplicity image detail & Layout - Since many of the drinks have similarities they are grouped together. Eg - Hot coffees, Cold coffes


Order
Menu
Featured
Previous
Favourites
Drinks
See all 158
Hot Coffees
Cold Coffees
Starbucks Refreshers® Beverages
Frappuccino® Blended Beverages
Pickup store
Archer & 43rd (Celebration ...
0
Home
Scan
Order
Gift
Offers
Iced Tea & Lemonade (21)
Iced Black Teas
See all 4
Iced Black Tea
Iced Black Tea Lemonade
Iced Chai Teas
See all 4
10:32
75%
Iced Black Tea
What's included
Add-ins
Ice
Add-ins
Water
Customize
100★ item
Premium black tea shaken with ice to create an ideal iced drink—a rich and flavorful black-tea journey awaits you.
0 Calories, 0g sugar, 0.0g fat
Add to order
Full nutrition & ingredient list
Customize
Starbucks Refreshers Bases
Starbucks Refreshers Bases
Regular Strawberry Acai Starbucks R...
Add Starbucks Refreshers Bases
Tea
Add Chai
Add Matcha Green Tea Po...
Flavors
Add to order

User Journey 2: Emily Thompson – PhD Student

Touchpoints:

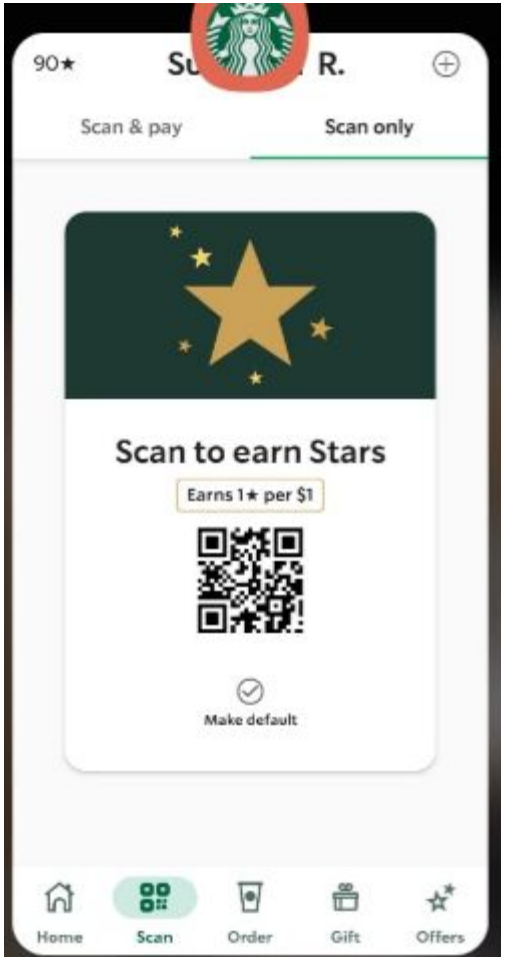
- Walks into a Starbucks and places an order at the counter using the app to earn rewards and pay.
- Engages in a conversation with the barista about the seasonal drinks and merchandise.
- Finds a seat and spends several hours working on her research.

User Actions:

- Emily orders a seasonal drink at the counter, scanning the Starbucks app to collect rewards.
- She interacts with the barista, inquiring about the latest seasonal items.
- After getting her drink, she sits down in a cozy corner and starts working on her PhD research.

Emotions:

- Emily feels connected to the Starbucks experience through the interaction with the staff.
- She feels relaxed and focused as she works, but occasionally frustrated when the café is crowded and it's difficult to find seating.



User Journey 3: Lisa Carter – Busy Mom on the Go

Touchpoints:

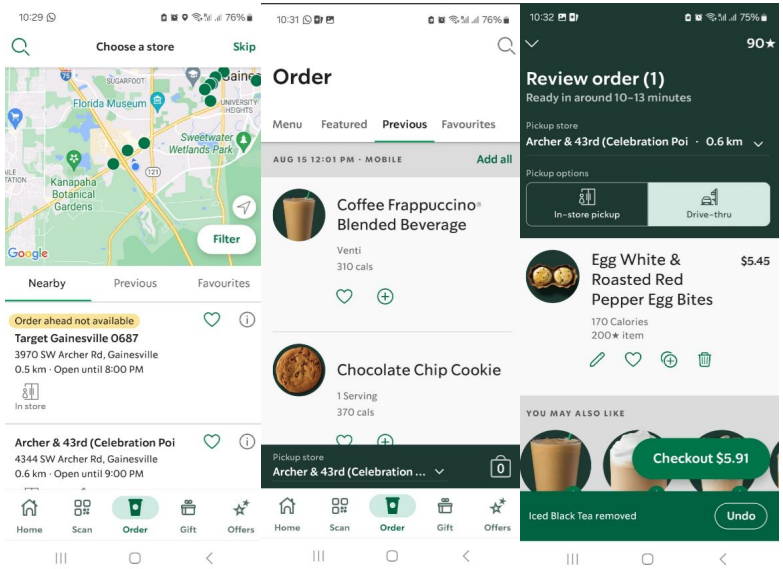
- Uses the Starbucks app to place an order via drive-through while taking her kids to school.
- Picks up the order through the drive-through without getting out of the car.

User Actions:

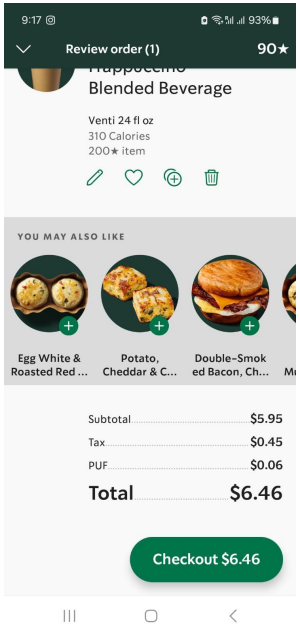
- Lisa orders her favorite seasonal coffee on the Starbucks app, selecting the drive-through option.
- She chooses a store on her route to her kids' school, scheduling the pickup at a specific time and completing her selection and payment on the app.
- Lisa picks up her order through the drive-through.

Emotions:

- Lisa feels relieved that she doesn't need to leave the car or deal with restless kids.
- She is happy with how fast the process is, but slightly frustrated if the drive-through line is long or her order is delayed.



User Journey - Usage



Touchpoints:

- User gets distracted by more options when going for checkout

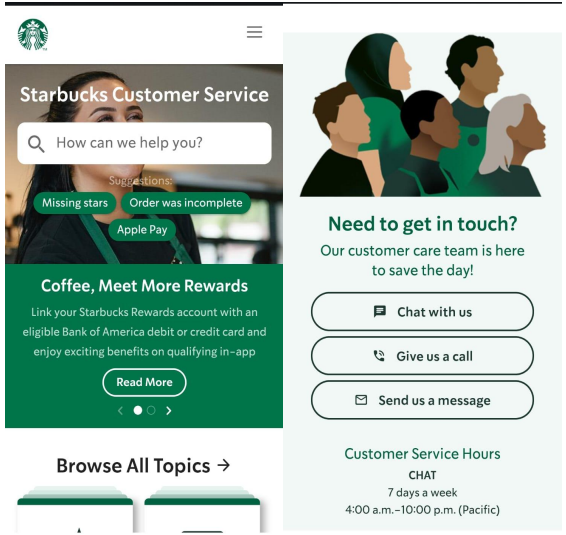
User Actions:

- Users scrolls through “YOU MAY ALSO LIKE” and picks a product to add to cart.

Emotions:

- Users feel guilty for indulging too much or end up a little frustrated if they don’t add another item.

User Journey - Usage



Touchpoints: [How does the user seek support or provide feedback?]

- Customer Support: If users encounter issues, they can access the help center or contact customer support through the app. Usually if there is an issue with order users will directly talk to barista at the store.

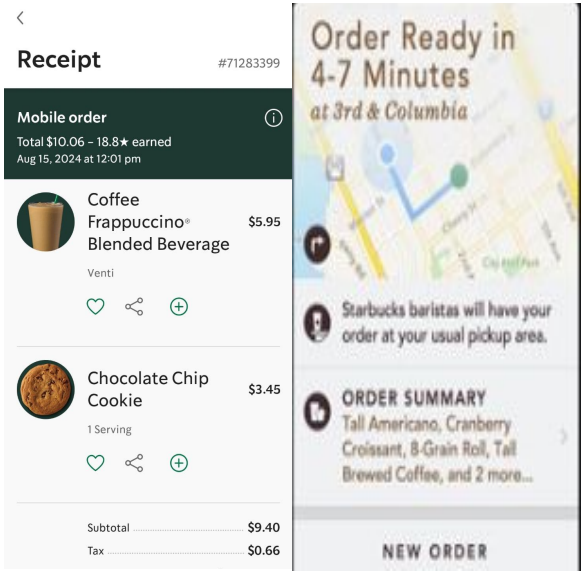
User Actions: [What follow-up actions does the user take?]

- Users can raise an issue regarding a wrong order with the barista who usually remakes the order.
- User can raise issue regarding payment/ missing rewards with customer service website.

Emotions: [What are the user's feelings after using the product?]

- Users are frustrated when something goes wrong and anxiously try to get help.

User Journey - Post-Usage



Touchpoints: [How does the user seek support or provide feedback?]

- Order Ready Estimate: Users currently only see an estimated time for when their order will be ready, without specific notifications for order progress.

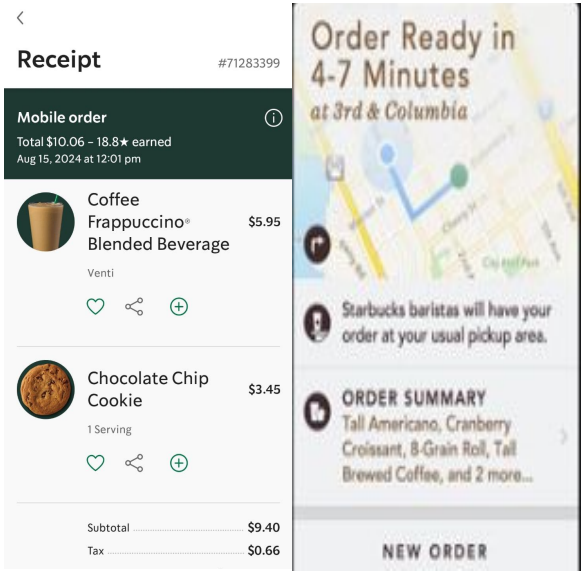
User Actions: [What follow-up actions does the user take?]

- Users go to the store to see if their order is ready within the estimated time provided, as there is no notification when the order is ready in the app.
- After receiving their order, users may provide feedback, rate their experience, or leave a review.
- They continue earning loyalty points in the form of stars through purchases, which encourages them to use the app for future orders they can use these stars to get a discount off their next order.

Emotions: [What are the user's feelings after using the product?]

- Users feel satisfied if their order is ready within the estimated time and if the process goes smoothly and if there is no issue with order items.
- Frustration may arise if the order takes longer than expected or if users get wrong items/ wrong customizations.

User Journey - Post-Usage



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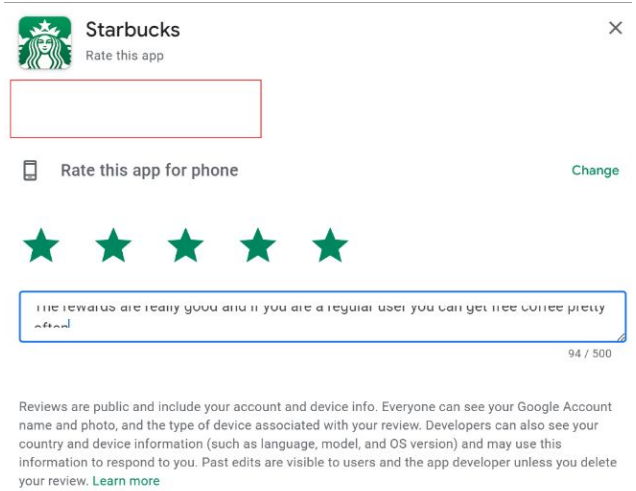


Touchpoints: [How does the user seek support or provide feedback?]

- User may want to tell others about their experience

User Actions: [What follow-up actions does the user take?]

- Give the app a rating on the app store and leave comments regarding their experience or any features they would like added.

Emotions: [What are the user's feelings after using the product?]

- Users feel satisfied that they shared their experience with others to give them information about the app.

Identifying Design Opportunities

Opportunities based on Sarah's journey:

- Improve the notification system for mobile orders to reduce user anxiety.
- Offer more detailed order tracking, so users know exactly when their drink will be ready.

Opportunities based on Emily's journey:

- Create more seating options or a seating reservation feature within the app to help users secure a spot during busy hours.
- Provide more personalized recommendations for seasonal items when scanning the app at the counter.

Opportunities based on Lisa's journey:

- Optimize the app's drive-through feature, including estimated wait times for pickup and clearer instructions for using rewards in the drive-through line.

Design Vision

The design vision for the Starbucks app redesign will focus on delivering a seamless experience for 2 different kinds of users - efficiency-driven and experience-driven users. The goals are:

- Creating a more interactive, personalized ordering experience for users who engage with seasonal offerings and store environments.
- Improving the efficiency and clarity of mobile ordering for users who are on the go or pressed for time.

Personalized Ordering Experience for Experience-Driven Users

Interactive Seasonal Engagement

- **Seasonal Content Hub**: Create a dedicated section in the app that showcases seasonal drinks, merchandise, and promotions with vibrant visuals and interactive elements.
    - **Example**: When Emily opens the app during fall, she is greeted with a banner featuring Pumpkin Spice Latte, along with limited-time fall-themed merchandise. She can scroll through a carousel of products and easily add them to her order or wishlist.
- **Customized Recommendations**: Use data from previous orders to recommend drinks or items based on Emily's preferences.
    - **Example**: If Emily frequently orders holiday drinks, the app might notify her of the latest Peppermint Mocha release, with a personalized message like, "Welcome back, Emily! Try our newest holiday blend just for you."
- Customize their drinks in a visually engaging way with sliders and buttons that simulate the in-store experience.
    - **Example**: Emily can visually add extra pumps of syrup or adjust the foam level with an intuitive slider which has to be moved up and down and a spoon that can be used to remove a pump or something similar.

Ambient Playlist Feature: Allow users to enjoy curated Spotify playlists that match the Starbucks café ambiance, enhancing her working experience while she sits in-store.

- **Example**: select "Starbucks Acoustic Vibes" or "Morning Jazz" through a feature in the app that syncs with work environment.
- Can have different playlists for different seasons or festivals.

Improved Efficiency for On-the-Go Users

Faster Mobile Ordering

- **Quick Order Feature**: Introduce a “Quick Order” button that allows users like Sarah and Lisa to reorder their last or most frequent purchase with one tap.
- **Enhanced Order Tracking**: Implement real-time order status with clear, step-by-step progress updates such as "Order Received," "Working on your order," “Adding final touches,” and "Ready for Pickup."
    - The app currently only shows an estimated time by when the order will be ready, doesn't even show when exactly the order is ready.
- **Drive-Through Optimizations**: Enable users like Lisa to select drive-through as a dedicated option in the app, with estimated wait times and lane guidance for seamless pickup.
- Actions such as “Order Now,” “Pickup Time,” and “Reorder” should be displayed on the home screen very clearly.

Scheduling and Time-Saving Options

- **Scheduled Pickup**: Introduce the ability to schedule orders for later in the day, allowing users to place an order during a meeting or in-between tasks and pick it up at a specific time.
- **In-Store Pickup Line Optimizations**: Create a fast option for mobile order pickups with a dedicated line or section within the store which is right at the entrance for every store.

- The home screen adapts based on user preferences and historical data. If a user prefers efficiency, the app immediately presents "Quick Order" and order status. For users who want to enjoy an experience, the app emphasizes seasonal items, upcoming promotions, and personalized drink recommendations with beautiful visuals.
    - **Example**: Sarah sees a streamlined interface with key actions for quick ordering, while Emily’s app emphasizes seasonal content and interaction opportunities like merchandise browsing.

Design Process

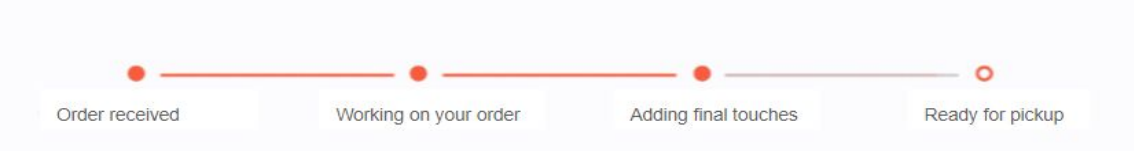
1. **Wireframes**:
    - Mapped out the key elements such as the Quick Order button, real-time order tracking, and the drink customization features that I wanted to implement.
    - The low-fidelity wireframes focused on structure rather than visual detail, ensuring that users would be able to quickly reorder their favorite drinks or customize new ones using the intuitive sliders.
    - I also explored different layouts for the seasonal content hub, experimenting with a carousel-style interface to feature Starbucks' limited-time offers prominently. (low-fidelity prototypes)
2. **Prototypes**:
    - Following the wireframing phase, I developed mid-fidelity prototypes to add interactivity and test the user flow.
        - Created a functional prototype of the order tracking system that updated the status of the order in real time. This feature replaced the simple estimated pickup time with more detailed stages like "Order Received," "Being Prepared," and "Ready for Pickup."
        - Designed a drink customization interface with a syrup pump slider. Users could adjust the number of syrup pumps with an up-and-down slider, mimicking the in-store experience. I added a spoon button which when clicked will show a spoon for removing syrup pumps as well, adding an, interactive touch.
        - The seasonal content hub in the prototype featured a more vibrant, engaging interface with large, clickable images of seasonal drinks and merchandise, designed to draw users' attention.
3. **Design Iterations**:
    - Made a list of features and picked the most easy to implement and most effective to implement, then presented these to my group.
    - Got feedback and then re-made the list of features to be prioritized and visualized first.
    - Made a sketch of the features then got feedback on the sketches and made a final visual of how they would look and function.

Feedback

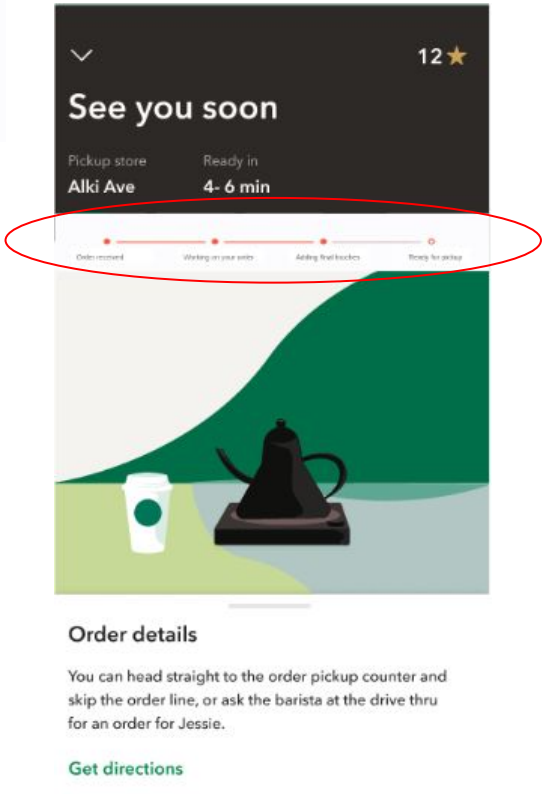
Add below features:

- Dark Mode
- Wait time Tracking
- Seasonal Content Hub
- Share Drink Recommendations with Friends
- Order via Voice Assistants
- Exclusive Drive-Through Lanes
- Seasonal Challenges/Badges (Gamification)
- Loyalty Wait Time Optimization

Re-design or designed Feature #1 <Enhanced Order Tracking>



- Real-time order status with clear, step-by-step progress updates such as "Order Received," "Working on your order," “Adding final touches,” and "Ready for Pickup" which provides seamless navigation and increases efficiency. The order confirmation page also has the number or stars received for the order and directions to the store.
- Users no longer have to wonder when their order will be ready. By providing real-time updates, users can see the progress of their order and plan their pickup based on that.
- The enhanced tracking system keeps users engaged with the app throughout the order process, increasing the likelihood of continued usage and improving customer retention.
- Real-time updates means fewer customers arrive at the store prematurely, reducing long crowd and improving in-store operations. This leads to faster service and happier customers.
- The transparent tracking and feedback system increases customer satisfaction, leading to higher chances of repeat purchases and increased loyalty.



Principles of Interaction Design:

- **Feedback:** The real-time order status provides clear feedback to users about the current state of their order, with step-by-step progress updates like "Order Received," "Working on your order," and "Ready for Pickup." This feedback loop ensures that users always know the status of their order, reducing uncertainty.
- **Visibility:** By prominently displaying order status, estimated time for pickup, and even directions to the store, the design ensures that crucial information is always visible and easily accessible.
- **Consistency:** The interface maintains consistency across different stages of the user journey. Whether the user is ordering or tracking, the layout and feedback system remain the same, making the experience predictable and easy to navigate.

Gestalt Principles:

- **Proximity:** The progress bar's stages (e.g., "Order Received," "Adding final touches") are grouped together in close proximity, visually showing the flow of the order process. This helps users understand the relationship between the steps and where they are in the process.
- **Similarity:** Similar elements, such as icons and the progress bar, are grouped together and designed to look alike. This reduces cognitive load by helping users recognize which steps are connected.

Usability Heuristics:

- **Visibility of System Status:** Real-time progress updates ensure that users are informed about the current state of their order at all times. The clear indication of where the user’s order is in the process eliminates confusion.
- **Match between System and the Real World:** Using familiar language like "Order Received," "Adding final touches," and "Ready for Pickup" makes the app intuitive for users. The wording matches real-world experiences, so there’s no need for users to interpret complex terms.

Re-design or designed Feature #2 <Seasonal Content Hub>

- Themed background with seasonal drinks featured that give extra rewards and merchandise on a min purchase.
- This would be updated for different festivals/ holiday season.
- Users can quickly find and order seasonal drinks through the dedicated hub. This streamlined access means users spend less time searching for new products and more time enjoying the experience.
- Seasonal themes create memorable experiences for users, building emotional connections with the brand.
- Offering exclusive rewards for seasonal purchases means users are engaged throughout the year and that users are more likely to return to the app for special offers, helping retain customer base.

Principles of Interaction Design:

- **Feedback**:
  - The seasonal content hub provides immediate visual feedback through the changing backgrounds and themes for each holiday or season. For instance, the Halloween-themed design clearly reflects the current seasonal promotion, helping users understand the focus of the app during this period.
  - Additionally, users receive feedback in the form of extra rewards and offers displayed in the hub, such as discounts or bonuses tied to a minimum purchase.

Gestalt Principles:

- **Proximity**:
  - The drinks and merchandise featured in the seasonal content hub are placed close together, visually connecting related content. Users can easily identify which items are part of the promotion without needing to search or scroll too much.
- **Figure/Ground**:
  - The themed background highlights the seasonal drinks and merchandise by contrasting them against the dark, spooky imagery. This contrast makes the products stand out, grabbing the user's attention immediately.

Usability Heuristics:

- **Recognition rather than Recall**:
  - Users do not need to remember where to find seasonal offers as the seasonal content hub is immediately accessible and visually prominent on the home screen. This reduces the mental effort for users, allowing them to instantly recognize promotions and seasonal items.
- **User Control and Freedom**:
  - Users can easily return to the main menu or explore other parts of the app with clear navigation buttons. The ability to browse, order, or explore rewards is never more than one click away, giving users freedom without trapping them in a specific feature or flow.

Re-design or designed Feature #3 <Engaging sliders>

- Customize drinks in a visually engaging way with sliders and buttons that simulate the in-store experience. Users can add extra pumps of syrup or adjust the foam level with an intuitive slider which has to be moved up and down.
- The use of sliders and real-time feedback for drink customization makes the process feel interactive and fun, providing a more engaging experience than selecting items from a standard drop-down menu.
- The immediate visual feedback provided when adjusting syrup or foam levels reduces uncertainty. They can see exactly how their choices will change the drink.
- By making it fun to add extra pumps or adjust customization levels, it canmake users to add more ingredients, driving up the average order value.

Principles of Interaction Design:

- **Discoverability**
  - The syrup pump slider starts with a basic interaction (adjusting syrup levels), but through exploration, users can discover additional customization options like adjusting foam or selecting different syrup flavors. This guides users to gradually uncover more advanced features.
- **Explorable interfaces**
  - The syrup pump slider allows users to experiment with different levels of syrup by moving the slider up and down. This gives users the freedom to explore how their drink changes based on the number of pumps, providing a sense of control over the final product.

Gestalt Principles:

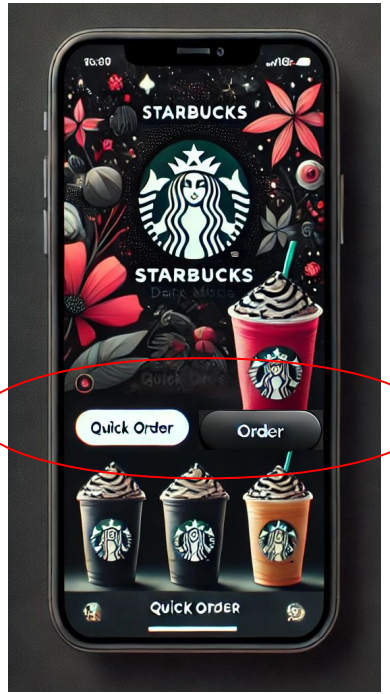
- **Proximity**:
  - The syrup options are grouped together visually at the bottom of the screen, making it easy for users to see all their flavor choices in one glance. This spatial arrangement reduces cognitive load and ensures users can efficiently select their desired flavor.
- **Similarity**:
  - The sliders and buttons for foam and syrup adjustments are designed similarly, with consistent colors, shapes, and interaction styles. This cohesive design helps users intuitively understand that these elements work in similar ways, even if they are performing different functions (e.g., syrup vs. foam).

Usability Heuristics:

1. **User Control and Freedom**:
   - Users can easily adjust the number of syrup pumps or foam levels by interacting with the slider. If they make a mistake, they can simply use a spoon on the side to remove a pump.

Re-design or designed Feature #4 <Dark mode and quick order>

- Added dark mode
- Added a quick order button for reordering last order which opens review and payment page when clicked
- Order button opens the normal order menu
- Quick order button streamlines the process for users who reorder frequently, saving them time and reducing the number of steps needed to complete an order.
- Dark Mode improves the visual experience for users who prefer low-light interfaces, particularly in the evening or night. This makes the app easier on the eyes and more enjoyable to use at different times of the day.
- The Quick Order feature encourages more frequent use of the app, increasing order volume from regular customers.



Principles of Interaction Design:

- **Visibility:**
  - The Quick Order button is prominently placed on the homepage, allowing users to quickly reorder their last drink with ease. This feature is immediately visible and accessible, reducing the number of steps users need to take for a common action.
  - The Dark Mode feature increases visibility by enhancing contrast in low-light settings, making the app more comfortable to use at night or in dim environments, which is aligned with the principle of visibility of system status.
- **Consistency:**
  - The interface remains consistent with the original Starbucks branding, even when switching between dark mode and regular mode. The Order button leads users to the standard order flow, maintaining consistency across different user journeys.
  - Both buttons ("Quick Order" and "Order") follow the same interaction design language, ensuring that users who are familiar with the app can intuitively use either feature.

Gestalt Principles:

- **Proximity:**
  - The Quick Order and Order buttons are grouped together, making it easy for users to identify related actions. This visual proximity encourages users to see both options as part of the ordering flow, allowing them to make a quick decision about whether to reorder or browse the full menu.

Usability Heuristics:

- **Flexibility and Efficiency of Use:**
  - The Quick Order feature provides flexibility by catering to frequent users who want to reorder their usual drink without navigating through the full menu. This allows for efficient use, saving time for those who have a regular order pattern.
  - The Dark Mode adds flexibility by allowing users to switch to a visually comfortable interface depending on the time of day or their personal preference.
- **Error Prevention:**
  - By providing a review and payment page after clicking the Quick Order button, the design reduces the risk of errors. Users can double-check their order before confirming the purchase, preventing mistakes like incorrect drink selections or accidental orders.

Reflection

Through this case study, I learned the importance of balancing efficiency and user engagement. The Starbucks app must cater to users like Sarah, who seek speed and convenience, while also providing a more immersive and social experience for users like Emily and Lisa. This project highlighted key areas for improvement, especially in mobile order tracking, user interaction, and the integration of seasonal items.

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