

BCC x Forage

# STARBUCKS



# Overview

Market research and identify examples of Starbucks apps that have successfully improved customer engagement for F&B players.

01



Company background and challenges

Starbucks's app



02

03



Key features of the app

# ABOUT STARBUCKS

Introduce the company



## History

Starbucks story begins in 1971 along the cobblestone streets of Seattle's historic Pike Place Market. It was here where Starbucks opened its first store, offering fresh-roasted coffee beans, tea and spices from around the world for our customers to take home



## Coffee origin

It takes many hands to craft the perfect cup of coffee – from the farmers who tend to the red-ripe coffee cherries, to the master roasters who coax the best from every bean, and to the barista who serves it with care.

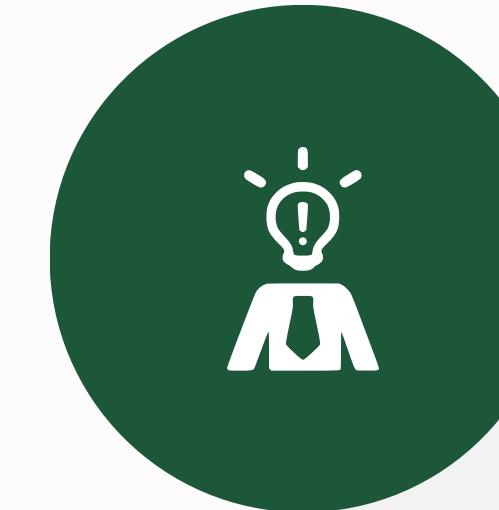


## Value

We are committed to the highest standards of quality and service, embracing our heritage while innovating to create new experiences to savor.



# Timeline of Starbuck



**2009**

Starbucks launched its mobile app.



**2011**

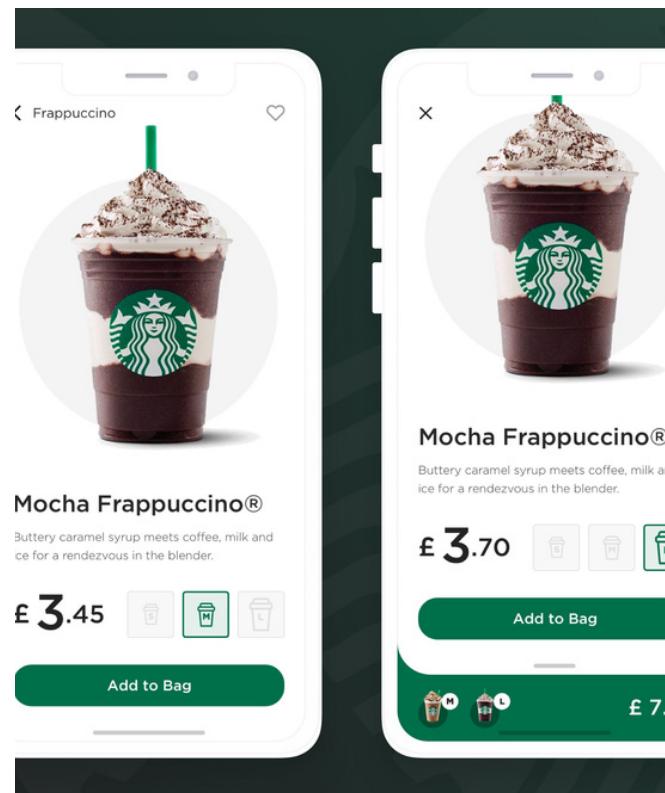
Starbucks began offering in-app payments



**2014**

Starbucks had rolled out mobile pre-order and pay before it was common to do so

# STARBUCKS APP KEY FEATURES



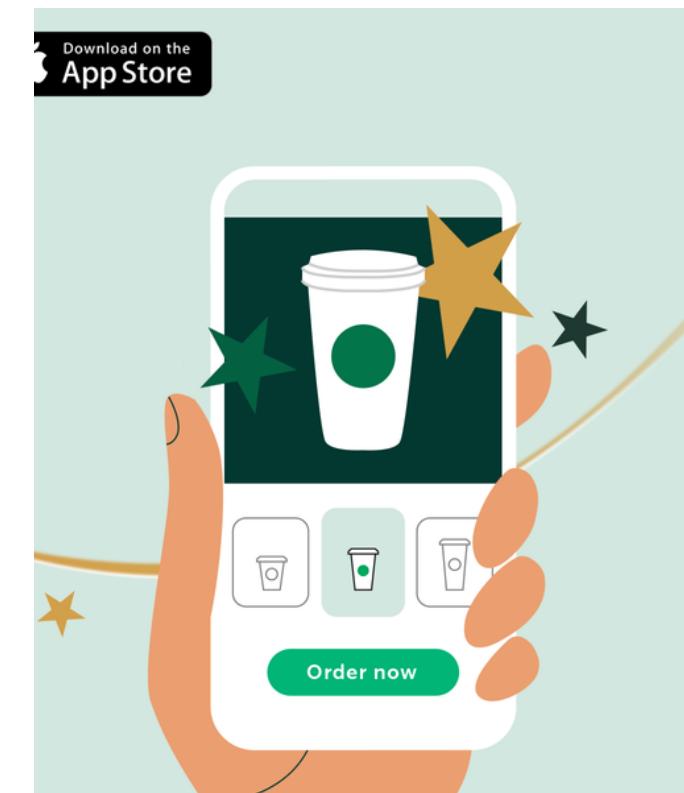
## HOME SCREEN

Users immediately have a sense of where to go to complete whatever task they have in mind



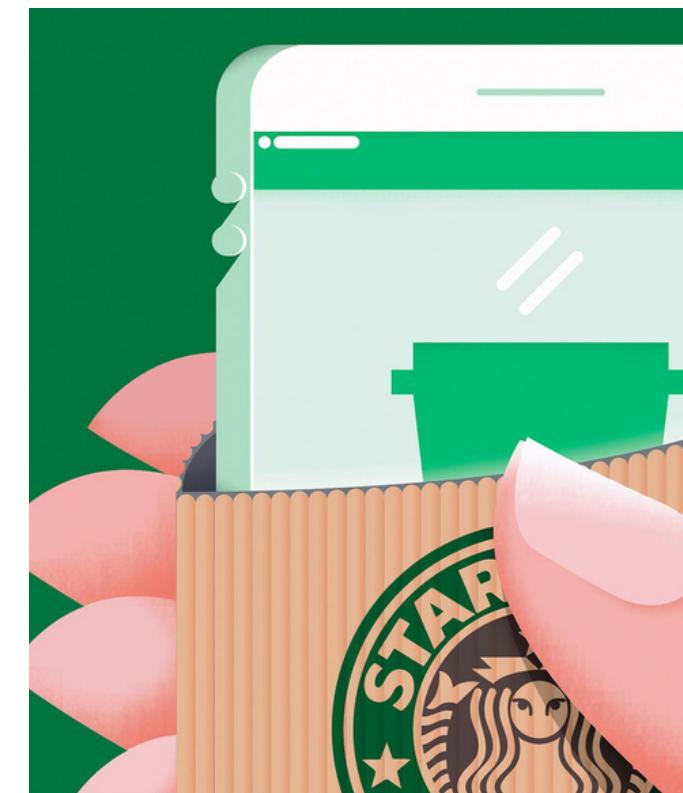
## CUSTOMIZATION

Once users've found an item they like, they're presented with an assortment of context-appropriate customizations options for the product.



## LOYALTY

The design is accommodating enough for users to both accumulate points in all kinds of ways as well as spend those points quite liberally.



## PAYMENT PROCESS

Each payment process is smooth and convenient



**Dunkin'**  
**Donuts**

**BCG x Forage**

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# About

Dunkin' Donuts LLC, doing business as Dunkin', is an American multinational coffee and doughnut company, as well as a quick service restaurant. It was founded by Bill Rosenberg (1916–2002) in Quincy, Massachusetts, in 1950.

# App Key feature

The strategy has included an embracement of mobile ordering to drive new omnichannel sales and deliver a better experience for its customers



Maximize one-click  
convenience

Promote  
app across  
channels



# Our Goals

Our goal is to make our products the first choice for teenagers, giving them the freedom of expression through fashion that is currently trending. Of course, we have to adjust our products to look more striking but still comfortable to wear.

2 0 2 3



Knowing that our target is teenagers who are very expressive, we will do marketing through social media as our main strategy.

We believe that when buyers are satisfied, it is a success for us.

