

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.

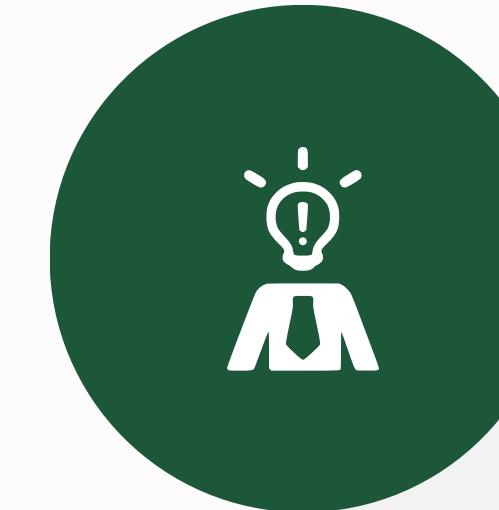


Value

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

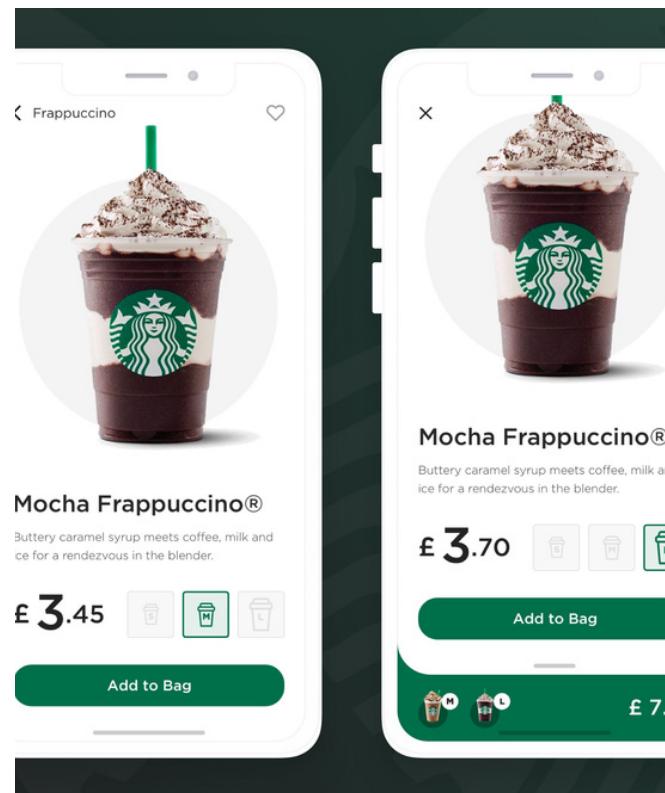
Starbucks began offering in-app payments



2014

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

STARBUCKS APP KEY FEATURES



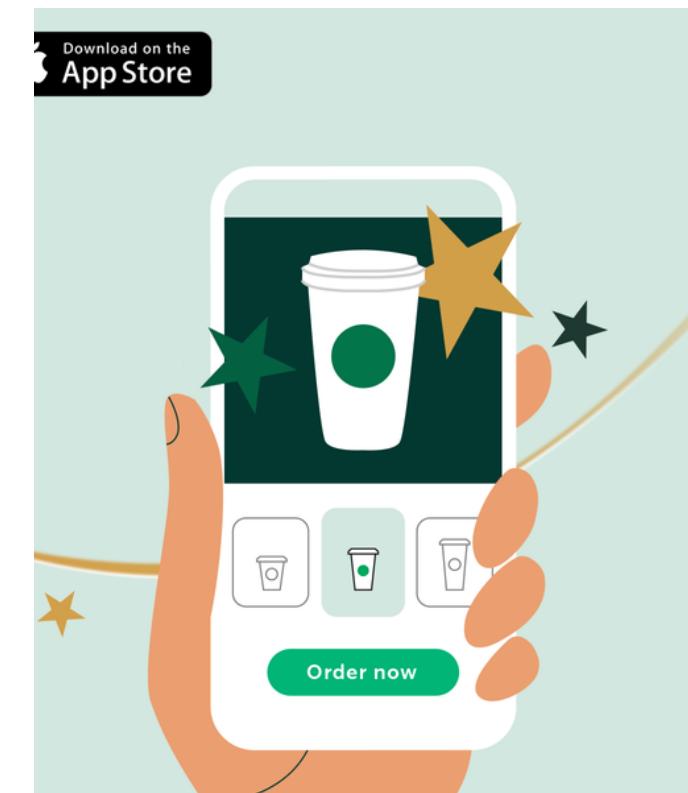
HOME SCREEN

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



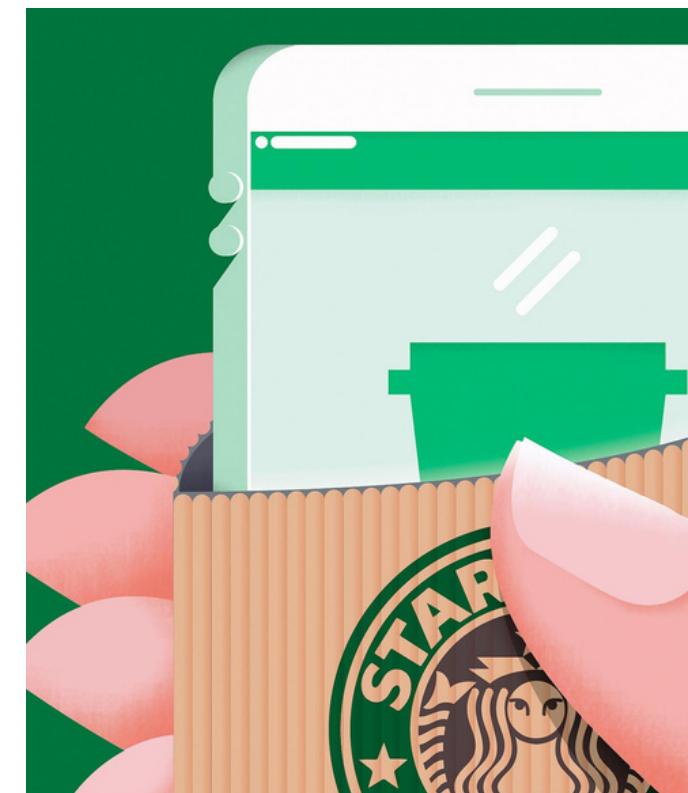
CUSTOMIZATION

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

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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

