Barista by Starbucks
User Interface Design
Proposal

Attention: Barbara Mead, Program Manager

Presented by Alexander Golin, User Interface Designer

January 31, 2017

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Somerville MA, 02144

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Barbara Mead
Program Manager
Starbucks Barista Program

Dear Ms. Mead,

Thank you for choosing Golin Bros Design Co to help you design the future of coffee ordering! We are very excited to share our designs with you, and we think you will find them consistent with your present branding strategy, while still distinct from your other digital interfaces.

In this report, we have included an overall description of our design priorities and rationale, a user experience flow diagram, as well as all of the screens we developed, along with a brief commentary on each screen. We decided to develop rather high fidelity mockups because we know how important Starbucks' branding is to the marketing of this product. This series of high fidelity screens represents what we think is the best approach to speedily guiding the customer through the ordering process.

Please contact Golin Bros Design Co with any questions or concerns you have about the designs and this report. We look forward to moving forward with you all at Starbucks very soon!

Sincerely,

Alexander Golin

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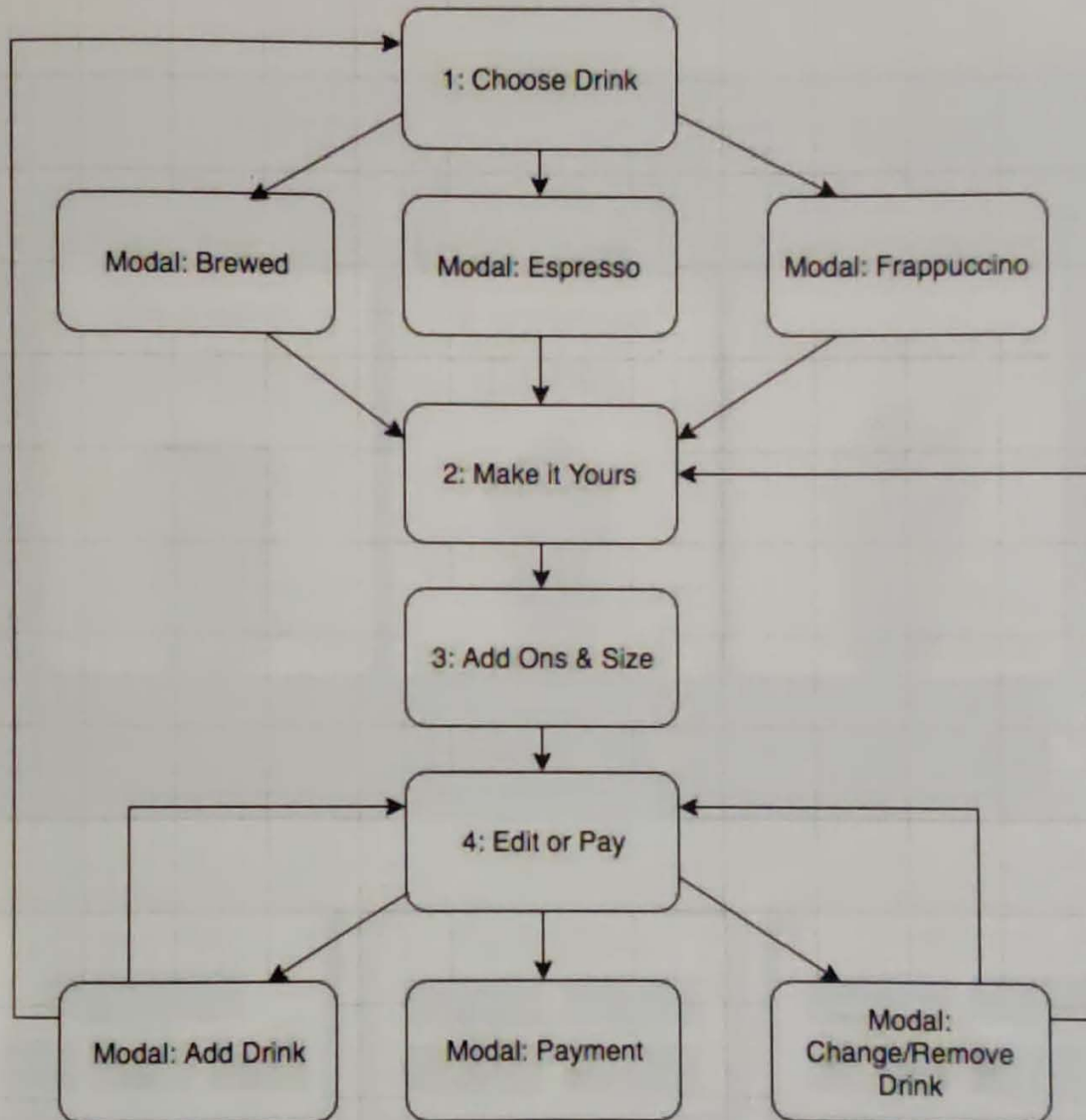
Design Priorities

- Create a clear and linear flow for ordering procedure

- Facilitate graceful failure; always allow users to go back

- Minimize cognitive load by grouping choices meaningfully

- Maintain visibility of user's present state in process

- Adhere to Starbucks brick and mortar ordering heuristics

- Highlight Starbucks branding

- Minimize direct similarity to other Starbucks interfaces

Design Rationale

Ordering coffee poses a customer with a surprisingly large number of choices they must make to complete their order. We sought to make this flow as linear as possible, grouping similar beverages together, as well as grouping various choices together. For example, we separate drinks into three general categories, allowing more specific selection within a modal. We think it is imperative that users know where they are in the ordering process so that the interface is never contextless. For this reason, we make sure that the stage diagram at the bottom of the screen is always visible, even when a modal appears on screen. We minimized the use of images, as generally the various images of different coffee drinks do not provide very much detailed information on their own, so we only used images on the front screen of the system, when the user is selecting their drink type.

User Experience Flow Diagram

```
                    ┌─────────────────┐
         ┌─────────►│  1: Choose Drink │──────────┐
         │          └─────────────────┘          │
         │            ╱       │       ╲           │
         │           ╱        ▼        ╲          ▼
┌──────────────┐ ┌──────────────┐ ┌──────────────────┐
│ Modal: Brewed│ │Modal: Espresso│ │Modal: Frappuccino│
└──────────────┘ └──────────────┘ └──────────────────┘
         ╲          │        ╱
          ╲         ▼       ╱
        ┌─────────────────┐◄──────────────────────┐
        │ 2: Make It Yours│                        │
        └─────────────────┘                        │
                 │                                 │
                 ▼                                 │
        ┌─────────────────┐                        │
        │3: Add Ons & Size│                        │
        └─────────────────┘                        │
                 │                                 │
                 ▼                                 │
  ┌────────────►┌─────────────────┐◄──────────┐   │
  │             │  4: Edit or Pay │           │   │
  │             └─────────────────┘           │   │
  │              ╱       │       ╲            │   │
  │             ╱        ▼        ╲           │   │
┌──────────────┐ ┌──────────────┐ ┌──────────────────┐
│Modal: Add    │ │Modal: Payment│ │     Modal:       │
│Drink         │ │              │ │Change/Remove     │
└──────────────┘ └──────────────┘ │     Drink        │
                                  └──────────────────┘
```

This diagram represents the possible pathways the user can take though the ordering procedure. In an attempt to make the process as clear as possible, the procedure of ordering a single drink is entirely linear, though there is some necessary repetition when ordering a different drink or editing an order.

Barista *by* Starbucks

Welcome!
Step 1: Choose your Drink Type

Brewed Coffee

from $1.09

Espresso Drinks

from $1.49

Frappuccinos

from $2.09

(1)—(2)—(3)—(4)

Brewed Coffee

| Weekly Special |
| from $1.09 |

| Blonde | Medium | Dark |
| from $1.09 | from $1.09 | from $1.09 |

○—○—○—○

Espresso Drinks

Espresso	Flat White
from $1.49	from $1.59
Latte	Cappuccino
from $2.19	from $2.19

○—○—○—○

Frappuccinos

Coffee	Vanilla
from $2.09	from $2.09
Mocha	Caramel
from $2.09	from $2.09

○—○—○—○

Step 1 requires users to choose their drink type. In keeping with Starbucks' menu heuristics, we have split the drinks into three categories. Each category spawns a modal in which the user can further specify their drink type.

Barista *by* Starbucks

Step 2: Make it Yours

Caffeine

Caf

Decaf

Milk

Half & Half   2%   Skim   Almond   Soy

Sugar   Splenda   Sweet'N Low   Stevia

Sweetener

< ①—②—③—④   Next

Step 2 requires users to customize their drink to taste the way they want it. This encompasses three categories: caffeine, milk, and sweetener. Users can choose between the binary caffeinated and decaffeinated options, and can select from multiple options on sliders for their milk and sweetener choices.

Barista *by* Starbucks

Step 3: Add Ons & Size

Espresso Shots

+0	+1	+2
+$0.00	+$0.99	+$1.99

Whipped Cream

Yes +$0.50

No +$0.00

Tall +$0.00
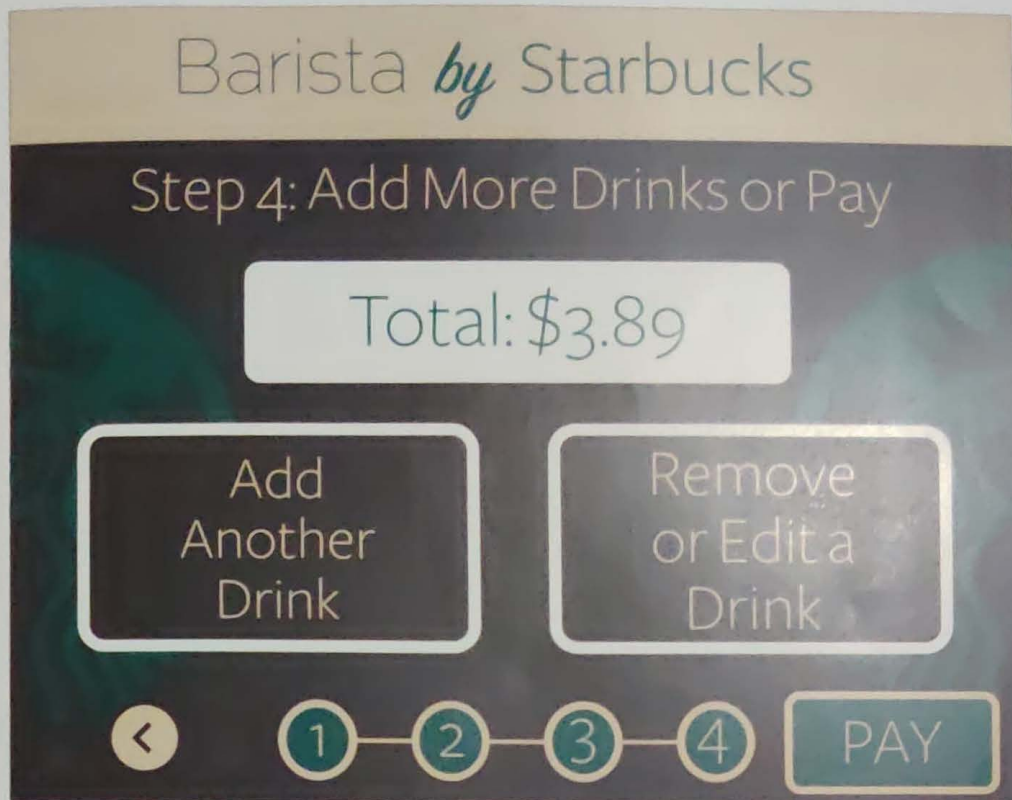
Grande +$0.99

Venti +$1.79

< (1)—(2)—(3)—(4) [Next]

Step 3 requires customers to select add ons for their drink and specify the drink's size. These options were all grouped together due to the fact that they all have to do with increasing the price of the order. Users can choose between 0-2 espresso shots as well as whipped cream for add ons, and they must choose one of three size options.

Barista *by* Starbucks

Step 4: Add More Drinks or Pay

Total: $3.89

Add Another Drink

Remove or Edit a Drink

1 — 2 — 3 — 4   PAY

Total: $3.89

Cash   Credit   App

Add Another Drink

One More of the Same   Craft a New Drink

Edit or Remove

Black Coffee

Mocha Frapp

Step 4 allows users to change, review, or complete their order. They may add another drink either by selecting to duplicate the order they just finished, or by starting a new drink from step 1. Customers may also change or remove a drink, which will allow them to change the add ons, size, and flavorings like milk and sugar. Finally, users have three payment options: cash, credit card, or via smart phone application.