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**2-2 Assignment User Components and Data**

The application I have chosen to analyze is the Starbucks app. Customers of Starbucks can access a wide range of digital resources with the Starbucks smartphone app. Providing easy ordering, payment methods, rewards monitoring, and customized offers, along with fostering a smooth relationship between customers and Starbucks locations, its main goal is to improve customer experience.

**Screens, Features, and UI Components.**

1. **Home Screen.**

* UI Components: Featured promotional carousel, quick order buttons, rewards status bar, and personalized welcoming banner.
* **Data Inclusion:** Recent orders, customized offers, the current star balance, and information about local stores.

1. **Order Screen.**

* **UI Components:** Price display, quantity selectors, menu categories, item listings with photos, and customizable options.
* **Data Inclusion:** Comprehensive menu database, cost details, dietary statistics, and personalization possibilities.

1. **Pay Screen.**

* **UI Components:** Payment methods list, reload button, Starbucks card balance, and QR/barcode payment display.
* **Data Inclusion:** Transaction history, current card balance, and associated payment options.

1. **Rewards Screen:**

* **UI Components:** List of available rewards, star balance display, history of earned stars, and progress bar toward next reward.
* **Data Inclusion:** Existing rewards status, past star earnings, reward alternatives, and expiration dates.

**Data Sources of the Mobile App.**

**Component Data Analysis.**

1. **Menu Items and Pricing.**

* **Display:** Names, pricing, nutritional data, descriptions, and pictures of the products.
* **Source**: Starbucks' core database of products.
* **Input:** Customization choices made by the user (milk type, size, add-ins)

1. **User Account Information**

* **Display:** Payment methods, preferences, name, and email.
* **Source:** Information given by the user during registration.
* **Input**: Changes to accounting preferences and settings.

1. **Location-Based Data.**

* **Display:** Distances, stores nearby, and store amenities.
* **Source:** Starbucks store database and device GPS information (hybrid)
* **Input:** Permissions for manual location searches and user location.

The five main data kinds that users interact with on the Starbucks app are as follows:

Product details, such as prices, menu items, and nutritional data

Information about a personal account (payment methods, rewards status)

Details about the location (nearby stores, retail facilities)

Order history, payment information, and other transaction data

Promotional information (promotional items, offers).

**Meeting User Needs Through Data.**

* **Efficiency and Convenience:** By showing recently ordered goods on the home screen, the app enables users to instantly place new orders for their favorites without having to browse the entire menu. This presentation of historical data expedites the ordering process and saves time. In order to help users identify the most convenient location, store location data is visually shown on maps with clear indications of distance and services provided.
* **Personalization:** The software may provide personalized recommendations by keeping track of past orders, giving users a more individualized experience that feels like it's catered to their tastes.

Visual cues, such as progress bars, that inform users how close they are to their next reward encourage them to keep participating over time.

* **Informed Decision Making:** Health-conscious customers may make educated decisions regarding their purchases because nutritional information is available for every menu item.Information about store amenities, such as drive-thrus or mobile ordering, assists customers in selecting venues that best suit their individual requirements each time they come.

The Starbucks app's data presentation is especially powerful because it integrates textual information (product descriptions), numerical data (star counts, prices), and visual elements (progress bars, maps) into a unified interface that gives priority to the most pertinent information based on user context and behavior patterns.