

UX IMMERSION



# 1.1 THINKING LIKE A UXER

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# STARBUCKS DRIVE THRU SYSTEM

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## A BRIEF HISTORY OF STARBUCKS ORDERING SYSTEM\*

1. 1971 - Starbucks opens first store in Seattle's Pike Place Market.
2. 1985 - Schultz founds Il Giornale, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.
3. 1987 - Il Giornale acquires Starbucks assets with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and Vancouver, Canada.
4. 1994 - Opens first drive-thru location.
5. 2001- Introduces the Starbucks Card.
6. 2014- Enhances iPhone app with shake to pay and digital tipping.
7. 2018 - Mobile Ordering System

\* Information siting form <https://www.starbucks.com>



# STARBUCKS DRIVE THRU



## FIRST DRIVE THRU

There was no designed lane for the drive thru, and just a window for the car to order & pick up the coffee.



## DRIVE THRU 2.0

Redesigned the car lane with bigger space, and closer to counter. Also includes menu at the ordering spot



## DRIVE THRU 3.0

Longer waiting lane with multiple menu signs - bigger pick up counter too

\* Information siting form <https://www.starbucks.com>



# THE IMPROVEMENT: SPEED

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FROM ZERO TO ZERO.FIVE



In the state, almost everyone drives a car to work so when Starbucks opened the first drive-thru in 1994, it was a bit hit.

The first drive-thru was just a small window which allows the customers to order & pick up while staying in the car. There wasn't any intercom, merely a person standing at the window to make the orders in person.

Later on, they have redesigned the car lane and adding the menu at the ordering spot. Because of the list, the customers can decide their order much easier without asking the clerks. The ordering speed increases slightly. During this period, I was studying & working in Seattle. Every Morning, I would drive to nearest Starbucks, sometimes the queue for drive-thru is too long, I ended up park my car and order in person.

\* Information siting form <https://www.starbucks.com>  
and <https://www.consumeraffairs.com>

# THE IMPROVEMENT: SPEED

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FASTER FASTER FASTER



A few years later, they changed the drive-thru design again. Now they have multiple menus before the ordering window. They also divide the order & pick up spots into two windows - so the queue is moving faster. After the development of this improvement, I actually never went into the store and picked up coffee. The average of a rush hour queue for me from waiting in line to get the coffee was about 5-8 mins, and I was at the busiest place in Seattle.

Also, they set up couple different direction of lanes so the cars wouldn't be stuck at exit (ex: waiting to turn left, waiting for the traffic light) - which was actually a vast improvement. Before, I would have to wait in line to go out for a few traffic lights after I got the coffee. So my commute time was significantly increased.

Just by improving their design of the drive-thru with the same space used, the wait time was significantly shortened.

\* Information siting form <https://www.starbucks.com>  
and <https://www.consumeraffairs.com>

# THE IMPROVEMENT: PAYMENT OPTION

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FASTER, EASIER, PAPERLESS



## From Cash to Card to App

The first few years of the drive-thru, you can only pay at the counter with cash or cards - which you have to sign it or find the changes. It happened many times to me where the coins fell off the cars, and I had to go out and pick the, out distress.

Later on, they invent the Starbucks card - which I can top up first and pay with it with no signature required. But, I just have to make sure I have enough money in it each time.

Soon after, they start encouraging people to link credit cards to their Starbucks app, and you could just scan the barcode and payment is done! When this came out, I literally made a happy dance. I didn't have to worry about forgetting topping up my Starbucks card anymore.

# THE IMPROVEMENT: PAYMENT OPTION

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FASTER, EASIER, PAPERLESS



## From Cash to Card to App

The latest update came out last year was to pre-order your coffee. Even though I've already moved out of the state, I've talked to my friends who are a regular drive-thru customer. He said that he just ordered his coffee at the garage before he leaves, then picks it up at the shop without stopping for too long.

I have tried this feature within the store in the UK without the drive-thru on a busy day in Stratford mall, I basically skipped a 10 mins line.




# GOOGLE CALENDAR


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## A CALENDAR FOR EVERYTHING


Google calendar is the E-calendar services provided by Google. It has a time-management & scheduling function. The beta service was launched in 2006; Google launched both official web & app for Android and IOS in 2009.



 Hong Kong HKG


 1 guest  
1 yes

 Christine



Cathay Pacific flight 289  
Hong Kong HKG 12:35am (local time) - Frankfurt FRA  
6:45am (local time)

Confirmation number: U9UF48

 This event was automatically created from an email.  
[View confirmation](#)

## IMPROVMENT: "EVENTS FROM GMAIL"

In 2005, a new feature was upgraded-where event information and time from a user's Gmail messages are automatically added to Google Calendar.

This feature helps me so much in organizing my schedule. I never have to copy the events manually from my Gmail to Calendar. Before, when I have a hectic day, it often occurred that I missed to add group emails event to my calendar and I ended up missing the meeting.

## IMPROVEMENTS: "SUGGEST TIME"

Before suggest time feature was updated. I have to manually find the right time for the meeting - which means looking at each guests calendar and find the right spot. The whole situation changed when google updated Suggest Time feature. The system will automatically detect the available time for everyone. It was so much easier to organize the meetings without looking into everyone's schedule. And the chance of getting rescheduled was lower as well.

Add. Guests | Rooms, etc.


Thursday 20/10 9:30am  
All participants can attend

Thursday 20/10 10:00am  
All participants can attend

Thursday 20/10 1:30pm  
All participants can attend

Thursday 20/10 2:00pm  
All participants can attend

Thursday 20/10 2:30pm  
All participants can attend

 Make some attendees optional

**Guests**

John Doe

X

Kara

X

Suggested times

**Guests can**

☐ modify event

☒ invite others

☒ see guest list

# DRAMATIC LINEAR DESIGN

Google Calendar transformed from a boxy, dense look to a leaner colorful style over the years

