



Attention: Barbara Mead, Program Manager

Presented by: Lexie Kirsch, User Interface Developer

January 31st, 2017



Lexie Kirsch
11 Winthrop Street
Medford, MA, 02155

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Barbara Mead
Program Manager
Starbucks Coffee

Dear Ms. Mead,

Thank you for selecting Pollex Designs to develop the conceptual sketches for Barista™.

In this report you will find a summary of the design rationale, as well as sample designs of the interface.

I look forward to hearing your feedback.

Sincerely,

Lexie Kirsch
User Interface Developer
Pollex Designs

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Design Rationale

This interface takes into account the Starbucks brand by including the Starbucks logo on nearly all cup icons and using the appropriate vocabulary for cup sizes (i.e., tall, grande, and venti). However, the emphasis on the Starbucks brand is relatively low-key, focusing instead on simplicity, consistency, and usability.

For simplicity, the user interface limits the amount of information per screen and uses a simple color palette. Furthermore, for a refined design aesthetic, there is limited written content and various illustrations.

For consistency, instructions are constant between screens, and buttons are a constant size and even separation on each screen.

For usability, the interface includes user guidance, progressive disclosure, and a progress bar. The user guidance takes the form of instructions or updates at the top of each screen. Progressive disclosure is used so the user completes steps successfully and in their appropriate order. A progress bar is included at the bottom of various screens to indicate to the user how many steps remain in the process.

These design decisions make the interface intuitive and easy to use, so customers can order their product efficiently. This increases not only satisfaction for the user but also profit for the company.

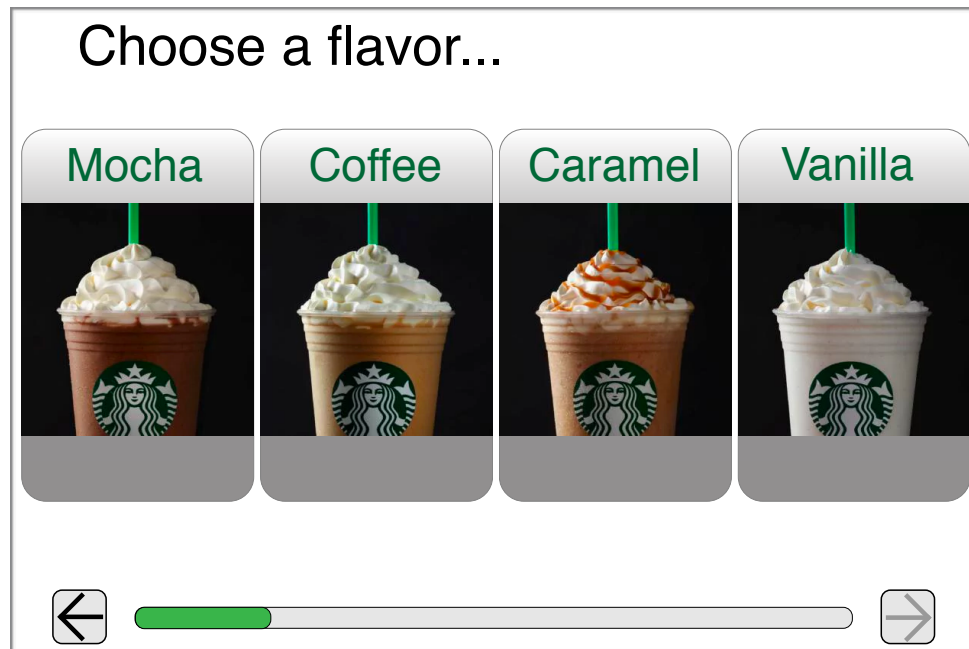


Image 1. Shows how a menu of options is displayed to the user. The right arrow is faded to indicate that the user must choose a flavor before continuing.



Image 2. Shows how a user specifies size. Prices are specified based on this size. When an item has been selected, it becomes highlighted.

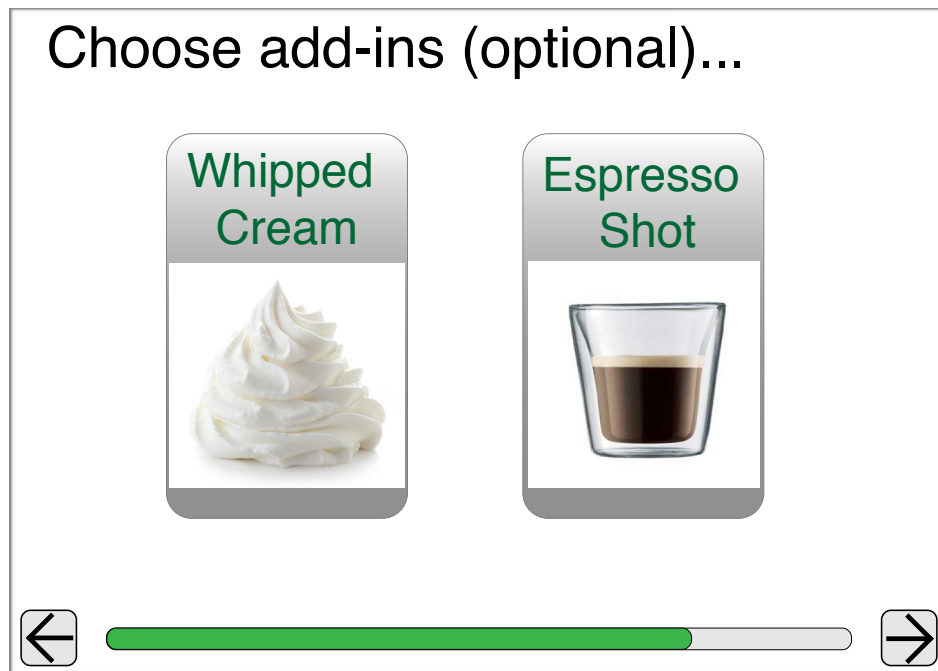


Image 3. Shows how a user specifies add-ins. Since these are optional, progressive disclosure is not used.

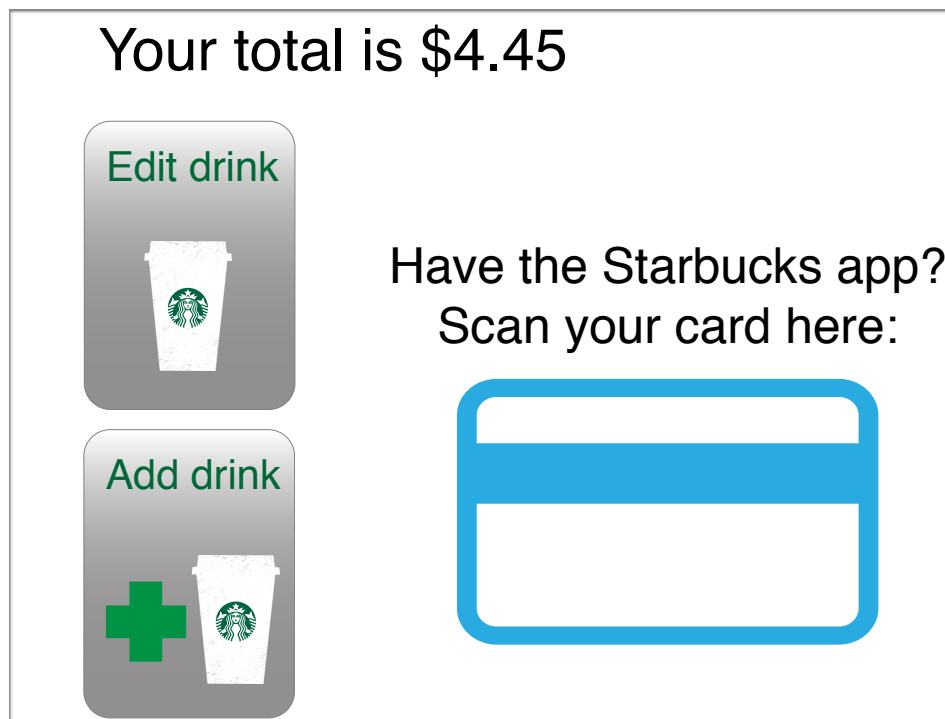


Image 4. Shows how the user can pay for a drink by scanning a barcode, edit a drink, or add an additional drink.



Image 5. Provides infotainment while the machine prepares the drink. The cup fills to indicate its progress.



Image 6. Indicates that the drinks are complete and thanks the user.