Starbucks Spring Breakfast Menu Prototype

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10 Nov 2021
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Starbucks Objectives:

Prototype a Spring breakfast menu in a few stores in NYC
a. *optimize* preparation and serving processes
b. *gather feedback* about products and services

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Prototype a Spring breakfast menu in a few stores in NYC
  a. optimize preparation and serving processes
  b. gather feedback about products and services

BDS Outreach Goals:

Get customers *in the store*
Get customers to *try the new products*
Get customers to *give feedback*

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Initial Solution Constraints:

  Prototype processes in a few stores

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Prototype processes in a few stores

Look for new customers with spontaneous foot traffic

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Initial Solution Constraints:

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Initial (symbiotic) solution ideas:

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Initial Solution Constraints:
> Prototype processes in a few stores
> Look for new customers with spontaneous foot traffic

Initial (symbiotic) solution ideas:
> Focus advertising on morning MTA users

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Initial Solution Constraints:

     Prototype processes in a few stores

     Look for new customers with spontaneous foot traffic

Initial (symbiotic) solution ideas:

     Focus advertising on morning MTA users

     Find a few stores close to each other and near MTA stops with morning traffic
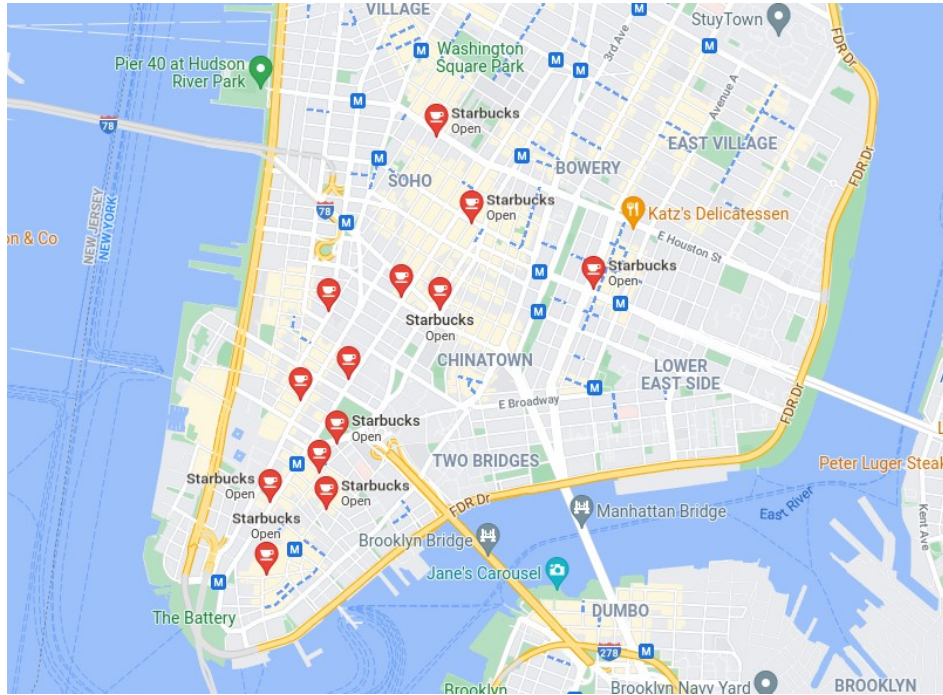
plazaconstruction.com

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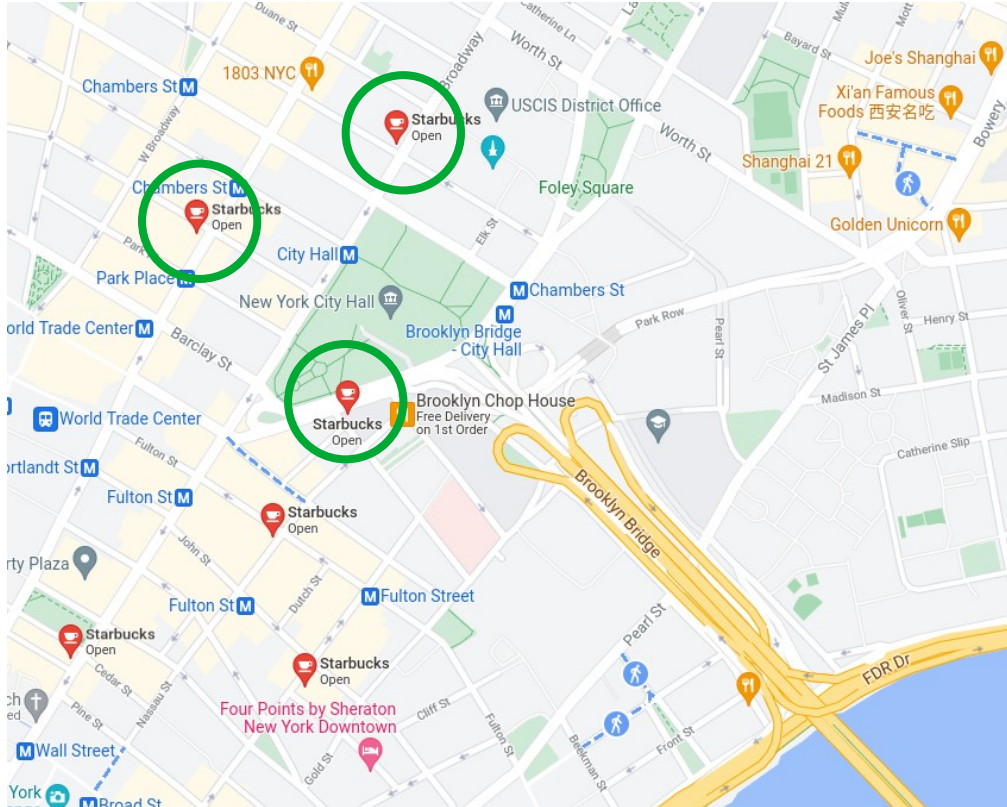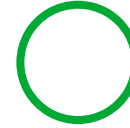

Lower Manhattan has a high density of Starbucks

High potential to have focused outreach at only a few stations

High potential to reach folks from many burrows of NYC (e.g. x-town traffic)

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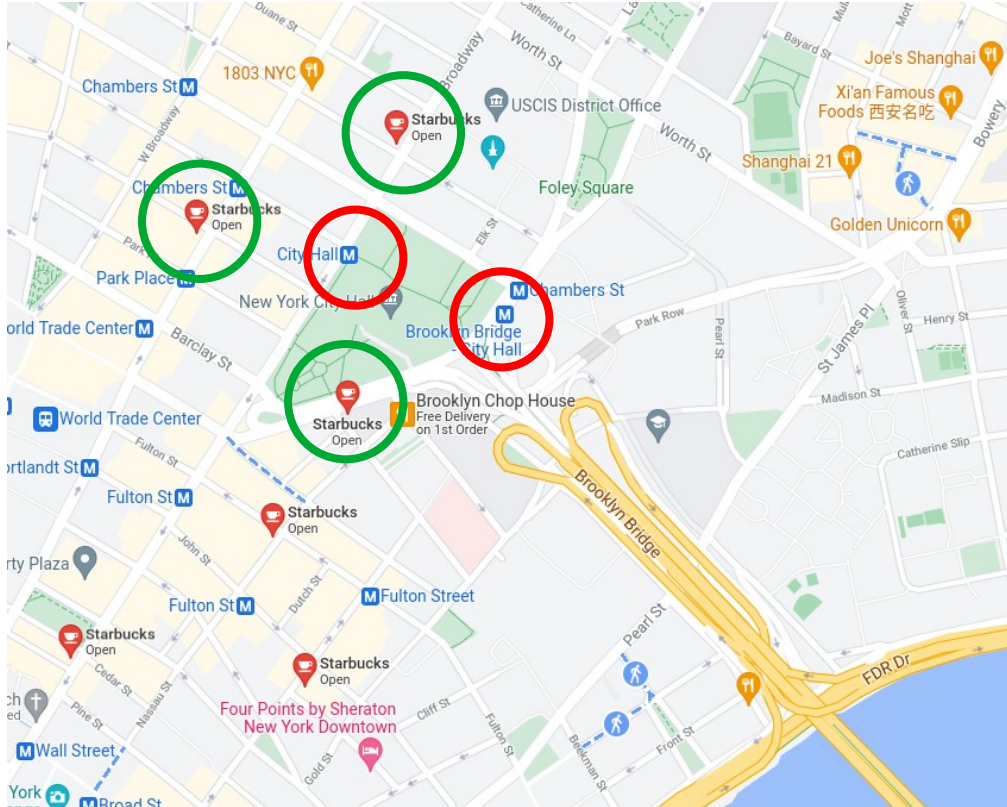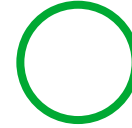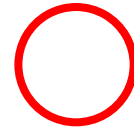

Choose these three Starbucks

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Choose these three Starbucks

Choose these stations (after some exploration)

MTA Focus Stations
City Hall
Brooklyn Bridge

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Next Questions:

When (exactly) and *How* should the outreach happen?

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When (exactly) and *How* should the outreach happen?

Exploratory data analysis of MTA data will present some *constraints* and *inspiration* on how to proceed.

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Data:

MTA Turnstile Data – MTA ridership

http://web.mta.info/developers/turnstile.html

Google Maps – location of MTA stops, street views, and Starbucks

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Tools:

Ubuntu 20.04 – Operating system

DB browser for SQLite3 – initial data browsing and ideation

Python – for analysis and visualization
    numpy
    Pandas
    Matplotlib

Data:

MTA Turnstile Data – MTA ridership

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Description of relevant data:

4-hourly turnstile entries and exits
MTA Line
MTA Station

pixabay.com

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Description of relevant data:

4-hourly turnstile entries and exits
MTA Line
MTA Station

Also available:
SCP, UNIT, Control Area (C/A)

pixabay.com

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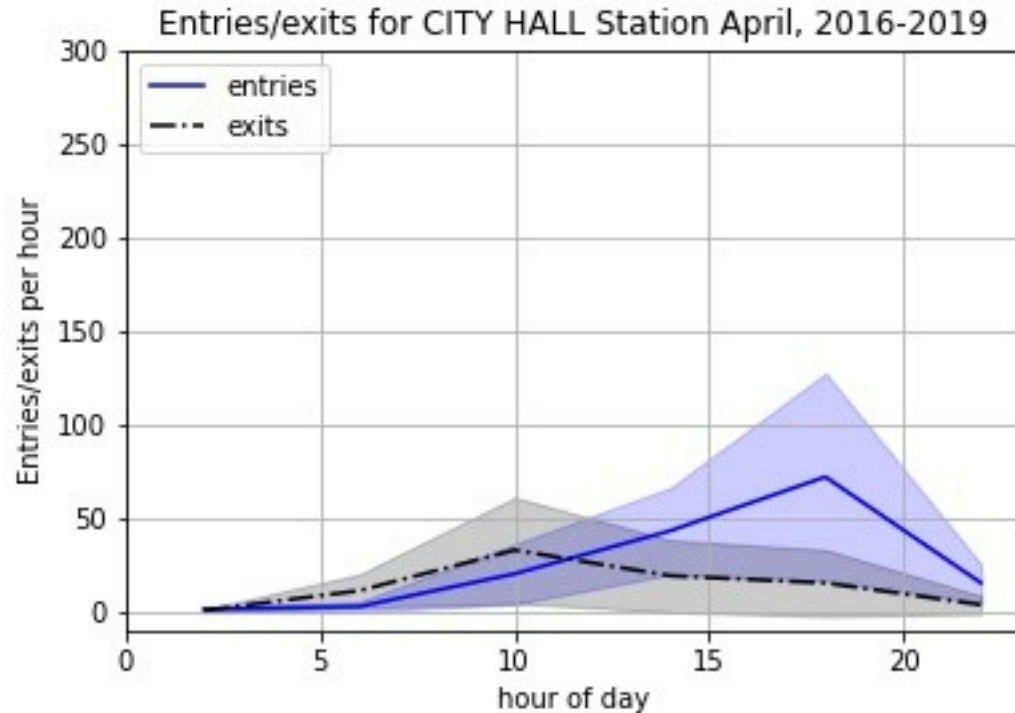
City Hall MTA Stop (Lines = NRW, R):

maps.google.com

Starbucks Spring Breakfast Menu Prototype

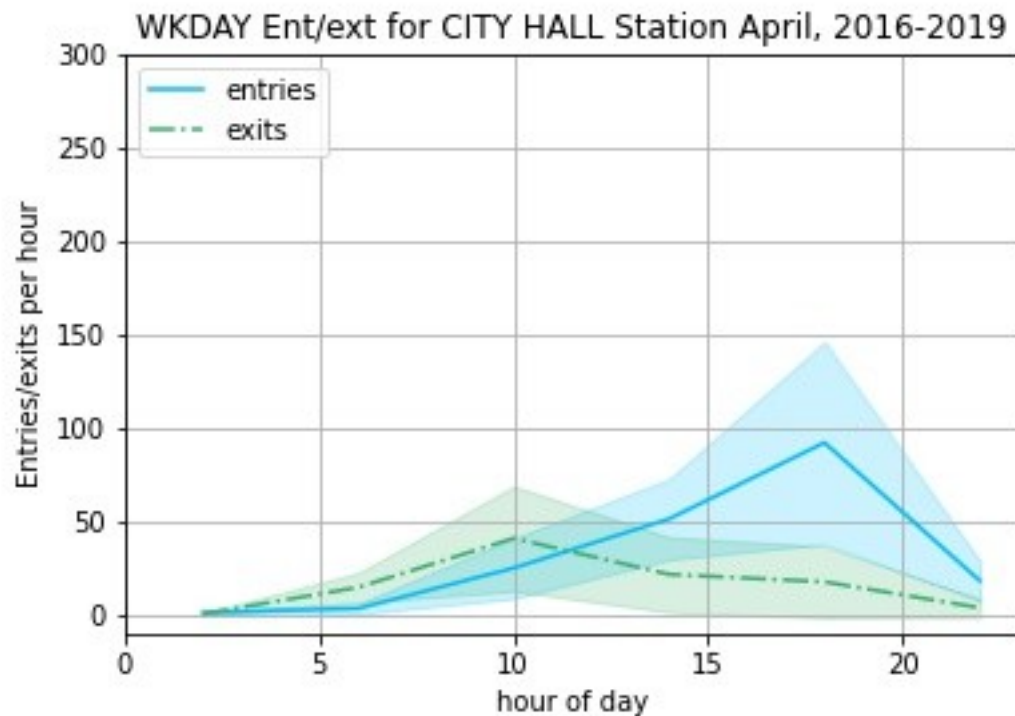**City Hall MTA Stop (Lines = NRW, R):**

Entries/exits for CITY HALL Station April, 2016-2019

maps.google.com

more entries than exits at this stop

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City Hall MTA Stop (Lines = NRW, R):

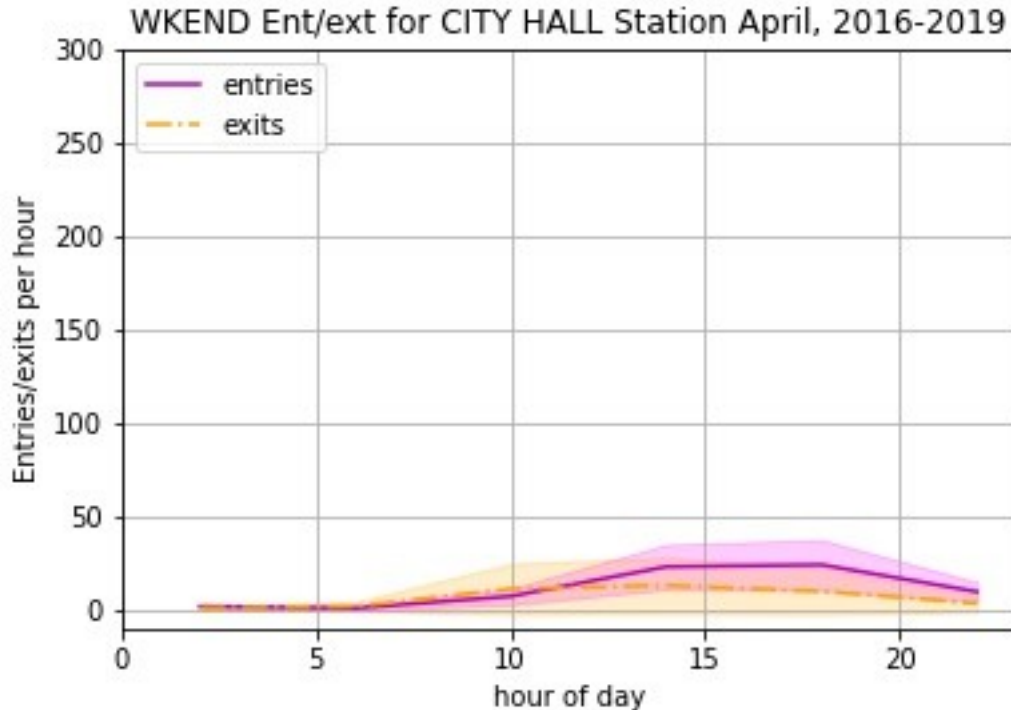WKDAY Ent/ext for CITY HALL Station April, 2016-2019

maps.google.com

Weekday exits peak in the morning
Although central, not a high flow rate

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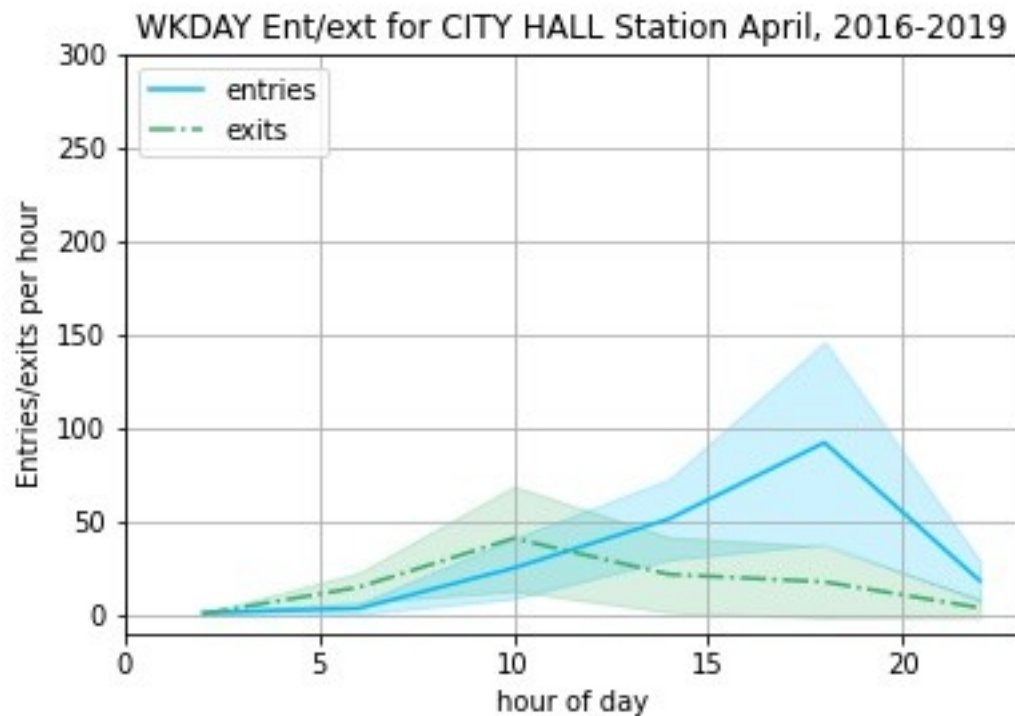**City Hall MTA Stop (Lines = NRW, R):**

maps.google.com

Very low flow rate during weekends
Peaks in late morning/afternoon

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City Hall MTA Stop (Lines = NRW, R):

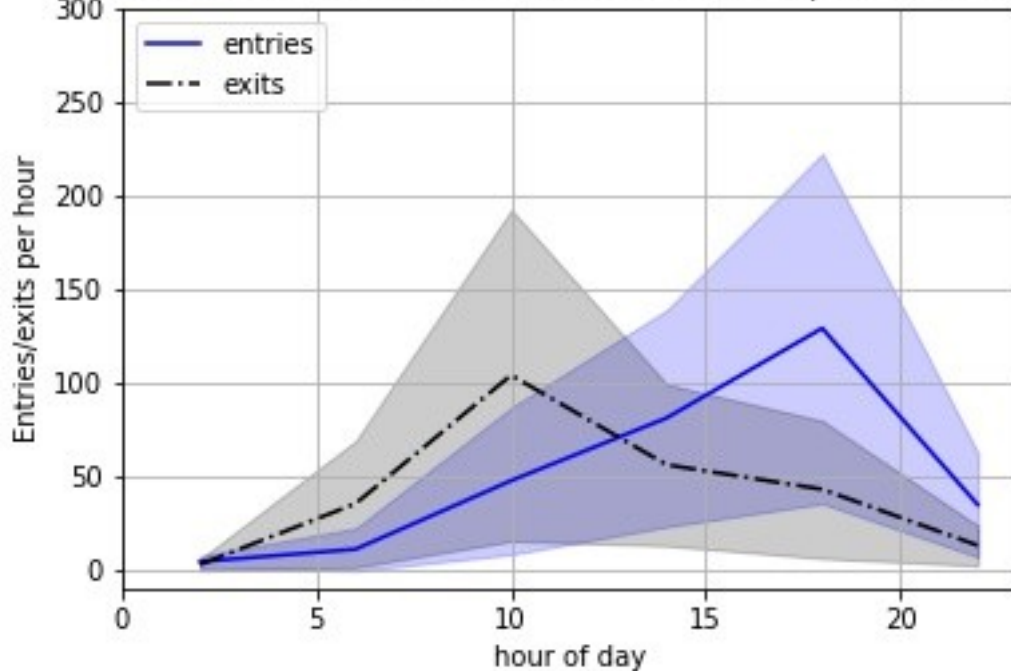WKDAY Ent/ext for CITY HALL Station April, 2016-2019

maps.google.com

Weekday exits peak in the morning
Although central, not a high flow rate

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

Entries/exits for BROOKLYN BRIDGE Station April, 2016-2019

- entries
- exits

maps.google.com

Exits peak in the morning

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

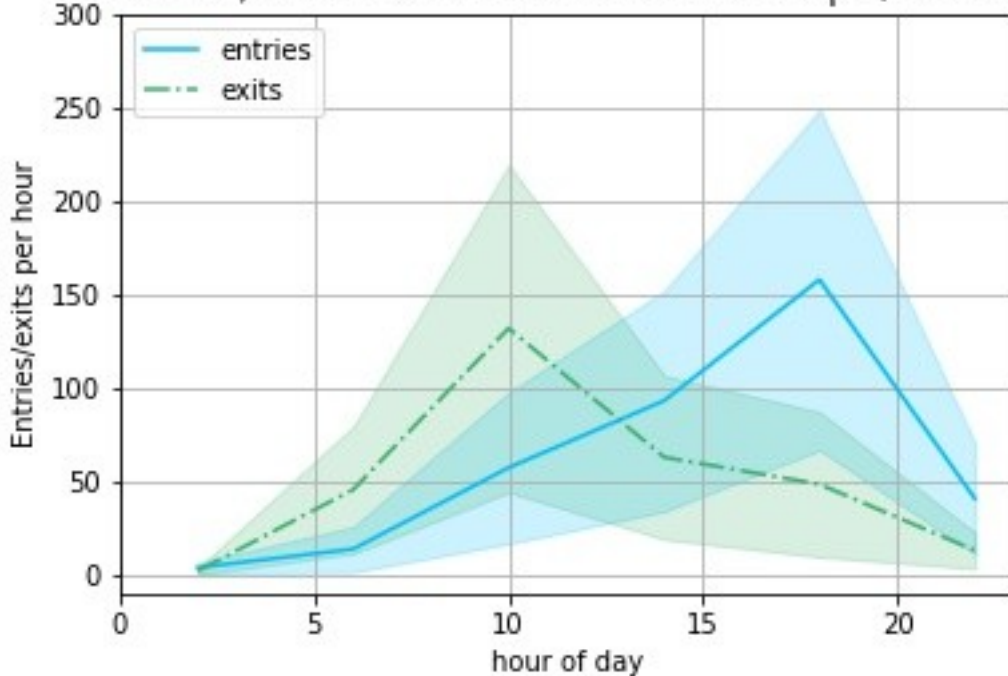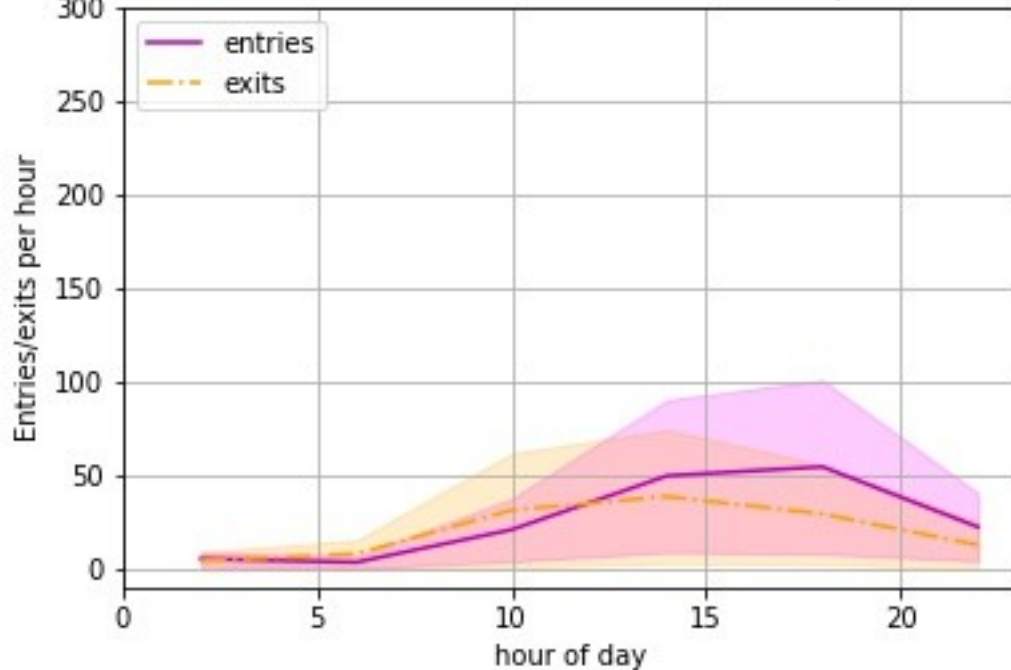maps.google.com

Exits peak in the morning

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

WKEND Ent/ext for BROOKLYN BRIDGE Station April, 2016-2019

maps.google.com

Low flow rate on the weekends
Exits peak in the late morning/afternoon

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Recommendations for outreach model:

Giveaway to entice new users to enter store and experience new products

Inside station posted signs alerting riders to expect free stuff as they surface.

Streetside, have tables to give away free 8oz drip with a QR code 5$ credit for the three Starbucks stores.

Deployment only during the morning commute (8 am – 12 pm, weekdays).

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Recommendations for outreach model:

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Rationale:

(New) customers (w/ incentives) are more likely to be open to new experiences and give feedback.

Stations chosen have (relatively) high exit traffic in the morning.

Stations are chosen for complimentary MTA Line (i.e. demographic) coverage

Weekend traffic is low and shifted towards afternoons.

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Questions/Comments?

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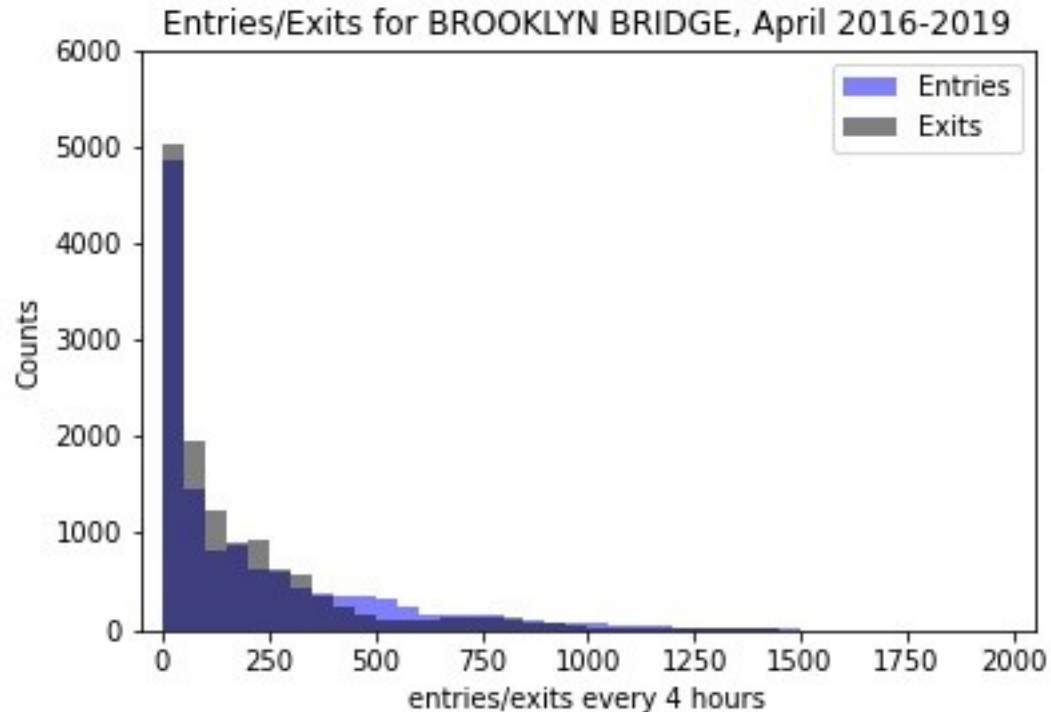Entries/Exits for CITY HALL, April 2016-2019

naps.google.com

more entries than exits at this stop

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

Entries/Exits for BROOKLYN BRIDGE, April 2016-2019

- Entries
- Exits

Counts

entries/exits every 4 hours
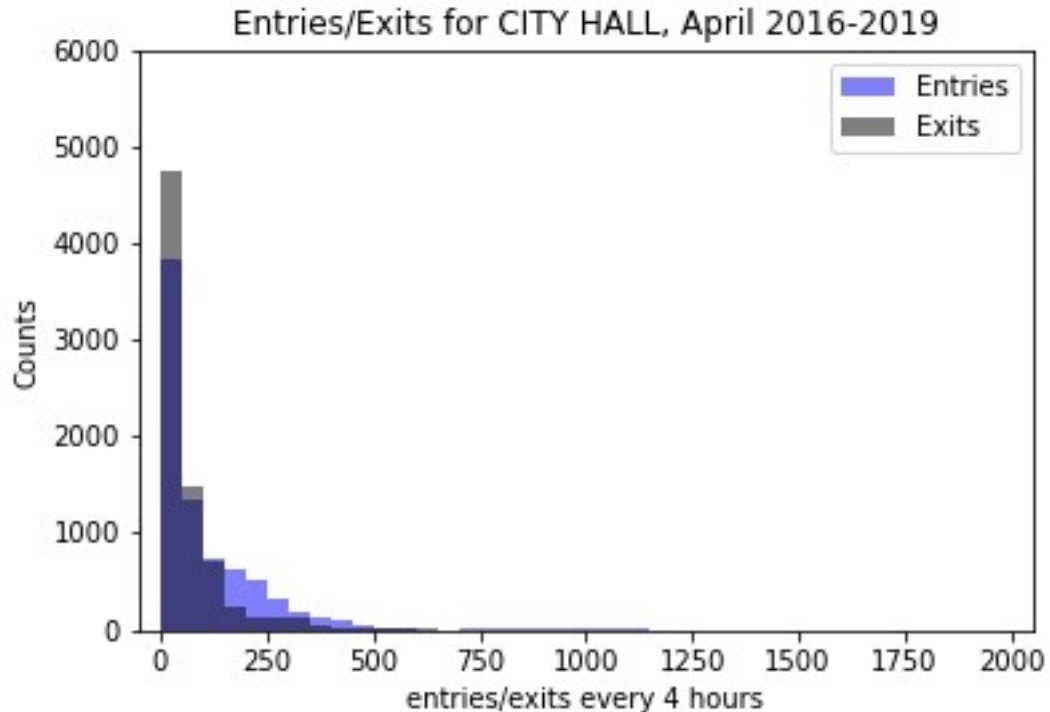
maps.google.com

Higher flow rate than city hall