

HCI 596X Service Design Project
SD3: Storyboards, Videos, etc.
Group No. 2

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Steve T.

“I work hard and like to enjoy the little things in life, like spending time with my wife and son, my morning run and my morning coffee.”

Male / 43 / Married / 1 child / Chicago, IL / Homeowner

BS, MBA / Financial Analyst for a major bank

Every morning before work Steve goes to the gym. After getting ready for work (usually at the gym) he stops to pick up a coffee for his commute. Unless it is a really hot day, he always orders the same thing – a tall, non-fat latte. Steve then commutes on the train downtown to his job. He has worked at his current job, a financial analyst for a major bank, for past 25 years.

90% of Steve’s time during work hours Steve is spent on his work laptop, primarily using Microsoft Office products for spreadsheets and email. His work provides him with a phone, which is Steve’s primary phone outside of work as well. Last year he was given the option to upgrade from his BlackBerry to a new Android phone. Steve feels that he is a competent smartphone user – he reads NYTimes.com and ESPN.com on the way to and from work, has bought a few different apps, a handful of which he uses often.

Steve looks forward to his summer vacation with his family, seeing a few games during baseball season and weekend ski trips in the winter. On a daily basis, he like to spend time with his 12 year old son, watch SportsCenter and enjoy some quite time with his wife on their backyard deck or in front of their fireplace. Steve values his free time and appreciates “tech things” that help him to save time or do accomplish tasks faster, allowing him more time to spend with his family

Key Attributes

- Comfortable with computers/smartphones
- Understands the value of his personal time
- Regular customer/coffee drinker, with a “typical” order



Sally M.

“I like my job and the people I work with, but being a barista isn’t what I want to do with the rest of my life. I’m an entertainer at heart. Being able to be on stage is what is most important to me.”

Female / 25 / Single / no children / Chicago, IL / Rents

BS / Starbucks Barista

Sally is an aspiring actor. She is currently taking classes at Second City and Improve Olympics in Chicago to learn more about comedy, timing and interaction on stage. She lives in Logan Square, which is about 3 miles from the Starbucks location she works, but it was the closest Starbucks that was hiring. She has been working at this Starbucks for the past three years. It takes her about 45 minutes by public transportation (mostly bus) from her apartment, where she lives with her two roommates, to her work location. Her job is “basically to pay the rent” until she finishes up her classes and tries to find a full-time acting gig.



She usually works about 30-40 hours a week, depending on classes or if she has a current acting role. Her shift varies, but she prefers the opening shift, so that she has work out of the way by the afternoon and can hang out before classes start. She likes working the counter because she is good at talking to people, but that sometimes slows her down at the register. Her strongest role at Starbucks is, what she likes to joking call “being a mix-master”, working the coffee preparation area. She occasionally gets stressed when there are a lot of orders backing up, but doesn’t let it show – “thanks to all that acting”, she says.

Sally is good with computers and has an iPhone that her mom bought her for her last birthday. She uses her computer mostly for social media, same with her iPhone, with the addition of listening to music, texting, making phone calls and playing Angry Birds. She hasn’t bought a lot of apps, but will download a “free” app without hesitation.

In her free time, Sally likes to hang out with her friends, get drinks at the local dive bar near her apartment and seeing shows (theater and music) – one of the many benefits of living in a city like Chicago.

Key Attributes

- Good at her job
- Reliable employee
- Comfortable with computers/SmartPhones

Jill T.

“Being a mom of 2 small kids, I find myself constantly doing stuff in and around the house. Being able to interact with my friends helps me get away from all the mundane things and helps me feel refreshed.”

Female / 34 / Married / 2 children / Los Angeles, CA / Owns a single family home

BA /Stay at home Mom

Jill is a stay at home mom in her mid 30's. She has a 4-year-old daughter named Claire and 2-year-old son named Tyler. The kids keep her on her toes all day. Her mornings typically start very early and she is busy all day taking care of kids, home and running various errands. She looks forward to her mid-morning break at the local Starbucks that helps her recharge for the rest of the day. That's the time of the day where she gets to go out of the house, meet friends and sip her favorite drink, Mocha Frappuccino.

On regular weekday Jill meets with other stay at home moms who have kids of similar age. Meeting with other such moms helps her take her mind off of home and gives her kids a chance to interact with other kids as well. Such get together usually happen out doors or other indoor play areas and such sessions usually take place in the mornings after the kids are done with their breakfast at about 10 am. But before she heads down to meet other moms and the kids, she always makes a stop at her local Starbucks to get a nice hot or cold beverage depending on the weather.

She is married to Trevor, a pilot working Southwest Airlines. Trevor is out travelling most of the week but tries to be at home with family on the weekends. Jill and the kids love their weekend family times together. They like to spend time with each other, family and friends on the weekends. In summer times Jill is busy organizing backyard barbeques with friends and family. They also like to travel. Thanks to Trevor's job, they get free mileage to see various places in the country. Of all the places they have visited, Jill and the kids love Disney World in Florida the most.

Jill is very computer savvy. She likes to keep her self updated with current news as well as connected to her friends & family via social networking sites. She is very happy with her iPhone that she recently purchased. Her iPhone helps her organize her calendar as well accomplish several communication tasks through various apps she has on her phone.

Key Attributes

- Computer savvy
- Avid social networker
- All-season Starbucks customer
- SmartPhone user



Mary S.

“Being able to live close to my family and friends is very important to me. The moments spent with them are something that I will treasure forever.”

Female / 56 / Single / 3 children / 5 grandchildren / Seattle, WA / Owns a single family home

BFA/Painter

Mary is passionate about painting. Every time she sees something beautiful, she wants to paint it. She really enjoys her morning routine that begins early in the morning. She is a regular at the nearby 24 hr fitness and she always makes a quick stop at the Starbucks on the way to grab a hot cup of freshly brewed Pikes Place coffee and some quick breakfast. She takes this time to read the newspaper. Her morning coffee and gym routine is what Mary calls it as her “perfect start” of the day, which is very important for her.

She leads a very active lifestyle. As a painter she sees things in a very different perspective. She loves to read books as well. Mary lives alone ever since her husband passed away in 2007. 2 of her children and 3 of her grand kids live nearby. When she is not painting or reading books, she likes to spend time with her grandkids. She helps out her daughters with baby sitting as well as picking and dropping off the kids. Mary also has a very good circle of friends whom she is very close with. She meets with her friends once a week at Starbucks as well. They discuss family, friends, and life in general.

Key Attributes

- Active lifestyle
- Starbucks regular



Rick H.

“I get along well with my co-workers and I love my wife and kids. I know what is important to me and I know what needs to be done and I am able to distinguish between the two.”

40 / Male / Married / 2 kids / Omaha, NE

BS / Mid-Level Operations Manager

Rick is a hard-hitter. He believes in giving his 100 percent in everything he does. His strength is his ability to maintain his cool and bring about a sense of balance in different situations. That is the reason why most people, when asked to describe him in one word, picked the word – ‘dependable’. These very traits helped Rick in getting promoted to a mid-level management position in large railroad company he worked in, four months ago. His family was very happy and gifted him a new Android phone to keep him connected at all times. Rick talked to them about his new responsibilities and how he planned to schedule his time so that they could have fun together. Karl (12) was excited to hear the news and wanted visit his dad’s office to look around the new swanky cabin.



The operations department in Rick’s company dealt with planning and operational issues. A week at work typically started with a status meeting with his subordinates. Later in the day he would meet his co-managers, superiors to present his story, predictions and plans. Most of the week was spent trying to achieve the goals their team set for themselves. Though not naturally an extrovert, Rick bonded with people because he had genuine concern for all the people that he worked with. Rick would purchase birthday or anniversary gifts for his teammates even before he became a manager. He made it a point to go out for team lunches or grab a quick coffee with colleagues he worked with closely.

On the home front, Laura (35), who also worked full-time, took the most responsibility in the morning time. Her work allowed her to start late and so she took care of the kids. James (15) is an intelligent teenager. He helped his parents unless he had his own school-issues to deal with. Rick came home earlier than Laura and took care of the kids until she got home. They made sure that they had dinner together and talked unless there were pressing issues at work or someone really needed help.

Being a responsible employee, an approachable manager, a wonderful husband and loving dad definitely demanded a lot from Rick. In spite of all these responsibilities Rick made sure that he did not miss out on the small things he loved in life. Though his responsibilities made him take fewer risks on his hiking trips, he compensated for it by indulging in his second passion – food and drink! Rick loved his early morning coffee at Starbucks as much as a cold beer on a hot summer game-night. He was very particular when he ordered outside and would always remember names of waiters, bartenders and baristas. He was envious of his colleagues with iPhone who bragged about their Starbucks apps. He wanted one for his Android phone too.

Key Attributes

- Well-liked
- Hard worker
- Dependable
- Priority driven

Susan P.

“I am a person with many passions – my boyfriend, the jewelry I design... but my job isn’t one of them. I feel that work is where you are lending your time to people in exchange for some money.”

23 / Female / In a Relationship / Omaha, NE

High School Graduate / Starbucks Barista and Jewelry Designer

Susan is a typical girl-next-door. She is full of energy. Susan does not believe in toiling hard day and night. Her philosophy is – “You are lending your time to people (when you work for them) in exchange for some money”. So she thinks once you have enough to live reasonably well you should focus on your personal interests and that will lead to achieving a higher goal by doing things that you were born to do. She tried college for a year and dropped out because it didn’t make much sense to her. Susan is not averse to taking classes that teach her specific skills that she wants to learn.



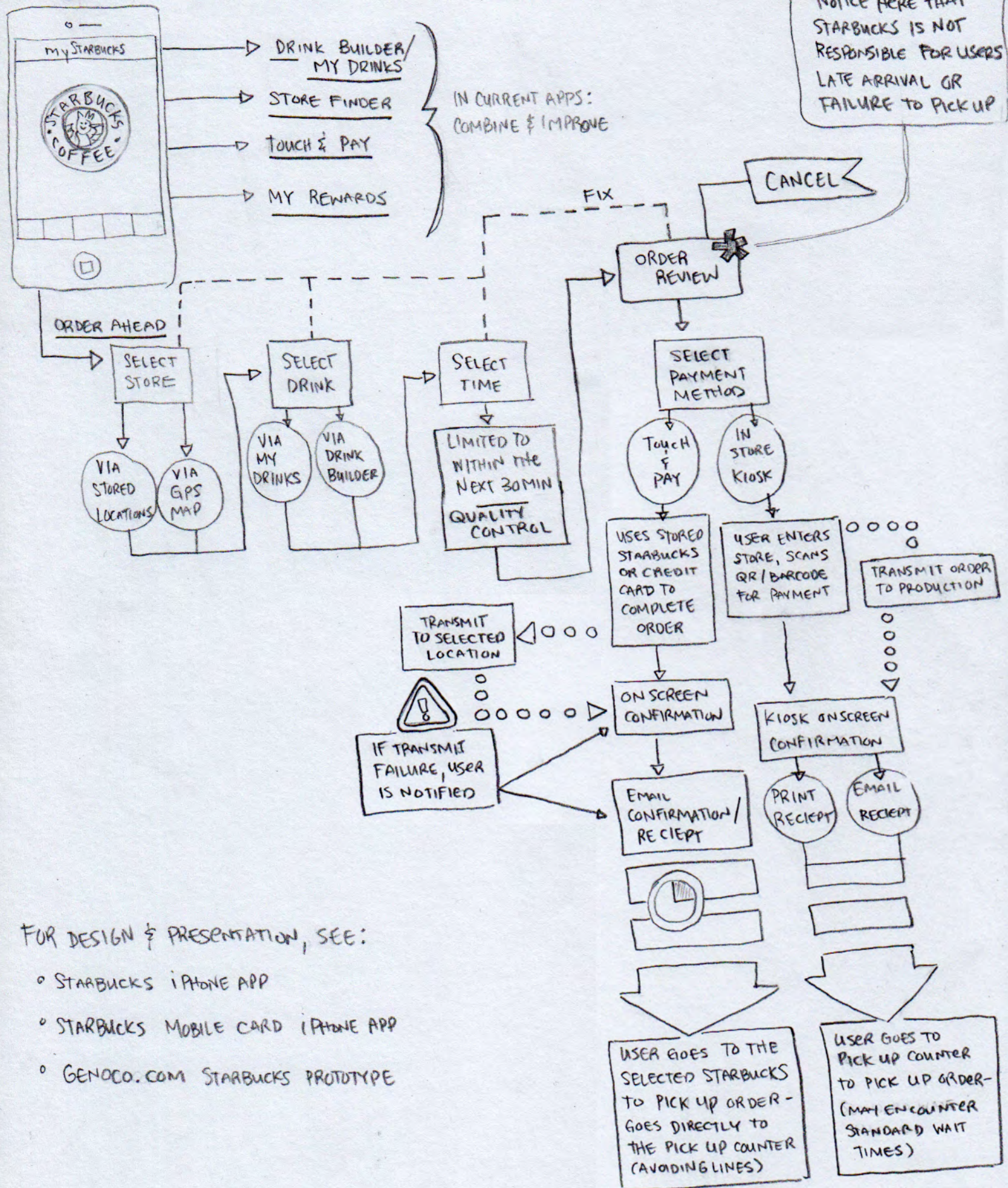
She works as a Barista in Starbucks until noon everyday and then works on her jewelry design skills in the afternoon. She does some freelance work, sells some of her jewelry in fairs and tries to learn something new everyday. Susan loves her job at Starbucks and thinks that it helps her a lot with people-skills. She was nervous starting off as a new Barista and was overwhelmed with the number of drinks. Luckily Samantha (38) was around to help her and makes sure she got it right by constantly checking her. Susan thinks if it were not for Samantha, all new employees would just quit due to the rush-hour pressure.

Susan lives with her boyfriend David (24) who himself works in a start-up company. He likes, appreciates and supports Susan’s enthusiasm to follow her dreams of starting her own small jewelry store that sold non-precious jewelry one day. He also likes the fact that Susan makes his life fun - unplanned surprise visits to his office, sharing random thoughts, long drives and short coffee breaks.

Key Attributes

- Self-sufficient
- Passionate
- Has a mentor at work

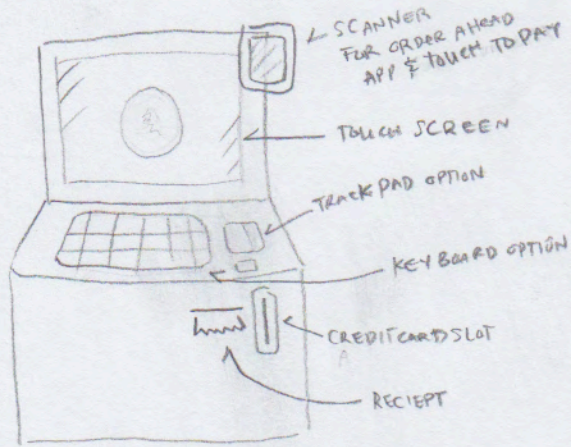
STARBUCKS APP FLOW CHART - GROUP 2 - V.1



FOR DESIGN & PRESENTATION, SEE:

- ° STARBUCKS iPhone APP
- ° STARBUCKS MOBILE CARD iPhone APP
- ° GENOCO.COM STARBUCKS PROTOTYPE

STARBUCKS DIGITAL KIOSK FLOW CHART - GROUP 2 - ✓



USER ENTERS PAYMENT INFO

IF NO PAYMENT INFO FROM SMARTPHONE

USER STARTS ORDER ON SMART PHONE

SMARTPHONE PRODUCES QR CODE / BAR CODE FOR SCANNER

ORDER IS RECEIVED, CONFIRMATION APPEARS ON KIOSK SCREEN

USER ACCEPTS ORDER

USER AMENDS ORDER

IF NO PAYMENT FROM SMARTPHONE

COLLECTS NAME, ORDER AND PAYMENT INFO
IF PAYMENT INFO NOT AVAILABLE KIOSK WILL ASK FOR PAYMENT

USER STARTS ORDER ON KIOSK

REASON: MAYBE LINE IS TOO LONG?

SELECTS DRINK FROM TOUCH SCREEN MENU

USER ENTERS NAME

USER ENTERS PAYMENT INFO

SWIPES CREDIT CARD

RECEIPT (PRINT OR EMAIL)

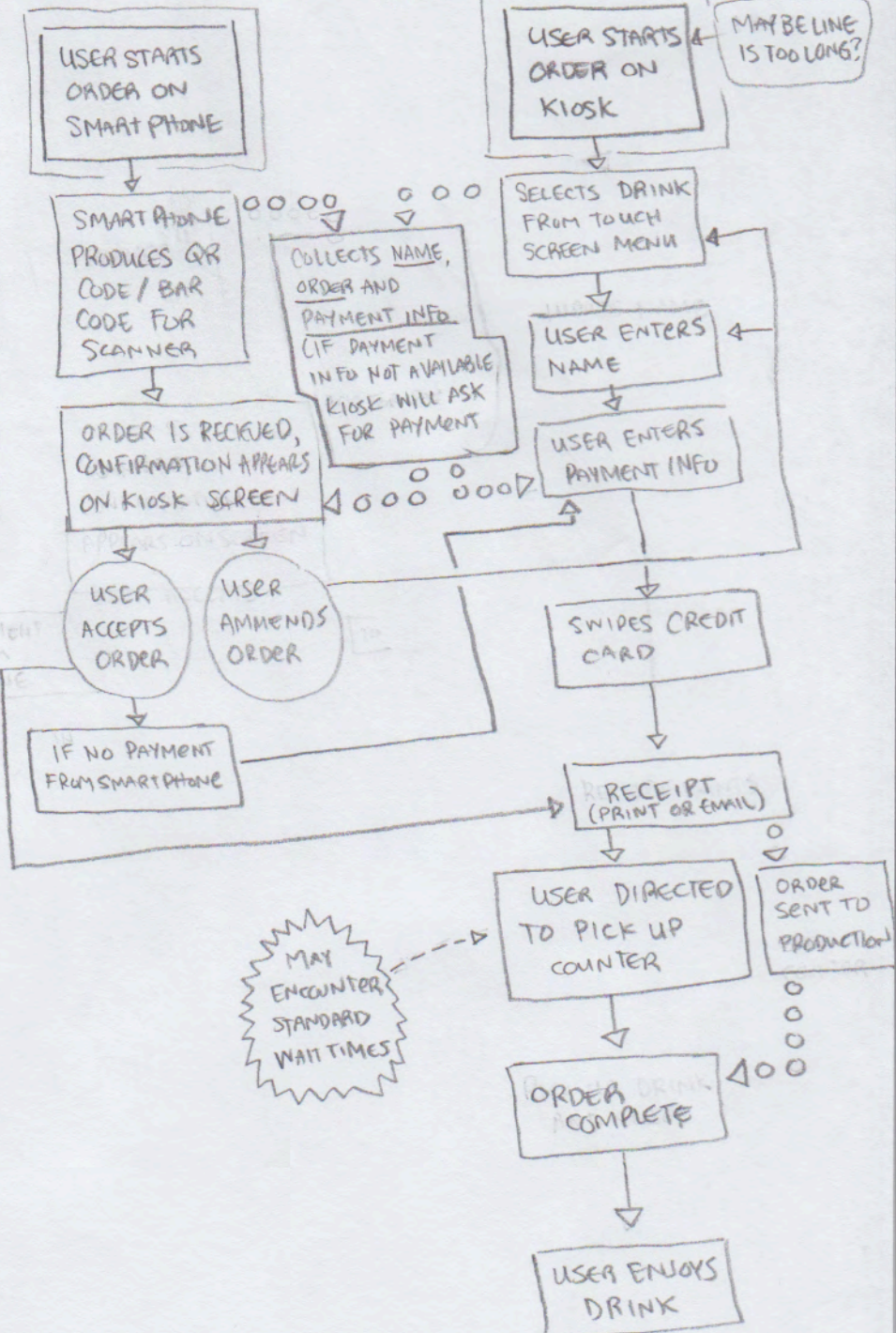
USER DIRECTED TO PICK UP COUNTER

ORDER SENT TO PRODUCTION

MAY ENCOUNTER STANDARD WAIT TIMES

ORDER DRINK COMPLETE

USER ENJOYS DRINK



STARBUCK BARISTA DIGITAL ASSISTANT FLOW CHART - GROUP 2 - ✓



TOUCH SCREEN
(COATED FOR MESSY
ENVIRONMENT)

ORDER IS PLACED
(BY APP, COUNTER
OR KIOSK)

ORDER APPEARS
ON BACK COUNTER
PRODUCTION DISPLAY
(SEE TO THE LEFT)

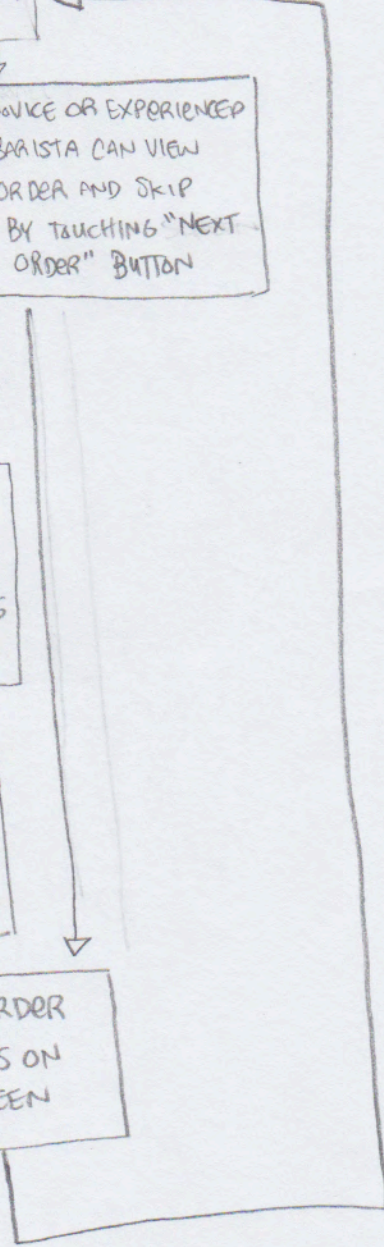
BEGINNER BARISTA
CAN VIEW A DIGITAL
WALK THROUGH OF
HOW THE ORDER
IS BUILT TO SPEC.
BY TOUCHING THE
"BUILD IT" BUTTON

NOVICE OR EXPERIENCED
BARISTA CAN VIEW
ORDER AND SKIP
BY TOUCHING "NEXT
ORDER" BUTTON

DISPLAY PULLS DRINK
RECIPES FROM STARBUCKS
DATABASE & DISPLAYS
ANIMATION OF BUILDING
REQUESTED DRINK

ONCE DRINK IS
FINISHED, BEGINNER
BARISTA PASSES
THE "COMPLETED"
BUTTON ON SCREEN

NEXT ORDER
APPEARS ON
SCREEN





Dashboard icon

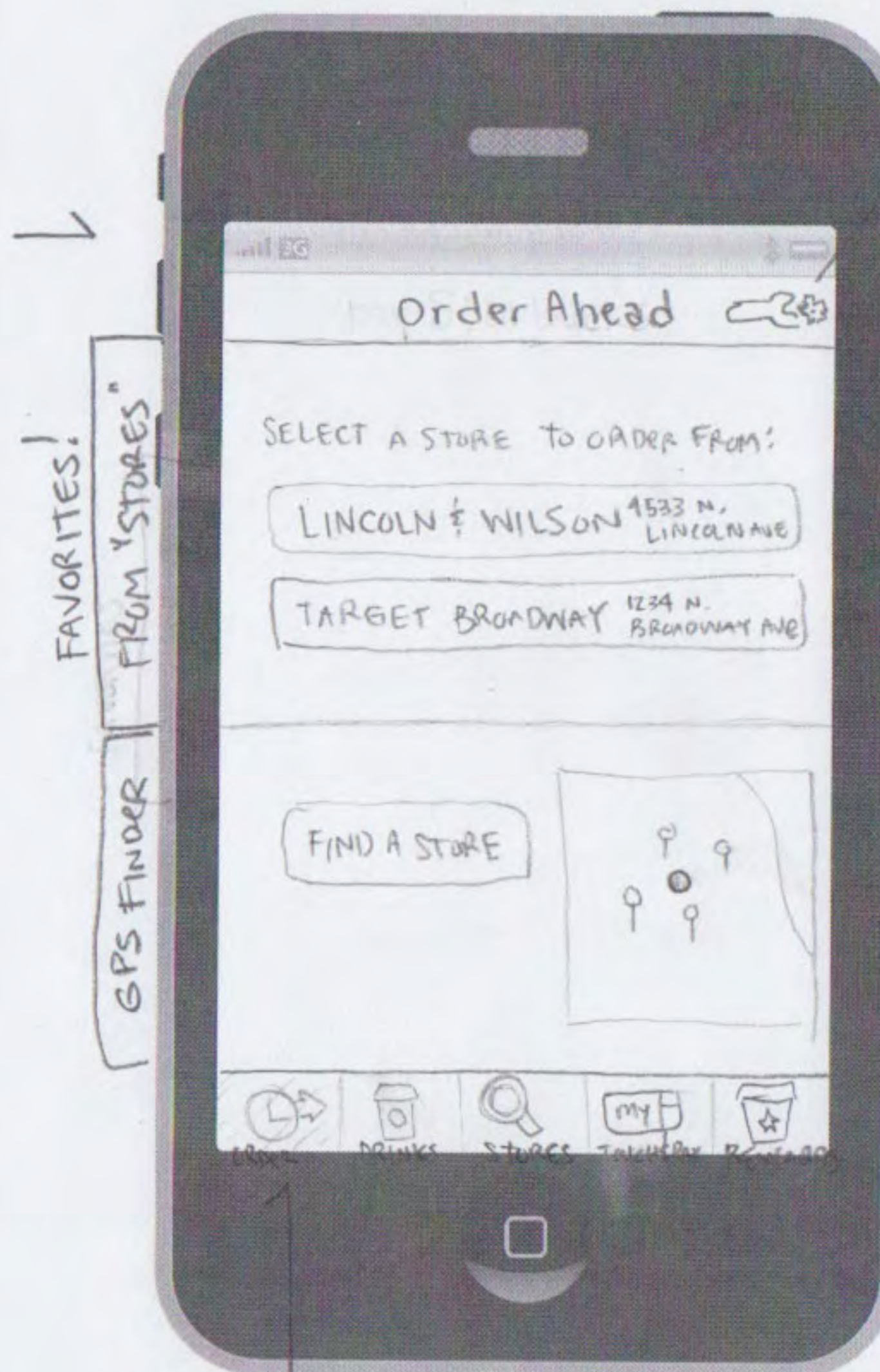
Application

Version

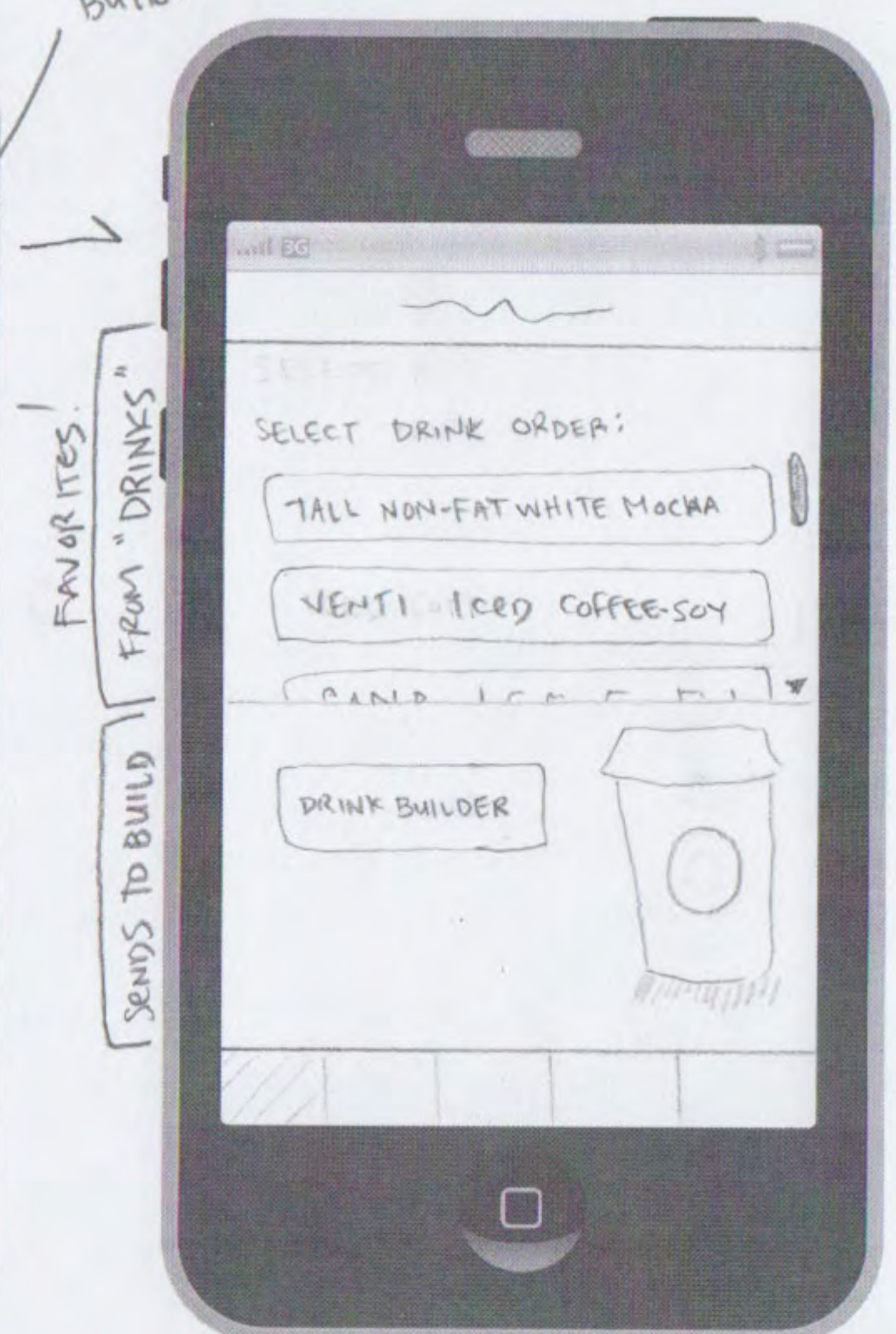
Date



LOAD SCREEN



DEFAULTS TO FIRST TAB





Dashboard icon

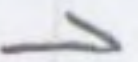
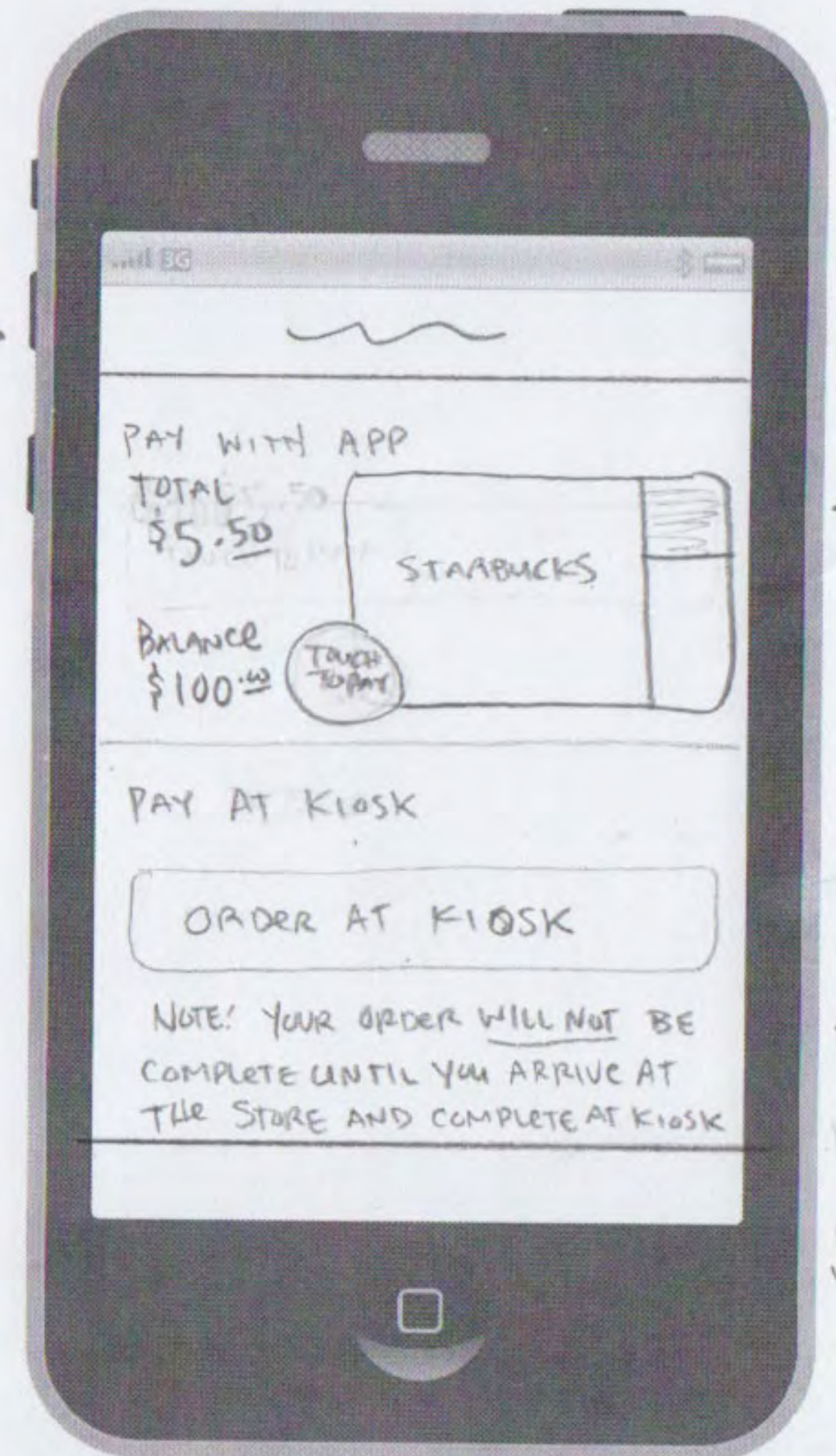
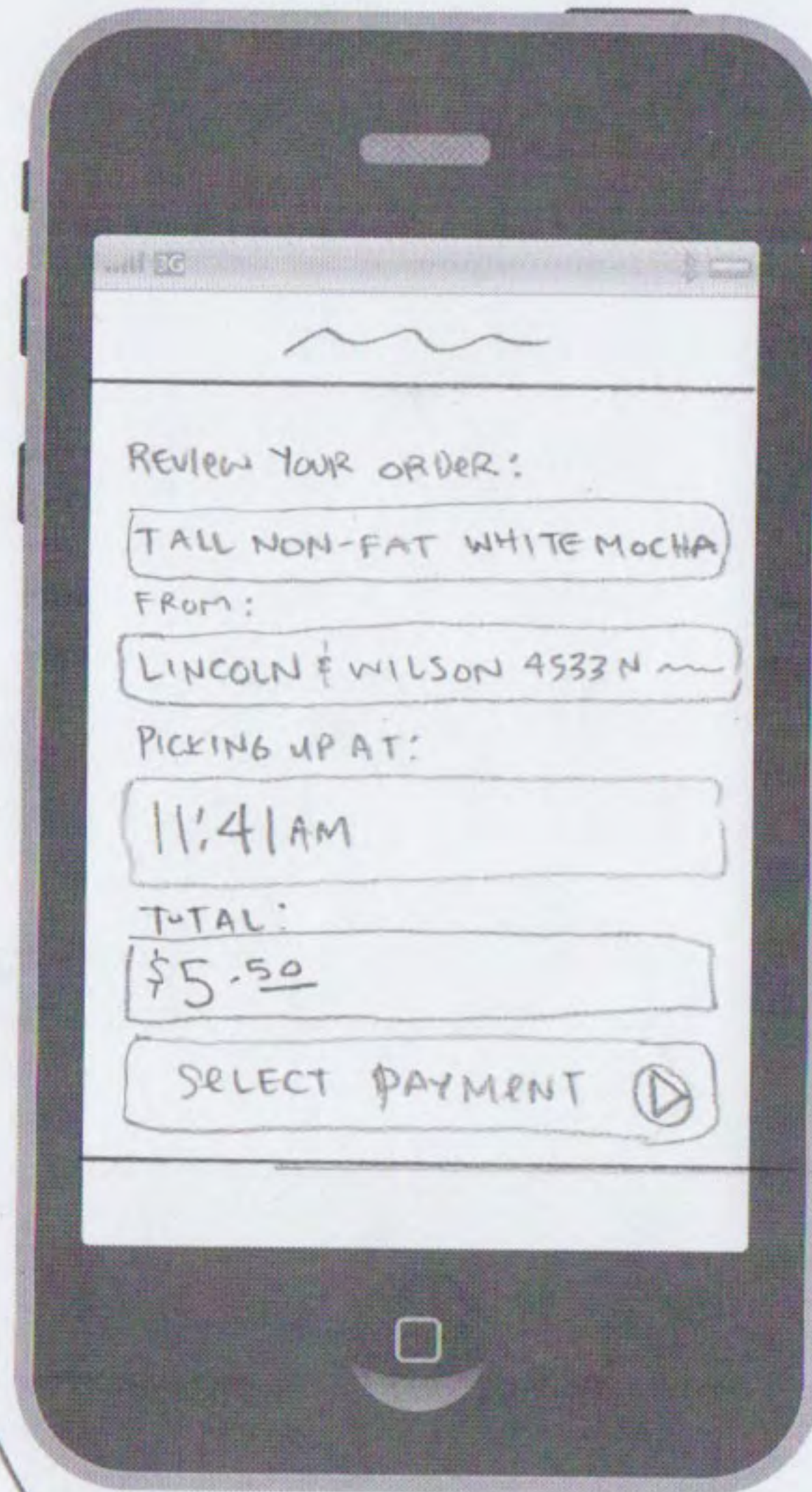
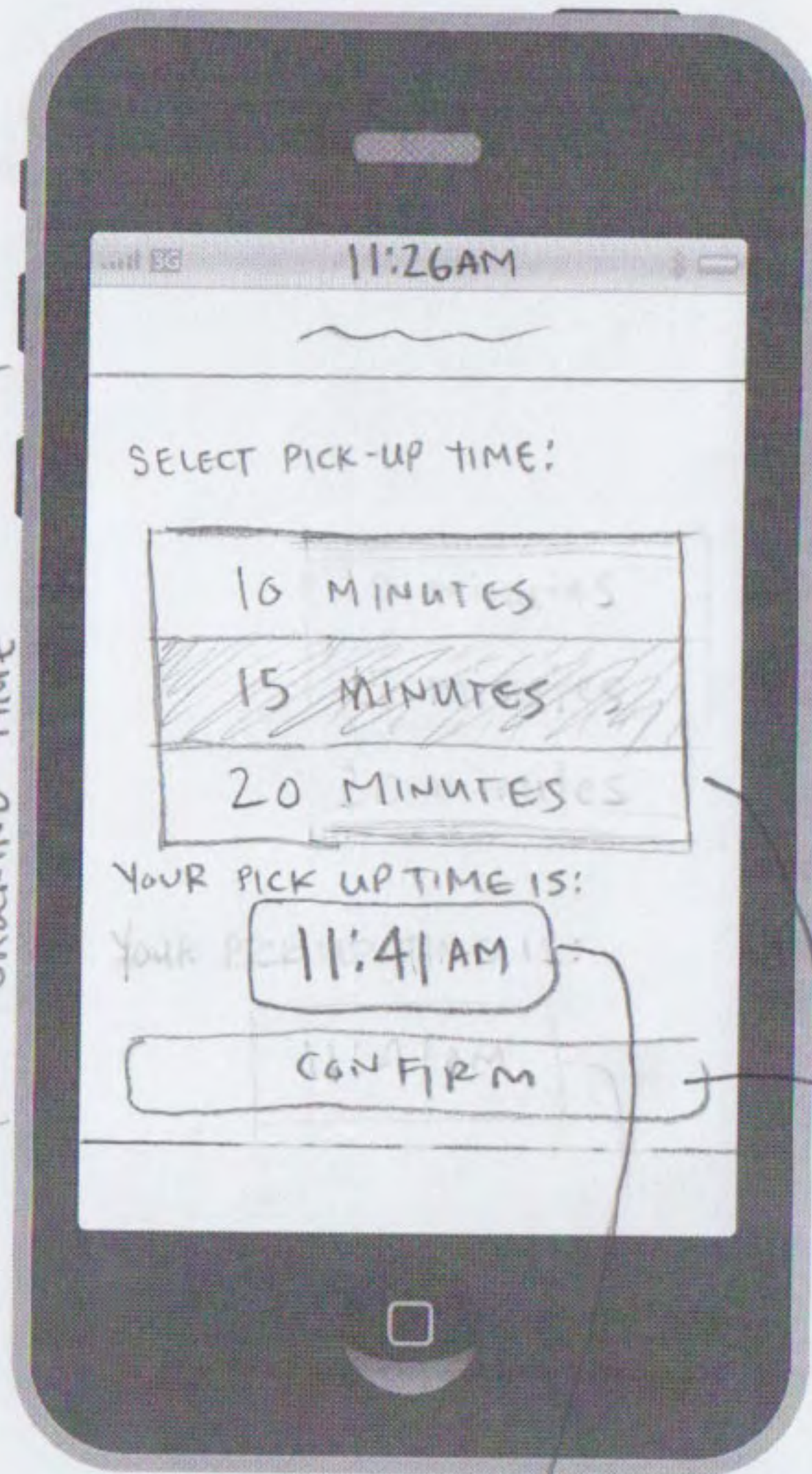


Application

Version

Date

MINUTES
ONLY ALLOW 10 TO 30 FROM
ORDERING TIME



DASH WITH
YOUR PHONE
KIOSK

CHANGES
WITH USER
SELECTION

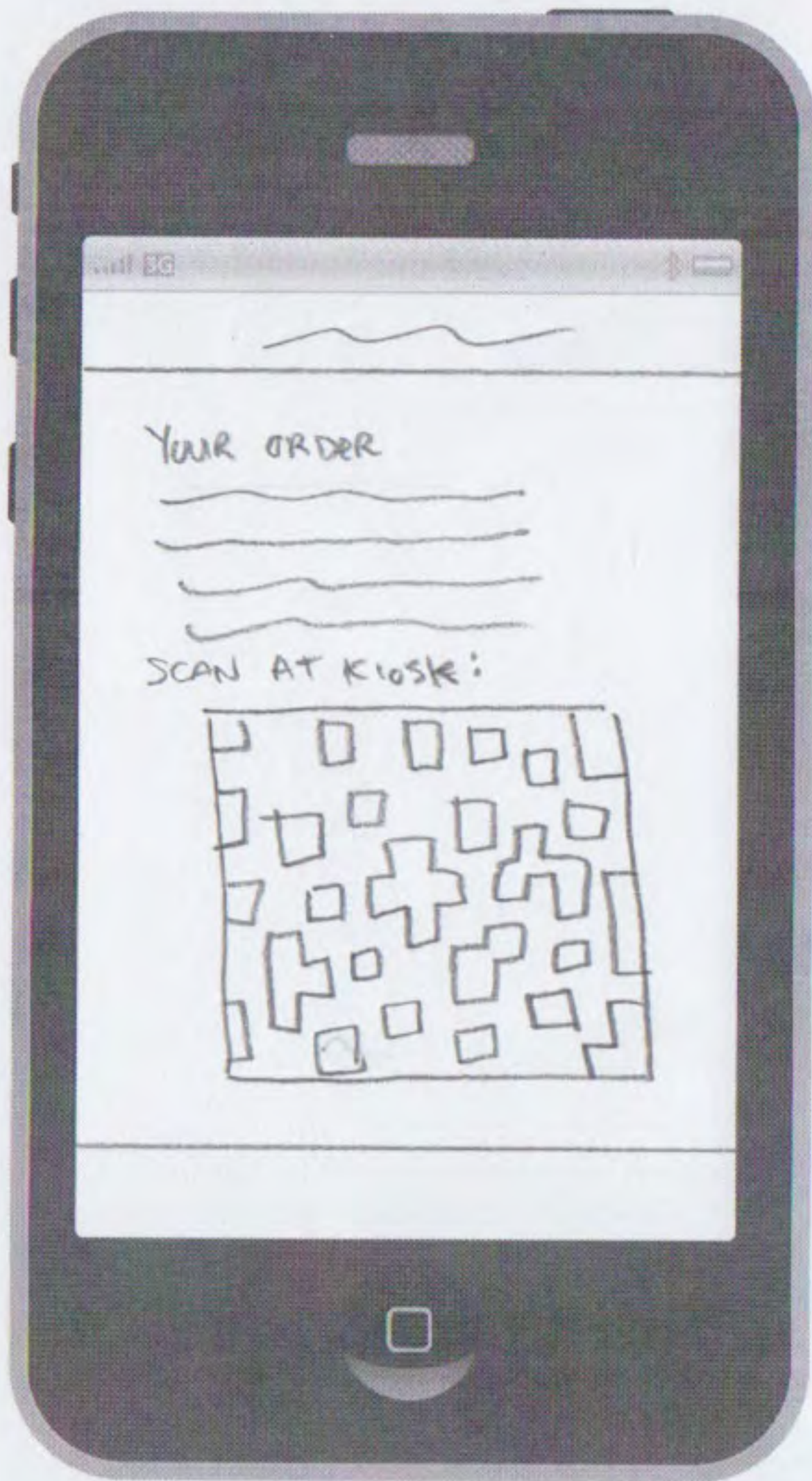
STOCK IOS
TIMER. CAN
BE BY 1 MIN
INCRIMENTS.

"CONFIRM" SETS A
TIMER ON YOUR
PHONE W/ REMINDER



Dashboard icon

KIOSK PAY

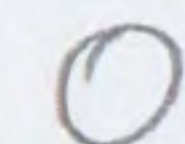
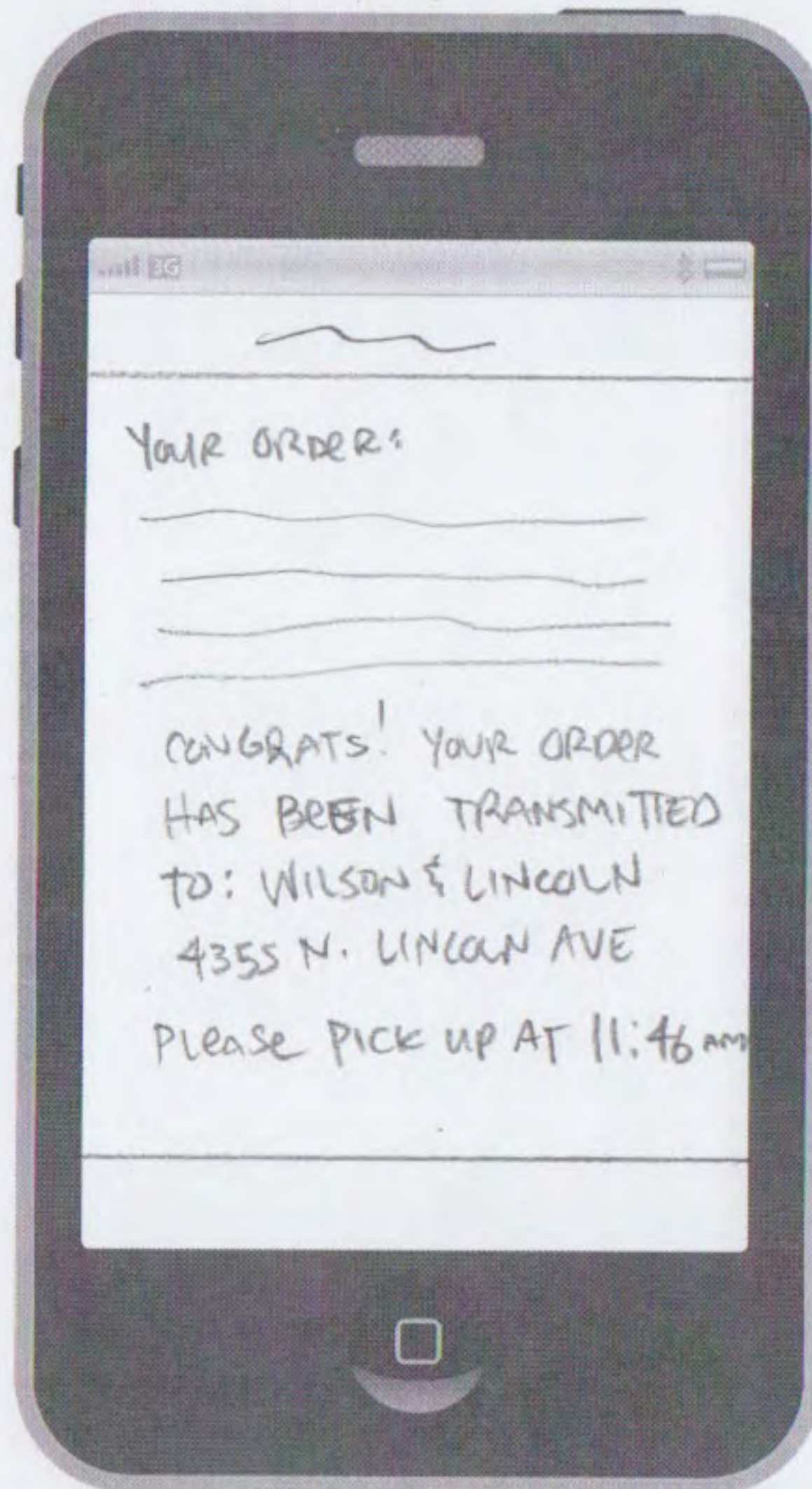


Application

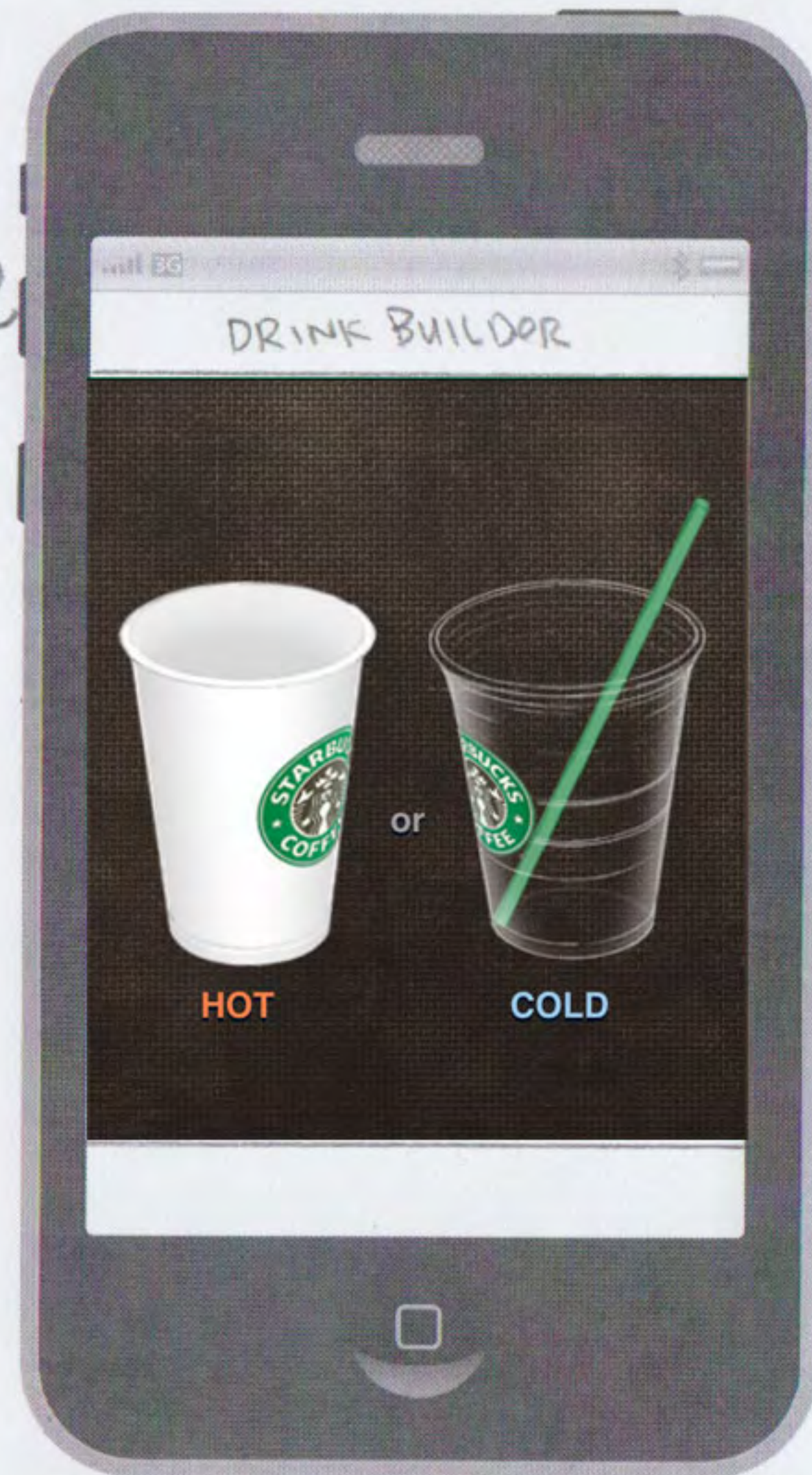
Version

Date

APP PAY



DONE



EMAIL CONFIRMATION
ALSO SENT TO
USERS EMAIL



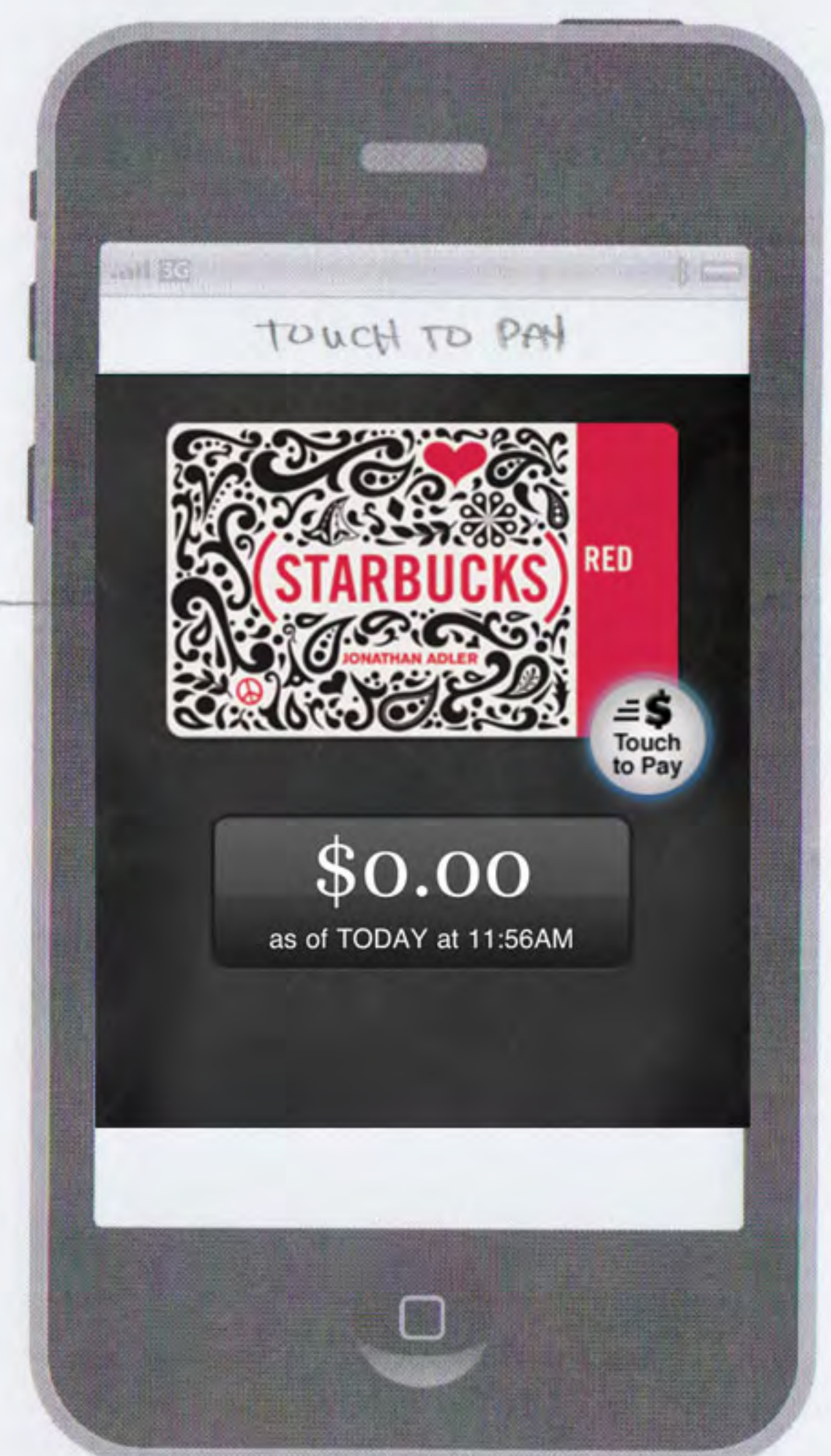
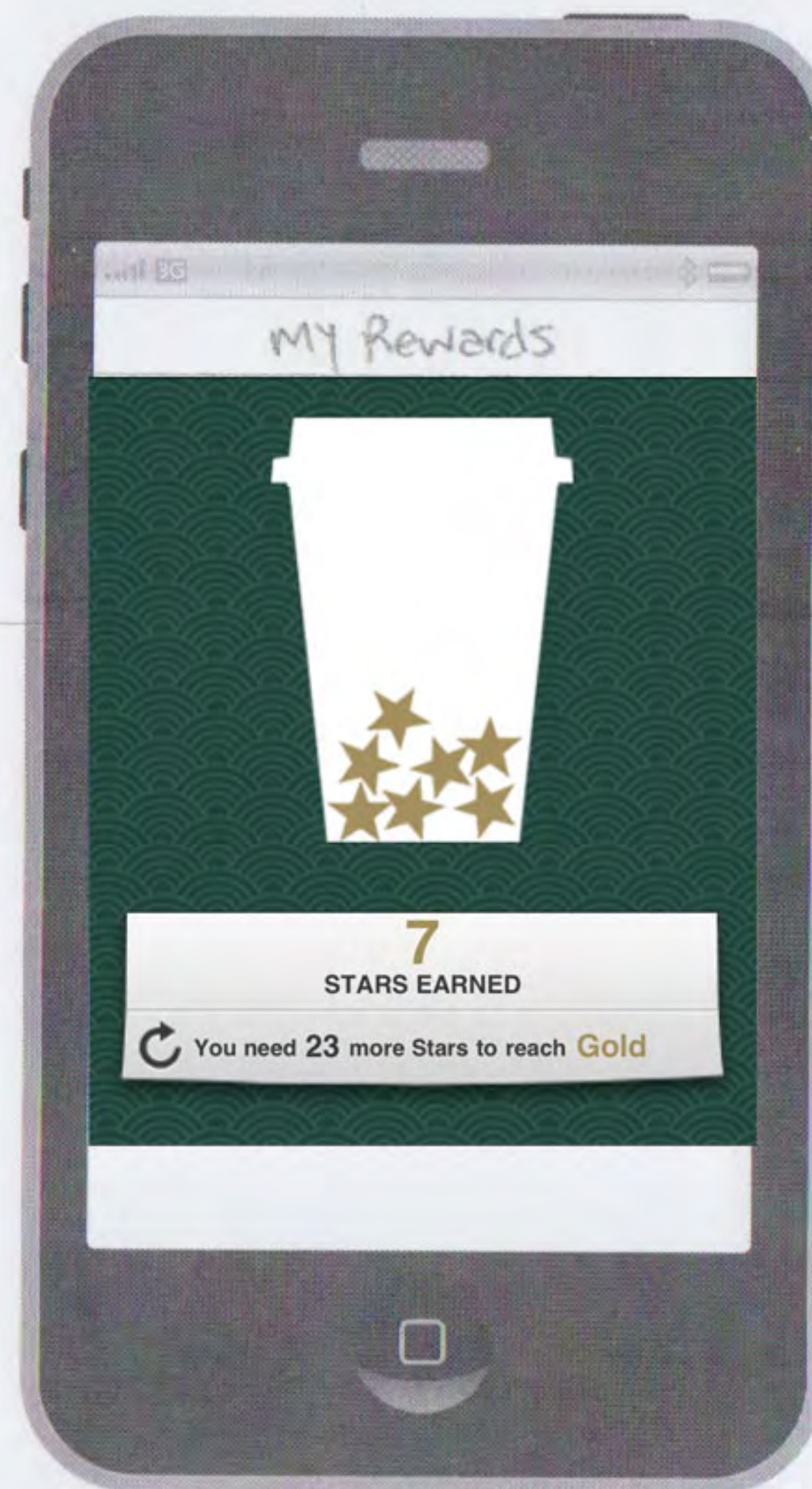
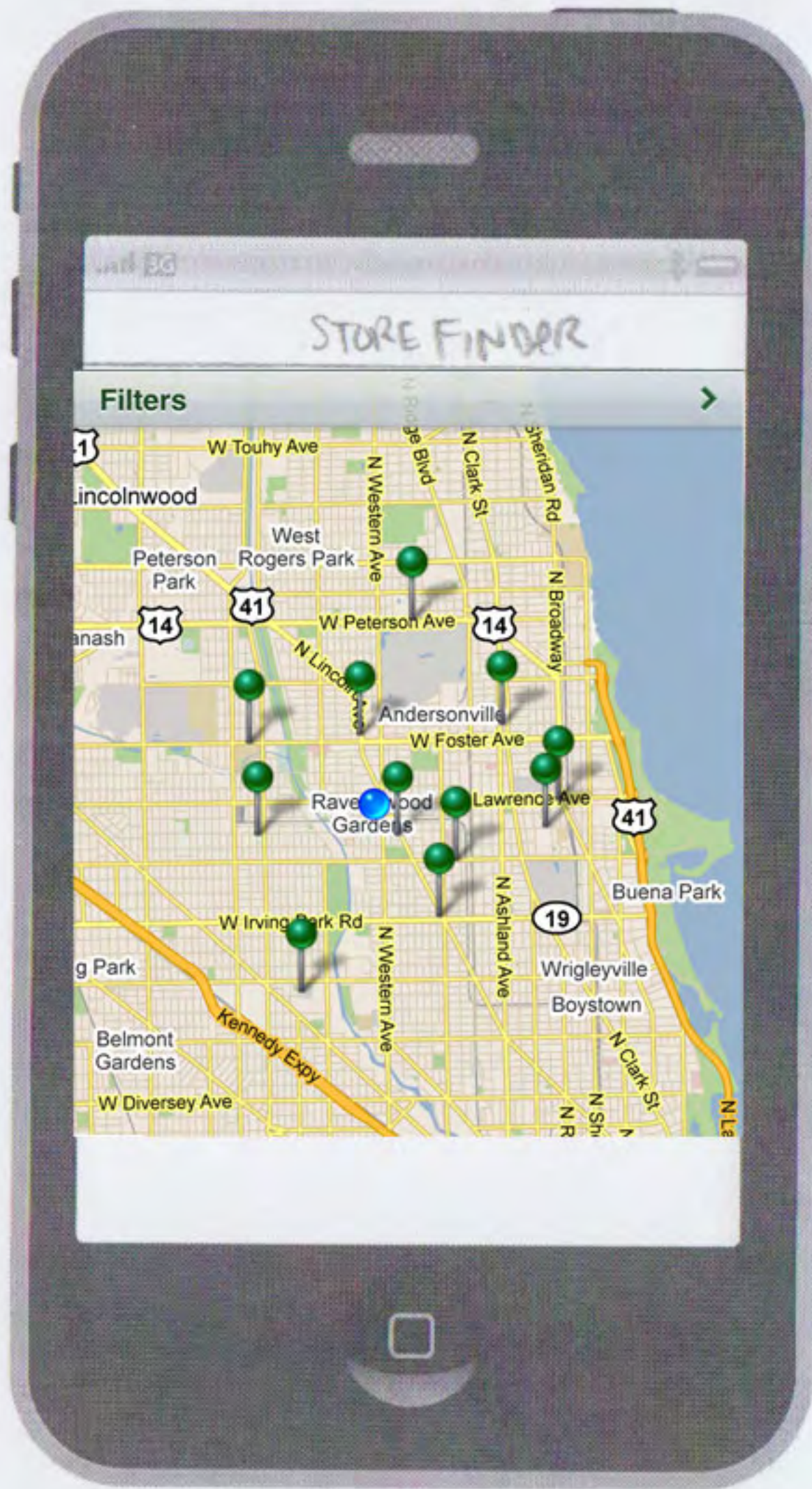
Dashboard icon



Application

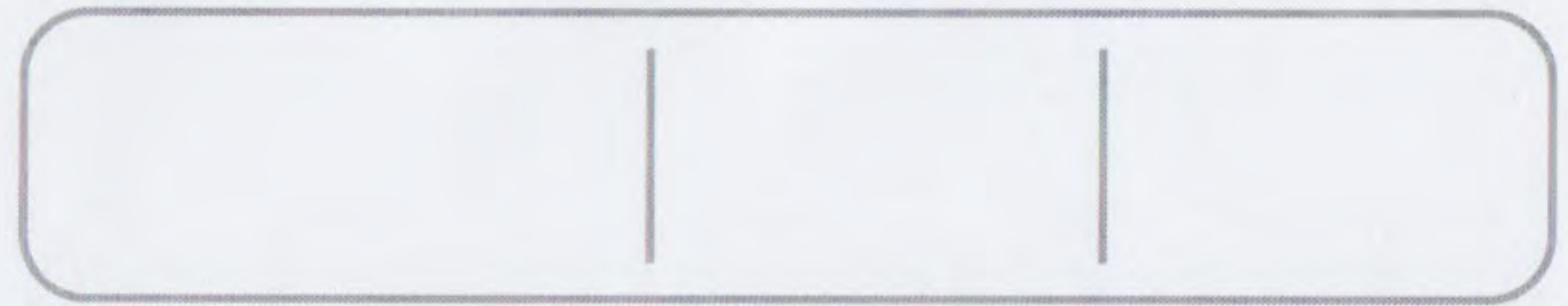
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Date





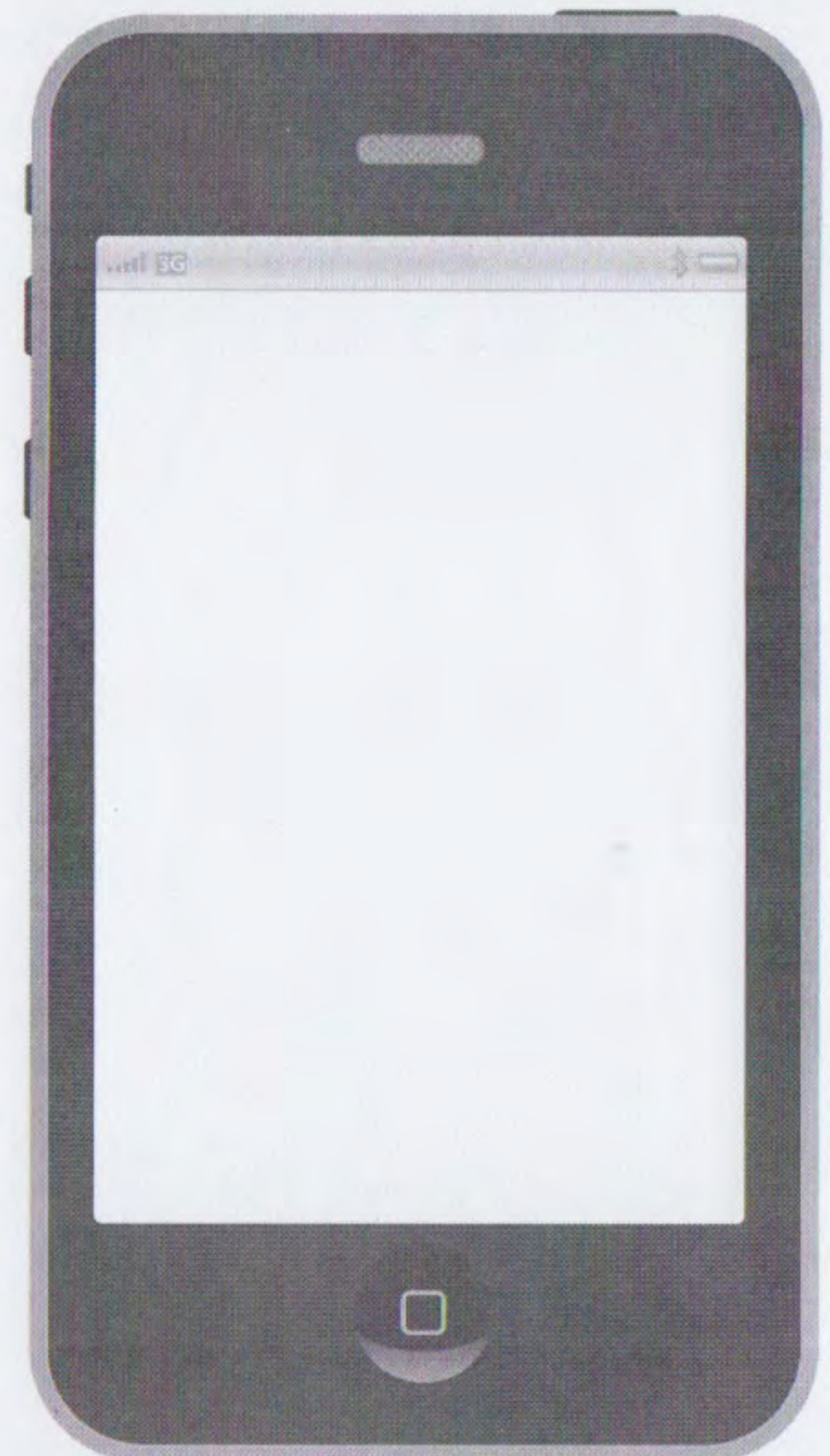
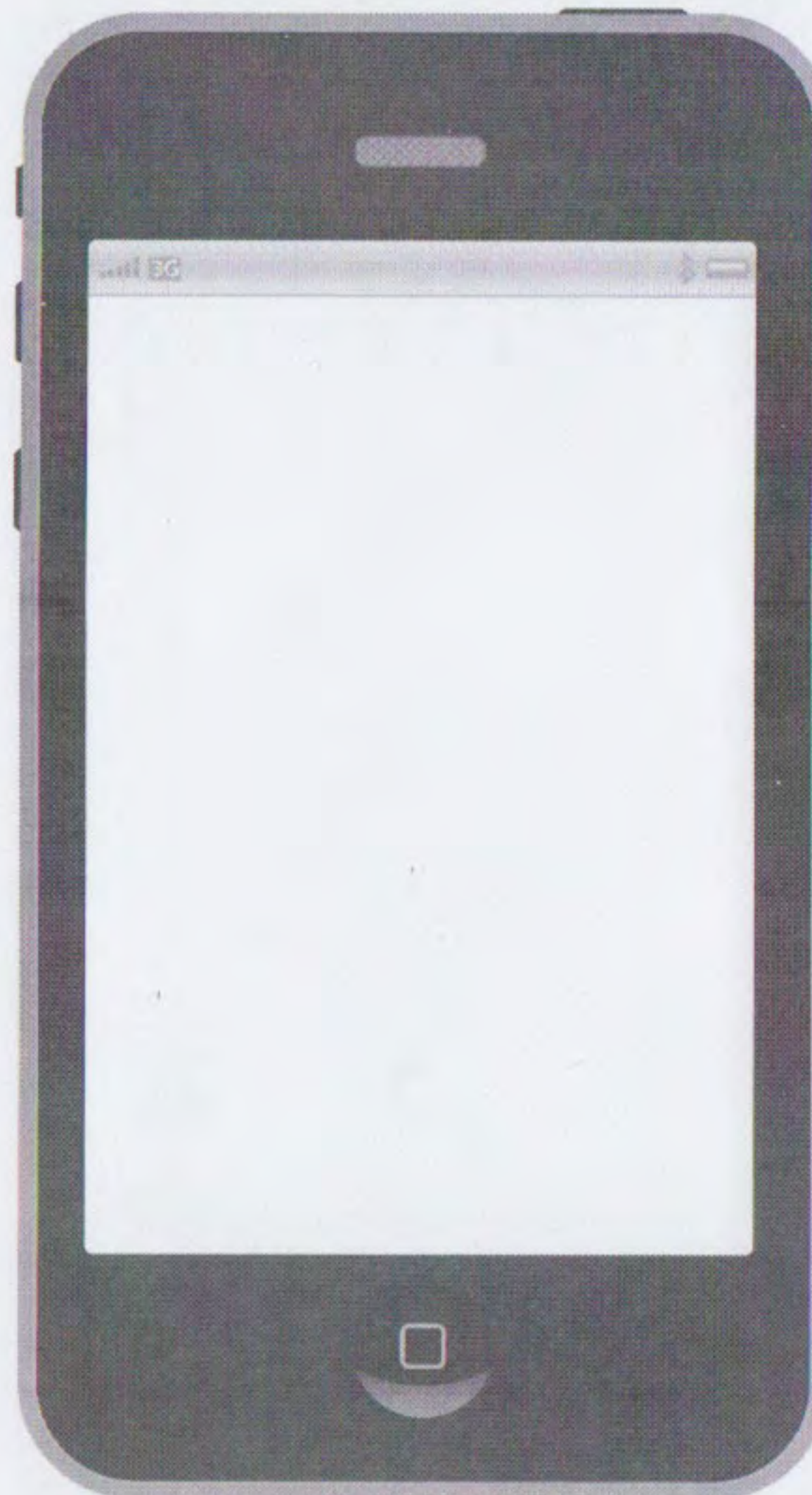
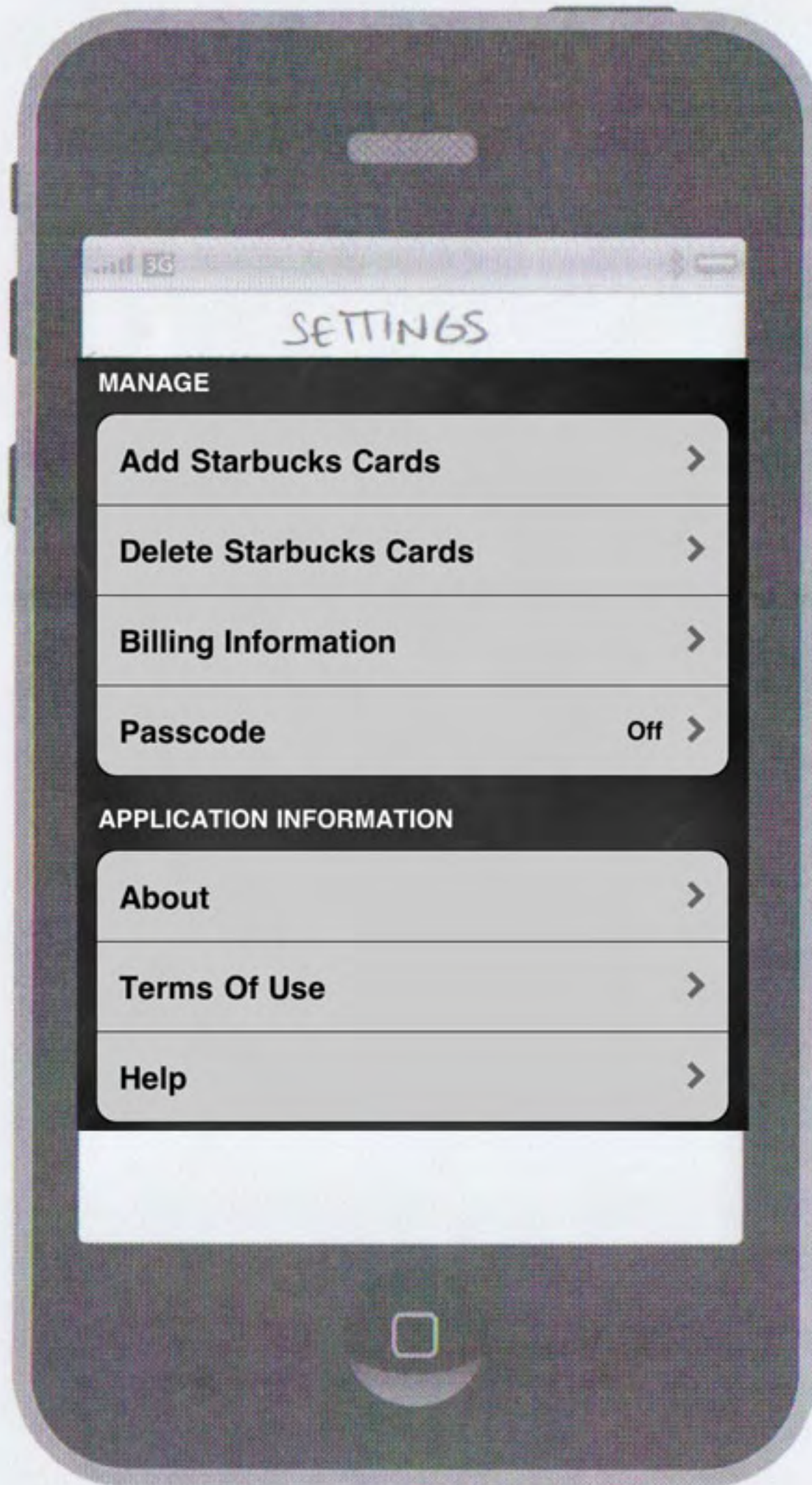
Dashboard icon



Application

Version

Date



Starbucks current logo usage:



Group 2 – HCI 596, Summer 2011

Loading Screen

KT&R - get it?
5:96 HCI???

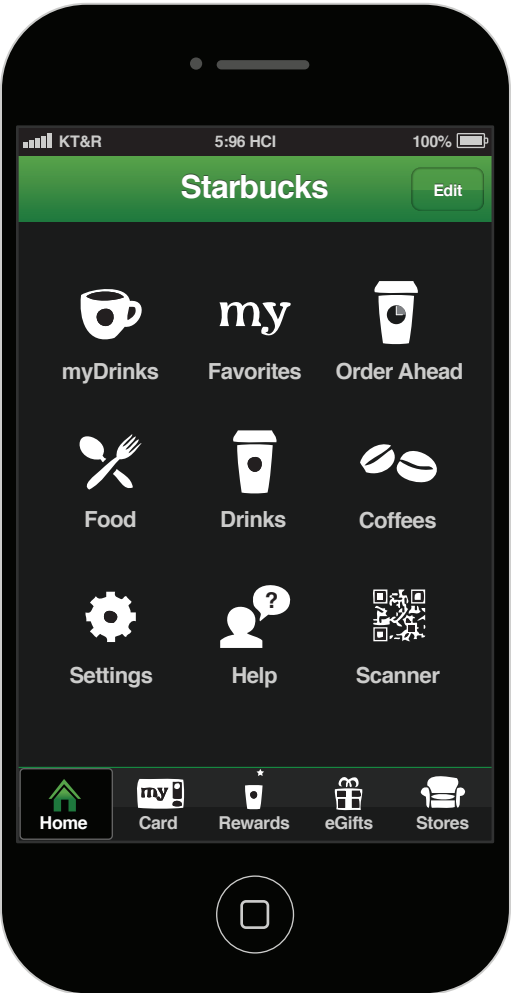
the 100% is a suggestion for our grade



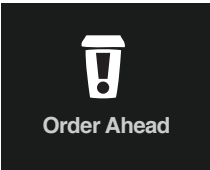
Home Screen

The icons were created by using
Live Trace/Live Paint in Illustrator.

They aren't perfect, but they will fly for this project.



'Coffees' were moved down one row and 'Jobs' was removed to make space for 'Order Ahead'

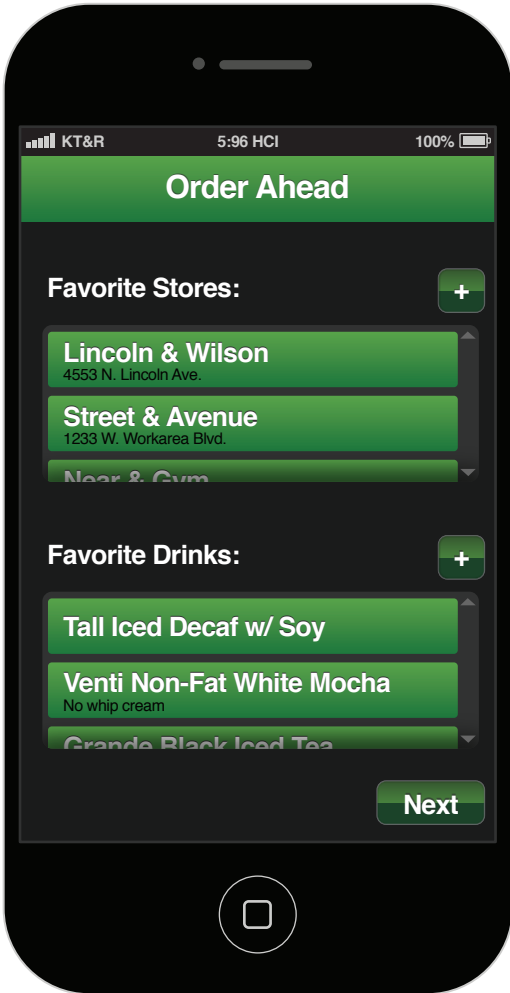


Order Ahead

Secondary icon option

Order Ahead App View

First screen in proposed feature

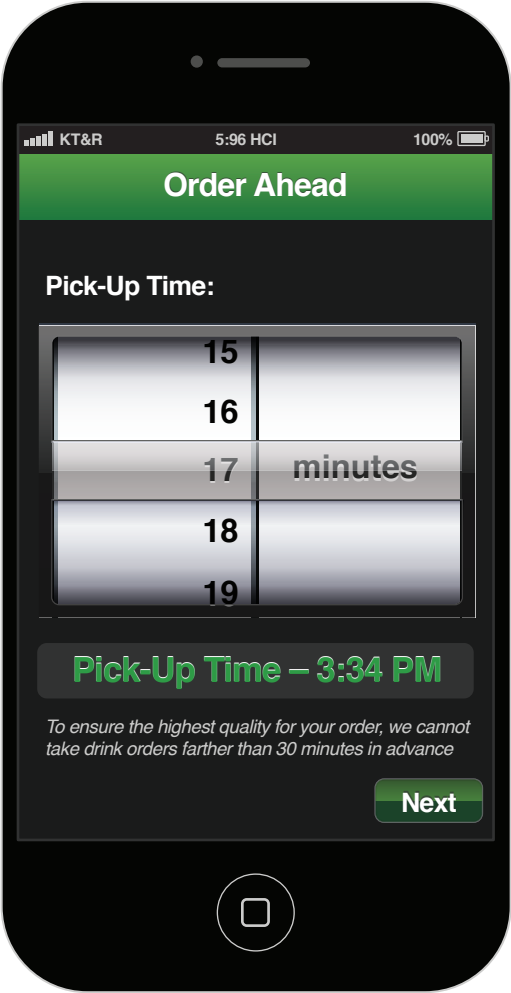


Sends user to 'Stores' where GPS shows their location to select a nearby store or search for another store.

Sends user to 'myDrinks' area to build a drink to order.

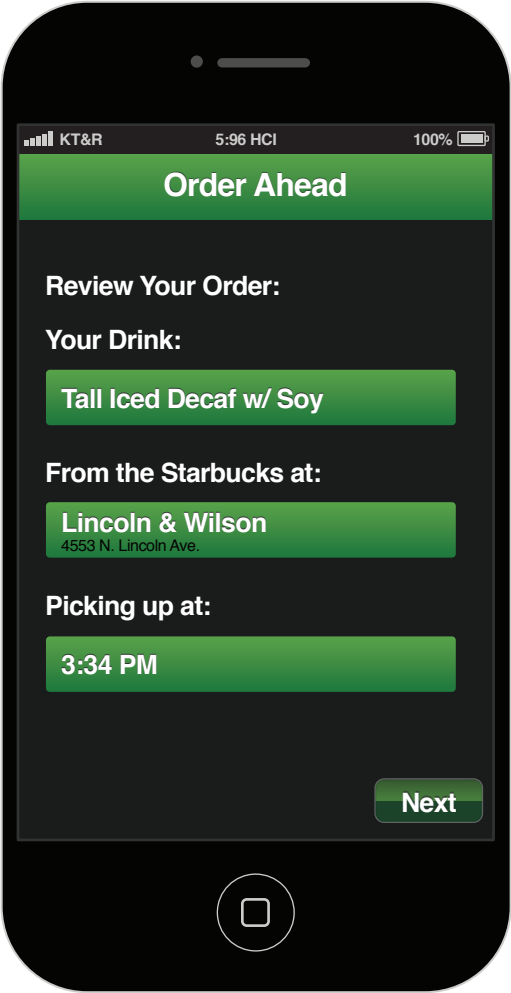
Greyed out until user selects a store and a drink.
After selections are made, this taks you to the next screen

Order Ahead App View
Second screen in proposed feature



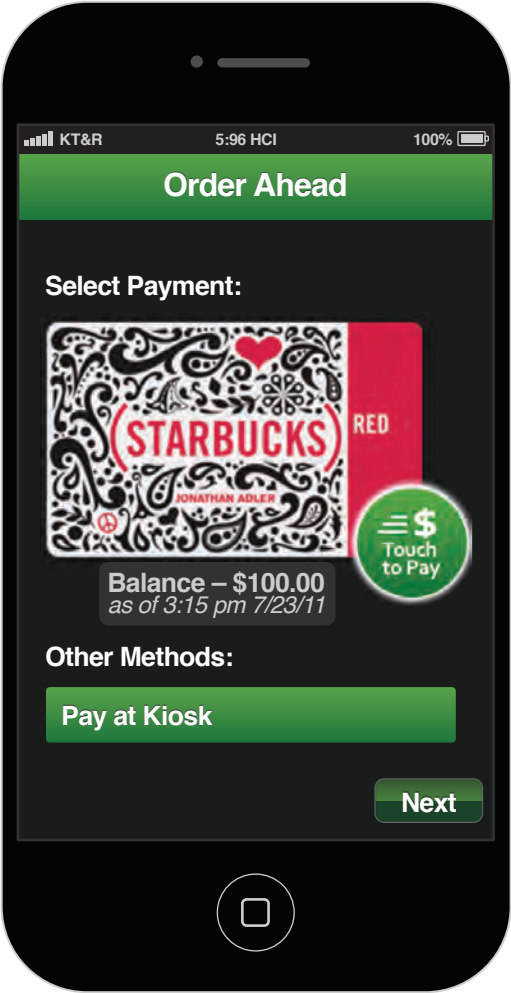
Pick-Up Time is calculated by taking the phone's current time and adding what the user selects from the dial

Order Ahead App View
Third screen in proposed feature



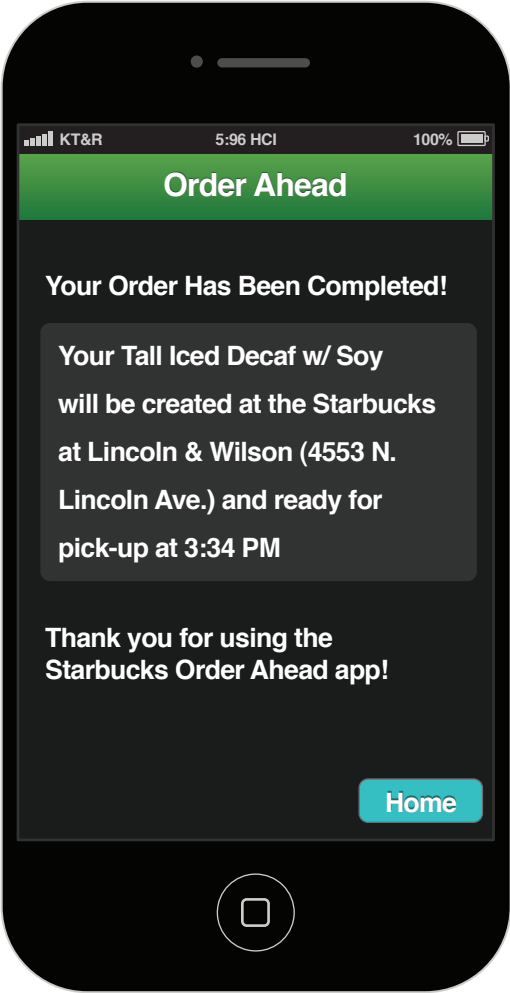
Click any green area to change that selection (e.g., drink is incorrect, click green drink order to change)

Order Ahead App View
Fourth screen in proposed feature



Touch to Pay completes order - no need for 'Next' button.
Pay at Kiosk method NOT SHOWN

Order Ahead App View
Fifth screen in proposed feature



Logo



APP COMMERCIAL SB

ON THE GO? ↑

(IMAGE OF BUSINESS
PEOPLE GETTING READY)

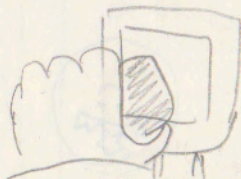
ORDER AHEAD ↑
ON YOUR PHONE. ↑

(ORDER AHEAD
SCREEN)

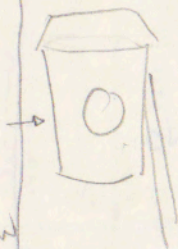


(MOTION SCREENS OF
ORDER AHEAD,
WHILE BG IMAGE KEN BURNS)

← LAST IMAGE SLIDES OVER



OR, SCAN AT YOUR FAVORITE LOCATION



(BG IMAGE OF
BUSINESS PERSON ON
TRAIN - FUZZY)
AND ENJOY.

Logo

STARBUCK ON YOUR PHONE
CHECK YOUR BALANCE &
RE LOAD YOUR CARD ↑
ORDER AHEAD ↑

- END -

Starbucks Customer Experience Blueprint+ – Group 2, HCI 596X

