# PROJECT UNO

Starbucks' initiative Project Uno intended to reset the bar for its global web experience. Under that directive, the team and I at SapientNitro set out to fully revamp the international coffee chain's customer experience. This included redrawing expectations about the relationship between mobile, in-store, and digital products.

By creating a more unified digital brand experience the connection between Starbucks and its customers could be much more intuitive – from the very first engagement, through to purchase, and on to building a lifelong relationship.

## NO LINES

No Lines encapsulated our strategy at Sapient for removing barriers between Starbucks and the public. The construct allows coffee culture to be extended along with all its human connections.

By focusing on crafting this direct, emotional engagement a deeper customer connection could be formed. One that might give people a way to see themselves in the site, connect with them on their terms, and remove barriers to engagement.

## STACKER

Digital allows you to do that, by cutting out the line for getting what you want, when you want it, and how you want it.

By taking a unique approach to navigation and IA we were able to introduce a new paradigm known colloquially as the Stacker Model:

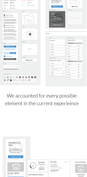
- An immediate and explorable canvas of connected tiles
- Exploratory, set "snackable" content that is easy to scan
- Tiles are adaptive and reorder based on behavior over time
- Focuses customer's attention in each "tile" section

## SYSTEMS

With a clear mission from our client, a breakthrough conceptual approach to the digital customer relationship, and a groundbreaking navigational model in place it was time to begin piecing the "what" and the "how" of the experience together.

I set about mapping the IA of Starbuck's current e-commerce experience to that of our new navigational model (as seen above) keeping any eye out for existing content and functionality, differing states, and any opportunities that might have been left out or that could be added in.

Post-its served as tags for the existing design UI patterns



We accounted for every possible element in the current experience

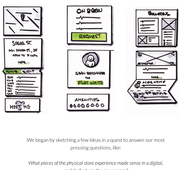
Recombining them into reusable components to serve users needs

Creating a set of approved templates and a roadmap to future ones

## WIRES

Rock-swing expectations around the relationship between the digital and the in-store experience was a high priority and we shared the clients urgency to improve a sense of community around physical stores. In fact, this was one of the single most important ways we figured the line between Starbucks and the user could be cut.

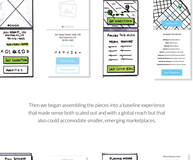
Imagine a way for people to easily post bulletins for events at their local stores, ping their favorite barista a drink order, or just check out what's currently playing. All of which would be better served through a digital store counterpart that people could easily see themselves in both digitally and irl.




We began by sketching a few ideas in a quest to answer our most pressing questions, like:

*What pieces of the physical store experience made sense in a digital, mobile first, on-the-go use case?*

*How might cutting out the line take shape digitally?*



Then we began assembling the pieces into a baseline experience that made sense both scaled out and with a digital reach but that also could accommodate smaller, emerging marketplaces.

The modular nature of the experience played out well in two ways. First, it allowed for bite-size amounts of information to be displayed in meaningful ways to the user. And second, it showed how adaptable the system could be while maintaining it's unique character, which would be extremely important as the experience evolved to better serve the user.

And of course, responsivity was non-negotiable. In keeping with the concept of No Lines the 50X digital experience would have be one that worked any time anywhere especially across device lines.