

Starbucks Omni-Channel (Mobile App/In-Person) Experience Research

IAKM 60113-003: Researching the User Experience II
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Executive Summary

Starbucks has grown and prided itself on the experience it provides for its different consumer types, across different channels. The mobile application experience tries to drive the same value and consistency that the in-store experience has produced ever since the company began to expand. The research team began a project to understand the current state of the interaction between the in-store and mobile app ordering process to make sure these experiences are still providing value to customers. The research aims to answer the following questions:

- What steps in the Starbucks omni-channel experience cause the most friction for users?
- What features and functionality in the mobile application provide the most value to users?
- How can the app and in-person experiences be improved to better fit the needs and goals of the user?

To complete the research, the team conducted six interview and field ethnography sessions with participants. This allowed the team to understand user attitudes and feelings toward Starbucks and the app experience, as well as to observe the users as they completed a representative task both on their phone and in a store. Researchers selected participants from individuals who filled out a short screener; these users live in the Boston area, go to Starbucks at least one to two times a month, and are willing to try paying for items with their phone. Collating data from the completed sessions and sorting/organizing the information to find patterns produced key findings.

Overall, participants were able to complete the given scenario, which was to order from their phone and pick up a drink at their local store. The recent redesign of the app experience pleased participants, and did not have any ill feelings toward the new changes in the rewards program.

Unfortunately, participants did encounter friction in the following areas:

- Redeeming an e-gift card – participants expected fewer steps by the card appearing directly in app
- Customizing drinks – those who ordered a customized drink had a hard time finding the options
- Figuring out how to pick up a drink in-store – users were either confused or frustrated by the unclear process of how to get their drink

Based on these findings, Starbucks leadership should closely watch analytical usage of the new app experience to see if large data shows any points of clear drop-off or confusion with certain functionality. Also, conducting an ideation exercise can help to develop new in-store drink pick up experiences that are clearer and more easily understood. Finally, leveraging the massive install user base's social networks can easily connect customers to each other, as well as introduce the ability to send gift credit between friends directly in the application.

Research Overview

Introduction

Starbucks is a leader in the food and beverage industry, due in large part to My Starbucks Rewards (MSR) and the related mobile application/payment platform. In the first quarter of the 2016 fiscal year, “\$1.9 billion [was] loaded on Starbucks Cards in the U.S. and Canada [and] 1 in 6 American adults received a Starbucks Card over [the] Holiday [season].” In addition to that, “Membership in the company’s My Starbucks Rewards loyalty program increased 23%; the company now has more than 11 million active members in the U.S.”¹ A high level of customer loyalty not only boosts sales, but also acts as a promotional vehicle to bring prospects into stores.

As of July 2015, mobile payments through the Starbucks app account for 20% of in store sales, or approximately 9 million transactions a week.² Providing the best mobile experience is imperative to retaining our current customer base as they adopt this platform more, as well as to attracting new customers to the reward/app ecosystem. This, along with the rest of the omni-channel experience at Starbucks, can and should be optimized for efficiency, usability, and customer delight.

Statement of Goals and Problems

Based on the information provided, Starbucks needs to strive for a seamless experience that starts on a mobile device and ends when a user has finished their drink/food. This means that every touch point needs to enable the user to complete their goals without issue at each part of their process. There are multiple steps to consider, and each has certain areas of focus for an optimal experience. A breakdown in any of these due to usability issues, slowness, or user confusion can delay sales and lead to a disappointed user base. The process begins with presenting information about how the MSR program works, as well as how to enroll new/existing cards; it should be easy to read and understand. Once the mobile app is downloaded, the onboarding experience should provide enough information to use all key features without major assistance. Account management (checking/reloading balances) and using the app for payment should be intuitive and efficient so there are no delays in store when interacting with a barista. The new mobile ordering functionality should provide the flexibility users expect from the current menu offering,

¹ Starbucks Investor Relations, FY2016 Q1 Earnings Release: <http://investor.starbucks.com/phoenix.zhtml?c=99518&p=quarterlyearnings>

² <http://pymnts.com/news/2015/starbucks-massive-mobile-app-momentum/>

and allow them to make choices/orders with confidence; this also includes the process of picking up a drink when the user arrives at the location.

Research Questions

This project aims to answer the following over-arching research questions about the Starbucks omni-channel experience:

- **What steps in the Starbucks omni-channel experience cause the most friction for users?**
- **What features and functionality in the mobile application provide the most value to users?**
- **How can the app and in-person experiences be improved to better fit the needs and goals of the user?**

Justification

Identifying the solutions to these questions will allow the stakeholder team, as well as designers and developers, to further understand the base of users that interact with the product and brand every day. These particular questions will identify areas where usability, efficiency, or general user confusion could create problems. Numbers for app usage/customer count, location data, and other metrics obtained by data analytics suites can provide the “who, what, where, when” for potential questions, but the research process for this project will answer the “why.”

Understanding why people do certain actions, how they experience the world, and their feelings about those things can provide tremendous benefit to a team; the increased empathy stakeholders will have for the user and the context for other data streams will allow mobile designers/developers to make tactical decisions and align on the best course of action. Overall, the increased exposure time to users behaving naturally will provide the insight and direction the team needs to make any improvements to the current experience.

Research Methods

In order to most adequately answer the research questions posed by the team, a combination of both **Ethnographic Field Studies and Interviews** (see Appendix for more information on these methods) were conducted. These two methods were the most appropriate to gather the types of information that most effectively and successfully answered our research questions by

highlighting actual behavior, attitudes, and expectations. This helped the research team understand what parts of the current experience are useful or confusing, as well as what users needed and wanted from both the app and in-store portions of the ecosystem. The methods were conducted concurrently with each other; participants were interviewed about their expectations, watched using the app with an actual scenario, followed as they interact with the physical store location, and then interviewed again about their thoughts on the process. While the sessions for these activities could be long, the data gathered was more complete and real than if participants were walking through made-up scenarios in a lab setting, or if they had to report on their activity by themselves.

For example, when users are recruited for this study, they will be told the initial interview session (10 – 15 minutes) will take place in their home or a similar location where they most use the app and start orders. After an initial discussion about their expectations and thoughts, the ethnographic portion (~30 minutes) will begin, where the user will use the app using a scenario such as refilling their balance and placing a mobile order to pick up at a local Starbucks. The researcher and participant will then travel to the location and retrieve the drink, as the researcher observes the steps taken and actions made by the user. After this happens, a post activity interview (another 10 – 15 minutes) about how the user felt about the experience and if it matched their expectations will be conducted on each step. The interviews will help answer the first and third research questions, and observing the users directly can provide insight on the first and second questions.

Recruitment

Determining how and who to recruit, as well as the process for managing participants, will save time and effort when actual sessions need to begin. Recruiting from the right population will provide relevant and helpful findings that stakeholders can trust. In order to get representative users, a target audience profile will give basic demographic and segmentation data of prospective participants. The profile will be developed into a screener that asks appropriate questions of potential participants in order to find the right people to talk to. Following that, the execution plan for recruitment will detail how users will be contacted, persuaded, and scheduled. Finally, details

on how sessions are managed will be outlined to provide a proper process for interacting with participants.

Target Audience Profile

The following criteria were used to develop screener questions (see Appendix) and identify potential participants for our research.

- Age: 21 – 65
 - *Rationale: Starbucks' audience is widespread, so a range of ages will be considered.*
- Gender: Mix of male/female
 - *Rationale: Similarly, both men and women enjoy Starbucks' products, so getting a mix for our participants makes sense.*
- Location: Greater Boston Area, 1-2 miles from a Starbucks
 - *Rationale: Since these sessions will need to happen in person, and there is no time or budget for travel, participants must be in this area. Proximity to a Starbucks store is important for the contextual part of the session.*
- Drinks Starbucks at least once a month
 - *Rationale: In order to even potentially use the Starbucks app, you must at least somewhat enjoy drinking the coffee! Visits can range in time, and we want people who are willing to go to Starbucks if they could. While there may be a concern of recruiting "expert users," the team will be cognizant of this and get a mix of frequencies.*
- Must have and use smartphone as payment method
 - *Rationale: One of the key features of the Starbucks app is the ability to pay for items ahead of time and in-store. Participants who use similar apps may have a propensity to use the Starbucks app as well, even if they don't use it currently. We may look to recruit a mix of current Starbucks customers that do not currently use the app, as well as current users.*

Recruitment Process

The screener developed was hosted on Google Forms and made accessible behind a link. Then, it was deployed through multiple channels including social networks, email, and local ad postings. As an introduction, messaging to each channel included information about the study and a value proposition; this serves as the pull to the user and conveys the fact that their feedback will be

valuable to improving the product and experience. As a matter of consistency, this intro information was also used as the first page of the screener before potential users started answering questions. Besides the questions to qualify participants, respondents were also asked to provide contact information, general availability from a list of session time slots, and preferred location for the session to take place. Users were encouraged to contact the research team with questions they have about the session, study, or any other issues.

Session Management Process

Once users complete the online screener survey, they were contacted via phone/email to schedule via Calendly (a service that manages scheduling, meeting invites and information through templates and automated reminders). Users who scheduled will get a confirmation email with all of the information about where, when, and how the session will run. The research team got a copy of this meeting as well to keep track of scheduled sessions and plan travel time/breaks.

Leveraging this technology saved the team time as they worked toward developing interview scripts and running sessions. As a precaution, 1-2 backup participants were “on call” to participate if there are any cancellations. During the session, as a thank you for participating, users were given a Starbucks gift card to reimburse any purchases made during the session.

Analysis

In order to understand the different information gathered during the sessions, the research team took a four pronged approach to analysis for both qualitative and quantitative data. This will allow us to analyze the facts in order to synthesize insights/learnings for action items and next steps.

These steps are adapted from Lindsay Ellerby’s UXMatters article “Analysis, Plus Synthesis: Turning Data into Insights.”³

- Collect and organize the data
 - The very first part of the process consists of conducting sessions, taking what was learned, and organizing it into manageable and readable chunks. This includes aggregating all notes, recordings, and filled-out information for each session in an accessible way. This can be done both physically and digitally to help the team as they move on to the next step.

³ <http://www.uxmatters.com/mt/archives/2009/04/analysis-plus-synthesis-turning-data-into-insights.php>

- Mine the data
 - Sort through the organized findings and clean or code the data around the major things that have been mentioned, observed, or completed. A system using color coding/tagging will be used to make it easier to organize the data in the next step.
- Sort and cluster the data
 - The data will be grouped by common themes using an affinity diagramming/card sorting exercise to reveal the high-level important themes and common issues.
- Identify insights
 - This step takes all of the organized information, and pulls out patterns as well as simple articulated statements from the commonalities found.

This method mostly focuses on the qualitative data we will gather. Quantitative data will be measured against industry standards/averages, and an agreed upon “goal” level for each metric based on the high standards the Starbucks brand wants to convey.

Variables & Observations

The variables that were watched during data analysis and collection are closely tied to our research questions and the specific collection items that have been developed. In order to get data for these variables approximately six interview/field study combination sessions were conducted, and each session could yield approximately 3-4 observations per line of questioning and activity.

The following variables were considered:

- User Goals and Needs
 - Understand what the user’s end goal is when interacting with the app, and what needs they have as they go through the process.
- User Wants and Desires
 - Determine what the user says they want to make the experience better for them (i.e. a feature request)
- Problem Areas & Frustrations
 - Note the parts of the process that cause confusion, past bad experiences, or anything else that might otherwise cause frustration.
- Insightful Quotes

- These nuggets of information that users share can provide a great sound bite or clip to use for driving home the insights that are developed.
- Task success
 - During the field sessions, a list of success criteria will be used to keep track if a participant can succeed at a given task, and at what rate of difficulty/with how much assistance.
- Single Ease Question (SEQ)
 - After each major block of tasks, the participant will be asked to answer the question “Overall, how difficult or easy was the task to complete?” on a 7-point Likert scale. This standard metric is very reliable, easy to answer, and correlates with other quantitative metrics.⁴
- Net Promoter Score (NPS)
 - After the entire session, participants will be asked “How likely are you to recommend this app/service to your friends and colleagues?” on a 10-point scale. This is a standard metric that measures customer loyalty, and is highly correlated with the System Usability Scale (another standard metric).⁵

Research Findings and Recommendations

Sessions were completed with six individuals, broken down into the following:

- 3 male, 3 female
- 2 in their 20s, 2 in their 30s, 1 in their 40s, 1 in their 50s
- 5 used iOS, 1 used Android
- 5 used mobile ordering in the past, 1 did not

Key Findings

Based on the data collected, common themes emerged as everything was organized. These more frequent situations, delights, and frustrations comprise the key findings outlined below.

- **Overall, a majority of participants had a positive experience.** Participants were impressed with the design and functionality of the app, and the experience in-stores. So

⁴ <http://www.measuringu.com/blog/seq10.php>

⁵ <http://www.measuringu.com/blog/nps-ux.php>

called “digital natives” (younger participants) had an easier time using the application than the older participants, but all were able to complete the task presented to them.

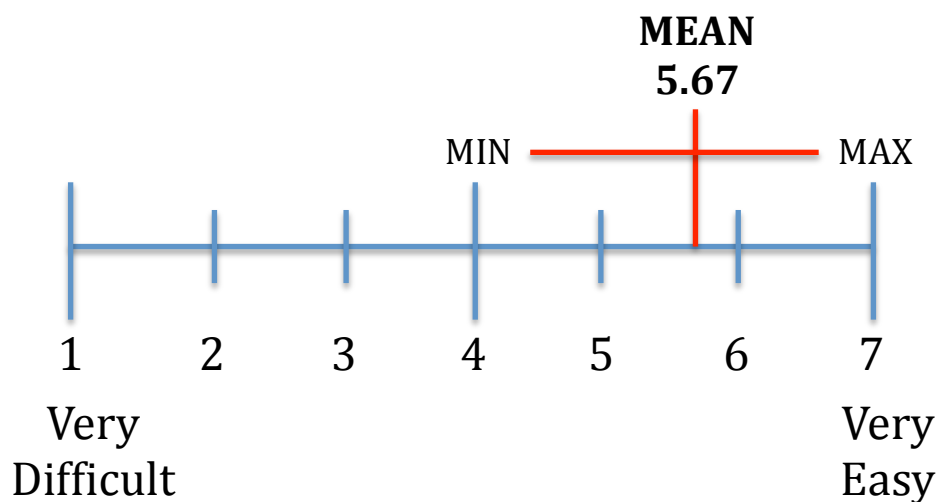
- **The reward program drives app usage, even for non-mobile natives.** Starbucks has made it clear to all users that using a card or app is essential for being a part of the rewards program, so users who wouldn’t typically use their phone to pay for something did so in this case regardless.
 - **The change in the reward program was not a deal breaker for these individuals.** The research sessions coincided with a change in app design and the rewards program. Participants understood the change, and the implication that they may have to spend more to get the same free drink they were used to; this did not seem to deter them.
- **The redesign was well received by all but one.** Users thought the new mobile app experience was better since it slimmed down functionality and removed things (messages notably) that users didn’t interact with before. One user had difficulty understanding the interaction and navigation patterns used in the app.
- **Android and iOS are significantly different.** The one Android user that saw the new version of the app found it confusing because it used iconography that did not match his expectation. The standards of iOS design made it easier for those users to interact with the app.
- **Key tasks surround payment and ordering, other tasks are fringe cases.** Users are interacting with the app for those two key tasks; e-gifting, store locator, and music functionality were not considered as important.
- **All users encountered friction when redeeming an e-gift card.** As a thank you, all participants were sent an e-gift card, which they were unsure about how to redeem. Some expected the card to appear on the app, others went to their account on the Starbucks website. Once they realized it came in an email that was non-mobile optimized, they struggled to figure out how to add it to their app.
- **Mobile ordering was unknown to less than frequent users.** While experienced users of the app knew of the mobile ordering experience, others had no idea the functionality had

existed or if their preferred store supported it. These participants had to learn on the fly as to how the process worked on the app and in the store.

- **Most order drinks already created; drink creation process is clunky and confusing.** Participants who have used the mobile ordering experience before found re-ordering fairly simple. Those who had to create drinks couldn't find certain items (milks, syrups) and found the defaults to be counter-intuitive.
- **Users appreciated defaulting to the nearest store, but changing it was unclear.** Currently, mobile orders default to the nearest store, which users appreciated during the session. However, changing the location for the order is difficult to do, even though it's available at multiple steps in the process.
- **In store experience was confusing at best and frustrating at worst.** While the experience in the store is generally favorable, there is no clear way for users to pick up drinks and the experience is inconsistent across locations. Users either have to interrupt the barista to get their drink, look through drinks sitting at the pass, or wait longer than expected to get what they ordered.

Single Ease Question (SEQ)

The SEQ was asked at the end of the field session for each participant. They were asked to rate the task of using the mobile app and picking up the drink in-store on a scale of one (very difficult) to seven (very easy). The results are as follows:



Notes:

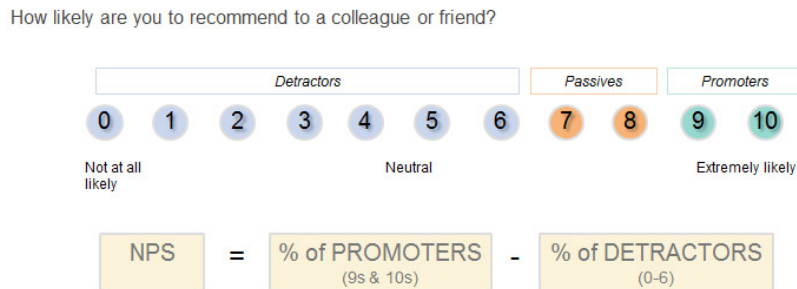
- The average SEQ score from Jeff Sauro’s MeasuringU is a 5.⁶
- The question was asked about the whole experience, though some participants gave the research team two scores that they self-averaged
- The oldest participants gave the lowest scores (4 and 5) and the younger participants gave higher scores.
- This data is to be used as directional information only; it is not statistically significant.

Quotes:

- “They’ve perfected a few things but it still needs work.”
- “It’s one of the best apps I use.”
- “There were some hiccups.”

Net Promoter Score (NPS)

Right before the end of the session, participants were asked the NPS question for the Starbucks brand based on the experience that they had. Users who chose options 0 to 6 are considered “detractors” for the brand, those who choose 7 or 8 are “passives” toward the brand, and anyone who chose 9 or 10 are active “promoters” of the brand. The percentage of promoters is subtracted from the percentage of detractors to get the NPS.



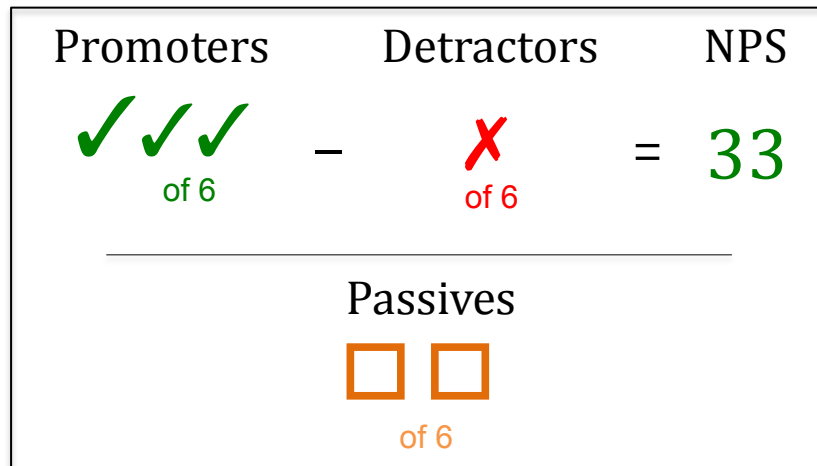
Net Promoter, NPS, and Set promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

Photo credit⁷

⁶ <http://www.measuringu.com/blog/seq10.php>

⁷ <http://www.measuringu.com/blog/nps-percent.php>

Results



Notes:

- The average NPS for consumer software products is 21%⁸
- There was a strong correlation between high scores on the SEQ and the NPS.
- Just like the SEQ, this is directional data that shows the strength of the Starbucks brand but needs more respondents to get statistical significance.

Quotes:

- “I’m more likely to go to Starbucks because of the app and mobile ordering.”
- “It’s not exceptional, it’s more about convenience”
- “This was so disjointed”

⁸ <http://www.measuringu.com/software-benchmarks.php>

Task Success Criteria Information

Each step that a participant needed to take during the session was broken out and marked as a success, failure, or a completion with difficulty/assistance. It should be noted that none of the participants failed on any of the steps, but they did encounter difficulty on certain tasks. These data points provide another look at the key findings on a task-by-task basis.

Task	Success	Completed w/ difficulty or assistance	Failure
Redeem e-gift		6 of 6	
Add previous item	2 of 3	1 of 3	
Create order for custom drink	1 of 3	2 of 3	
Select location	4 of 6	2 of 6	
Submit order	5 of 6	1 of 6	
Travel to correct location	6 of 6		
Locate/pickup order	1 of 6	5 of 6	

Quotes:

- **Redeem e-gift**
 - “Why did it add as a separate card?”
 - “Wouldn’t it just show up in the app?”
 - “This [email] text is really tiny.”
 - “There are way too many steps for this.”
- **Add previous item**
 - “It just says ‘customized latte,’ it doesn’t tell me what it is.”
 - “Really easy to select the drink I usually get.”
- **Create custom order**
 - “The milk option was all the way down here, I almost missed it.”
 - “When I order this here, it’s different than how I get it in the store... the default option on the app isn’t what I expect it to be.”
- **Select location**
 - “I assume you’re only going to show me stores that support mobile ordering.”

- “Why does it only show me driving directions? I’m close enough to walk so the timing for the directions is off.”
- **Submit order**
 - “It’s a lot easier to redeem coupons and rewards now.”
 - “Looks like it’s all set... it show me how much time it will take from here.”
- **Travel to correct location**
 - “I know exactly when to submit the order so it will be ready when we get there.”
- **Locate/Pick up order**
 - “Oh it looks like she is working on it now... [has to interrupt barista]”
 - “Not sure which one of these is mine...”
 - “Seems like it would have been faster to wait on line...”

Recommendations

Based on these findings, the research team is proposing the following action items to move forward with.

- **Track app usage and quantitative measures on a larger scale for the foreseeable future.** The qualitative data collected shows that there may be some gaps in the experience that could result in lower usage and customer frustration over time. Due to the new app launch and the marketing push associated with it, there are a lot of newer customers to collect data from and understand. Analytics should be used to track app usage, and intercept surveys for NPS/SEQ can be implemented to see the relative trend.
- **Ideate and test new in-store pick-up experiences.** One of the largest issues with the mobile ordering experience was getting the drink from the barista. If the hallmark of the Starbucks experience is a consistently great store experience, this is something that needs to be improved. Multiple participants mentioned leveraging technology to make this experience more seamless and easy to understand. The experience team needs to come up with a few minimum viable product ideas, test them, iterate on those tests, and come up with a way to make this part of the process better.
- **Leverage the networks of users to make redeeming gifts easier.** Most of the participants expected to get e-gift cards directly in the app for redemption. If the app knows the user's email address, sending a gift to a registered user shouldn't require multiple steps. The development team should investigate the requirements needed to bring this functionality to the app. However, at the very least, emails for receiving a gift should be mobile optimized so they are easy to read and act on while using a phone.

Appendix

Method Descriptions

I. Ethnographic Field Study

Conduct six sessions with participants in their home (or other location where they most commonly perform these tasks), and as they use the Starbucks app in store. This time will be used to observe how participants use the app, including account management, online ordering, and payment features. Researchers will try not to interrupt users as they interact with the product, but will provide guiding scenarios to begin the session, as well as follow up questions to dive into user expectations and reactions to the experience. Doing this will allow the research team to understand how users interact with the app and determine what parts of the experience are the most confusing/difficult to complete.

II. Interviews

One-on-one conversations with six participants; they will be asked open-ended questions about their expectations and attitudes toward the Starbucks brand/app, as well as their experiences. Doing this type of non-directed chat with current customers of a product can uncover details on how users feel about Starbucks and the experience using the app.

Screener Text

Thank you for your interest in our research. A beverage and food company is in the process of improving their mobile experience and is looking for different types of people to talk with a product researcher, give feedback about certain features, and demonstrate how they currently use the experience.

- Each session will consist of an interview, a visit to one of the company's locations, and a second follow-up interview; the whole session will last less than 90 minutes total.
- Any purchases made during the session will be reimbursed, and an additional honorarium will be provided.
- Sessions will take place in a location of mutual convenience, and in close proximity to a company store location.

Feedback from users like you are essential to building an easy to use and pleasant experience, so we look forward to your participation. To see if you qualify for this research, please fill out this 14

question survey that should take no more than 10 minutes to complete. We will contact users who fill out the survey in full and meet our research needs. If you have any questions or concerns, please contact the research team at 415-763-5626 or mdigiro1@kent.edu.

<<LINK TO BEGIN SURVEY>>

NOTE: Due to piping logic, not all choices can be listed for every answer. This is noted when appropriate. Other data may be missing due to not yet known dates/times.

1. Which of the following food and beverage stores do you shop at? Select all that apply.

(Randomize, except last 2)

- a. Starbucks (MUST SELECT TO CONTINUE)
- b. Dunkin Donuts
- c. Peet's Coffee & Tea
- d. Au Bon Pain
- e. Krispy Kreme
- f. McDonalds
- g. Other: _____
- h. None of the Above (TERMINATE)

2. Of the stores that you selected, how often do you make a purchase there? *(Randomize. Use piping logic for each choice from Q1)*

- a. Choice 1 (Starbucks *MUST BE AN OPTION. Try to get a mix of frequencies.*)
 - i. Less than once a month
 - ii. Once a month (MUST SELECT TO CONTINUE)
 - iii. Two to three times a month (MUST SELECT TO CONTINUE)
 - iv. One to three times a week (MUST SELECT TO CONTINUE)
 - v. Three to five times a week (MUST SELECT TO CONTINUE)
 - vi. Every day (MUST SELECT TO CONTINUE)
- b. Choice 2...
- c. ...

3. Which of the following devices do you own and use? Select all. *(Randomize, except last 2)*

- a. iPhone (SELECT TO CONTINUE)
- b. Android Smartphone (SELECT TO CONTINUE)

- c. iPad
- d. Android Tablet
- e. Apple Watch
- f. Android Watch (Moto360, Samsung Gear)
- g. Other Phone: _____
- h. Other Tablet: _____
- i. None of these (TERMINATE)

4. Which of the following apps/features do you have installed on your phone and use regularly? (*Randomize. Must select AT LEAST 2 qualifying apps*)

- a. Starbucks (QUALIFYING)
- b. Dunkin Donuts (QUALIFYING)
- c. Apple Pay/Wallet (QUALIFYING)
- d. Samsung Pay (QUALIFYING)
- e. Google Wallet (QUALIFYING)
- f. Amazon
- g. Facebook
- h. Twitter
- i. CVS
- j. Paypal
- k. Venmo
- l. Square Cash

5. What is your age? (*Recruit a mix*)

- a. Under 21 (TERMINATE)
- b. 21 - 29
- c. 30 - 39
- d. 40 - 49
- e. 50 - 59
- f. 60 - 65
- g. Over 65 (TERMINATE)

6. What is your gender? (*Recruit a mix*)

- a. Male

- b. Female
- 7. These sessions will start in a quiet location and then we will travel to a physical store location. Which of the following scenarios works best for you?
 - a. Start at my home
 - b. Start at a research space in Cambridge, MA
 - c. Start at another location to be determined when scheduling

Based on your answers, you look like a great fit for our research! Please answer these last few questions, and we will be in touch with you to schedule.

- 8. Name: _____
- 9. Company: _____
- 10. Email address: _____
- 11. Phone Number: _____
- 12. City: _____
- 13. State: _____ (*dropdown selection*)
- 14. We have a number of session times available. Please select any and all time slots that may work for you.
 - a. Time 1
 - b. Time 2
 - c. Time 3
 - d. ...

Thank you again for filling out this survey. We look forward to finding a time to speak with you. If you have any questions, please contact the research team at 415-763-5626 or mdigiro1@kent.edu.

Research Collection Protocol Text

PRE-INTERVIEW QUESTIONS

1. Let's talk about your smartphone usage; have you ever used it to make a purchase at a physical store? Tell me about the last time you did that.
2. Think back to the last time you went to get coffee; tell me about your experience.
 - a. What did you like? What did you dislike?
3. What's the first word that comes to mind when you think of Starbucks?
4. What experience do you have with the Starbucks mobile app?
 - a. What do you like about it? What do you dislike about it?
5. What features do you use on the app more often than not? Tell me about the experience using it.
6. Do you use it to pay for your coffee?
 - a. If so, why? If not, why not?
7. Have you ever used the mobile order functionality?
 - a. If so, tell me about your experience. If not, why?

TASKS FOR FIELD SESSION –CHECKLIST

Task	Success	Completed w/ difficulty or assistance	Failure	Notes
Redeem e-gift				
Add previous item				
Create order for custom drink				
Select location				
Submit order				
Travel to correct location				
Locate/pickup order				

POST-INTERVIEW QUESTIONS

1. Before we continue, please answer this question: “Overall, how difficult or easy was the task to complete?”

1 - Very Difficult	2	3	4	5	6	7 - Very easy
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2. What did you think of using the app?
 - a. What did you like about it?
 - b. What did you not like about it?
3. What did you think about the experience in the store?
 - a. What did you like about it?
 - b. What did you not like about it?
4. How could this experience be improved?
5. Finally, how likely are you to recommend Starbucks to your friends and colleagues, based on your experience today?

1 Not at all likely	2	3	4	5	6	7	8	9	10 Extremely likely
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