

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

IAKM 60113-003: Researching the User Experience II

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# Agenda

- Introduction
- Goals and Problems
- Research Questions
- Research Method
- Recruitment
- Data Analysis Process
- Key Findings
- Recommendations and Next Steps

# Introduction

- A leader in the food and beverage industry
- Loyal customer base, especially regarding the My Starbucks Rewards Program
- Mobile app usage rising
  - 20% of all transactions (2015)
  - 9MM/week
- Optimizing the omni-channel experience/brand can move users to the mobile platform and drive higher sales.



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# Goals and Problems

- Understand the current experience
  - Value
  - Ease of use
  - Areas of opportunity
- Strive for a consistent, seamless experience between mobile and store
- Allow users to meet their goals at every step in the process
- Uncover usability issues, slowness, or areas of user confusion
- Provide clear, actionable communication to users

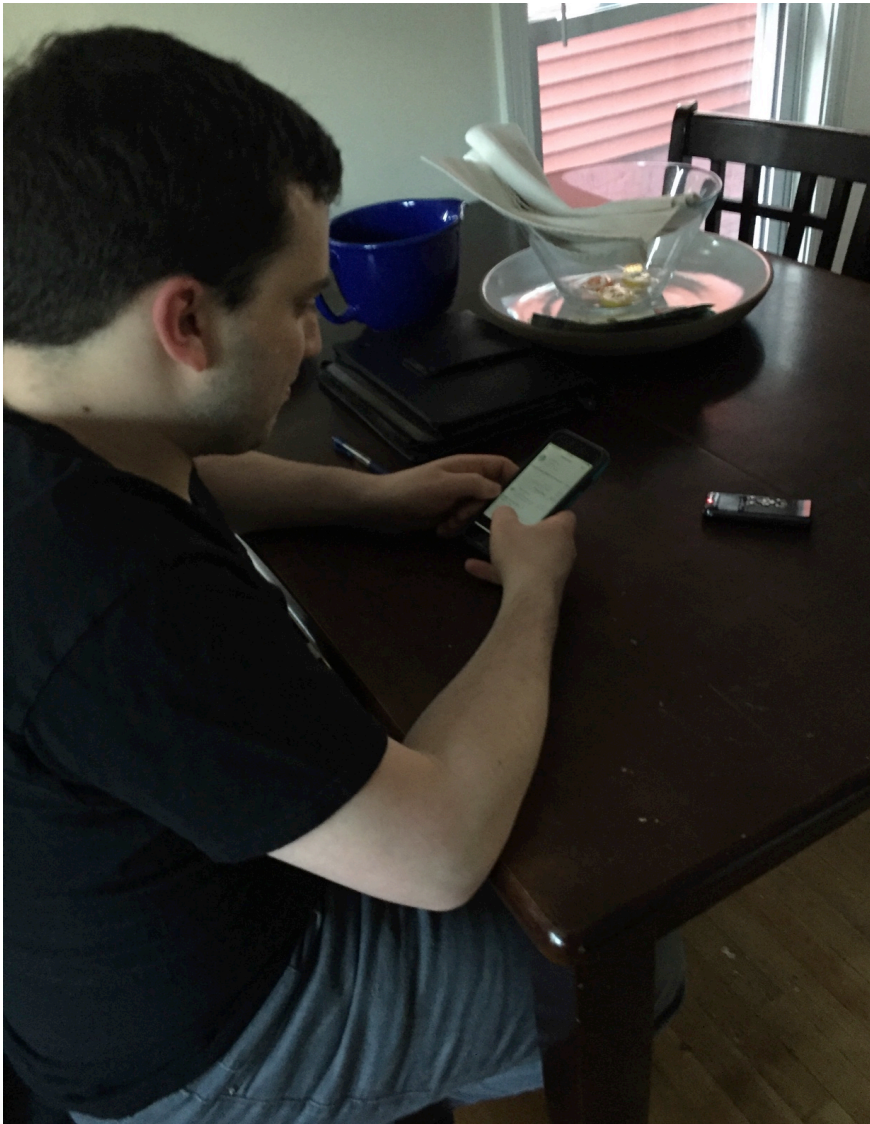


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# Research Questions

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

# Research Method



Participant *Noel* begins the task on his phone after the initial interview portion was completed

- Combination Interview + Field Research
  - 10 – 15 minute attitudinal interview
  - 30 – 45 minute task observation & site visit
  - 10 – 15 minute concluding interview
- Additional quantitative data
  - Single Ease Question (SEQ)
  - Net Promoter Score (NPS)
  - Task Success Criteria



# Recruitment

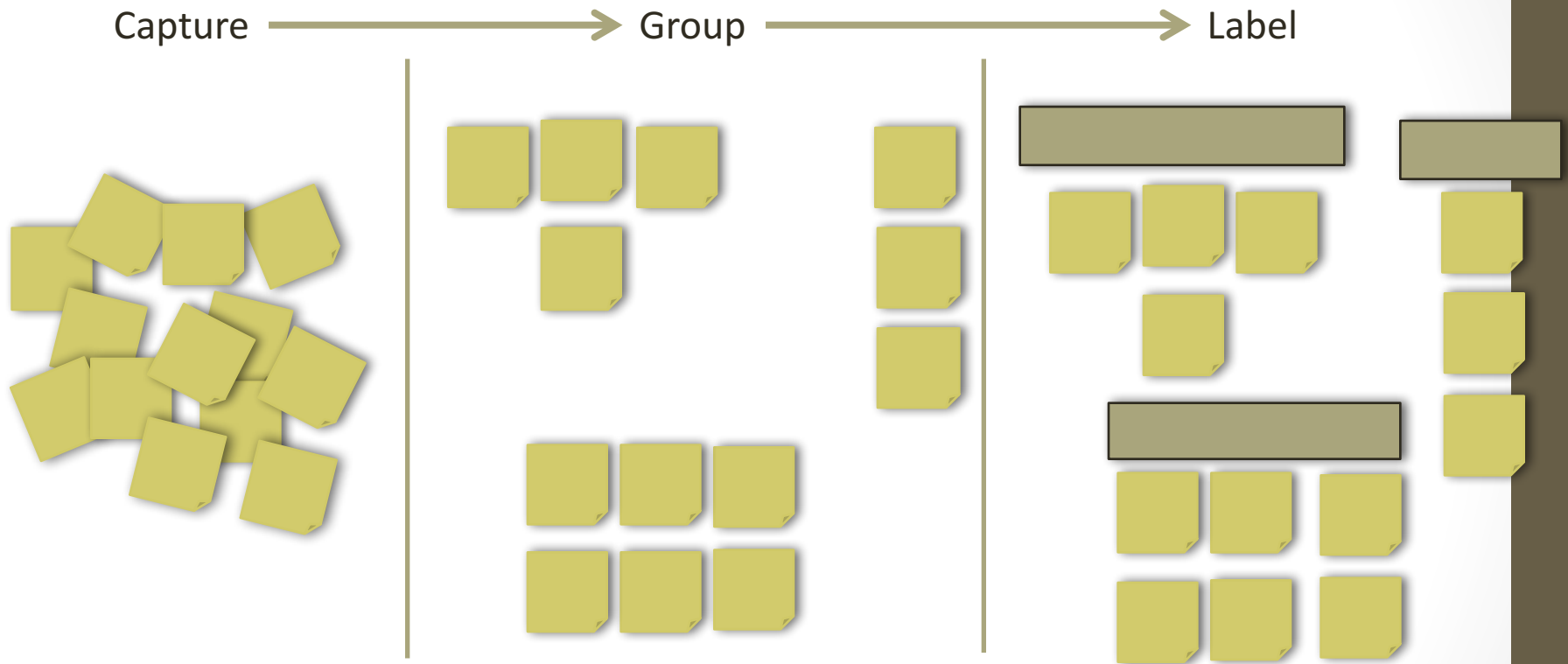
- Develop audience profile
- Create digital screening survey
- Publish to social media channels
- Contact and schedule users who fit criteria
- Conduct sessions!
- Honorarium: \$10 Starbucks Gift Card



- Age: 21 – 65
- Gender: Mix of male/female
- Location: Greater Boston Area, 1-2 miles from a Starbucks location
- Drinks Starbucks at least once a month
- Must have and use smartphone as payment method

# Data Analysis Process

- Affinity Diagramming



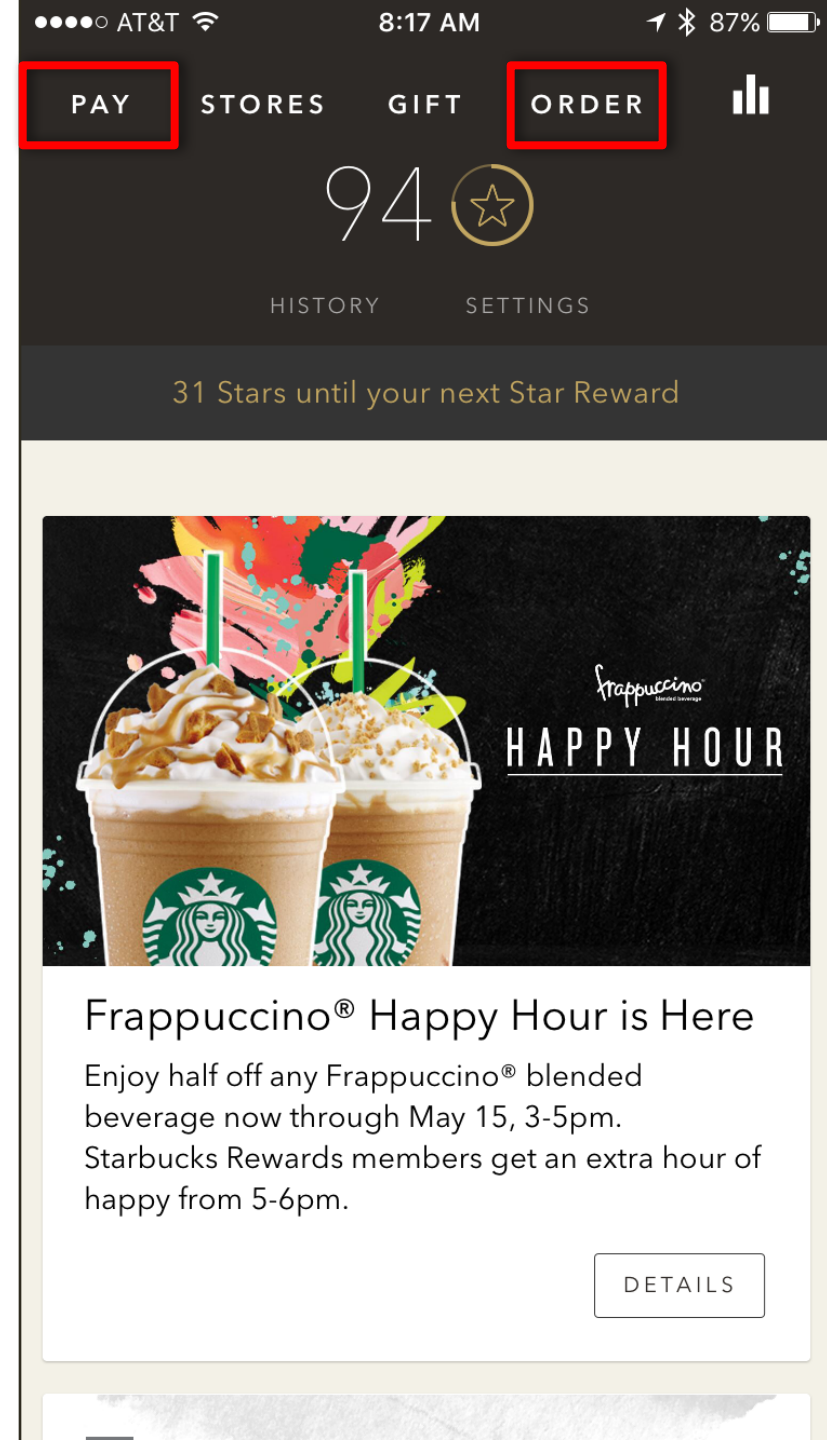
- Qualitative: User Goals and Needs, User Wants and Desires, Problem Areas & Frustrations, Insightful Quotes.
- Quantitative: Task Success, NPS, SEQ (compared to average/benchmarks)



# FINDINGS AND RECOMMENDATIONS

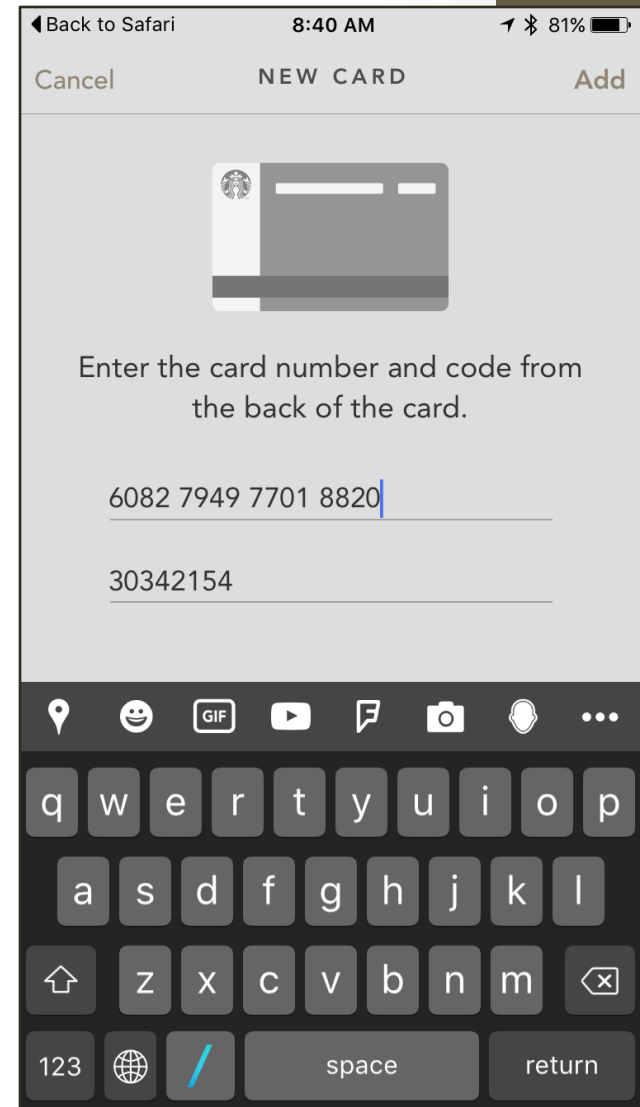
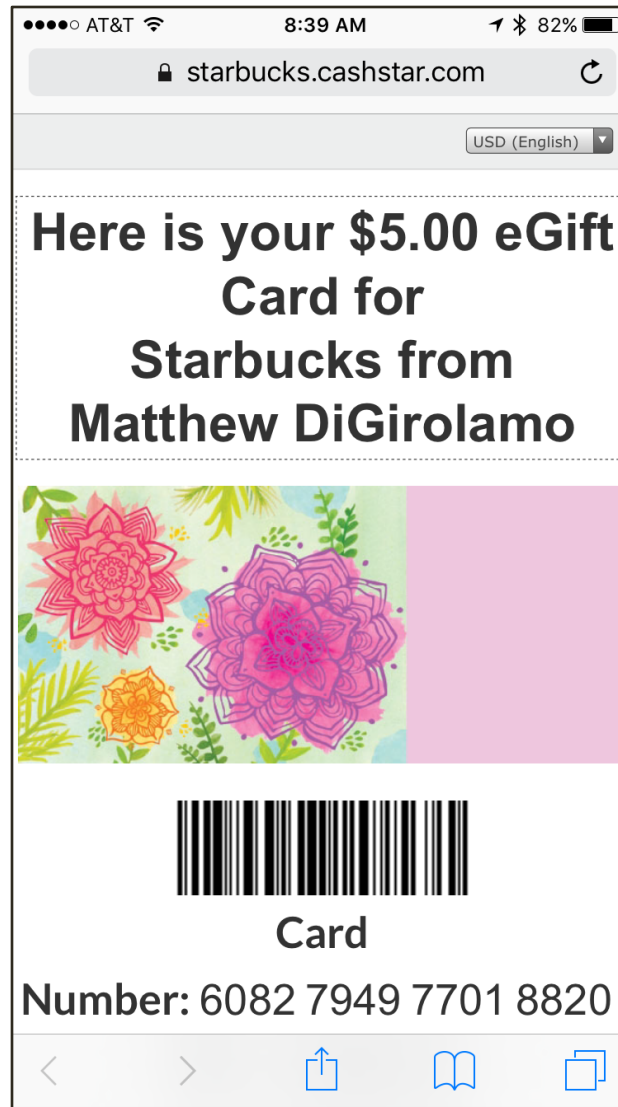
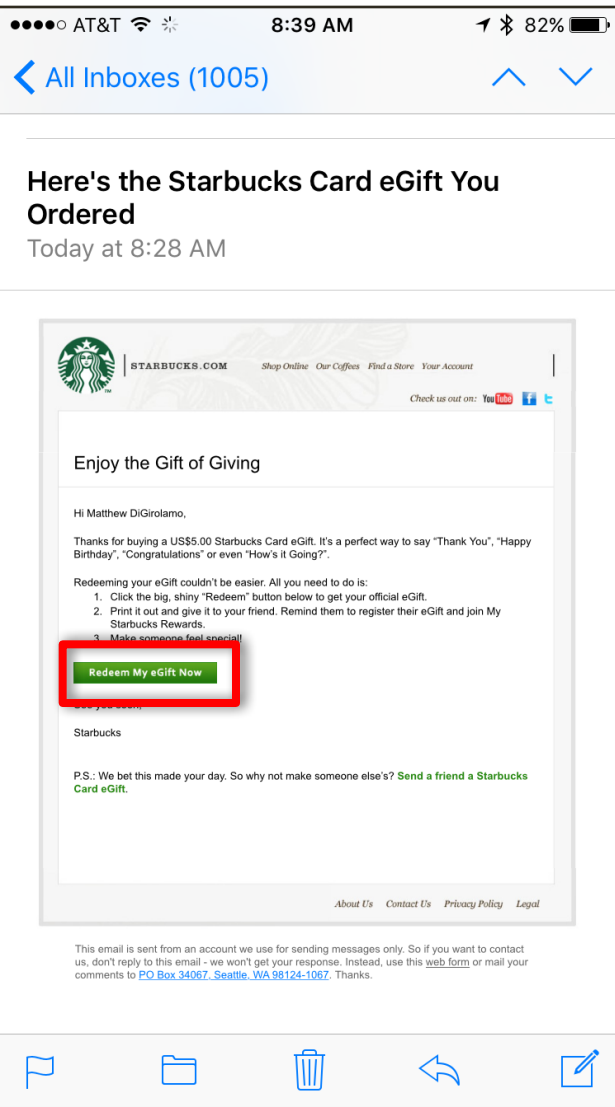
# Key Findings

- Overall, participants were able to complete their task and had a positive experience.
- My Starbucks Rewards drive app usage
  - Change in reward program not a dealbreaker for any participant
- The app redesign was well received by all but one participant
- Top tasks surround Payment and Online Ordering; everything else is distant second/third consideration.
- Mobile ordering was less known to occasional users



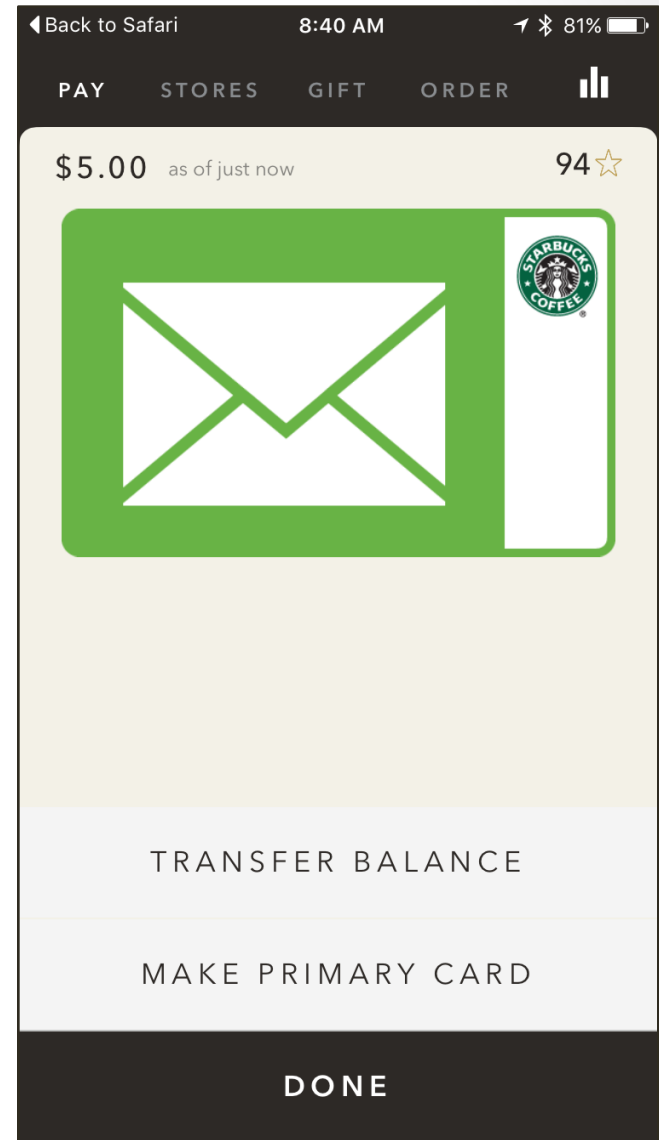
# Key Findings, continued

- All users encountered friction when redeeming an e-gift card.



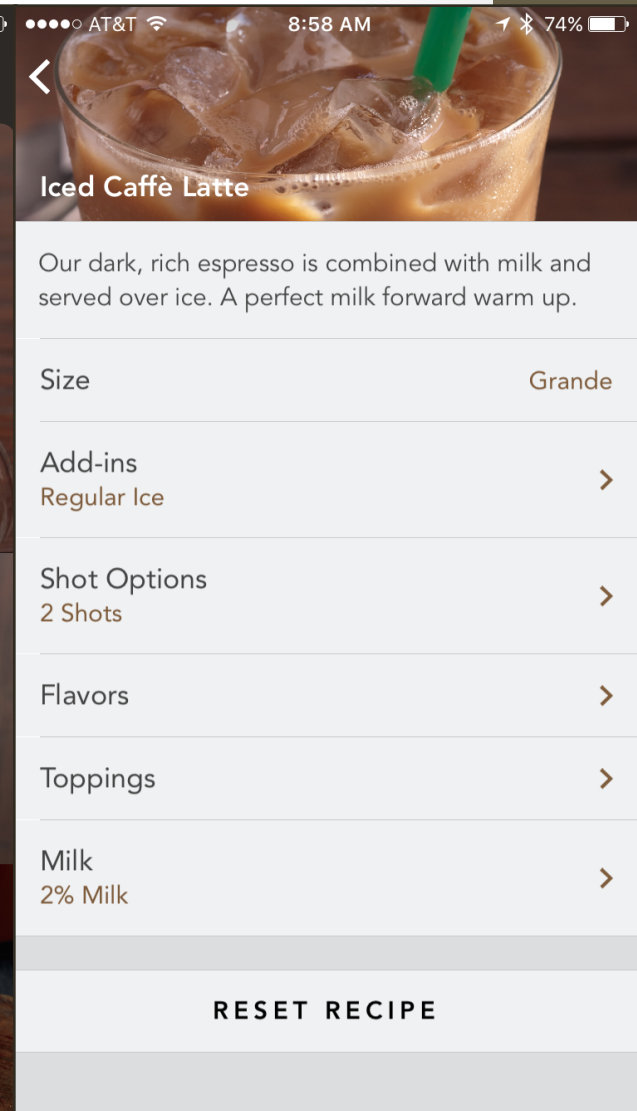
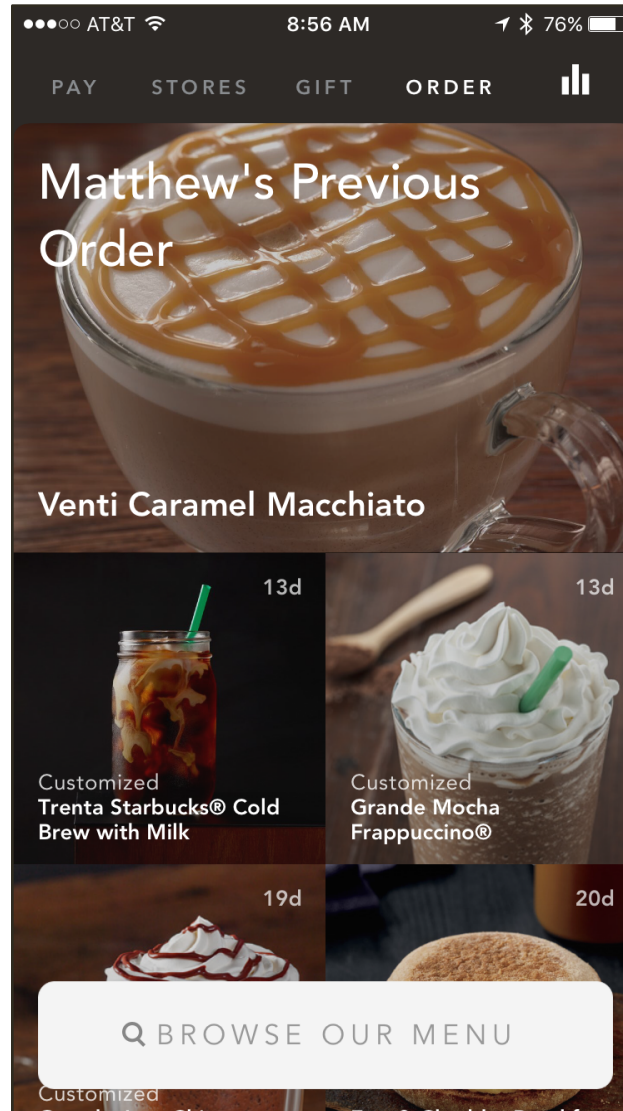
# Key Findings, continued

- All users encountered friction when redeeming an e-gift card.
- Quotes:
  - “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.”



# Key Findings, continued

- Creating customized drinks is cumbersome, confusing
- Quotes:
  - “It just says ‘customized latte,’ it doesn’t tell me what it is.”
  - “Really easy to select the drink I usually get.”
  - “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.”





# Key Findings, continued

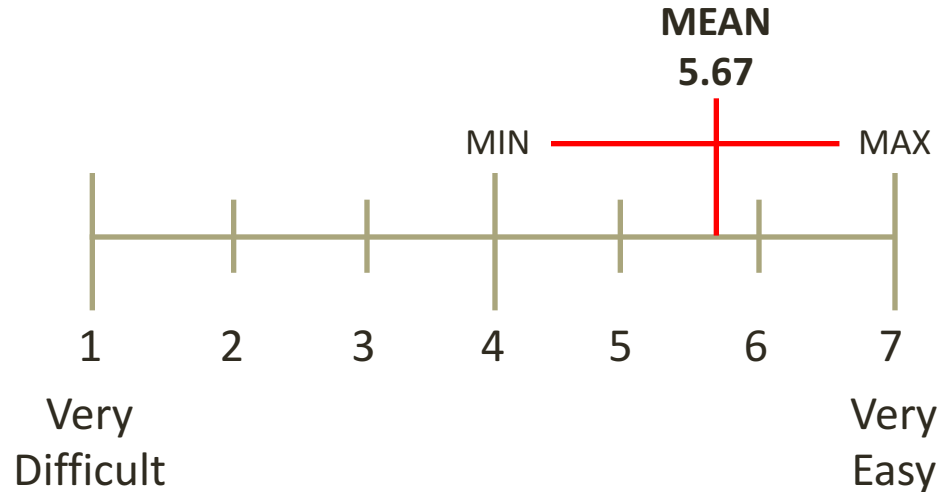
- The in-store pick up experience was confusing at best, and frustrating at worst.
- Quotes:
  - “So where do I pick it up?”
  - “Oh it looks like she is working on it now... [has to interrupt barista]”
  - “Not sure which one of these is mine...”
  - “Seems like it would have been faster to wait on line...”



“Where is my drink?”

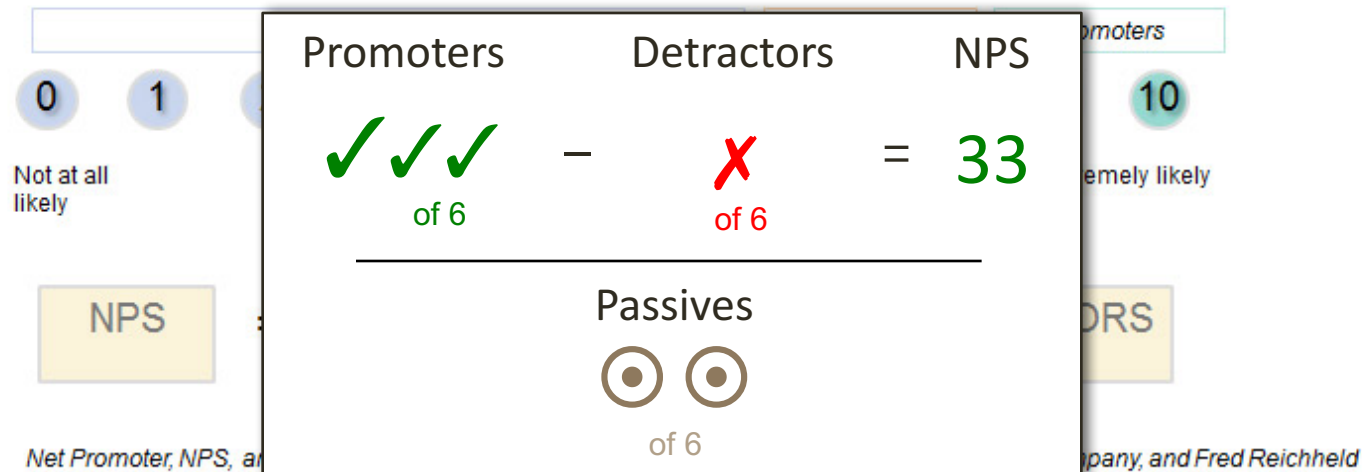


# Single Ease Question (SEQ)



- “Overall, how difficult or easy was the task to complete?”
- Notes:
  - The average SEQ score is a 5.\*
  - 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.

# Net Promoter Score (NPS)



- “How likely are you to recommend Starbucks to your friends and colleagues, based on your experience today? ”
- Notes:
  - The average NPS for consumer software products is 21%\*
  - Just like the SEQ, this is directional data that shows the strength of the Starbucks brand but needs more respondents to get statistical significance.

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

\*Source: Jeff Sauro of MeasuringU, <http://www.measuringu.com/software-benchmarks.php>

# Recommendations

- **Track app usage and quantitative measures on a larger scale for the foreseeable future**
  - Analytical data: conversion funnels, feature usage
  - SEQ/NPS benchmarks
- **Ideate and test new in-store pick-up experiences**
  - Brainstorm, prioritize, prototype, test, iterate
- **Leverage the social networks of users to make redeeming gifts easier**
  - Connect the large install base through registered emails/address book connectivity



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THANK YOU