Group Summary

Background:

Our team chose Starbucks to observe and improve as a part of our service design project. The main reason behind choosing Starbucks is its availability at all of our group member's locations. This document outlines each of our individual observations during our multiple visits to various Starbucks locations.

Process

Preparation:

We first created a list of things to observe:

- Location
- Ambience: Size, Lighting, Seating
- Customers: Age, Gender, Type of drinks ordered, time through line
- Service
- Other Factors: Weather, time of the Day

Summary of Results:

While we each had different experiences, one can quickly ascertain that Starbucks is very uniform across a vast geographical space. We observed Starbucks locations in California, Nebraska and Illinois and they all function in the same way, their rush periods are very similar in volume, they are staffed with the same amount of people uniformly, the layout of the store and front counters are similar (although vary with square footage and location), and the amount of time a customer spends from start of process (entering store/ordering) to completion (receiving order) is comparable. We can assume that this is due to a (high) set of standards and a good training program instituted by Starbucks for all their franchise locations. It is apparent that Starbucks has created a "Starbucks atmosphere" of which they are selling just as much as their product.

We also spent time observing the Starbucks iPhone app's "myStarbucks" and "Starbucks Mobile Card". Within minutes of using the apps, it was clear that there was no need for two separate apps. The two could easily be combined into one app that would be highly functional, but we also have proposed adding additional functionality to help to decrease wait times both in waiting to order and waiting for the order to be complete. While we still need to hone this concept, the following observations are what led us to this idea for, what will be, our proposed design.

Starbucks Observations - HCI 596X Service Design Project

Author: Ryan Wilson

Date: June 8, 2011

Background:

Our team chose a brand-name coffee shop as the service to model and improve as a part of the service design project. The main reason behind choosing Starbucks is availability at all location. This document describes my observations during my visits to Starbucks.

Preparation:

I brought my small notebook and headphones as to not call a lot of attention to the fact I was observing people in line. (Observation data below)

Created a list of things to observe:

- Location

- Ambience: Size, Lighting, Seating

- Customers: Age, Gender, Type of drinks ordered, time through line

- Service

- Other Factors: Weather, time of the Day

Location Information:

The coffee shop is located in Lincoln Square (4553-4557 North Lincoln Avenue, Chicago, IL 60625), a part of the city in the northern part of Chicago. It is on the corner of a high-traffic street. Most of its clientele are people who walk in from the neighborhood, so drive up, put on their flashers and run in. A half mile up and down the main street (Lincoln Avenue) you will find small business, a few restaurants and bars as well a small bank. A half-mile up and down the

cross-street (Wilson Avenue) you will find mostly residential living – both apartments, condos and single-family homes. It is serves a high density of population since it is the only Starbucks around for about 1 mile radius.

Ambience:

- Large size – Simple rectangular shaped area that was between 700- 800 sq ft.
- Seating: There are six small tables for two along the inside wall to the left of when you enter, four club chairs in a "living room" setting in the middle of the store, with three smaller, two-person tables to the left of the club chairs and a bench seating with three tables that can be combined or broken up depending on need, that seats up to 6 (or three tables of 2). On the far left side of the store is a large, conference-style table that accommodates 8. Along the right wall from where you enter there is elevated bar seating that can accommodate 8 people.

Floorplan:
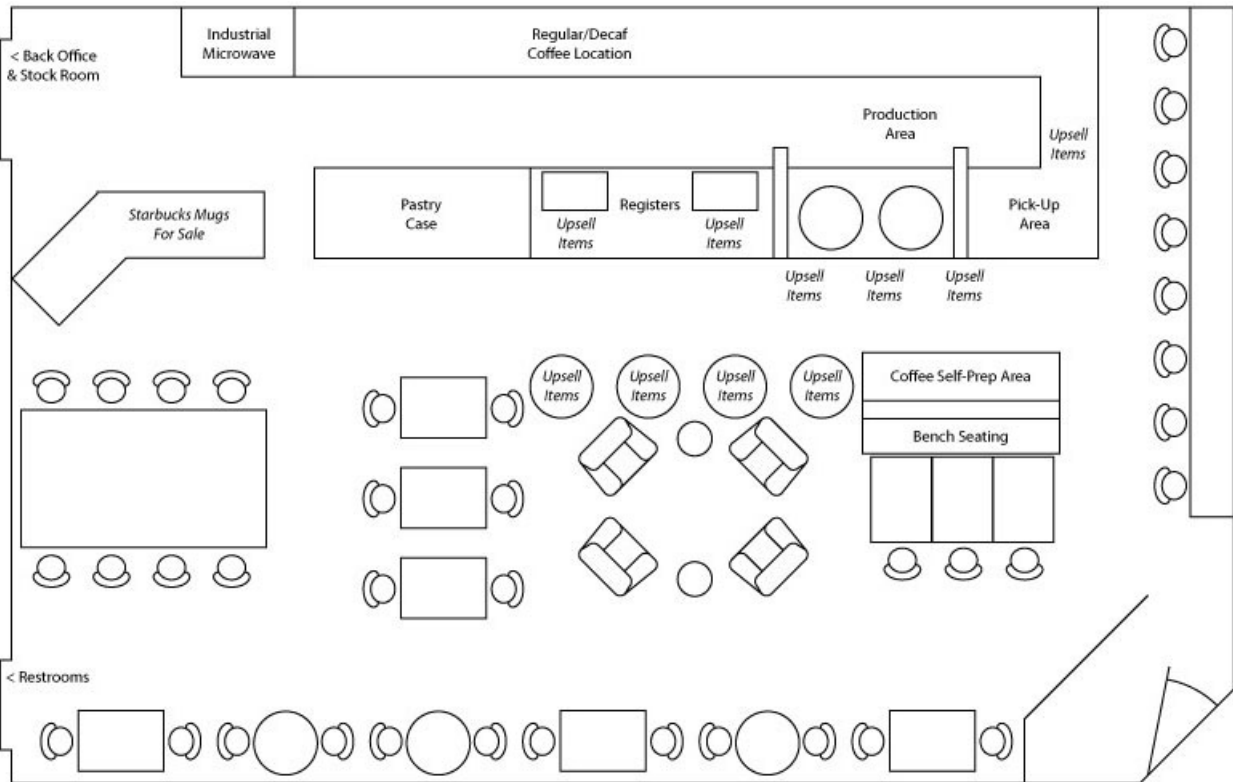
- Lighting: The lighting was just enough for people to relax, use their electronics or read. The two outside walls are all windows that allow lots of natural light in, although the west windows need to have the shades drawn in the afternoon to cut down on glare and access heat.
- Counter: The service counter was a rectangular shaped area along one wall of the room. One the left side is a pastry case, beside that are two registers (a majority of the time I was observing only one was used) on the other side of the registers, the right of the counter, was the coffee building or staging area where customers wait for their specialty drinks.

Observation No. 1

Date: Friday, 06/03/2011

Time: 10:10 AM - 10:40 AM

Temperature: 80º F, Sunny & Humid

Staff:

The service desk was being staffed by 3 individuals (2 female and 1 male). One person assisted the customers in line at the register and accepted payment. Another person staffed the coffee creation area making the drinks for the customers. The third person floated from assisting the person in the coffee creation area to starting orders for people in line before they got to the register.

Observations:

From my first 30 minutes of observing at my Starbucks, there were 32 customers (12male / 20female), the oldest was about 70, the youngest about 25 with an average age of 35. Most seemed to be stay-at-home or day-off parents with their kids or people just getting back from the gym (time of day I'm sure), but others looked like typical office-type workers. About 20 ordered "special order drinks" (I noted them as 'C+' or "coffee plus" in my notebook – see Appendix) which took 3-4 minutes on average to complete the order. It was about 80 degrees and humid at the time of my observation, so a lot of people were getting iced drinks, which were turned around in about 1 minute. Out of all the orders, two people did not order a drink (not including water) - one was just a breakfast sandwich and the other was a banana and a cup of water (she looked like she just got done working out).

This observation was done in what would be considered a "low-traffic time".

Notes:

I talked to the three people working about my observing before I started. The manager of that store is on vacation for the next week and a half, so I will not be able to get unlimited access approval, by the people who were working said that they can accommodate if I sit at the bar area near where the drinks are made and answer simple questions that aren't related to "how drinks are made" or any "Starbucks processes". When I asked after my observation about setting up a time to interview any of the workers they said they were not really allowed to talk about what they do and directed me to the Starbucks Media Information line (206/318-7100). Although, Alex said that if I can't get anywhere with them, to let her know, implying that she'd try to answer any general questions she could for me.

Observation Statistics: *(Scanned notes available in Appendix)*

Gender	Age	Type of Drink	Time to fulfill order
M	32	Coffee, Brownie	2 min
M	50's	Regular Coffee	2 min
F	50's	Specialty Hot Drink, Breakfast Sandwich	4 min
M	30's	Regular Coffee, Breakfast Sandwich	5 min
F	50's	Breakfast Sandwich	5 min
M	40's	Regular Coffee	1 min
F	40's	Specialty Hot Drink	4 min
F	40's	Specialty Cold Drink	3-4 min
F	30's	Specialty Drink	4 min
F	30's	Specialty Drink	4 min
F	20's	Specialty Drink	4 min
F	30's	Specialty Drink	4 min
F	30's	Regular Coffee	2 min
F	30's	Specialty Drink	4 min
F	50's	Specialty Drink	4 min
F	40's	Regular Coffee	3 min
F	40's	Regular Coffee	6 min
F	40's	Regular Coffee	6 min
M	30's	Regular Coffee, Food	2 min
F	50's	Specialty Drink	5 min
M	30's	Iced Drink	2 min
M	30's	Iced Drink	2 min
F	30's	Iced Drink	2 min
M	30's	Iced Drink	1 min
F	40's	Iced Drink	2 min
F	70's	Specialty Drink	1 min
M	30's	Specialty Drink	3 min
M	30's	Specialty Drink	3 min
F	30's	Specialty Cold Drink	3 min
M	20's	Specialty Drink	3 min

| F | 40's | Banana, Bottle Water | 2 min |
| M | 30s | Specialty Drink, Food | 3 min |

Additional Notes:

I downloaded and used the iPhone Starbucks Mobile Card app - it worked somewhat seamlessly. The process starts when the user buys a tangible gift card, activates the gift card online, creates a Starbucks account, if they don't already have one (this process takes about 5-10 minutes), then enters the gift card number and your Starbucks account information in to the app and you are ready to go. The app generates a QR barcode that the register can scan to deduct the cost of your item from your balance.

The woman behind the counter (Alex) said that it is beneficial to the user because it speeds things up and visually keeps track of your balance. From my point of view, it isn't any faster than pulling a gift card out of my wallet. Thinking as the company, it is more beneficial for Starbucks because they are getting me to fill out my personal information by setting up a Starbucks account, then through the app, are able to capture and track the data of where, what and when I purchase from Starbucks.

The iPhone Starbucks Find Us app is pretty weak in comparison. It allows you to create drinks that you like and store them in a "My Drinks" favorites menu. You can apparently share this information with friends to see what your friends are drinking as well. It also works as a store finder, allows you to gather nutrition of drinks, incorporates a QR scanner for you to scan posters at your local Starbucks, and allows you to get more information about different blends of coffee they sell at Starbucks (if you turn this part sideways, it does a coverflow of the different blends, however, all the images are the same, so it loses its appeal, also it locked up my phone twice and I have to quit out of the app).

Observation No. 2
Date: Tuesday, 06/07/2011
Time: 1:30 PM - 2:30 PM
Temperature: 81º F, Sunny & Humid

Staff:

As before, there were 3 people working (2 female, 1 male). The workflow process was the same as in my first observation. This time I did notice that the employees had a timed rotation that was about 20 or 30 minutes at each station (register, coffee building, floater). At some point in this observation, the male

employee that was there when I fist came in left and was replaced by a male employee starting a new shift.

Observations:

In my second observation at Starbucks consisting an hour, there were 40 customers (20 male / 20 female). The oldest was in their 70's and the youngest in their 20's with an average age in the 30's (19) followed by those in their 40's (7). *[It should be noted since I'm estimating the age of the customers and I've never officially worked at a carnival.]* For those people who had to wait in line, the average wait time was 24 seconds. However, if you factor in those who didn't have to wait at all (as 0 seconds) the average time to wait in line was 10.35 seconds. Average time at the register was 32.48 seconds. For those who waited or their drink, the average time to wait for a coffee was 42.03 seconds. Factoring in those who didn't have to wait as 0 seconds (when a regular coffee was ordered and ready when the customer was done at the register or if the person producing the coffee was especially fast and the drink was ready as soon as the customer was done at the register) the average time to wait for a drink was 30.48 seconds.

Notes:

After reviewing and reflecting on my first observation, I thought it best to more accurately chart the time in line, time at the register and time waiting for the drink to be completed to my notes. I also used the timer on my iPhone to more accurately notate time of process. Where there is a dash in the table, it notates that the customer didn't have any time in this category.

This observation was done in what would be considered a "low-traffic time", however, per a Starbucks employee after this observation, after checking the register, noted that the busy hour (so far that day) had been 7:00 AM – 8:00 AM where they served 79 customers and their slowest hour was 12:00 PM –1:00 PM where they severed 30 customers.

Observation Statistics: *(Scanned notes available in Appendix)*

Gender	Age	Type of Drink	Time in Line	Time at Register	Time to Completion of Order
M	70's	Regular Coffee	23 sec	30 sec	—
F	30's	Iced Drink	60 sec	10 sec	60 sec
M	50's	Specialty Drink	—	25 sec	30 sec
F	30's	Cookie	15 sec	10 sec	—
F	40's	Bottled Water	—	15 sec	—

M	20's	Iced Drink	—	30 sec	35 sec
F	40's	Iced Drink	—	30 sec	18 sec
F	40's	Iced Drink	—	38 sec	40 sec
M	50's	Iced Drink	38 sec	25 sec	10 sec
F	30's	Cookie, Iced Dr.	—	35 sec	60 sec
F	30's	Gr. Bar, Iced Dr.	—	26 sec	10 sec
F	30's	Iced Drink	—	25 sec	90 sec
M	40's	Iced Drink	10 sec	65 sec	40 sec
M	30's	Iced Drink	6 sec	20 sec	20 sec
M	50's	?	—	40 sec	45 sec
F	50's	Iced Drink	40 sec	30 sec	25 sec
M	40's	Iced Drink	—	15 sec	45 sec
F	30's	Iced Drink	10 sec	20 sec	45 sec
F	50's	Iced Drink	—	35 sec	45 sec
M	20's	Iced Drink	35 sec	20 sec	40 sec
M	50's	Iced Drink	—	45 sec	20 sec
F	30's	Reg. Cof., Pastry	5 sec	90 sec	—
F	50's	Iced Drink	—	28 sec	20 sec
M	30's	Iced Drink	28 sec	15 sec	20 sec
M	70's	Regular Coffee	—	20 sec	—
M	30's	Iced Drink	20 sec	35 sec	15 sec
M	30's	Iced Drink	20 sec	35 sec	20 sec
F	30's	Iced Drink	—	40 sec	—
M	30's	Iced Drink	5 sec	32 sec	40 sec
F	30's	Iced Drink	10 sec	35 sec	48 sec
F	30's	Juice, Iced Drink	—	35 sec	48 sec
M	30's	Regular Coffee	—	35 sec	—
F	30's	Iced Drink	20 sec	30 sec	40 sec
M	40's	Iced Drink	—	30 sec	65 sec
F	50's	Iced Drink	—	36 sec	80 sec
F	40's	Pastry	—	50 sec	—
M	60's	Sandwich	—	35 sec	—
M	30's	?	37 sec	60 sec	35 sec

| F | 20's | Iced Drink | 32 sec | 37 sec | 90 sec |
| M | 30's | Iced Drink | — | 32 sec | 20 sec |

Observation No. 3

Date: Wednesday, 06/08/2011

Time: 7:30 AM - 9:00 AM

Temperature: 80º F, Sunny & Humid

Staff:

As before, there were 3 people working (2 female, 1 male). The workflow process was the same as in my first observation. This time I did notice that the employees had a timed rotation that was about 20 or 30 minutes at each station (register, coffee building, floater).

Observations:

During my observation period, there were 119 customers served (62 male / 57 female). The average age range was customers in their 30's (63), followed by customers in their 40's (22). For those people who had to wait in line, the average wait time was 38.56 seconds. However, if you factor in those who didn't have to wait at all (as 0 seconds) the average time to wait in line was 27.55 seconds. Average time at the register was 38.69 seconds. For those who waited or their drink, the average time to wait for a coffee was 53.06 seconds. Factoring in those who didn't have to wait as 0 seconds (when a regular coffee was ordered and ready when the customer was done at the register or if the person producing the coffee was especially fast and the drink was ready as soon as the customer was done at the register) the average time to wait for a drink was 34.78 seconds.

Notes:

This observation was done in what would be considered a "high-traffic time".

After taking to one of the employees after my observations, they noted that when the weather is extreme (very cold or very hot) they are typically busier. It was very hot and humid earlier in the day this day, than it has been in Chicago.

Observation Statistics: *(Scanned notes available in Appendix)*

Gender	Age	Type of Drink	Time in Line	Time at Register	Time to Completion of Order

M	30	Specialty Drink	—	30	130
F	30	Specialty Drink	30	26	104
F	30	Specialty Drink	60	19	120
M	30	Specialty Drink	79	57	186
F	30	Iced Drink	130	36	20
M	30	Specialty Drink	160	40	180
F	30	Iced Drink	120	50	20
F	50	Specialty Drink	30	30	130
F	30	Specialty Drink	30	30	20
F	20	Iced Drink	30	30	110
M	30	Iced Drink	10	30	120
M	60	Regular Coffee	—	36	0
M	50	Specialty Drink	—	25	30
F	40	Regular Coffee	—	25	0
M	30	Regular Coffee	—	25	0
M	30	Regular Coffee	—	30	0
M	50	?	20	30	0
F	50	Iced Drink	—	30	60
M	40	Specialty Drink	—	35	120
M	30	Iced Drink	20	60	0
M	50	Regular Coffee	—	35	0
M	50	Bottled Water	—	30	0
F	30	Iced Drink	20	50	45
F	40	Pastry, Reg. Cof.	35	60	0
M	30	Specialty Drink	60	20	45

M	40	Regular Coffee	65	35	0
M	50	Regular Coffee	20	45	0
F	30	Specialty Drink	—	45	90
F	30	Fruit, Iced Drink	20	60	65
M	40	Iced Drink	30	30	30
F	50	Iced Drink	30	30	30
M	60	Specialty Drink	30	22	30
F	40	Iced Drink	—	40	45
F	50	Iced Drink	—	90	15
M	60	Pastry, Spec. Dr.	—	35	25
F	60	Iced Drink	35	35	20
F	30	Juice	20	45	—
F	30	Regular Coffee	—	60	10
F	40	Iced Drink	20	50	5
F	20	Iced Drink	10	30	30
M	30	Regular Coffee	10	35	—
F	40	Iced Drink	60	20	35
M	40	Iced Drink	10	60	30
F	30	Iced Drink	20	20	80
M	20	Iced Drink	20	20	80
F	30	Regular Coffee	30	30	—
M	30	Iced Drink	30	35	55
F	30	Iced Drink	45	35	40
F	40	Specialty Drink	20	60	65
M	50	Regular Coffee	20	60	—

F	50	Pastry, Spec. Dr	30	30	65
F	40	Specialty Drink	45	45	30
M	40	Regular Coffee	60	30	—
M	30	Iced Drink	65	30	40
M	40	Iced Drink	20	45	—
F	40	Iced Drink	10	30	45
M	60	Regular Coffee	—	30	—
M	30	Regular Coffee	—	35	—
M	30	Break. Sandwich	—	30	90
F	30	Iced Drink	—	20	50
M	30	Iced Drink	—	30	20
M	30	Iced Drink	30	30	60
M	50	Specialty Drink	—	45	65
F	70	Lots!!!	20	120	80
F	30	Pastry, Iced Dr.	60	30	60
F	50	Iced Drink	30	30	85
M	60	Iced Drink	60	30	60
F	30	Specialty Drink	45	30	70
F	60	Pastry, Spec. Dr	—	27	45
M	50	Regular Coffee	—	35	—
M	30	Pastry, Reg. Cof.	—	65	—
F	30	Pastry, Reg. Cof.	35	20	30
M	30	?	35	36	30
M	30	Specialty Drink	20	15	—
F	30	Iced Drink	45	30	45

F	30	Specialty Drink	45	25	60
M	30	Regular Coffee	—	30	—
F	60	Iced Drink	10	35	30
F	40	Specialty Drink	15	30	40
F	30	?	—	37	60
M	30	Regular Coffee	—	45	—
F	30	Iced Drink	—	35	20
F	30	Oatmeal	35	45	—
M	40	Lots!!!	15	60	—
M	30	Iced Drink	45	15	30
M	40	Bottled Water	40	30	—
F	40	Iced Drink	65	36	96
M	30	Regular Coffee	60	30	—
M	50	Regular Coffee	60	30	—
M	40	Regular Coffee	15	40	—
M	30	Regular Coffee	—	30	—
M	30	Iced Drink	20	60	43
M	40	Banana, Iced Dr.	—	40	60
M	30	Iced Drink	—	48	40
F	30	Iced Drink	—	68	30
F	30	Iced Drink	30	30	60
F	30	Iced Drink	45	35	35
M	30	Iced Drink	60	23	35
M	40	Iced Drink	10	120	15
M	40	Iced Drink	10	120	15

F	40	Iced Drink	—	35	45
M	30	Regular Coffee	10	30	—
F	30	Specialty Drink	30	35	30
F	30	Specialty Drink	10	45	35
M	30	Regular Coffee	30	30	—
F	30	Iced Drink	30	35	—
F	30	Regular Coffee	35	30	—
M	50	Pastry, Reg. Cof.	30	30	—
F	30	Iced Drink	45	45	20
M	40	Specialty Drink	—	36	30
M	50	Regular Coffee	20	30	—
M	70	Regular Coffee	34	25	—
F	30	Iced Drink	10	70	25
F	30	Regular Coffee	70	25	—
M	50	Iced Drink	90	20	—
M	30	Croissant	90	41	—
M	30	Iced Drink	45	68	45
F	40	Iced Drink	70	48	20
F	50	Iced Drink	60	35	30
M	30	Specialty Drink	—	30	130

Summary:

From my observations, the average Starbucks customer spends about 20–30 seconds in line, 33–39 seconds at the register and, on average, 30–55 seconds waiting for a specialty coffee (hot or cold) depending on low or high volume time of the day.

An additional observation that I made overall was, the interactions in which a customer paid with cash took longer than those who used credit card, gift card or mobile app to pay.

This made me think about how to refine the Starbucks app(s) and see how they can be streamlined and feature a digital ordering function. I see the options as such:

1. Combine the two currently available apps into one singular app with the same information.
The Starbucks Card app, which I've used now on several different occasions, seems to be the stronger app, so I suggest adding the highlights (drink building/saving, nutrition information) into the Starbucks Card app, but changing the name to reflect overall Starbuckiness of the app. Here, the myStarbucks app is stronger, but only in name.

2. Take the myDrinks aspect of the myStarbucks app a little further to allow for ordering. By creating a drink on our app, it would then generate a barcode (similar to the payment barcode) that you could order with. While this is a good idea, the question that arose was, "Why would you walk up to a counter that is staffed by a human and instead of telling them your drink order, you have them scan your phone?" Feels lifeless and socially awkward to me. Which brings me to point No. 3 or point No. 4.

3. Create a Starbucks Quick-Order Kiosk. These Kiosks (one or many) would be placed near the entryway of each Starbucks. Each would be equipped with a barcode scanner (similar to the scanner they use at the register to scan the Starbucks Card app) that would scan in your drink order (fully customizable, see point No. 1) as well as allow you to pay with the same swipe (barcode incorporates your Starbucks balance and subtracts that order from it at the same time of taking your drink order). The order are then sent to the production area and made the same way they currently are.

4. Allow for the app to both submit an order to a specified Starbucks and pay for it within the same button stroke. Payment is essential so Starbucks doesn't lose money for orders not picked-up. The app could allow for scheduling, but probably should be limited to within 30-45 minutes of ordering. Orders would then be integrated into the current Starbucks system to avoid an additional interface that may break or be overlooked and take up space. The order are then sent to the production area and made the same way they currently are.

The "Why?" for this point is, that in my short time observing Starbucks, the total time for the specialty coffee drink orders was approximately 3–4 minutes. If regular Starbucks customers could "quick order" their drinks from a kiosk (similar to the quick check in kiosks at the airport) or from an app before even entering the store, this would eliminate time waiting in line time at the register, allowing the customer to go directly to the staging area to wait for their drink to be made.

One major con of this idea is that Starbucks then loses the ability to up-sell (pastries/breakfast sandwiches/fruit/CDs/Gift Cards) at the counter. To remedy this, an additional up-sell area could exist near the staging area (some of that already is in place - mugs, etc), which would cause the customer to get in line to pay.

An additional issue might be the loss of an order within the app. It remedy this either the app would keep track of past orders, time & date placed and location sent, or each order would send an email receipt o the users preferred email address, much like a transaction at the Apple Store locations.

Appendix

Kanchan Jahagirdar
Teja Myneedu
Ryan Wilson

ALEX - OK'D
OBSERVE & CAN
INTERVIEW

HIGH TRAFFIC TIMES: 830-930

LOW TRAFFIC TIMES: 2-330

AVAILABLE TO INTERVIEW:

STB MEDIA INC
206 318 7100

6/7 - PER EMPLOYEE
SLOW HOUR
BUSY HOURS 7-8 (79)
12-1 (30)

OBSERVATION 1 - JUNE 3, 10:10 AM - 10:40

- MALE, 32, DESIGNER - COFFEE, BROWNIE
  DURATION (2MIN)

○ MALE, 50, STAY AT HOME DAD - COFFEE (2M)

○ FEMALE 50, NURSE, COFFEE⊕ & BRK SAND
  (4MIN)

○ MALE, 38, OFFICE, COFFEE Refill & BRK SAND
  (5 MIN)

- FEMALE, 50, ?? - BRK SAND (5MIN)

- MALE, 40, ARTIST, - COFFEE
  (1 MIN)

○ FM, 40, MOM, C+ (4MIN)

○ FM, 40, MOM, (3M) ICED C+ (4M)

○ FM, 38, OFFICE, C+, 4M

○ FM 38, MOM, C+, 4M

○ FM 28, STUDENT, C+, 4M

- FM, 38, GYM, C+ (4M)

- FM, 36, MOM, C (2M)

- FM 30, STUDENT, C+ (4M)

- FM, 50, OFFICE, C+ (4M)

- FM 40 OFFICE, C (3M)

- FM 40, OFF, C (6MIN)

- FM 40, OFF, C (6MIN)

- M, 38, DAD, C (2M) & FOOD

- FM, 50, MOM C+, (5MIN)

- M, 36, OFFICE, ICED (2M)

- M, 36, OFFICE, ICED (2M)

- F, 36, OFFICE, ICED (2M)

- M, 30, BIKE MES, ICED (1M) GYM OR

- F, 40, WAITRESS, ICED (2M)

- F, 70, OFFICE, C+ (1MIN)

- M, 30, DESIGNER, C+ (3MIN)

- M, 35, OFFICE, C+ (3MIN)

- F, 35, OFFICE, C+ ICED } (3MIN)

- M, 25, DESIGNER/STUDENT, C+ (3MIN)

- F, 40, GYM, BANANA, WATER (2MIN)

- M, 35, DAD, FOOD, C+ (3MIN)

- 😊

32

$\frac{12M}{20F}$

SEX	AGE	DRINK	LINE@	REG@	DONE@
M	70's	COFFEE	23sec	30sec	~~✗~~
F	30's	ICED COFFEE	1 MIN	10sec	1 MIN
M	~~50s~~	SPECIALTY COFFEE	0	25sec	30sec
~~F~~	30s	COOKIE	15sec	10sec	—
F	40s	WATER	~~15sec~~	15sec	—
M 20s -15MIN-	20s	ICED COFFEE	—	30sec	35sec
F	40s	ICED COFFEE	—	30sec	~~18sec~~
F	40s	ICED COF	—	~~38sec~~	40sec
M	50s	ICED COF	~~38~~sec	25sec	10sec
F	30s	COOKIE ICED COF	—	35sec	60sec
F	30s	GR BAR ICED COF	—	26sec	10sec
F	30s	ICED	—	25sec	90sec
M	40s	ICED	10sec	65sec	40sec
M -30MIN-	30s	ICED	65sec	20sec	20sec
M	50s	—	—	40sec	45sec
F	50s	ICED	40sec	30sec	25sec
M	40s	ICED	—	18sec	45sec
F	30s	ICED	10sec	20sec	45sec
F	50s	ICED	—	25sec	48sec
M	20s	ICED	35sec	20sec	40sec

SEX	AGE	DRINK	LINE@	REG@	DONE@
M	50s	ICED	'—	45sec	20sec
F	30s	COFFEE & PASTERY	5sec	90sec	~~✗~~
F	50s	ICED	—	28sec	20sec
M	30s	ICED	38sec	15sec	20sec
M	70s	COFFEE	—	20sec	—
M	30s	ICED	20sec	35sec	15sec
M	30s	"			20sec
F	30s	ICED	—	40sec	——
M	30s	ICED	5sec	32sec	40sec
F	30s	ICED	10sec	35sec	48sec
F	30s	JUICE & ICED	—	35sec	48sec
M	30s	COFFEE	—	35sec	—
F	3us	ICED	20sec	30sec	40sec
M 40s -45MIN-	40s	ICED	—	30sec	65sec
F	50s	ICED	—	36sec	80sec
F	40s	PASTRY	—	50sec	—
M	60s	SANDWICH	—	35sec	—
M	~~30~~s	?	37sec	60sec	35sec
F	20s	ICED SPE	32sec	37sec	90sec
M	30s	ICED	—	32sec	20sec

1:30P — 2:30 JUNE 7 81° SUNNY SLOW TO BUSY PERIOD

SEX	AGE	DRINK	LINE@	REG@	DONE@
M	3os	SPEC	—	30sec	130sec
F	3os	SPEC	30	26	104
F	3os	SPEC	60	19	120
M	3os	SPECIAL	79	57	186
F	3os	ICED	130	36	20
M	3os	SPEC	160	40	180
F	3os	ICED	120	50	20
F	5os	SPEC	30	30	130
F	3os	SPEC	30	30	20
F	2os	SPEC ICED	30	30	110
M	3os	ICED COFF	10	30	+20
M	6os	COF	—	36	—
M	5os	SPEC COF	—	25	30
F	4os	COF	—	25	—
M	3os	COF	—	25	—
M	3os	COF	—	30	—
M	5os	?	20	30	—
F	5os	ICED SPEC	—	30	60
M	4os	HOT SPEC	—	35	120
M	3os	ICED TEA	20	60 CHATTY	—
M	5os	HOT COF	—	35	—
M	5os	WATER	—	30	—
F	3os	ICED	20	50	45
F	4os 15MIN	PASTRY HOT COF	35	60	—
M	3os	HOT SPEC	60	20	45
M	4os	HOT	65	35	—
M	5os	HOT	20	45	—
F	3os	SPEC	—	45	90
F	3os	FRUIT ICED COF	20	60	65
M	4os	ICED COF	30	30	30
F	5os	ICED COF	30	30	30
M	6os	SPEC COF HOT	30	22	30
F	4os	ICED	—	40	45
F	5os	ICED COF	—	90 CHATTY	15
M	6os	PASTRY HOT SPEC	—	35	25
F	6os	ICED	35	35	20
F	3os	JUICE	20	45	—
F	3os	HOT COF	—	60	10
F	4os	ICED	20	50	5
F	2os	ICED	10	30	30

SEX	AGE	DRINK	LINE@	REG@	DONE@	SEX	AGE	DRINK	LINE@	REG@	DONE@
M	30s	COF	10	35	—	M	30s	ICED COF	—	30	20
F	40s	ICED	60	20	35	M	30s	ICED SPEC	30	30	60
M	40s	ICED	10	60	30	M	50s	SPEC COF	—	45	65
F	30s	ICED	20	20	80	F	70s	LOTS!!!	20	120	80
M	20s	ICED	20	20	80	F JASMINE 30s	PASTRY ICED	60	30	60						
F	30s	COF	30	30	—	F	50s	ICED	30	30	85
M	30s	ICED	30	35	55	M	60s	ICED	60	30	60
F	30s	ICED	45	35	40	F	30s	SPEC HOT COF	45	30	70
F	40s	SPECIALTY HOT COP	20	60	65	F	60s	PASTRY SPEC HOT COF	—	27	45
M	50s	HOT COF	20	60	—	M	50s	HOT COF	—	35	—
F	50s	PASTRY SPEC COF	30	30	65	M	30s	HOT PAST COF	—	65	—
F	40s	SPEC HOT	45	45	30	F	30s	PAST COF	35	20	30
M	40s	HOT COF	60	30	—	M	30s		35	30	30
M	30s	ICED	65	30	40	M	30s	SPEC COF	20	15!	—
M	30s	ICED	20	45	—	F	30s	ICED TEA	45	30	45
F	40s	ICED COF	10	30	45	F	30s	SPEC ICED	45	25	60
M	60s	COF	—	30	—	M	30s	HOT COF	—	30	—
M	30s	COF	—	35	—	F	60s	ICED COF	10	35	30
M	30s	BREAK SAND	—	30	90	F	40s	SPEC HOT COF	15	30	40
F	30s	ICED	—	20	50	F	30s	?	—	37	60

60 MIN

SEX	AGE	DRINK	@LINE	@REG	@DONE
M	30s	HOT COF	—	45	—
F	30s	ICED	—	35	20
F	30s	OATMEAL	35	45	—
M	40s	LOTS!	15	60	—
M	30s	ICED	45	15!	30
M	40s	WATER HOT COF	40	30	—
F	40s	ICED BREAK FSN	65	36	96
M	30s	HOT COF	60	30	—
M	50s	HOT COF	60	30	—
M	40s	HOT COF	15	40	—
M	30s	HOT COF	—	30	—
M	30s	ICED SPEC	20	60	43
M	40s	BAN ICED	—	40	60

5 MIN

SEX	AGE	DRINK	@LINE	@REG	@DONE
M	30s	ICED	—	48	40
F	30s	ICED	—	68	30
F	30s	ICED SPEC	30	30	60
F	30s	ICED SPEC	45	35	35
M	30s	ICED SPEC	60	23	35
M	30s	ICED SPEC	10	120	15
M	40s	SPEC ICED	10	120	15

PRODUCTION

COFFEE

BREAK FASS OUCH

POSTCARD CASE

MUGS FOR SALE

R2

R1

BASKETS

SUGAR & CREAM

BENCH
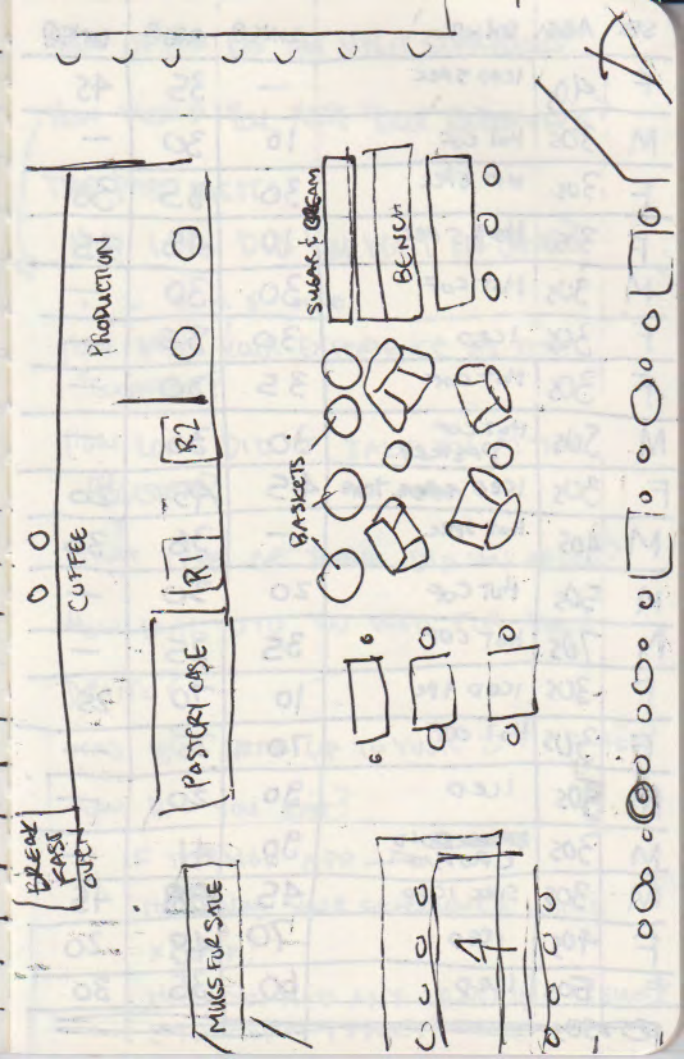
SEX	AGE	DRINK	LINE@	REG@	DON@
F	40s	ICED SPEC	—	35	45
M	30s	HOT COF	10	30	—
F	30s	HOT SPEC	30	35	30
F	30s	HOT SPEC	10	45	35
M	30s	HOT COF	30	30	—
F	30s	ICED	30	35	—
F	30s	HOT COF	35	30	—
M	50s	HOT COF PASTRY	30	30	—
F	30s	ICED ~~SPEC TEA~~	45	45	20
M	40s	HOT SPEC	—	36	30
M	50s	HOT COF	20	30	—
M	70s	HOT COF	35	25	—
F	30s	ICED SPE	10	70	25
F	30s	HOT COF	70	25	—
M	30s	ICED	90	20	—
M	30s	~~BREAD~~ AND CROSSANT	90	41	—
M	30s	SPEC ICED	45	88	45
F	40s	ICED	70	48	20
F	50s	ICED	60	35	30
	50s				

HOW OFTEN DO YOU VISIT STARBUCKS?

HOW WOULD YOU RATE YOUR EXPERIENCE?

THIS PAST VISIT:

HOW LONG DID YOU WAIT IN LINE?

1   2   3   4   5   MORE

HOW WAS YOUR EXPERIENCE AT THE COUNTER?

HOW LONG DID IT TAKE YOU AT THE REGISTER?

WHAT TYPE OF DRINK DID YOU ORDER?

HOW LONG DID YOU WAIT FOR YOUR DRINK?

WAS YOUR DRINK UP TO YOUR STANDARDS?

HOW DID YOU PAY?

IF THROUGH APP →

HOW WAS YOUR EXPERIENCE USING X APP?

HAVE YOU HAD ANY LEARNING ISSUES? TECHNICAL ISSUES?