



Starbucks Experience Map

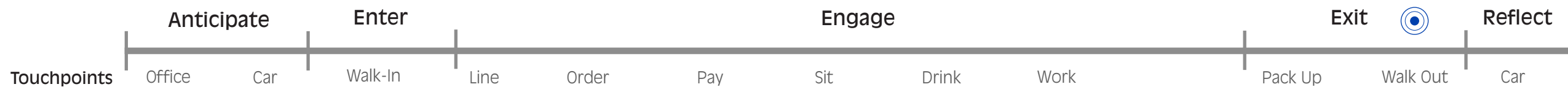
Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee

Enriched Experience

Poached Experience



Touchpoints	Office	Car	Walk-In	Line	Order	Pay	Sit	Drink	Work	Pack Up	Walk Out	Car
1.a	Discussing with team the local places to grab a coffee.											
1.b	Deciding to go to Starbucks and work on design reports.											
1.c		Hoping to find a close parking spot.										
1.d		Hoping Starbucks is not overly crowded and will have available seating.										
1.e		Considering alternative places just in case..										
2.a			Notice that there are a couple of people in line.									
2.b			Notice the narrow, confined layout.									
2.c			Enjoy the aroma of roasted coffee and mixed sweet, robust smells.									
2.d			The lighting is pleasant, not overly bright and not too dim.									
2.e			The music seems ethnic, extended vocals, soft in style, volume too loud and but my taste.									
2.f			The room climate seems intentionally cold.									
3.a			The waiting line occupies the main traffic way.									
3.b			The menus across the counter are hard to read while in line.									
3.c			The line moves slow, people who just ordered are still in the same area. Becomes crowded.									
3.d			The ordering process seems too slow. Inconsistent structure of service.									
4.a					The barista confirms my selection and asks my name to write on the cup.							
4.b					I can see the menu better now, but I feel rushed to order a drink.							
4.c					I feel forced to make a quick beverage selection. I play it safe by having what I always get.							
4.d					The barista confirms my selection and asks my name to write on the cup.							
4.e					He writes down my name and some code on the cup and hands it off to another barista who will make it when he is finished with other orders.							
5.a					The barista tells me the total and I pay with my credit card. He asks me if I want my receipt, I decline.							
5.b					My interaction ends with him saying thank you. He doesn't use my name.							
5.c					Now I move to the left of where I paid. Once again I feel crowded and out of place. People are walking by me. There isn't a designated waiting, sitting area.							
5.d					As I stand, the drinker shouts finished orders and places them on a drink stand. He screams Grande Chai.							
5.e					Confusion. Is this my drink? Why did he not call out my name or name and drink? I pick up the drink and see that it has Eric written on it.							
6.a						Grab my drink and look for a place to sit.						
6.b						I need, most importantly, an outlet and a workspace.						
6.c						I notice that there are only a few locations in the seating areas that have outlets. This is discouraging.						
6.d						Most places are occupied. No outlets are available.						
6.e						The workspaces seem small and impractical. Most are just have a small round wooden table with two wooden chairs.						
6.f						I find an empty reclined cushioned armchair. Next to it is a small wooden table shared by another person sitting in the other arm chair.						
6.g						The chair is comfortable and I continue to sit in it.						
7.a							The cub is hot, steaming, but withstanding in my hand.					
7.b							Smells roasty and sweet.					
7.c							First sip is too hot, but flavorful. I'm happy with the taste and my choice.					
7.d							The continued sips remain satisfying.					
8.a								I place my drink on the table next me and place my bag on the floor.				
8.b								I remove my computer and accessories and now am shifting my coffee to find room for all of my things on this little coffee table.				
8.c								The table is too low to work from there, so I place my laptop in my lap. My drink remains on the table, my bag on the floor.				
8.d								I'm feeling crowded. I have no room to use my wireless mouse. I now use the surface of the arm chair as my mouse pad. Not very effective.				
8.e								The crowd talking doesn't bother me after awhile, but the music is way too loud and beginning to become a distraction.				
8.f								I enjoy the free wireless and the unlimited use. The signal strength is adequate.				
8.g								The music is really bothering me. I put my headphones on and play my mp3 songs.				
8.h								The battery use on my computer is a concern now. I will begin looking for another table to work at.				
8.i								The air conditioning seems intentional. It's cold outside and cold inside. I slip my jacket on.				
8.j								I continually finding myself people watching while I work. There are interesting people here, so I'm not too bothered. I never like feeling alone. any				
9.a									The barista walks by me and makes an announcement to the store that it will be closing shortly -10 pm.			
9.b									I would like to continue to work. I feel 10pm closing time is much too early, especially in a college town.			
9.c									I stand up and walk around until I find a hidden trash can to throw my cup into.			
10.a										I pack my things up and head out the door.		
10.b										The remaining staff tell me to have a good night.		
11.a											I head to my car and wish that I could have stayed longer to work. I know that once I get home, I will be in the wrong mind state to continue working.	
11.b											The coffee was very good, but I was disappointed in the environment. Distracting music, small workspace, lack of power outlets.	