



## Interview Findings

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### Michelle

**Female, 25-30**

**Houston, Texas**

Michelle likes hand crafted drinks and generally customizes the sweetness in the app when she's ordering. She uses the Starbucks app to order and pickup inside to save time. She uses apps frequently for ordering on the go. A frustration with most ordering apps is only being able to order ahead and not being able to save customized orders.

Her concern with having a menu for drinks that other people have shared is that it would be hard to narrow down the list nad if there would be several drinks that are the same. Michelle suggested there be a way that would help limit the amount items.

### Hannah

**Female, 30-35**

**Los Angeles, California**

As a frequent Starbucks customer, Hannah uses the app regularly to order for mobile pickup. She commented that ordering through the app saves time and is more convenient than going to some of the competition. Hannah doesn't drink milk and thinks it would be nice to see what other kinds of drinks other people who avoid dairy get.

Hannah likes to try new drinks, but usually sticks with her favorit 4 or 5 drinks. She hasn't been asked for drink suggestions, but expressed that it's always a challenge if someone is doing a coffee run to describe what she wants since it's a customized drink.

# Sherry

**Female, 35-40**

**Duluth, MN**

Sherry is a frequent to Starbucks and enjoys getting crafted coffee drinks. Typically she goes through the drive through, but occasionally will use the app and order ahead. Sherry usually orders the same drinks, but likes trying new ones that she thinks would be good. She's been asked before for drink suggestions and would like a feature that would enable her to share the customized drink through text message or Instagram.

## Summary of Findings

Those interviewed all showed an interest in at least being able to share a customized drink through text or social media. Some concerns would be that the app would get too complicated to navigate.

A popular feature idea mentioned in the interviews was the ability to somehow share drinks to be ordered as a group for a business "coffee run".