

A wide-angle photograph of the Starbucks Roastery interior, showing a long wooden bar with stools, a service counter, and large windows. The scene is dimly lit with warm tones.

AKQA



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**Starbucks Roastery**

Small lot coffee with a dash of technology

Interactive and animated stories  
triggered by iBeacons

— AKQA x STARBUCKS ROASTERY

**TIME**

Time within the  
roastery (scope)

**BRAND INTENT**

Credible  
Ethical  
Captivating  
Exclusivity

**PRODUCTS,  
SERVICES, SOLUTIONS**

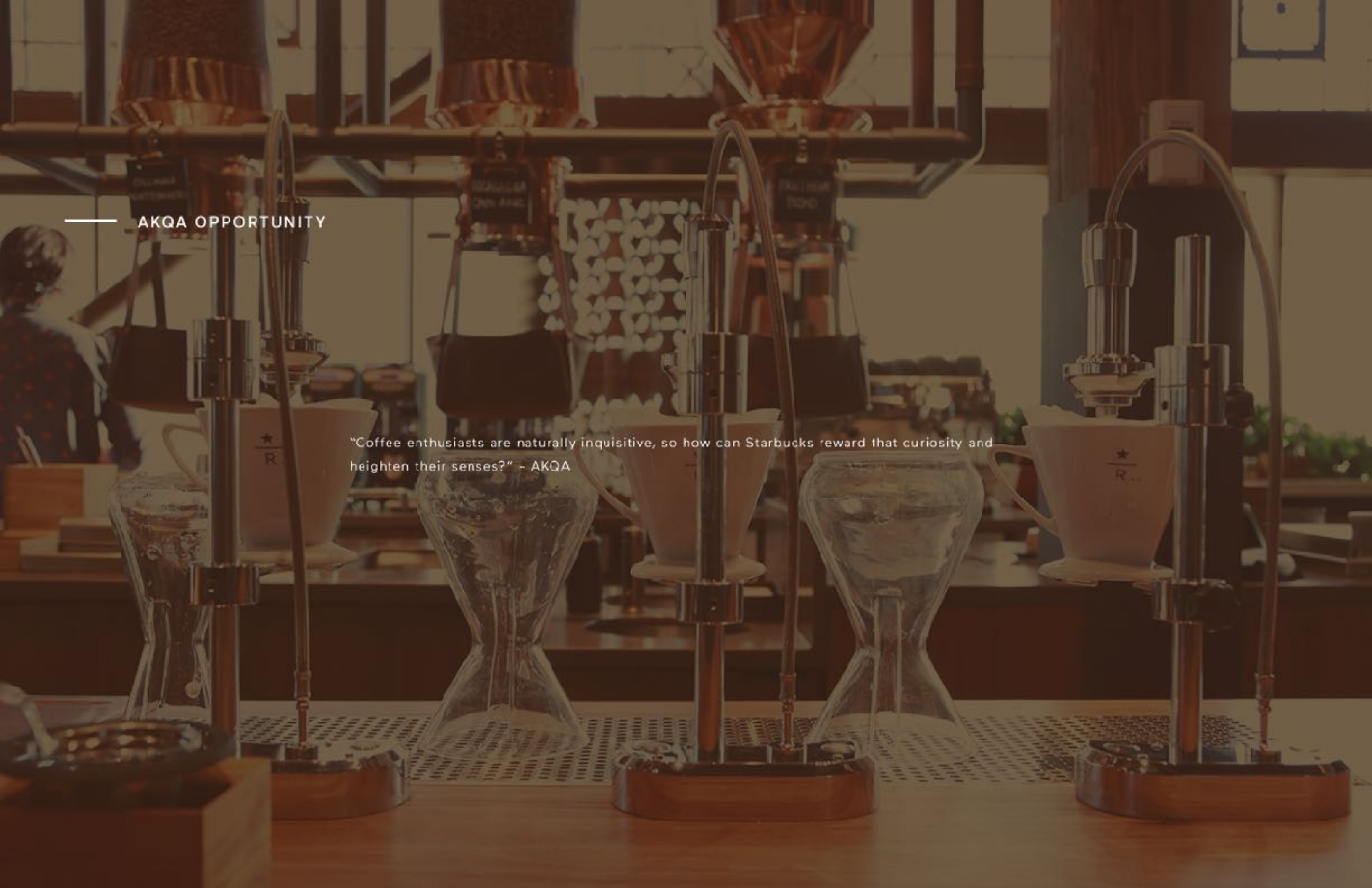
Quality, exotic coffee  
beverages & beans  
Mobile guided tour  
Merchandise

**ENGAGEMENT  
EXPERIENCE**

Starbucks Roastery  
Seattle  
Mobile web app

— AKQA OPPORTUNITY

"Coffee enthusiasts are naturally inquisitive, so how can Starbucks reward that curiosity and heighten their senses?" - AKQA



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SUMMARY OF INSIGHTS

**01.**

**USER EXPERIENCE  
IS HOLISTIC**

**02.**

**USER EXPERIENCE  
IS FOCUSED**

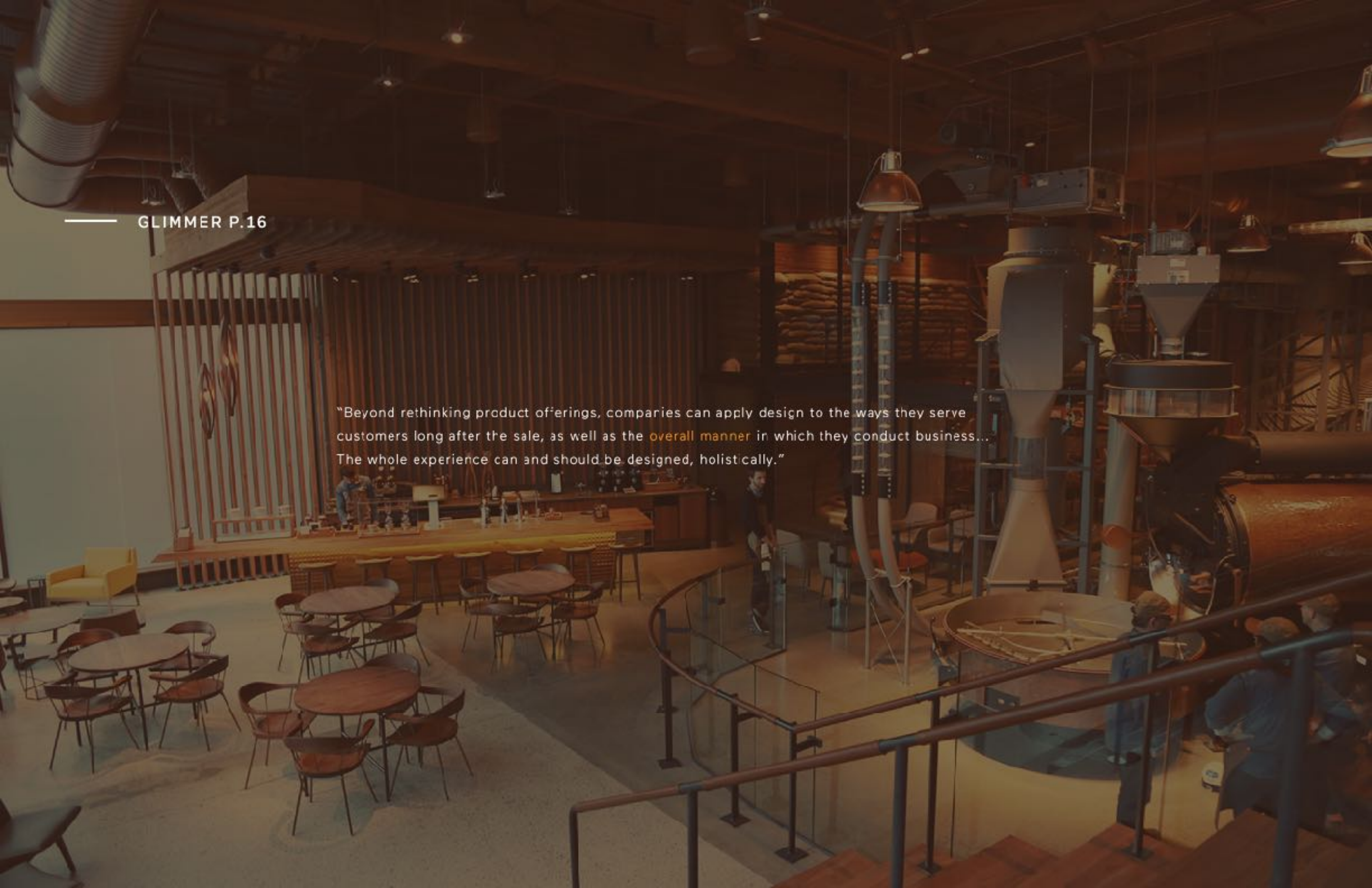
**03.**

**USER EXPERIENCE MUST  
PROVIDE A VALUE**

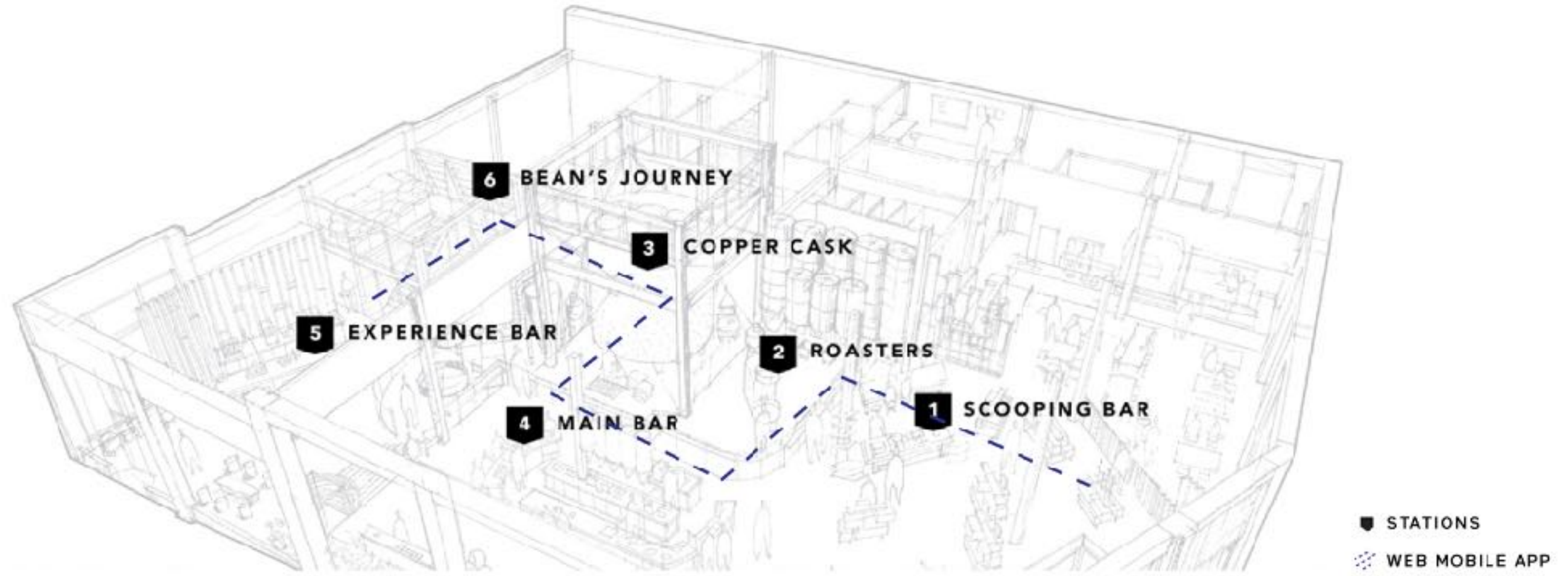
01

**User experience is holistic.**

"Beyond rethinking product offerings, companies can apply design to the ways they serve customers long after the sale, as well as the overall manner in which they conduct business... The whole experience can and should be designed, holistically."



— WEB MOBILE APP x INSTORE EXPERIENCE

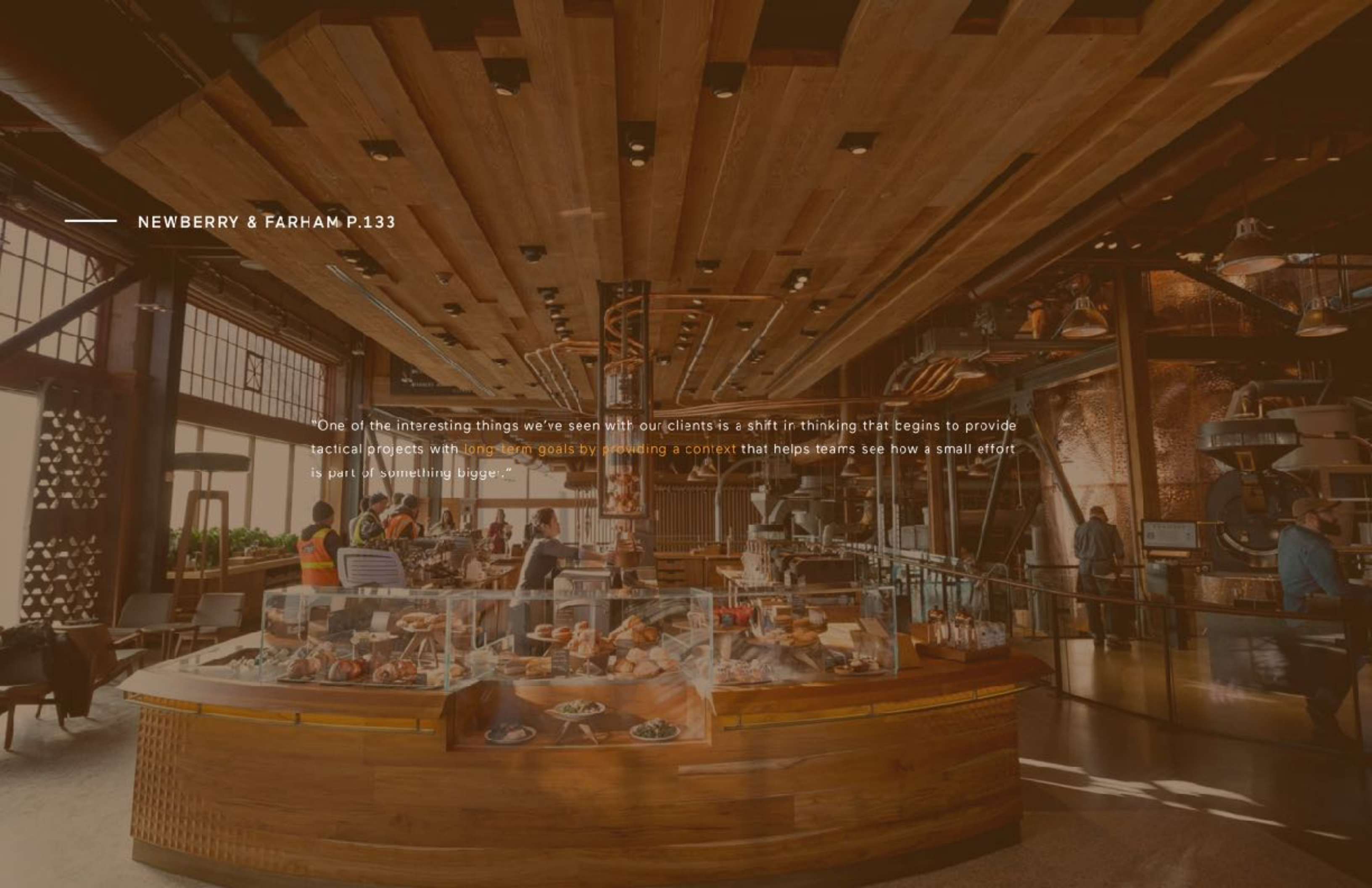




02

**User experience is focused.**

"One of the interesting things we've seen with our clients is a shift in thinking that begins to provide tactical projects with long term goals by providing a context that helps teams see how a small effort is part of something bigger."



— JOURNEY FRAMEWORK

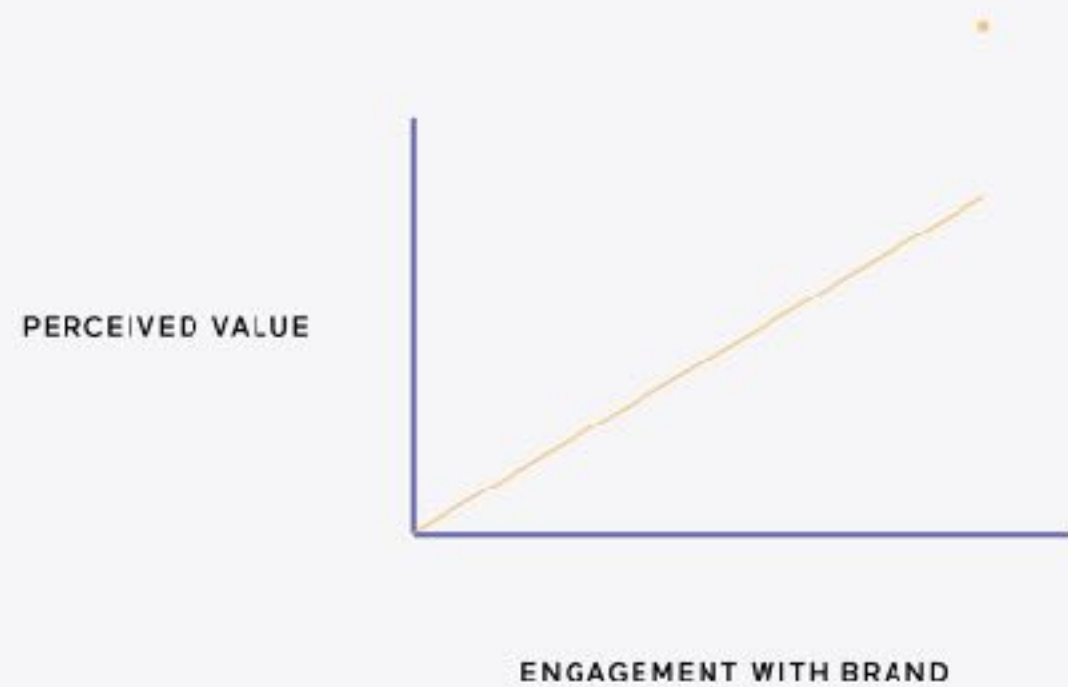
CHANNEL	DISCOVER	PRE-EXPERIENCE	LEARN	PRODUCT EXPLORATION	PURCHASE	POST PURCHASE	POST EXPERIENCE
WEB	starbucks roastery news			starbucks + third party site		record notes of coffee on starbucks passport	share your experience online
INSTORE	pass by and enter store	see inside + explore	engage with barista	exploring menu	pay for drink, merch, beans	experience space, consume the coffee	exit the store
MOBILE VIA IBEACON		mobile notification	use tour guide to reinforce knowledge				
WORD OF MOUTH	being told about the roastery existence)						share your experience

— JOURNEY FRAMEWORK

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WORD OF MOUTH	being told about the roastery (existence)						share your experience

Opportunity seen by AKQA

—— BRAND EXPOSURE x PERCEIVED VALUE



"All the experiences that occur during the exchange of value are being associated with the business and therefore whatever Brand the business has established."

—— Newberry & Farham

03

**User experience must provide a value.**

"... there are two ways to approach the problem. One is to reduce the cognitive overhead through design; the other is to make sure the value is very high by making sure you solved a customer's real need (again, through design)"

— PERCEIVED VALUE > COGNITIVE OVERHEAD

PROVIDED BY AKQA +  
STARBUCKS ROASTERY

fulfill

CUSTOMER EXPECTATIONS

CUSTOMER NEEDS

CUSTOMER CONTEXT



PERCEIVED VALUE

**TANGIBLE**  
quality coffee

**INTANGIBLE**  
deeper understanding of coffee

**ASPIRATIONAL**  
become coffee expert



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VAN UX AWARDS GUIDELINES

**JOY**

**ELEGANCE**

**CLARITY**

INNOVATION

IMPACT



JOY

ELEGANCE

CLARITY

INNOVATION

IMPACT

"...produce a **significant change** in the market-place/people's lives"

"...new technology doesn't result in innovation unless it...brings about **meaningful change**"

— Glimmer

Innovation

"what's **new, different, or exciting** about this work?  
How does it stack up to current conventions and patterns we use today?"

Impact

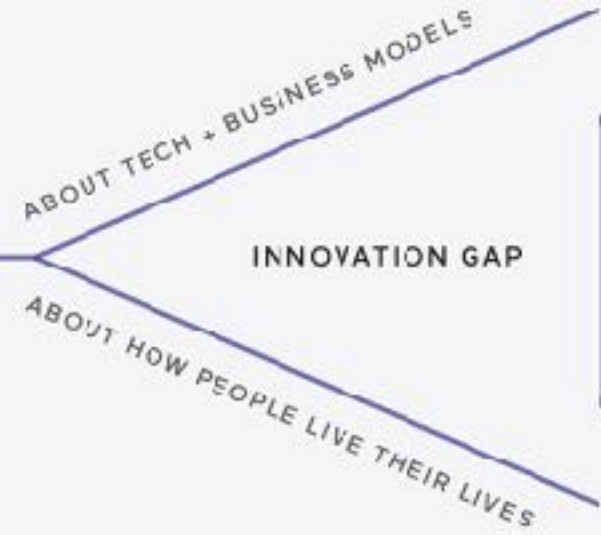
"what results can be attributed to the user experience of the solution? what measurable ways **has it impacted business and people?**"

— Vancouver UX Awards

— INNOVATION GAP

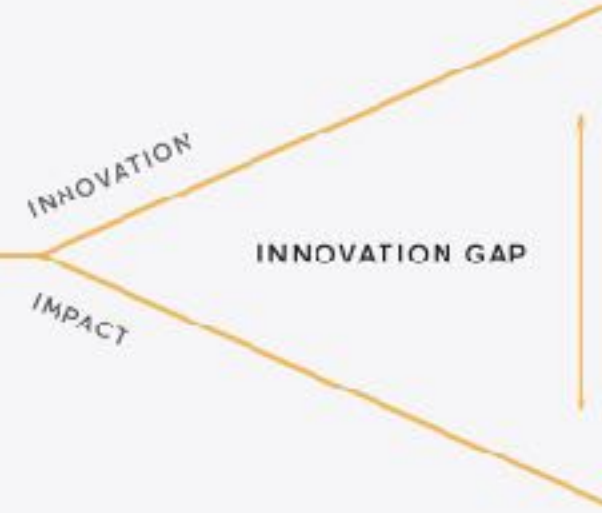
WHAT WE LEARN

ORGANIZATION'S  
KNOWLEDGE



HOW WE APPLY

AKGA  
PROVIDES



— LOOKING FORWARD

01. USER EXPERIENCE IS HOLISTIC

02. USER EXPERIENCE IS FOCUSED

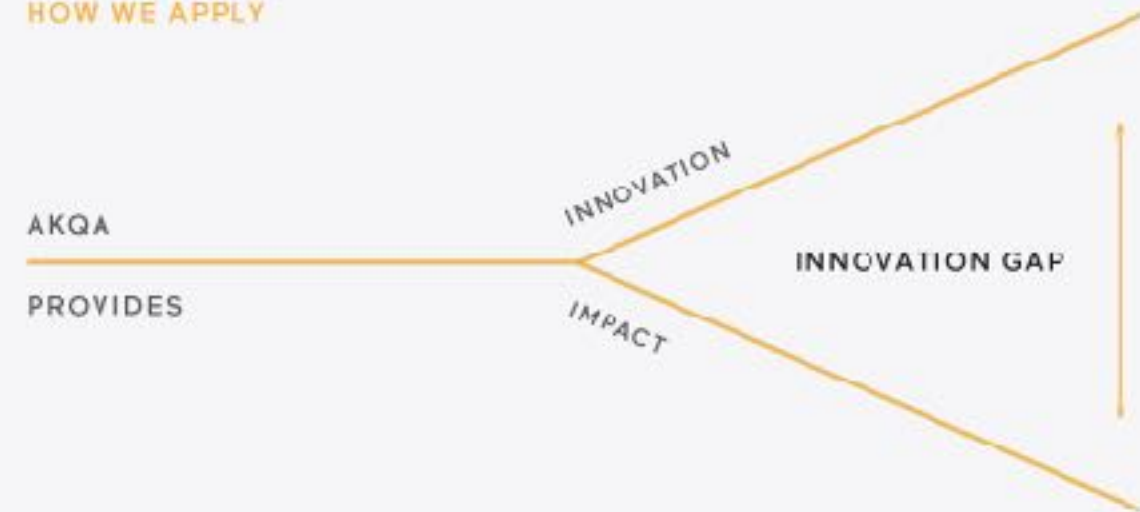
03. USER EXPERIENCE MUST PROVIDE A VALUE

HOW WE APPLY

AKQA  
PROVIDES

INNOVATION  
IMPACT

INNOVATION GAP



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