

Starbucks Store iPad Hub MVP - Phase 2.3

Batch 2 Findings and Recommendations

Monday, September 25, 2023

Global Update - Navigation

Finding

- Partners struggled with findings certain content once they dived in past the top level pages.
- Partners expressed that there were many menus to navigate through to get to Beverage Recipe information, something they would need to access quickly in a real life situation.

Recommendation

- 1 We would like to consider reorganizing the navigation to put Beverages and Food as separate, top level categories.
- 2 Under the "More" label would be those items that are not part of every day operations:
 - Training
 - Setups & Displays



Finding

- Users commonly confused "Beverage Resource Manual" for where to go to find drink recipes.

Recommendation

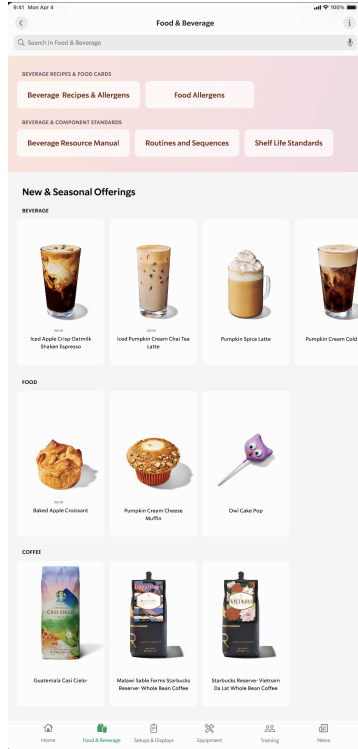
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Finding

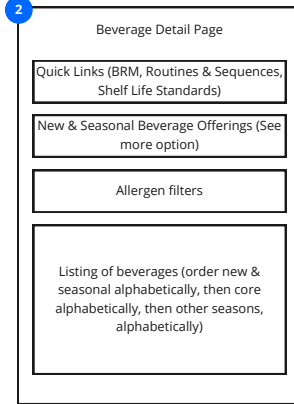
- Users would use the New & Seasonal Offerings to look for beverage recipes before clicking through to "Beverage Recipes & Allergens."
- Partners reported back that they felt overwhelmed by the amount of menus to navigate through and the amount of clicks to take to get to beverage information.

Recommendation

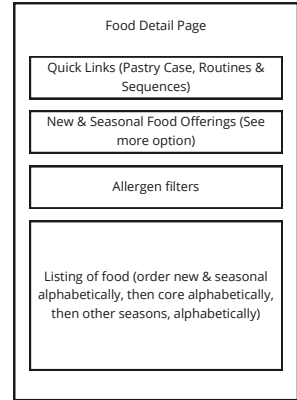
- Combine the landing page with the Beverage Recipes and Allergens page to drive users more directly to the listing of Beverages.



Recommendation for New Landing page set up



Use the same setup for Food section:



Beverage Recipes & Allergens Page

Finding

- Partners were split on the wording of "Most Viewed". Some expected it to be within their store, and other thought it meant all partners across Starbucks.
- Partners did not find this section as helpful as the full listing below.

Recommendation

- 1 Consider rewording to "Most popular in store" or "Most Viewed in your store" for clarity.

Finding

- Users mentioned on this page they would prefer to be able to scroll rather than click through pages.
- Based on our A/B testing of the Equipment Landing Page, we've noticed a preference for scroll here.

Recommendation

- 2 Use the scrolling list version of this page.

Finding

- Users liked the ability to change the sort order on the table listing, but based on general experience thought it would automatically reverse the order without needing to click a second time.

Recommendation

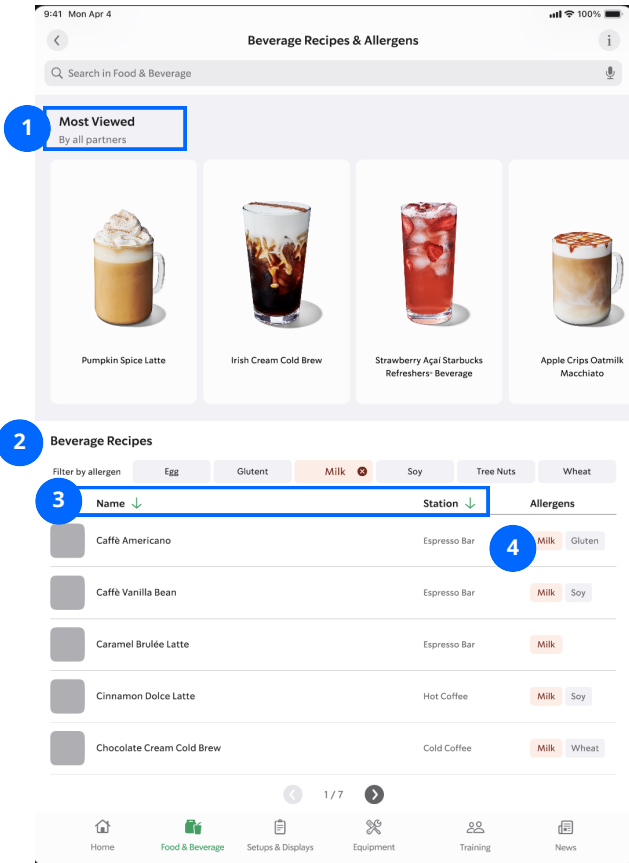
- 3 Treat the arrows as toggles between A-Z/Z-A without needing the use of a dropdown.

Finding

- While filters for allergens were found helpful to all partners, some were confused about the use of the red color.

Recommendation

- 4 Consider using a different color to indicate the selected filter so that it doesn't look like an error.



Finding

- While partners felt the training page is well organized and laid out, there was an overall consensus that some of the text was too small.

Recommendation

- 1 Increase the size of the Headings and Subheadings for readability.

Finding

- Without the context of the other pages, partners felt the First Sip page was empty. They felt they could have been brought directly to first sip instead of this page.

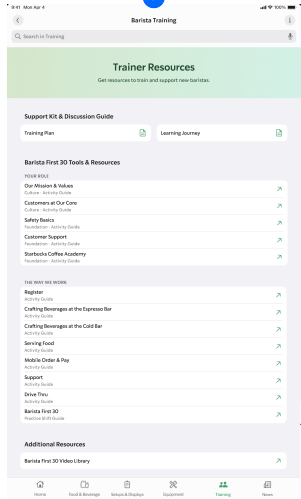
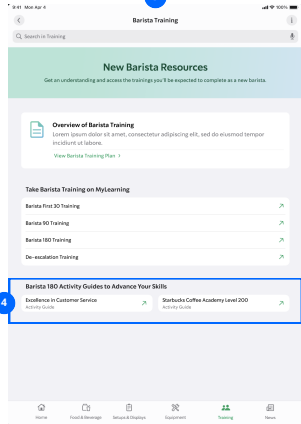
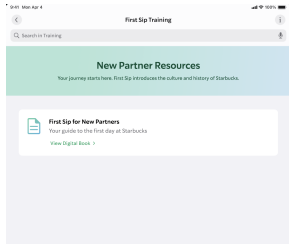
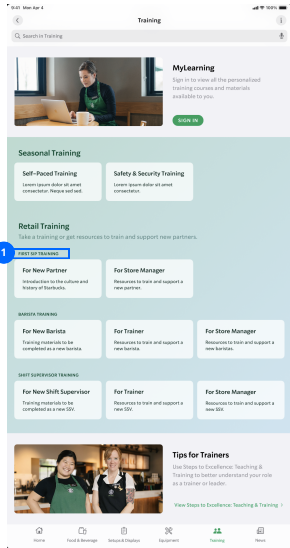
Recommendation

- 2 Unless we are expecting to add more content to this page in future, let's consider the option to direct this link directly to the First Sip activity module.

Finding

- 3 Partners really appreciated the organization and grouping of the training pages.

- 4 Also helpful to partners is the additional links to other trainings that they might not know about otherwise.



Finding

- Partners were still missing the alert banners at the top of the homepage. They preferred having the alerts in the News section since they would not be looking at the top of the page.

Recommendation

- While we would like to continue testing, we would recommend using Ver. B of the Homepage.

Finding

- We need to consider what would happen if there were more than 3 alerts at one time.

Recommendation

- We have a proposed solution of dividing the Weekly Update block in half and having alerts take up half the screen, but disappear and return to full width when there are no alerts.

Finding

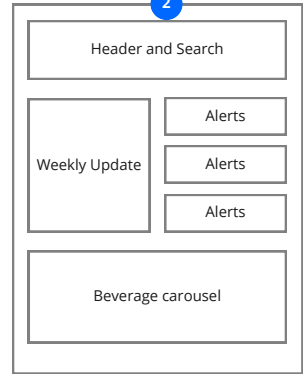
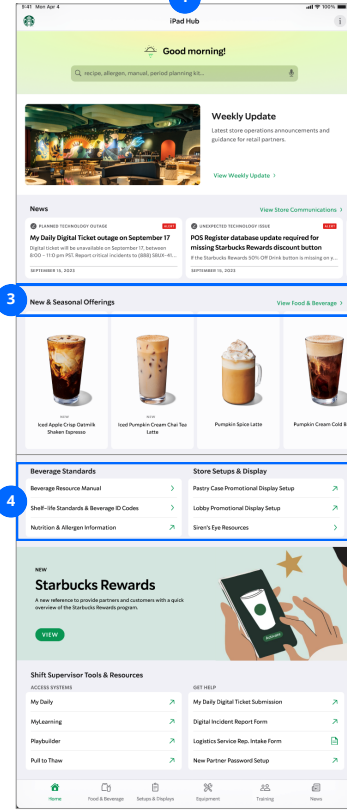
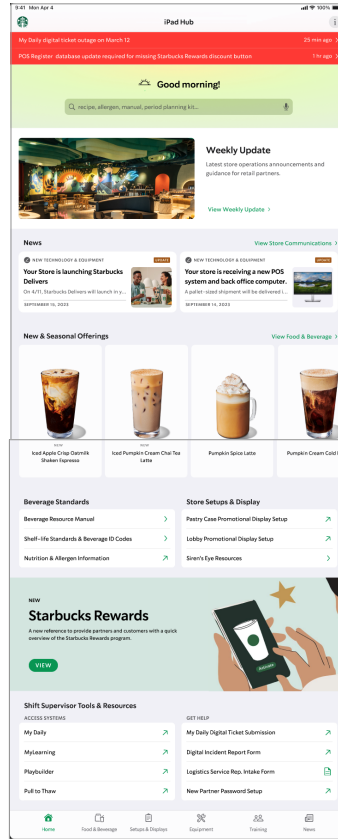
- Partners were confused by "New & Seasonal Beverage Offerings" and "View Beverages"

Recommendation

- Reword:
 - New & Seasonal Offerings > New & Seasonal Beverage Offerings
 - View Food & Beverage > View Beverages (and link to proposed Beverage landing page from Food & Beverage page slide)

Update

- Please update the content to align with approvals from the content team:
 - Replace "Nutrition & Allergen Information" with link to "Routines & Sequences."
 - Store Setups & Displays > Promotional Store Displays
 - Remove "setup" from "Pastry Case Promotional Display Setup" and "Lobby Promotional Display Setup"



Finding

- After two rounds of testing, trends are becoming more clear:
 - 4/10 preferred pagination
 - 6/10 preferred infinite scroll
- Additionally, partners who preferred the pagination also noted that it was a personal preference that might change when in the moment needing to find an item clearly, or would change with the addition of images

Recommendation

- 1 While we would like to continue testing, we are considering that the infinite scroll should be our recommendation.

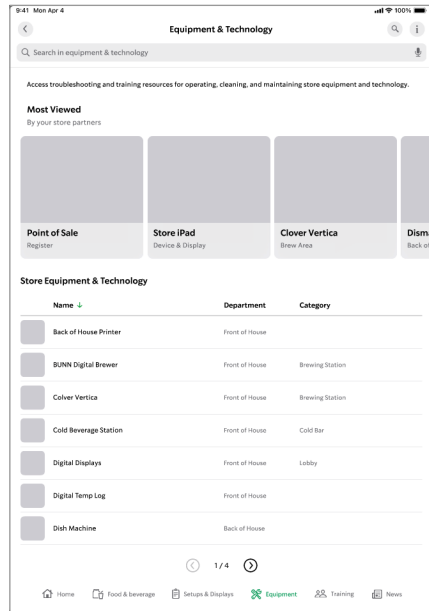
Finding

- There was a split with partners on the usefulness of the alphabet dividers, with several noting that different stores have different names for equipment pieces, or may not know the name of a drink.

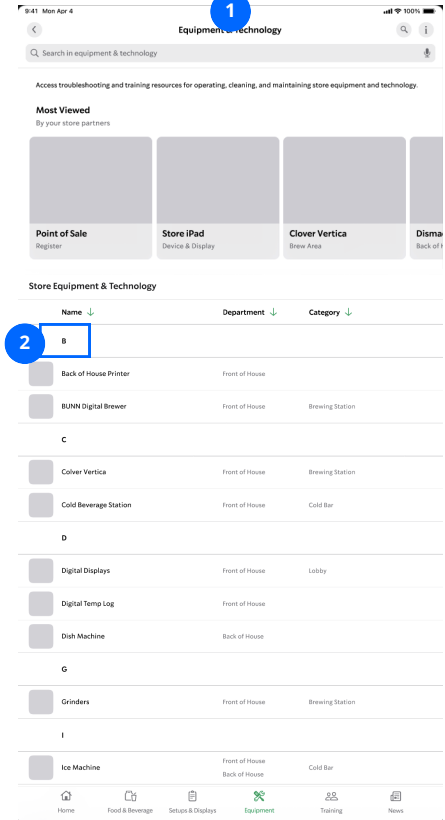
Recommendation

- 2 Remove the alphabet markers.

Version A



Version B



Search Functionality

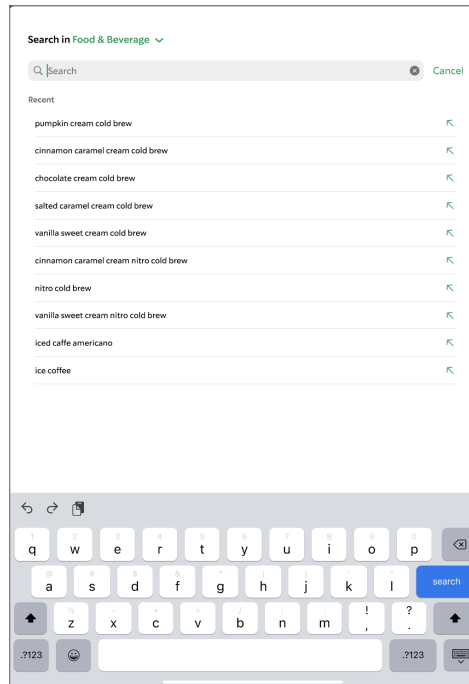
Finding

- Partners struggled with finding the section toggle on the search screen. The main response was to go to the section one wanted to search in via the navigation bar and then enter search again.
- Partners who did find the toggle felt was an advanced feature that they couldn't see themselves using in a normal scenario.
- Users come to the iPad Hub and the Search with a specific task in mind, so they would not be likely to need to toggle between search sections.

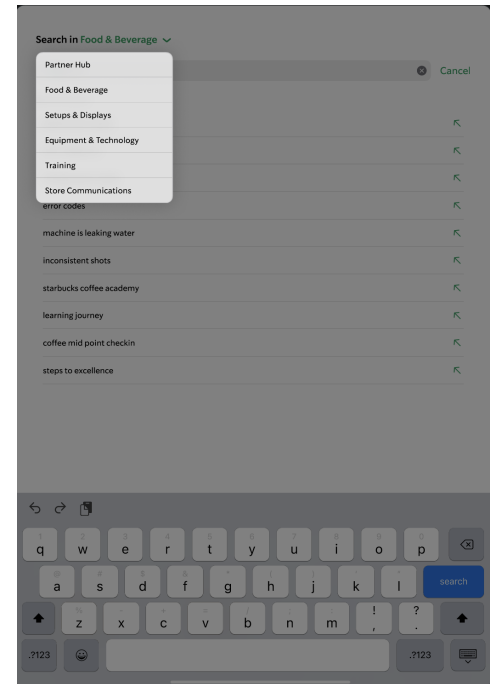
Recommendation

- 1 Limit the toggle to be between just the iPad Hub general and the user's current section.
 - For the general search, remove toggle.

Search - Food & Beverage



Search Toggle



Search Results - Food & Beverage

