



Starbucks Experience Map

Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee

Enriched Experience

Poached Experience



<p>1.a Discussing with team the local places to grab a coffee.</p> <p>1.b Deciding to go to Starbucks and work on design reports.</p>	<p>1.c Hoping to find a close parking spot.</p> <p>1.d Hoping Starbucks is not overly crowded and will have available seating.</p> <p>1.e Considering alternative places just in case..</p>	<p>2.a Notice that there are a couple of people in line.</p> <p>2.b Notice the narrow, confined layout.</p> <p>2.c Enjoy the aroma of roasted coffee and mixed sweet, robust smells.</p> <p>2.d The lighting is pleasant, not overly bright and not too dim.</p> <p>2.e The music seems ethnic, extended vocals, soft in style, volume too loud and but my taste.</p> <p>2.f The room climate seems intentionally cold.</p>	<p>3.a The waiting line occupies the main traffic way.</p> <p>3.b The menus across the counter are hard to read while in line.</p> <p>3.c The line moves slow, people who just ordered are still in the same area. Becomes crowded.</p> <p>3.d The ordering process seems too slow. Inconsistent structure of service.</p>	<p>4.a The Barista acknowledges me with a smile.</p> <p>4.b I can see the menu better now, but I feel rushed to order a drink.</p> <p>4.c I feel forced to make a quick beverage selection. I play it safe by having what I always get.</p> <p>4.d The barista confirms my selection and asks my name to write on the cup.</p> <p>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.</p>	<p>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.</p> <p>5.b My interaction ends with him saying thank you. He doesn't use my name.</p> <p>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.</p> <p>5.d As I stand, the drinker shouts finished orders and places them on a drink stand. He screams Grande Chai.</p> <p>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.</p>	<p>6.a Grab my drink and look for a place to sit.</p> <p>6.b I need, most importantly, an outlet and a workspace.</p> <p>6.c I notice that there are only a few locations in the seating areas that have outlets. This is discouraging.</p> <p>6.d Most places are occupied. No outlets are available.</p> <p>6.e The work-spaces seem small and impractical. Most are just have a small round wooden table with two wooden chairs.</p> <p>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.</p> <p>6.g The chair is comfortable and I continue to sit in it.</p>	<p>7.a The cub is hot, steaming, but withstanding in my hand.</p> <p>7.b Smells roasty and sweet.</p> <p>7.c First sip is too hot, but flavorful. I'm happy with the taste and my choice.</p> <p>7.d The continued sips remain satisfying.</p>	<p>8.a I place my drink on the table next me and place my bag on the floor.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>8.e The crowd talking doesn't bother me after awhile, but the music is way too loud and beginning to become a distraction.</p>	<p>8.f I enjoy the free wireless and the unlimited use. The signal strength is adequate.</p> <p>8.g The music is really bothering me. I put my headphones on and play my mp3 songs.</p> <p>8.h The battery use on my computer is a concern now. I will begin looking for another table to work at.</p> <p>8.i The air conditioning seems intentional. It's cold outside and cold inside. I slip my jacket on.</p> <p>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</p>	<p>9.a The barista walks by me and makes an announcement to the store that it will be closing shortly -10 pm.</p> <p>9.b I would like to continue to work. I feel 10pm closing time is much too early, especially in a college town.</p> <p>9.c I stand up and walk around until I find a hidden trash can to throw my cup into.</p>	<p>10.a I pack my things up and head out the door.</p> <p>10.b The remaining staff tell me to have a good night.</p>	<p>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.</p> <p>11.b The coffee was very good, but I was disappointed in the environment. Distracting music, small workspace, lack of power outlets.</p>
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