

Studying Starbucks

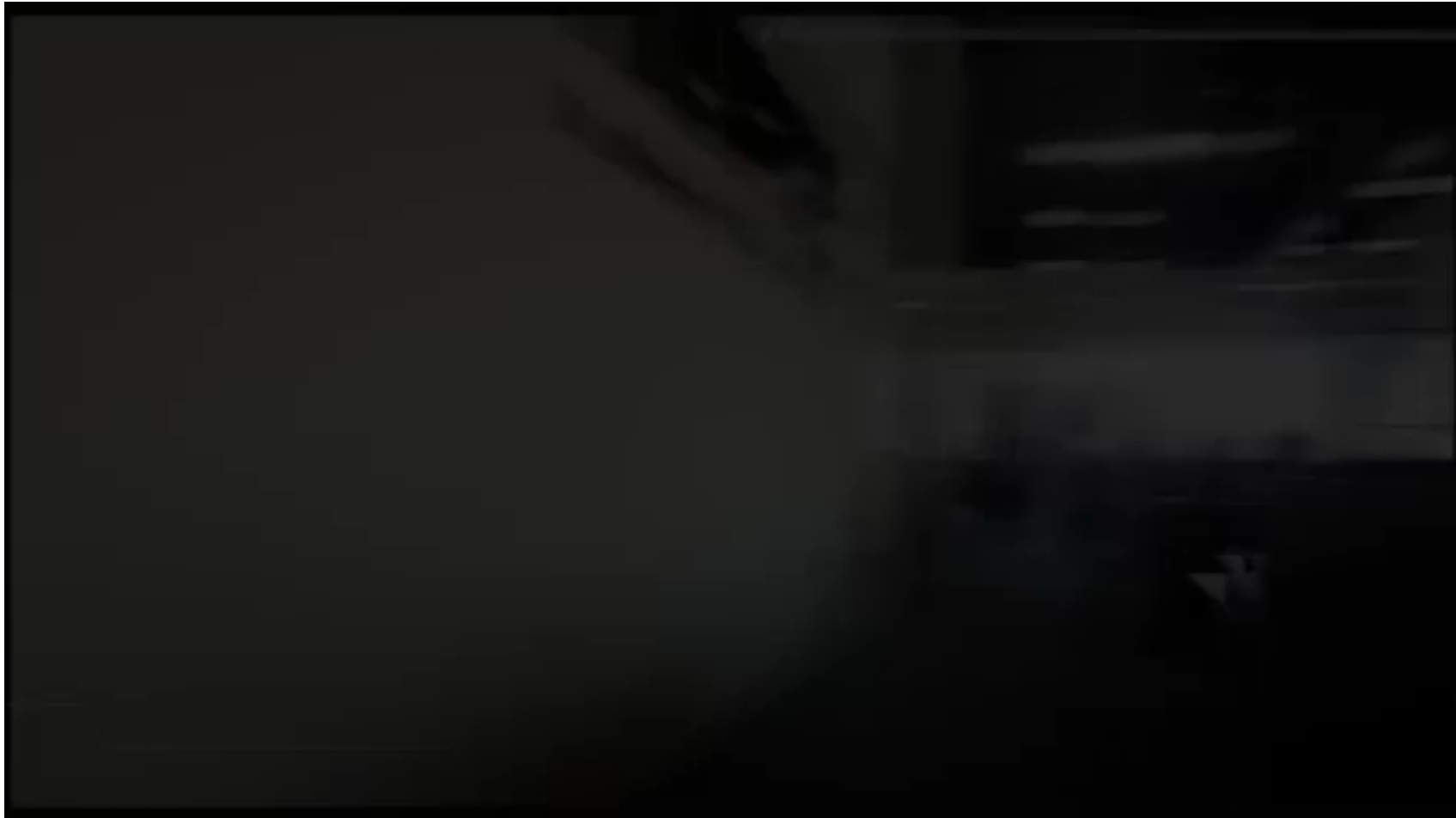


Caroline Quamme

Narrative



Starbucks Evenings



Starbucks Evenings

Starbucks Evenings

[Tweet](#) [+1](#) [Like](#) <4.6k



Starbucks Evenings Menu



Savory small plates. Irresistible desserts. Thoughtfully selected wines. Take a moment or three to [explore the new menu](#).

Starbucks Evenings Store Locations



Available in select locations. Additional stores coming soon. [See locations](#).

The place you love during the day now has more reasons to love it at night.

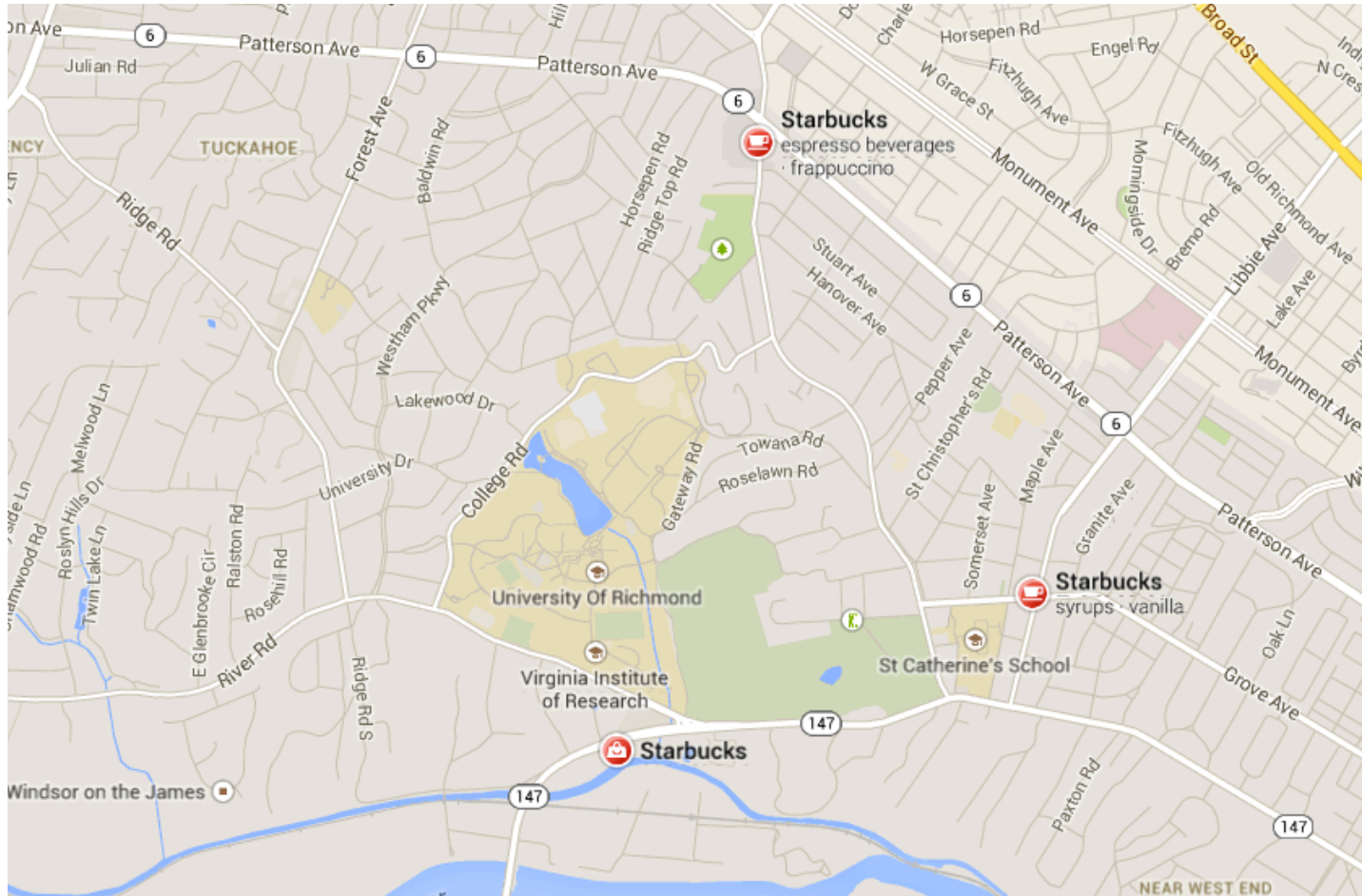
We've always been your neighborhood spot where you can take a moment to unwind, grab a well-deserved treat, and meet up with friends. But sometimes, you just want a glass of wine and a delicious bite to eat without going to a bar or making a restaurant reservation.

Say hello to a new way to enjoy Starbucks after 4 p.m. Drop in after work, with friends, after yoga, by yourself, after a long day or after a great day.

The food is amazing. The wine selection is simple and smart. The chairs are just as comfortable as they are in the morning.

We hope to see you soon.

My Locations



Observations

Location (circle one): 1 2 3

Gender (circle one): Men Women

Time (seconds)	
To- Go	
In House	
Food and drink	
Only a drink	
Only food	

List of Orders:

Customer 1: _____

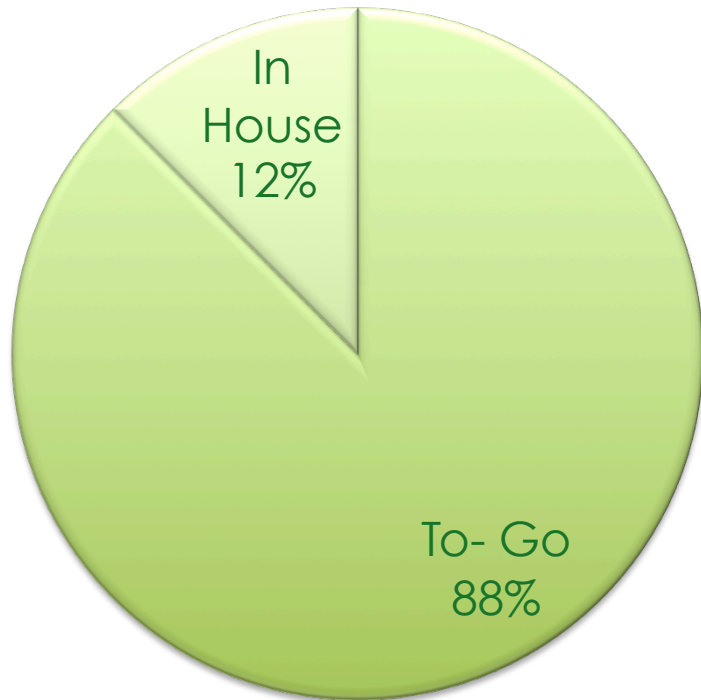
Customer 2: _____

Customer 3: _____

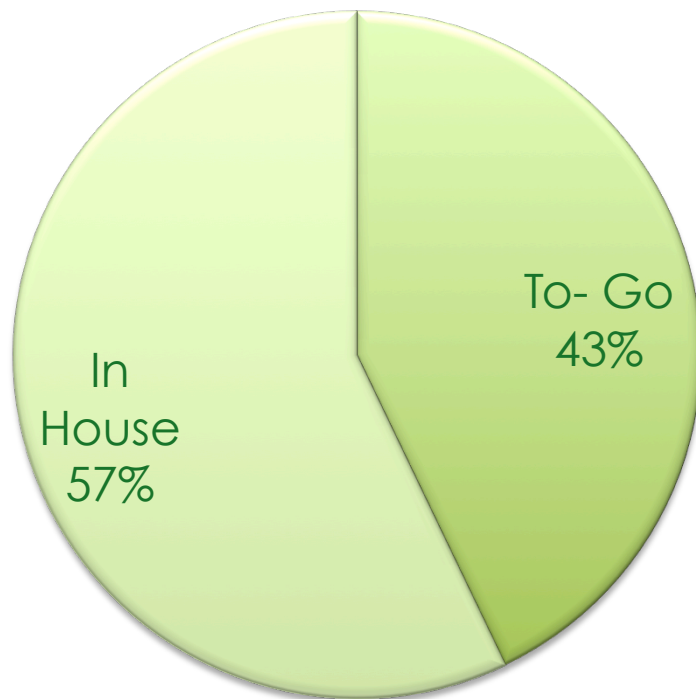
Customer 4: _____

Customer 5: _____

Observations- Men



Observations- Women



Average Ordering Time

- Men: 7.75 seconds
- Women: 8 seconds
- Why?
 - Food and a drink
 - Multiple orders
 - Small talk



Interviews- Template

Consumer Interview Template

1. Do you have a regular drink?
2. How long have you been a Starbucks customer?
3. Do you prefer to stay or take your coffee to- go?
4. What do you think of Starbucks' marketing strategy?
5. Does Starbucks' dedication to the community make you more likely to support them?
6. What do you think about Starbucks' prices?
7. What do you think of Starbucks Evenings? Do you see yourself being a customer?
8. Do you view Starbucks as a global chain or local coffee shop?

Interviews- Results

Men

- Alternates
- 10 years
- Not aware
- Strange concept
- Paying for convenience

Women

- Changes with the season
- Since moving to the region
- Not a major factor
- Does not see herself going
- Paying for quality

Men and Women

- To- go and in house
- Rarely notice their ads
- View Starbucks as a global chain



My Suggestions

- Make advertising more visible
 - Increase TV, print, and digital ads
 - Focus on social media
- Improve ads for Starbucks Evening
 - Make it more desirable and less foreign to customers
- Work on overall company image
 - Change its perception as a worldwide chain

Questions?



Pictures

- <http://starbucks-lovers.tumblr.com/>
- <http://www3.images.coolspotters.com/photos/834014/starbucks-logo-mug-profile.jpg>
- <http://4.bp.blogspot.com/-nRrTYnva5Bk/UBVx5TYNS7I/AAAAAAAAAHw/ohS8GbCQS7c/s1600/STARBUCK%E2%80%99S+Frappuccino+Il.jpg>
- <http://www.wehatetowaste.com/wp-content/uploads/2013/03/Starbucks-reusable-cups2-e1363669717430.jpg>
- <http://graphics8.nytimes.com/images/2009/05/19/business/19starbucks01-600.jpg>
- <http://www.brandexperiences.co.uk/?action=view&id=149>
- <http://throwingoffthebowlines.files.wordpress.com/2010/11/starbucks-holiday-drinks.jpg>
- http://payload188.cargocollective.com/1/1/1/378547/6062187/edms_850.png
- <http://3.bp.blogspot.com/-jv75IzNJeYk/UFu8fCUhAI/AAAAAAAAAFo/VVDilVqHW60/s1600/Picture+1.png>
- http://ebayliffonline.com/wp-content/uploads/2013/06/ad_starbucks1-640x360.jpg
- <http://www.unswbmedia.org/mdia1001/wp-content/uploads/2010/09/frappuccino.jpg>
- <http://www.raininhotcoupons.com/wp-content/uploads/2013/07/starbucks-treat-receipt.jpeg>
- <http://www.southernsavers.com/wp-content/uploads/2012/03/starbucks.jpg>
- http://www.brandchannel.com/home/image.axd?picture=2012%2F7%2Fstarbucks_refreshers_july12_400_crop.jpg
- <http://i.vimg.com/vi/vp3V71NvGZE/0.jpg>
- <http://blogs.babble.com/family-kitchen/files/2011/02/starbucks-secret-drinks.jpg>
- <http://pad3.whstatic.com/images/thumb/5/50/Order-at-Starbucks-Step-1-Version-2.jpg/670px-Order-at-Starbucks-Step-1-Version-2.jpg>
- http://media8.onsugar.com/files/2011/09/39/2/192/1922729/07710f2b1c8eb4e1_womencoffee.preview.jpg
- <http://unionresourcecenter.com/wp/wp-content/uploads/2013/09/gov-use-yhis-one.jpg>
- http://images.politico.com/global/2012/12/26/121226_starbucks_605.jpg
- <https://d13uygpm1enfng.cloudfront.net/article-imgs/en/2012/04/18/AJ201204180077/AJ201204180078M.jpg>
- <http://www.valleymagazinepsu.com/wp-content/uploads/2013/11/Clermont.Starbucks.jpg>
- http://matchbin-assets.s3.amazonaws.com/public/sites/624/assets/K7PB_new_marietta_starbucks_08.jpg
- <http://www.thriftyandthriving.com/wp-content/uploads/2010/05/starbuck-happy-hour.jpg>
- http://cdn.buzznet.com/assets/users/16/njoe/default/starbucks-map-large-msg-122332634957.jpg?post_id=60350321
- <http://throwingoffthebowlines.files.wordpress.com/2010/11/starbucks-2.png>
- <http://m1.behance.net/rendition/modules/46560145/disp/d7211de37d735d3d4ad94f0d45a785b0.jpg>
- https://c2.staticflickr.com/4/3029/2330487594_e43c2e3f69.jpg
- http://1.bp.blogspot.com/--XsdhOMMzkk/UjQv9k7GCB/AAAAAAAAAX3s/jkP_4w6c_gM/s1600/starbucks-fall-2013-menu-line-up.jpg
- https://wiki.ubc.ca/images/5/5c/Starbucks-store.jpghttp://4.bp.blogspot.com/-8_015Wt7dn4/TxFgNIPG0vI/AAAAAAAAAM_c/8vNUYpuOHIA/s523/mapsmania.gifhttp://globalassets.starbucks.com/assets/792752e733a442c58e44e4ad7a17073d.jpghttp://www2.uncp.edu/pineneedle/images/Sept2011/starbucks.jpghttp://blog.zopim.com/wp-content/uploads/2013/06/StarbucksStaff.jpghttp://www.chicagoreader.com/binary/46f7/1271116295-greenspark.gifhttp://elglobalassets.starbucks.com/assets/ec9498b39ed149e6a943db73eaa2ed09.jpghttp://www.ecoflamingo.com/pics/sbux.jpghttp://www.thebetacup.com/wp-content/uploads/2010/06/Screen-shot-2010-06-01-at-2.32.22-PM.pnghttp://globalassets.starbucks.com/assets/3519082c04254308b5bf991814c9e4ed.jpghttp://hrcassets.starbucks.com/1612549662/1612549662_1542081668001_ari-origin54-arc-158-1333319593279.jpg?pubId=1612549662