Starbucks IOS App

Documentation & Wireframes
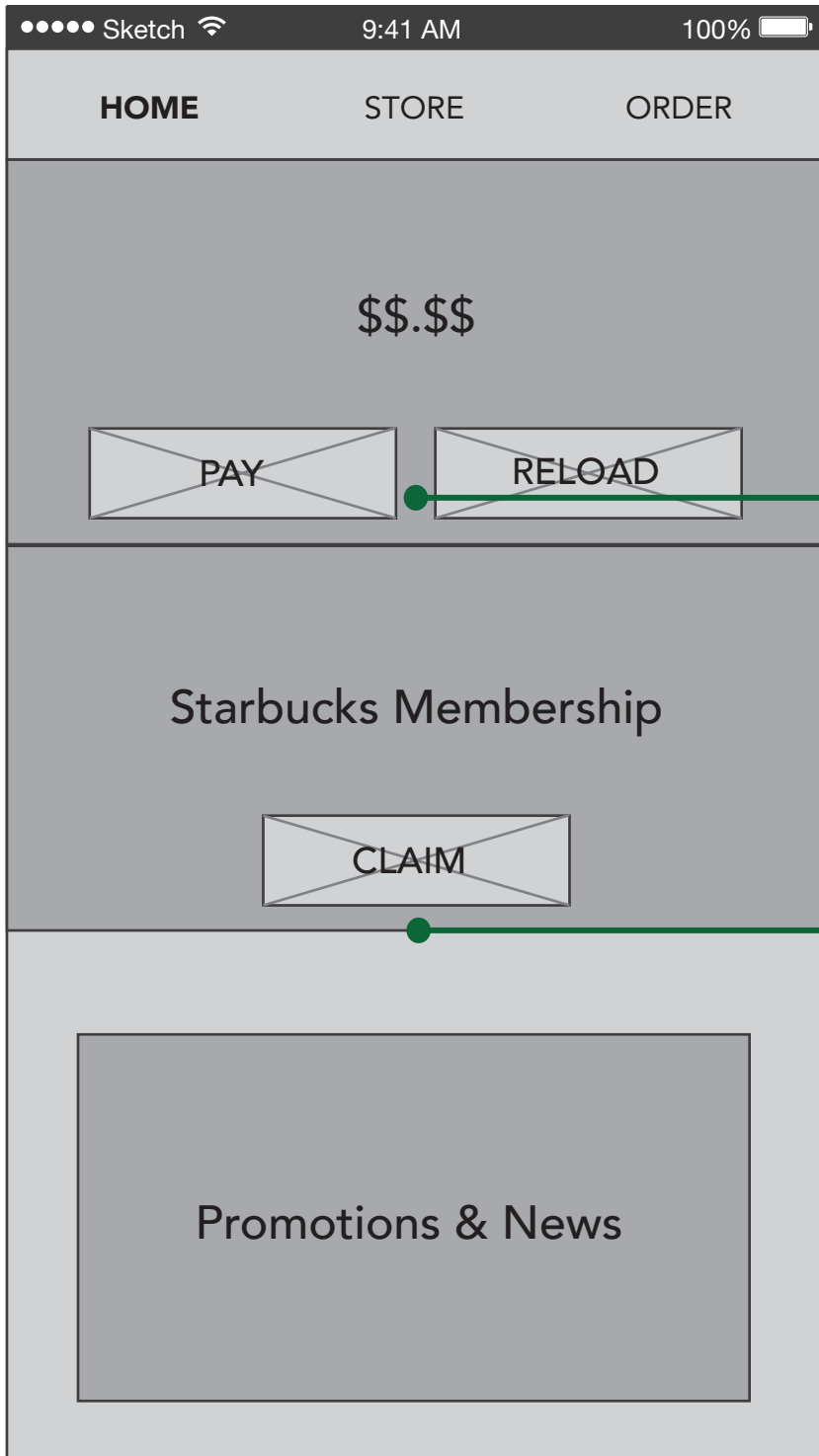Designed by Elizabeth Rennie November 2016

About this document

This is the complete set of wireframe specifications for the Starbucks iOS app. They are meant to communicate the user flow, functionality, and layout of the application

Project Overview

Experiencing the Starbucks mobile application on a day-to-day basis, it became apparent to me that the functionality and efficiency of the main tasks were lacking. Many of the users would stagger between the home page and main payment pay, finding it confusing on how to complete their transaction. I believe being able to complete the customer's transaction as efficiently as possible helps promote Starbucks overall mission, therefore it was crucial for the intended outcome to benefit the payment process as well as the consumer awareness.
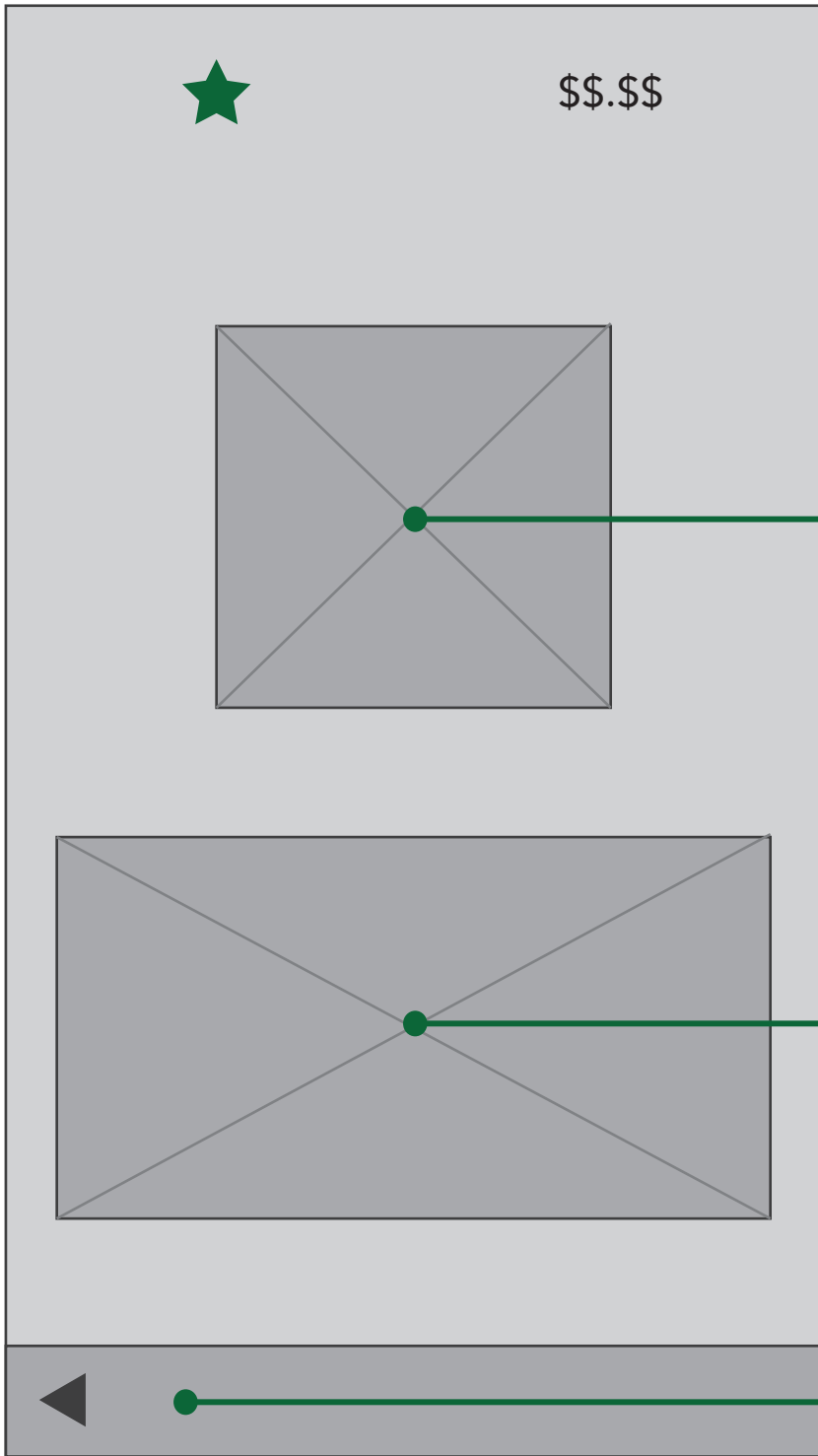
Start Screen (Home)

This screen would be the default home page for any user, assuming they are already a member and are logged in.

Balance amount, as well as pay and reload options, available immediately.

*This section would stay static on screen while allowing users to browse the rest of the home screen freely.

Membership status, such as free drinks and star amount, displays seperately to help aware the user as well Starbucks employees. Selecting "Claim" will display pop up screen, making an easy distinction from the normal Payment screen.

Wireframe Screen Text

●●●●● Sketch 🔊   9:41 AM   100% ▭

HOME   STORE   ORDER

$$.$$

PAY   RELOAD

Starbucks Membership

CLAIM

Promotions & News

Payment

Selecting "Pay" option on start screen.

★

$$.$$

Barcode

Display the card being used, as well as gives users the option to set a primary card for their payments.

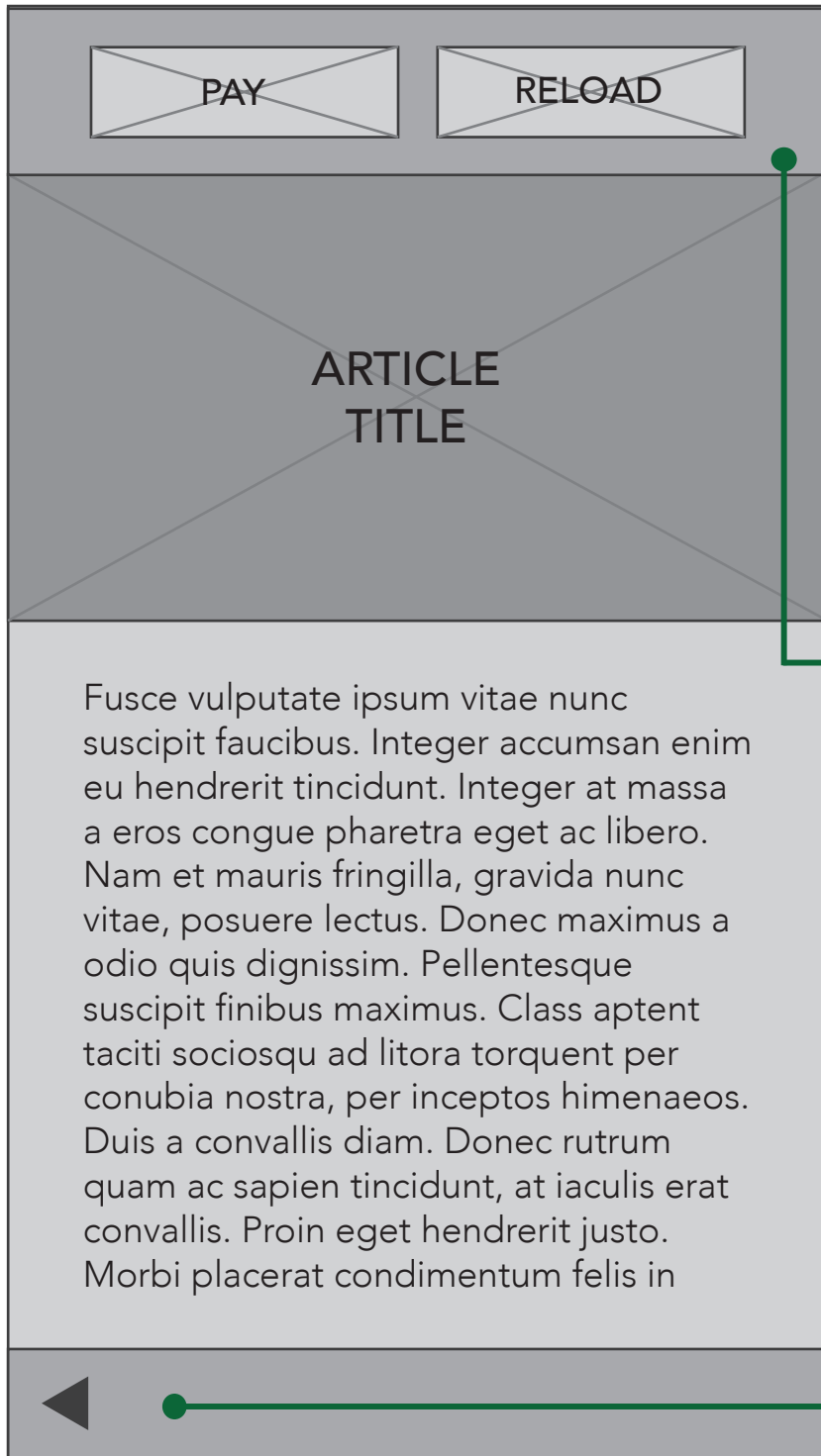◄ Return to home screen

FREE BEVERAGE REWARD

Rewards

Instead of using the normal payment method, a seperate "Free/Birthday Beverage" screen will appear to help efficency and consumer awareness.

Pop up from the home screen, distinct from normal Payment

HOME　　　STORE　　　**ORDER**

SAVED
ORDER

SAVED
ORDER

ITEM
IMAGE

Name
Size & Price

Order

Mobile ordering page, presenting pricing for standard size beverages and items. This would allow for faster decision making and ordering.

PAY

RELOAD

ARTICLE
TITLE

Fusce vulputate ipsum vitae nunc suscipit faucibus. Integer accumsan enim eu hendrerit tincidunt. Integer at massa a eros congue pharetra eget ac libero. Nam et mauris fringilla, gravida nunc vitae, posuere lectus. Donec maximus a odio quis dignissim. Pellentesque suscipit finibus maximus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis a convallis diam. Donec rutrum quam ac sapien tincidunt, at iaculis erat convallis. Proin eget hendrerit justo. Morbi placerat condimentum felis in
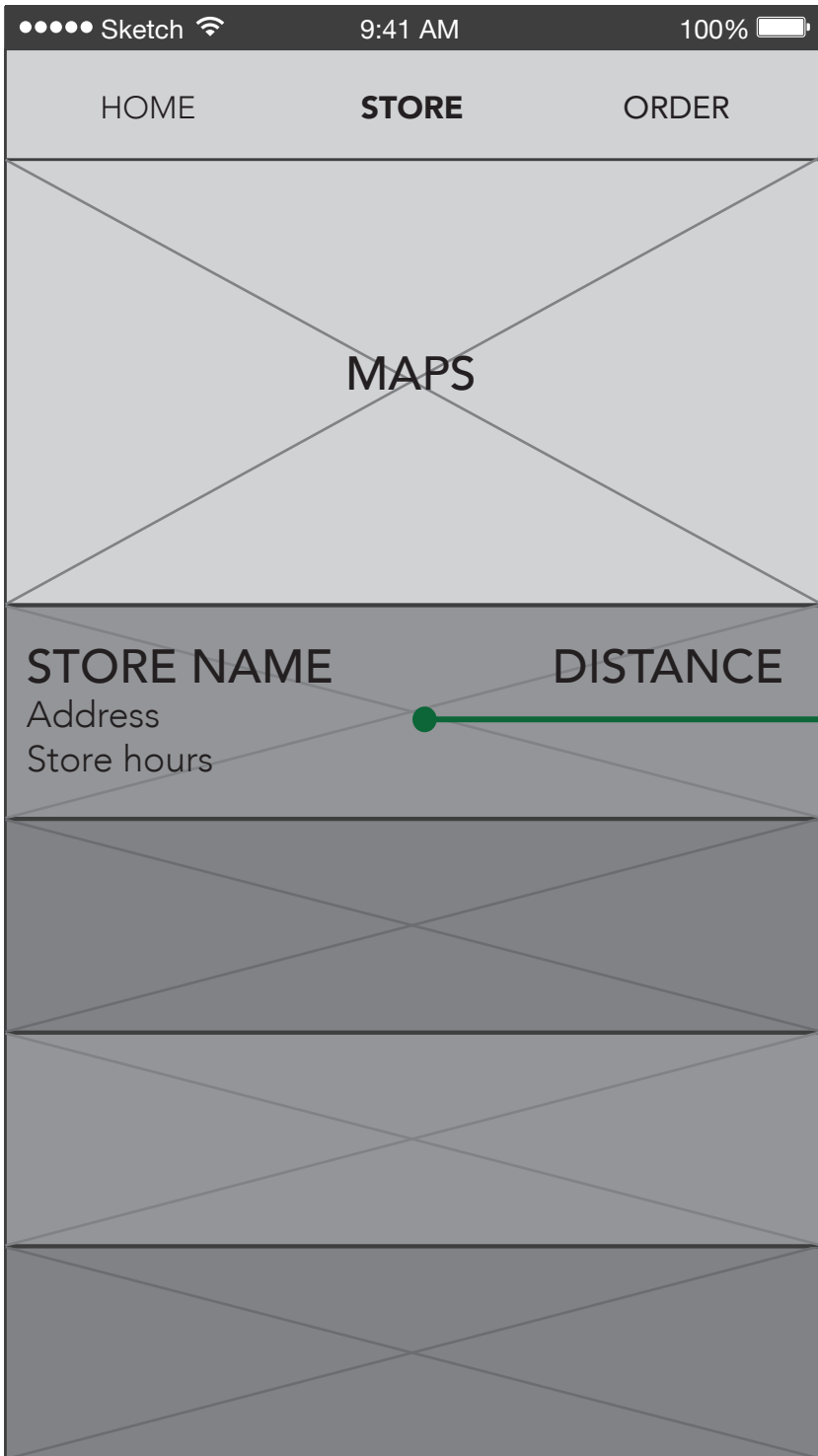
◀

Article

While browsing the home screen, users can select different promotions and articles.

Pay options will remand static on top of screen, making it simple to hit pay if necessary

Return to home screen

HOME   **STORE**   ORDER

MAPS

STORE NAME   DISTANCE
Address
Store hours

Stores

Location services, connecting users to nearby stores for in person and mobile orders.

Listed based on distance