

GETTING MY MORNING COFFEE

There are many coffee options to choose from in today's world. Walk through the decision-making process that Mia runs into most mornings of the week.

ACTIONS, CHANNELS & TOUCHPOINTS

SOCIAL MEDIA

MOBILE APPS

IN-PERSON
LOCATIONS



1. WAKE UP

Wow, I would love a coffee! But I'm not sure what I want today.... I know I could go to Dunkin', Starbucks, or somewhere local.



2. DELIBERATION

Now that I've gotten ready for the day, maybe I should see if there are any offers or coupons today to help me make a decision?

MOBILE APPS



3. CHECK PHONE

Yes! Starbucks has a 50% off coupon for all seasonal cold brews!

MOBILE APPS SOCIAL MEDIA



4. GET IN THE CAR

Now I pick my favorite podcast to listen to on the way, and head to Starbucks. I think about whether I should place a mobile order, or order when I get there.

MOMENT OF TRUTH:

"I should've ordered online!"

4. ARRIVE AT STARBUCKS

I decided not to order ahead on the app, and was willing to wait in the drive through. When I get there, the line is so long!



IN-PERSON
LOCATIONS



5. ORDER MY COFFEE

I finally get to place my order in the drive through. I decide on a grande pumpkin cream cold brew. It's my favorite this time of year, but I also know I have a coupon.

6. PAY & RECEIVE MY COFFEE

I pay through the mobile app, use my coupon, and earn points towards my next purchase. I get my coffee and am ready to start my day.



MEET MIA

Mia is busy and loves coffee. With a full-time job and a full-time student in the ICM program, she loves to get coffee in the morning to get her motivated for the day. Each morning, she makes the decision: where should I get my morning coffee? And what kind of coffee?

UNSURE

NEUTRAL

HAPPY

EXCITED

IMPATIENT



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Cleveland, Ohio