

“The Daily Commuter”



Bio

Name: Michael
Age: 32
Occupation: Corporate Professional
Usage: Daily (weekday routine)
Ordering Context: Almost always alone, on the way to work

Michael uses Starbucks as fuel, not a social experience. He orders quickly, expects consistency, and hates inefficiency. Any uncertainty in timing creates friction because his schedule is tight.

Goals

- Get coffee without slowing down commute
- Minimize time spent waiting or standing inside
- Trust that his order timing aligns with his arrival

Behaviors

- Orders while getting ready or driving
- Immediately heads to the store after ordering
- Rarely checks the app again once he's on the way
- Often assumes the ETA is accurate

Pain Points

- Order estimate is usually wrong
- Arriving to find his drink is not started yet
- Waiting awkwardly near the pickup counter

Needs

- Clear indication that his drink has been started
- Visibility into how many orders are ahead of his
- Accurate, real-time progress
- Push notifications he can rely on while driving

“The Mid-Day Pick Me Up”



Bio

Name: Katelyn
Age: 38
Occupation: Marketing Coordinator
Usage: A few times per week
Ordering Context: With coworkers (group setting)

Katelyn uses Starbucks as a mental break in her workday. She isn't in a rush, but unpredictability stresses her out, especially when timing impacts meetings or focus. She wants reassurance, not speed.

Goals

- Take a smooth, low-friction break from work
- Avoid unnecessary waiting or awkward hovering
- Feel confident her order is progressing normally

Behaviors

- Orders from her desk or office building
- Waits based on the app's ETA before heading over
- Adjusts her timing based on mood or surroundings
- Brings coworkers along

Pain Points

- App timing feels vague and unreliable
- Orders aren't often ready when expected
- Anxiety spikes if pickup runs late and meetings approach
- Has abandoned a drink before due to timing conflicts

Needs

- Clear confirmation that her order wasn't lost
- Visibility into small, meaningful progress steps
- Reassurance that things are moving normally
- A nudge if she gets sidetracked and needs to head out