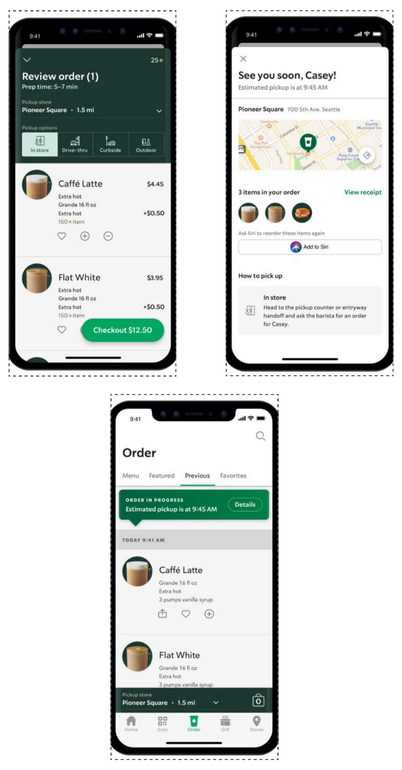
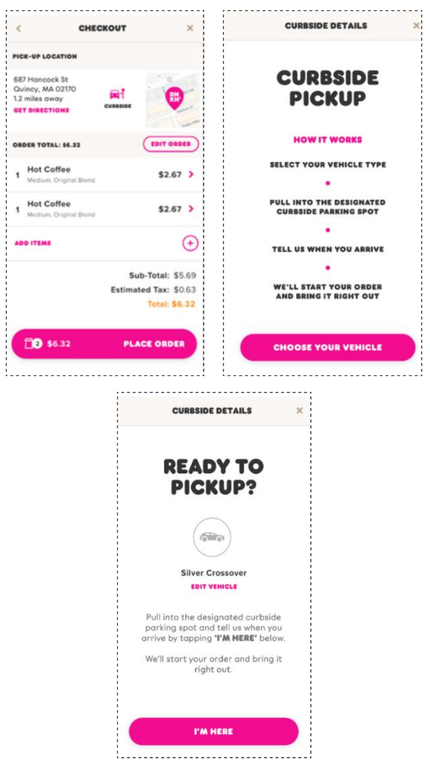
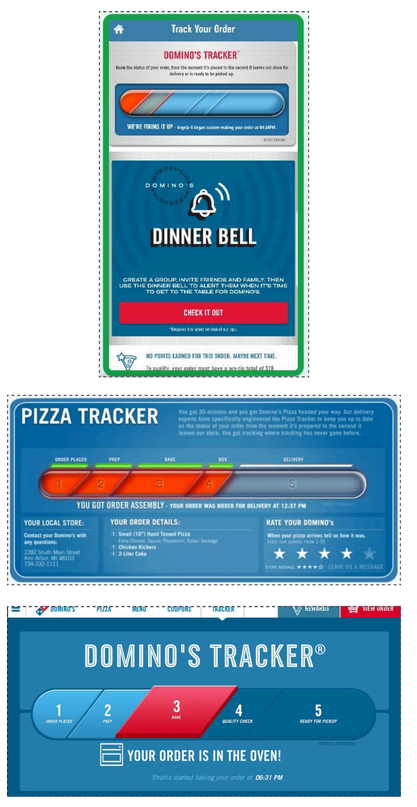
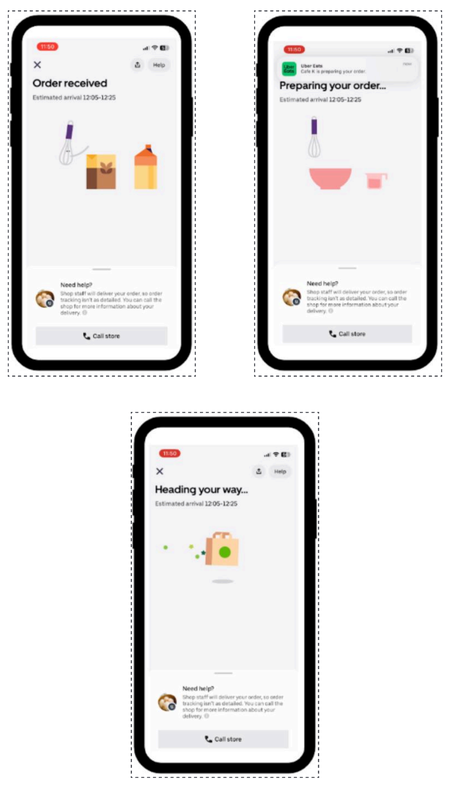
	Starbucks	Dunkin’	Domino’s	Uber Eats
Screenshots				
Company				
Mission statement	"To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time."	"To be the leading provider of the wide range of delicious beverages and baked products... in a convenient, relaxed, friendly environment, that ensures the highest level of quality product and best value for money."	"To be the best pizza delivery company in the world."	"We reimagine the way the world moves for the better."
Target market	“The Affluent Achiever” and “The Modern Professional” • Men and women • Ages 22–60 • High income • Urban/suburban dwellers	“The Everyday Hustler” and “The Practical Commuter” • Men and women • Ages 18–45 • Middle income	“The Busy Families” and “The Digital-Native Gen Z” • Men and women • Ages 18–35 • Budgeters	“The Convenience Seeker” and “The Tech-Savvy Urbanite” • Men and women • Ages 18–44 • Apartment dwellers
Strengths	• Seamless tie-in between payment, stars (rewards), and ordering is the industry standard • Users can tweak every ingredient (syrups, milk type) within an intuitive UI • The app feels “premium” and matches the in-store “Third Place” experience	• Optimized for the “re-order” (getting your daily coffee in 2 taps) • Very low cognitive load; the app doesn’t try to do too much • Users are immediately alerted to discounts and “Boosted” points	• By breaking the wait into 5 stages, they reduce “perceived wait time” • You can track on your phone, watch, or even a smart TV • The tracker is entertaining, using “Pizza Profiles” and friendly animations	• Uses real-time GPS to show exactly where the product is • The lock-screen tracker is the “gold standard” for convenience • Built-in messaging/ updates if something goes wrong
Weaknesses	• Once the order is placed, users have no idea if their rink is 1st or 15th in line • The “ready in 4–7 minutes” is often a static estimate that doesn’t account for a sudden lobby rush • Lack of tracking leads to “crowded counter syndrome,” where users hover over handoff plane, stressing out baristas	• Notifications are binary (Ordered vs. Ready), leaving a gap in the middle • The app feels transactional and “cold” compared to the Starbucks experience • If a drink is ready too early, there is not way for the user to signal they are running late to keep it fresh	• For a simple order, the amount of animation and “fluff” can be distracting • The rest of the app (ordering menu) often feels dated and “busy” compared to modern design • The app often shows a name based on whoever is clocked in as the manager or senior staff, even if 5 different people are working an assembly line which can erode brand trust when “Melinda” is delivering, but a man knocks on the door	• Constant notifications can become annoying and lead to users muting the app • Constant GPS tracking can drain battery and make some users uncomfortable • The logistical map is overkill for a coffee order where the user is the one doing the traveling
Features				
Stage-Based Progress Bar	✗	✗	✓	✓
Live Activities (Lock Screen)	✓	✗	✗	✓
Geofenced Prep Trigger	✗	✗	✗	✓
Two-Way Communication	✗	✗	✗	✓
Notes	• In 2025, Starbucks faced a major "Invisible Line" problem where baristas were overwhelmed by a digital queue they couldn't see, leading to 80%+ of customers reporting that drinks weren't ready when the app said they would be. • Starbucks’ current ETA algorithm is struggling with 'visual cue' failures. While they've improved accuracy by 50% recently, the lack of a live tracker means customers still 'hover' at the counter. Your feature solves the Psychological Wait Time even if the physical wait doesn't change.	• Dunkin' has leaned heavily into "contextual ordering" by integrating with driving apps like Waze. • Dunkin’ wins on ecosystem integration. They don't just track in their app; they track where the user is in their commute. A weakness is that this data stays in the navigation app and doesn't provide the 'craft' transparency Starbucks customers expect.	• Domino's is famous for "Ghost Bumping" where employees clear the tracker to hit corporate speed targets even if the food isn't ready. • Domino’s tracker suffers from an Incentive Gap. Because the tracker is tied to store performance metrics, the data is often 'faked' by staff. Your Starbucks project should propose a tracker tied to Sensor-Based triggers (e.g., the weight of the cup on the hand-off plane) to ensure 100% honesty	• Uber Eats has perfected the Live Activity notification which is now the industry standard for "At-a-glance" tracking. • Uber Eats’ strength is Passive Monitoring. Users don't have to open the app to know the status. Starbucks is currently 'Notification-Light.' Your project should leverage iOS Live Activities to provide that same 'glanceable' reassurance for a walking commuter.