

# THE PROBLEM

In the age of experience design,  
buying gas remains an antiquated and undelightful task.



**Dirty**  
**Industrial**  
**Fumes**  
**Gloomy/Poorly lit**  
**Corporate**  
**Unsecure**  
**Trashy**  
**Polluting**  
**Waiting in the cold**  
**Out of Supplies**  
**Junk Food**  
**Sh!\$&# Coffee**

# ONE SOLUTION

Minimize the duration  
of users' suffering.



## UPGRADE TO EXPRESS

Get where you need to go faster on Greyhound Express.  
Midwest travel starts as low as \$1.



# THE RICHARD BRANSON / RORY SUTHERLAND SOLUTION

“Why is it necessary to spend six billion pounds speeding up the Eurostar train when, for about 10 percent of that money, you could have top supermodels, male and female, serving free Chateau Petrus to all the passengers for the entire duration of the journey? You'd still have five billion left in change, and people would ask for the trains to be slowed down.”

RORY SUTHERLAND  
*Advertising guru*



# MISSION

**Transform the routine consumption of a commodity into an enjoyable task, *while at the same time* making the task as efficient as possible.**

Has this ever been done before?

**REMEMBER THIS?**



**\$0.99**



**\$0.99**



**\$4.89**



**A service station designed to subvert expectations of what a fuel stop (and gas station coffee) can be.**

# WHY WOULD / SHOULD STARBUCKS TOUCH GAS?

## Brand perception

Control fuel brand association: Many cafes are already adjacent to gas stations, but not brands aligned with SB corporate values.

## Loyalty

Opportunity to link coffee buying with another essential activity; fuel rewards for coffee; coffee rewards for fuel

## Customer convenience

Value proposition: added convenience for Starbucks customers who can combine gas stop & Starbucks into one.

## CSR

Opportunity to promote sustainable fuels and reward customers for greener fuel choices.



# WHY LEAD WITH\* PROPEL FUELS?

## Shared customer demographic



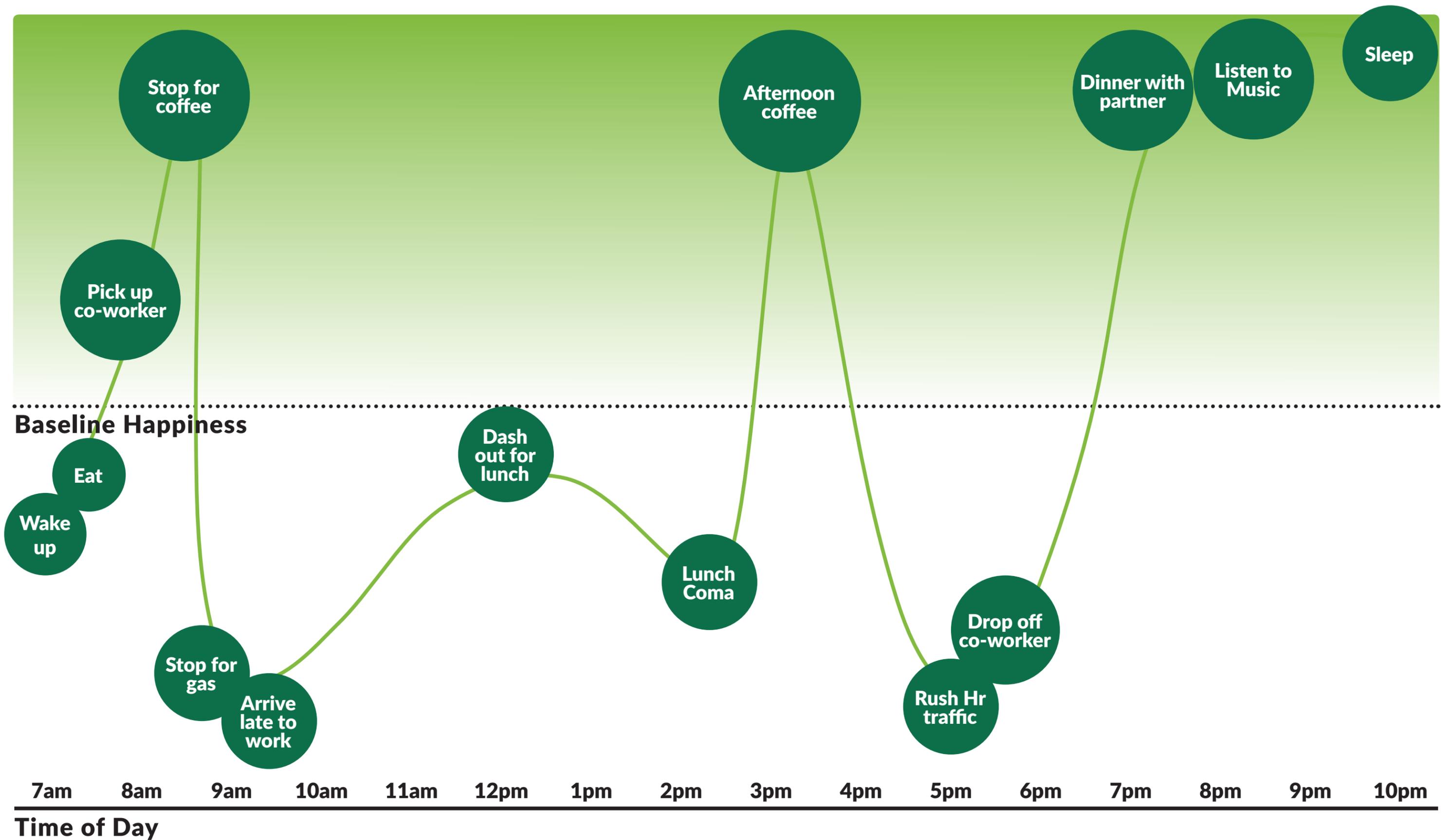
## Existing Partnership Model



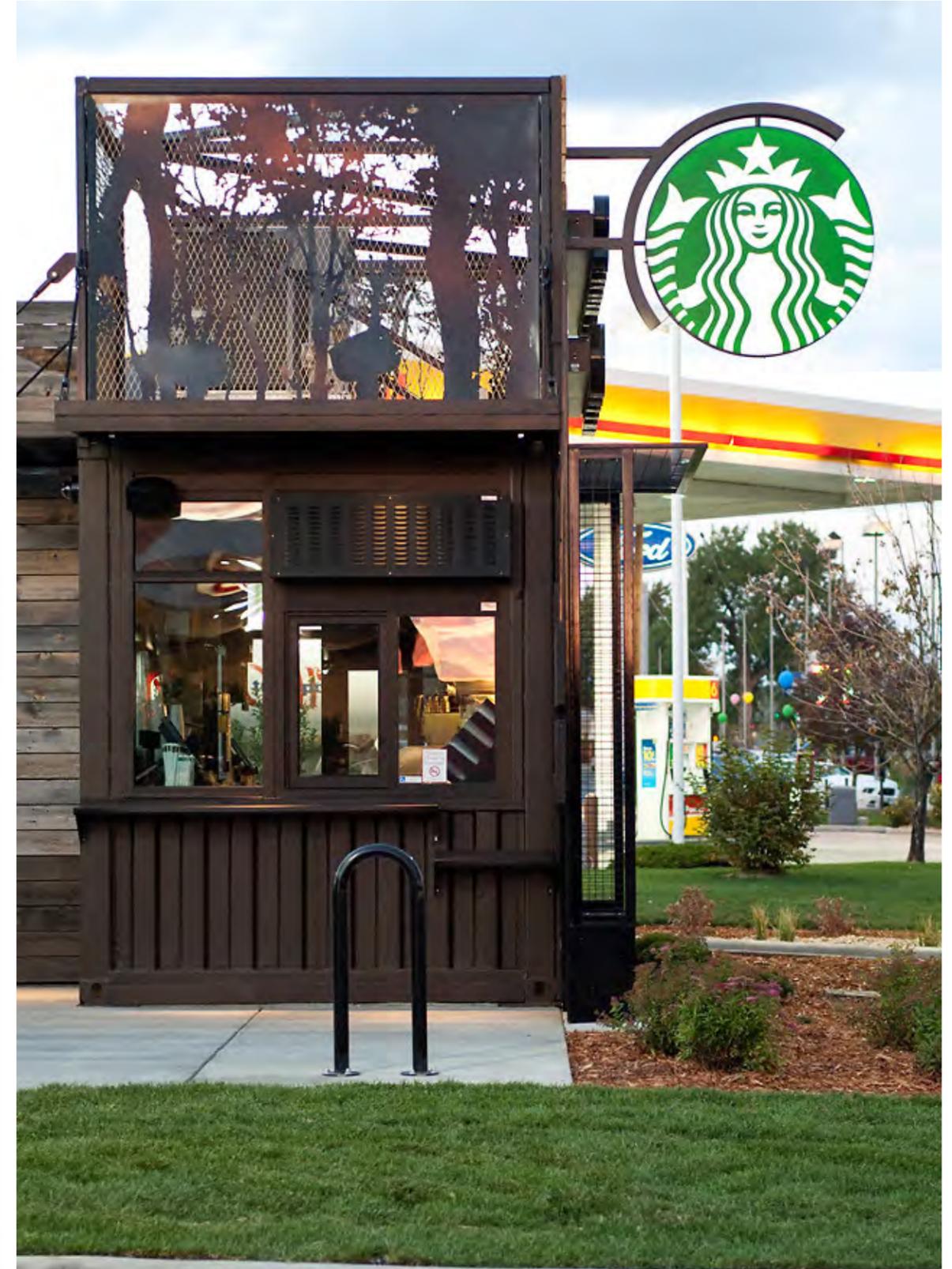
## Existing CleanDrive Rewards Program

A screenshot of the CleanDrive Rewards Program website. The main banner reads "Track &amp; Win" and "Track your progress online and share your report with friends. Automatically register for prizes with every fill." Below the banner is a "SIGN UP NOW" button. To the right, there is a "What can I track?" section with a "LEARN MORE ABOUT LOW-CARBON FUELS" button. The background of the banner shows a forest.

# CUSTOMER JOURNEY



# EVOLUTION OF AN EXISTING CONCEPT



## WHY DID WE BUILD THIS?

STARBUCKS RELIES ON SHIPPING CONTAINERS FOR TRANSPORTATION AROUND THE WORLD. WE ALSO RELY ON THE PLANET WE ALL SHARE, AND WE BELIEVE IN DOING THINGS THAT ARE GOOD FOR THE EARTH.

THIS MEANS FINDING SOLUTIONS THAT HELP KEEP THINGS LIKE OLD SHIPPING CONTAINERS OUT OF THE WASTE STREAM. SO... WE'VE FOUND A WAY TO REUSE THEM TO MAKE STORES LIKE THIS.

LEARN MORE AT [WWW.STARBUCKS.COM/RESPONSIBILITY](http://WWW.STARBUCKS.COM/RESPONSIBILITY)



# STARBUCKS + PROPEL STATION OVERVIEW



- FILLING STATION
- COFFEE WINDOW
- SERVICES
- GREEN SPACE
- BARISTA ISLAND

- OFF-LEASH AREA
- GENERAL PARKING
- CHARGING STATION
- SERVICE STATION
  - AIR
  - OIL CHECK
  - BATTERY EXCHANGE
  - CAR WASHING / DETAIL
- CHARGING STATION
- GENERAL PARKING

GENERAL / OVERSIZE PARKING    LANDSCAPED AREA    GLASS WALLED LOUNGE    PIN ACCESS ONLY



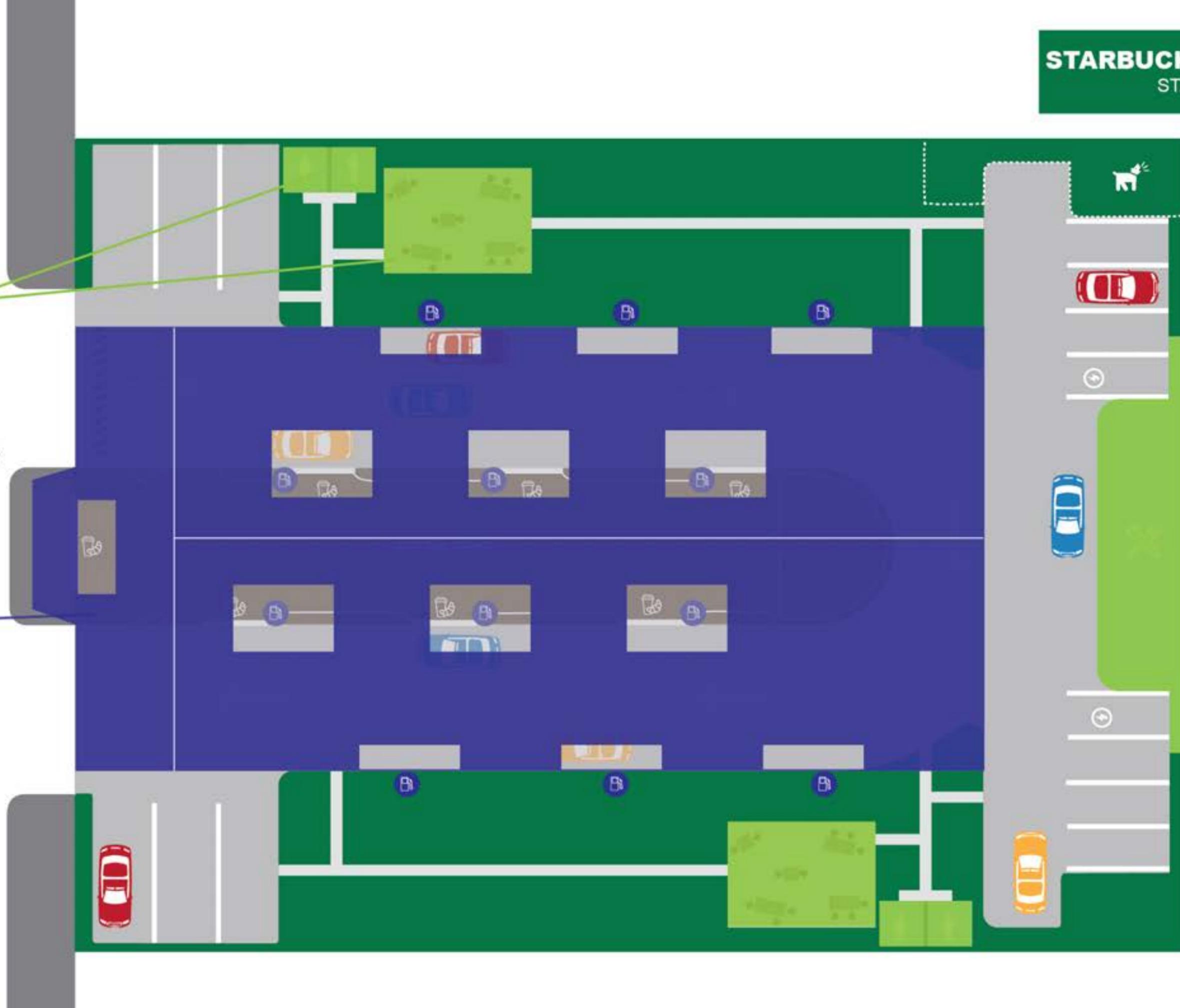
# STARBUCKS + PROPEL STATION OVERVIEW

## SECONDARY ROOFTOPS

- ROOFTOPS PLANTED WITH NATIVE PLANTS
- FILTERED DRAINAGE SYSTEM DIVERTS STORMWATER TO CARWASH/ IRRIGATION
- IN SUMMER, PROTECTS BUILDINGS FROM DIRECT SOLAR HEAT
- IN WINTER, MINIMIZES HEAT LOSS THROUGH ADDED INSULATION ON THE ROOF

## MAIN ROOFTOP

- SOLAR PANELLED ROOFTOP ON MAIN CENTRAL BUILDING
- FILTERED DRAINAGE SYSTEM DIVERTS STORMWATER TO CARWASH/ IRRIGATION
- SKYLIGHTS OVERHEAD AT ALL FUELING AND COFFEE STATIONS REDUCE LIGHTING NEEDED IN DAYTIME AND IMPROVE WORKING CONDITIONS FOR STAFF



DOUBLE YOUR REWARDS WHEN YOU REFER A FRIEND [Learn how>>](#)



**Good Morning, Martina!**

May we make you a  
**16 oz Dbl Shot Vanilla Latte**  
while you fill up?

**Yes, please!**

**Change drink**

**No thanks**

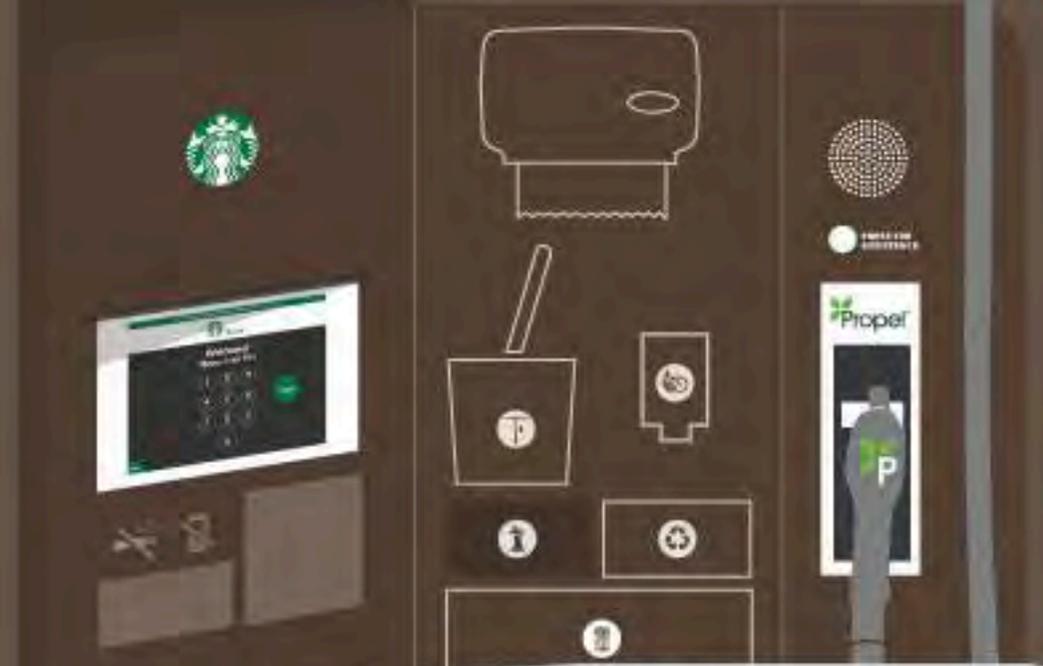
**Help**



WINDOW ANGLED TOWARDS  
CUSTOMER / FILLING STATION

3

**STARBUCKS + PROPEL**  
central island - Customer POV



ACCESS TO CENTRAL PANEL  
(TRASH, PAPER TOWEL, ETC.)

# 3

## STARBUCKS + PROPEL

central island- Barista POV



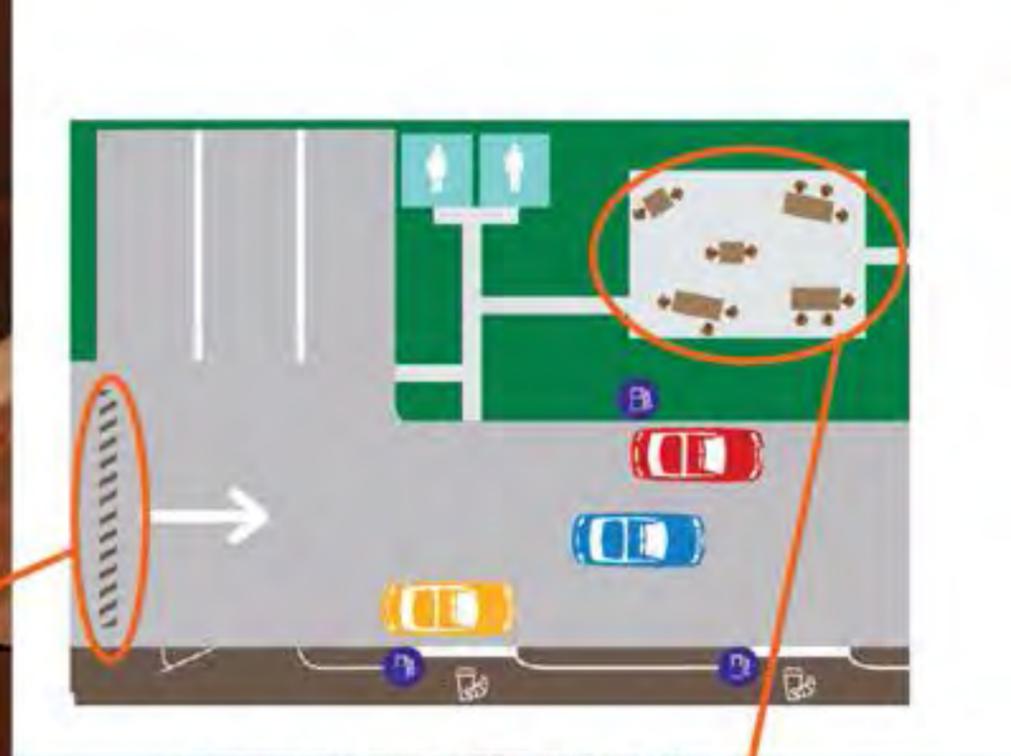
KEYPAD UNDER  
COUNTER-TOP

CASH DRAWER

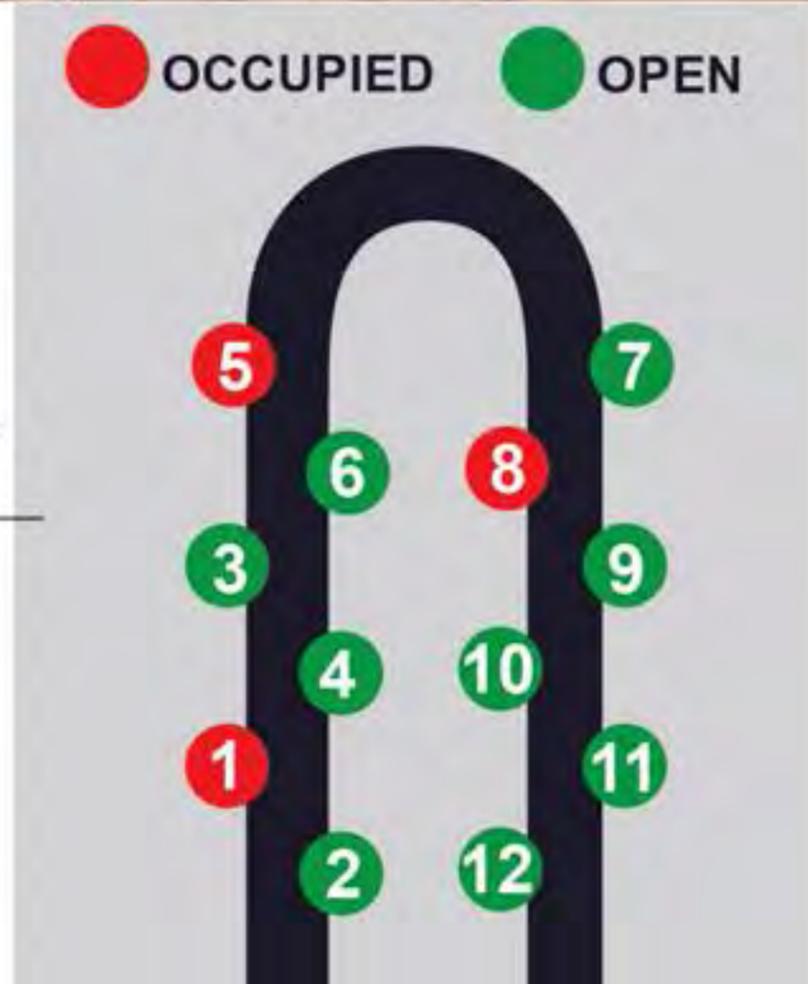
BARISTA'S  
INTERFACE  
PROVIDES INFO  
ON CUSTOMER

Barista  
and customer  
interface

\$



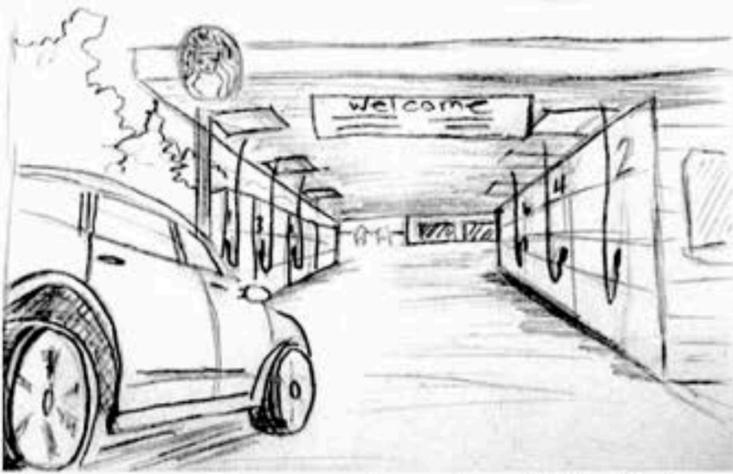
DIGITAL DISPLAY  
GUIDES CUSTOMERS  
TO OPEN STATIONS



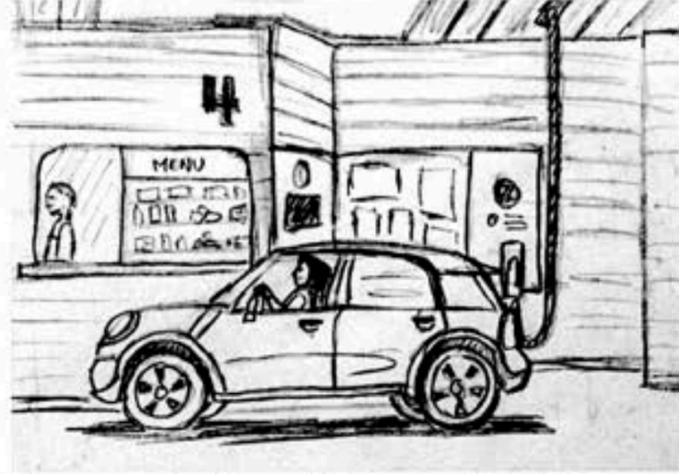


Meet Martina. She is 42 years old, self-employed as a writer and married with two children. She lives in Seattle's Madison Park area, shops at the local co-op market, hikes in the cascades on weekends and loves driving her Cooper mini. She's on her way to a meeting and decides to stop for gas and coffee at Starbucks station.

# CUSTOMER EXPERIENCE STORYBOARD



Martina enters station, sees welcome sign and digital display showing open fueling stations.



Drives to station 4, located along central island. RF scanner detects the microchip-embedded sticker behind her rearview mirror and loads user info onto touchscreen.



Martina enters her pin on a touchscreen. She is greeted by name and asked if she would like her usual 12 oz. vanilla latte. She taps "yes."



Screen loads preferences: (fill tank, fuel type, email receipt) She presses "start fueling". A confirmation page appears with a summary of details and she taps "yes."



While fueling, she cleans her windows, recycles some paper and composts some uneaten food. She notes the digital ticker showing price and gallons.



Finished fueling. She puts the hose and gas cap back then cleans her hands using hand sanitizer and paper towels provided.



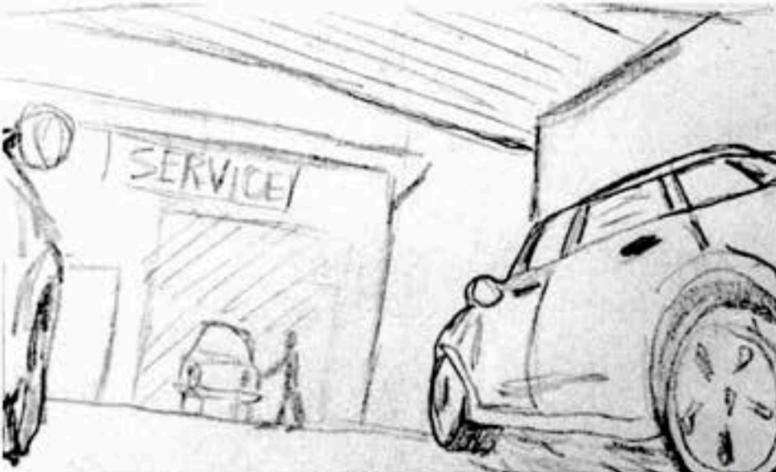
Martina walks to the window to pick up her coffee and select some food for lunch. Barista notes the name of customer on his screen and greets her.



She chooses a quinoa salad and oatmeal cookie. Barista adds to bill and confirms receipt by email. They chat for a few minutes.



Upon returning to her car, Martina reads a text informing her that her meeting has been delayed. She decides to head to one of the station's garden lounges to eat her lunch and do a bit of work on her laptop.



She confirms the new meeting time and notes that she has an hour to spare. Drives to the parking area at the rear of the station.



She parks her car and follows the pathway towards the lounge. The area is planted with native trees and shrubs. Sky is clear and birds are singing.



Enters the lounge area, through opened glass doors, finds a comfortable seat and takes in the view. She feels relaxed and productive.

# USER TESTING





# Welcome! Please enter PIN or scan phone



Hold phone to dashed area with Starbucks app open to card screen.



1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	

[Forgot PIN](#)

[Use as guest](#)

[Help](#)



# Good Morning, Martina!

May we make you a  
**16 oz Dbl Shot Vanilla Latte**  
while you fill up?

**Yes, please!**

**Change drink**

**No thanks**

**Help**



**Caffè Mocha**

Espresso with bittersweet mocha sauce and steamed milk.  
Topped with sweetened whipped cream.

**Help**



**Fill Tank**

EDIT



**FlexFuel E85**

EDIT



**Email receipt**

EDIT

**Start  
Fueling**



**Fill tank with FlexFuel E85  
and email receipt?**

**Yes**

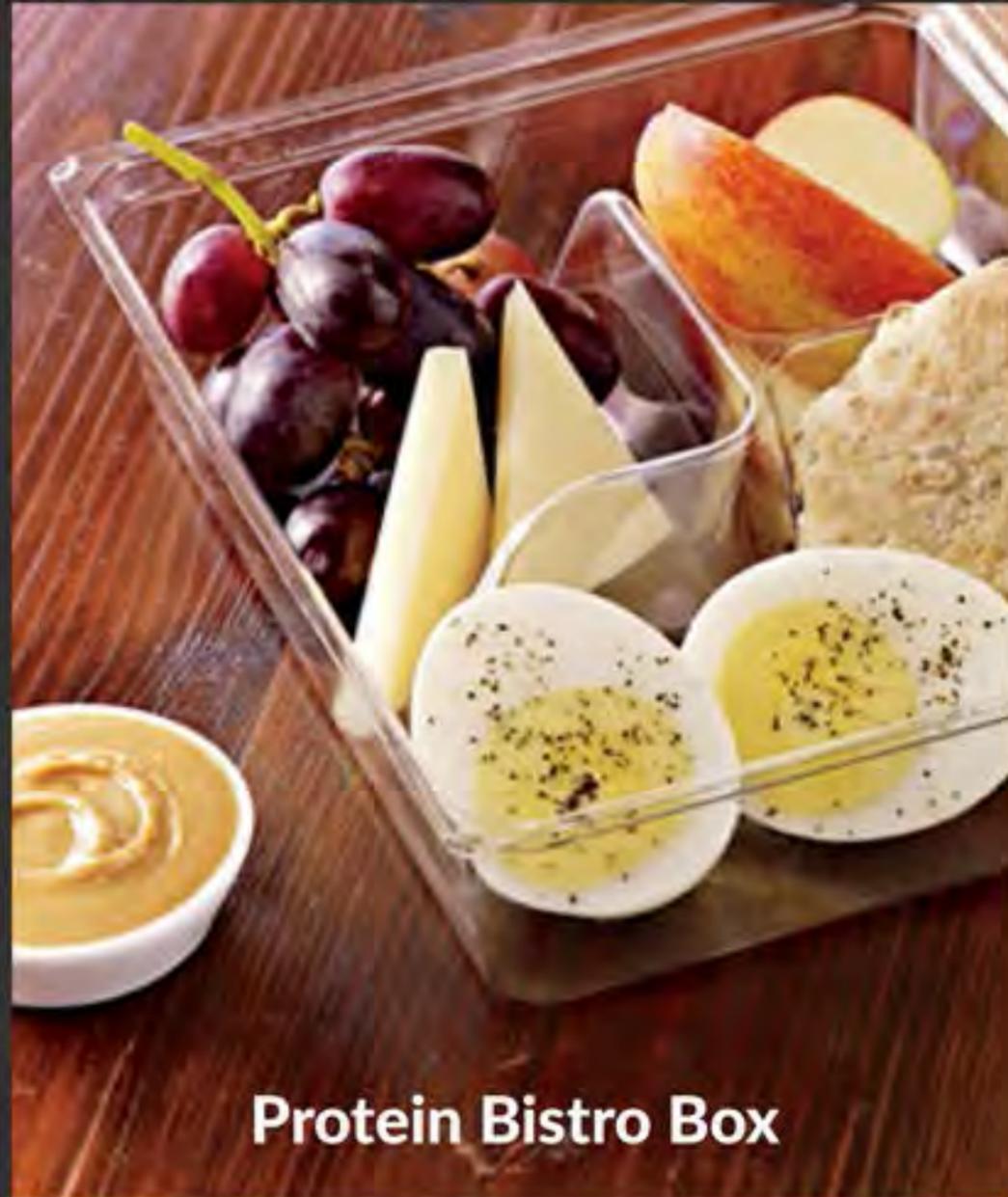
**Cancel**

**Start  
Fueling**



**Please  
lift handle to  
begin fueling.**

Help



**Protein Bistro Box**

Cage-free egg, white Cheddar cheese, honey peanut butter spread, multigrain muesli bread, apples and grapes.

**Total Sale**

**\$ 1 2 . 3 4**

**Gallons**

**9 . 5 3 4**

**Help**



# Thanks, Martina! Have a great day!

## REWARDS

**4**

Stars  
This Visit



Green Level

**26**

Stars Until  
Gold Level

## TRANSACTION SUMMARY

FlexFuel E85 13.1 gal. @ \$2.98.....	\$39.04
16 oz Dbl Shot Vanilla Latte.....	\$4.35
Blueberry Scone.....	\$2.75

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Subtotal .....\$46.14

Sales Tax 9.5%..... \$4.38

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Total.....\$50.52

*A receipt has been emailed to you.*

**Print**

**Help**

# OPTIMAL LOCATION TYPES



**Ballard** // Urban/Suburban Edge  
Densely-populated but more car-centric than the urban core



**Centralia** // I-5 Corridor Pit-stop  
Exactly halfway between Seattle & Portland  
Popular coffee/rest stop