

The Starbucks Way // Extending brand to gas station side by side Starbucks & Starbucks Propel response

Visual

<http://idsgn.org/posts/starbucks-reveals-new-logo-drops-wordmark/>

<http://designpieces.com/palette/starbucks-colour-palette/>

Transforming a commodity into a splurge

<http://www.fastcompany.com/1777409/how-starbucks-transformed-coffee-commodity-4-splurge>

Our mission to inspire and nurture the human spirit – one person, one cup, and one neighborhood [**one tank**] at a time.

- “Share great coffee with friends & make the world better”
- “Italian coffee bars and the romance of the coffee experience” [could we draw from retro gas station tradition/culture? Is there a magic age of gas stations that we could rekindle?]
- “A place for conversation and a sense of community. **A third place** between work and home” NOPE
- “Not just passionate purveyors of coffee, but everything else that goes with a full and rewarding coffeehouse experience” // *Not just purveyors of fuel, but everything that accompanies a rewarding (or memorable?) gas station experience* - - [could Starbucks differentiate themselves as “fuel connoisseurs”? Higher octane? Ethical sourcing practices - - conflict free?]
- “Premium teas, fine pastries and other delectable treats to please the taste buds”
- “music...chosen for its artistry and appeal”
- “a neighborhood gathering place, a part of the daily routine”
- [They have stores in many oil-producing nations...] Bolivia, Brazil, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, United States
- “The genius of the company’s success lies in its proven ability to create **personalized customer experiences, secure customer loyalty**, stimulate business growth, generate profits, and energize employees - all at the same time.”
- **5 key principles:**
 - **1 Make it your own** (encouraging partners to pour their creative energy into their jobs and inspire customers” - **5 Ways of Being - Green Apron Book**
 - Way 1: be welcoming (create a place where people feel recognized & where their day can be brightened, if even for a moment
 - Way 2: be genuine (Connect, Discover, Respond)
 - Way 3: be considerate (considerate of people & planet’s needs)

- Way 4: **be knowledgeable** (expertise in coffee) [What if “fuel bar” staff could give you tips to improve your commute, extend your car’s life...]
 - Way 5: be involved (always look for ways to improve customer experience)
 - **2 Everything matters** (details; people talk about unpleasant experiences more than pleasant ones)
 - **3 Surprise and delight** (eg. Cracker Jacks: a surprise in each package). “People anticipate something special and hope for a positive surprise”. “The occasional surprise will only serve to sweeten the pot and bring ppl back for more.”
 - **4 Embrace resistance** “A person only profits from praise when he values criticism”. Learn from complaints/unfavorable reviews - - but/and learn to distinguish between ppl who really want their concerns resolved and those who simply want to complain. [study Yelp reviews of gas stations??]
 - **5 Leave your mark** Have a powerful and positive impact on the community. Be socially conscious, ethical. “Employee morale is 3 times higher in companies where community development is an integral part of the business model”
- **CUSTOMER SERVICE**
 - make an effort to [connect with the customer](#)
 - ask customers about their lives
 - Be genuinely interested in the lives of customers; treats the customer not as a walking source of revenue, but as a human being with a life beyond the walls of Starbucks – in essence, forge a close connection and personal relationship with the customer
- **STORE DESIGN**
 - “we design our stores to reflect the unique character of the neighborhoods they serve”
 - “In addition to reducing energy and water consumption, we incorporate reused and recycled materials wherever possible and often use locally inspired design details and materials in our stores”
 - “We use the U.S. Green Building Council’s LEED® certification program as a benchmark for success. (LEED is short for Leadership in Energy and Environmental Design.) **We started our LEED certification globally for all new, company-owned stores beginning in late 2010”**
 - “...words you associate with any Starbucks, like "sincere" and "warm," along with words you probably don't, like "elegant" and "curious.”
 - “The Catalog, a mix-and-matchable compendium for global designers to decorate their coffee shops worldwide”
 - ‘the \$58 billion company (market cap) is trying to solve one of the most bedeviling challenges for any business that grows as large it has: How can Starbucks use design to make every store feel not like a mass-produced product out of Seattle, but rather a bespoke, local coffee shop? And do it within a language that still lets you know where you are?’

- The Elements of Starbucks Design
 - (1995) “...executives designed four different store aesthetics around the elements air, earth, fire, and water, then filtered them through coffee jargon to become aroma, harvest, roast, and brew”
 - “Starbucks’s design ethos, such as it was, became a harbinger for other problems that were coming to light in the business in the mid-2000s. Starbucks’s identity, formulated as a simulacrum of the Italian cafe, was being **lost to a relentless focus on growth and profitability rather than experience.**” [---what makes gas stations so unpleasant--]
 - “restoring Starbucks’s soul”...”handcrafted espresso was key to the "romance and theatre" of a Starbucks
 - “a store designed to subvert expectations of what a Starbucks can be” [A service station designed to subvert expectations of what a gas stop can be.]
 - He wants to foster more ‘my Starbucks’ and less what people call ‘that starbucks’. “ ..."The my just feels more comfortable. It feels more natural." [Create what people call ‘my gas station and less ‘that gas station’]
 - “What makes a Starbucks a Starbucks? The green aprons, he responds. The "engine," as he calls it—the way you walk through the line, passing by the pastries, checking out, and waiting for your drink. Those elements are always the same. And the coffee, of course.”
 - “thinking about Starbucks less in terms of stringent brand standards and more as a kind of **intrinsic feeling**”
 - Sleeth’s team spearheaded a **new style of Starbucks** that allowed the company to penetrate low-traffic markets, a mass produced, mass customizable, LEED-certified coffee hut resourcefully wrapped in regional materials. Its inspiration? A spare shipping container. [This could be the most logical store option for a gas-station...]



- "mass localization."



- "a quick in-and-out store designed for commuters, with a few tables pushed to the side walls, with lots of open space reserved for a queue of people. Another was a massive space with multiple tiers of seating and hand-written chalkboard

menus that attracted the Posh Mommy set. The third was a gorgeous storefront, wrapped in finely finished, floor-to-ceiling wood-framed windows... **This multi-faceted approach is the future of Starbucks.**”

- he pointed out all sorts of little experiments his team was running inside the evening store. There’s **a checkout counter that’s a few inches lower than norm, which was designed to make the register more approachable—and in fact, it appeared to do just that.** The pastry case is open air and grounded with white marble, akin perhaps to what you might see at Le Pain Quotidien. It felt suitably luxurious...”

Sources:

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4. Store Design <http://www.starbucks.com/coffeehouse/store-design>
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<http://www.fastcodesign.com/3034441/starbucks-secrets-to-make-every-store-feel-unique>
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