

Final Project

Improving Mobile Order Efficiency at Starbucks

Prepared for: Store/District Manager

Prepared by: Elijah Fernandez

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Table of Contents

1. Executive Summary

2. Introduction

3. Problem Analysis

4. Proposed Solutions

5. Addressing Potential Objections

6. Ethical Considerations and Technical Communication

7. Conclusion and Recommendations

8. References

Executive Summary

This report examines the operational challenges caused by the rapid increase in mobile orders at Starbucks and provides recommendations for improvement. With mobile ordering becoming a big part of Starbucks business model, not handling these orders correctly leads to longer wait times, increased partner stress, and customers becoming frustrated. This report identifies key problem areas and proposes three solutions for this problem: creating a dedicated mobile order station, assigning barista's specifically for mobile orders, and implementing better training programs. These recommendations aim to improve the workflow, enhance barista efficiency, and create a better overall experience for customers. This report also considers ethical implications in technical communication and workplace policies making sure these recommendations align with Starbucks commitment to customer excellence.

Introduction

The purpose of this report is to address the inefficiencies in Starbucks mobile ordering system which has more commonly become a problem for partners and customers. Mobile ordering is very convenient but the current system in place struggles to manage high demand leading to inaccurate pickups of drinks, order coningestion, and heightened stress. The issue at hand is pretty relevant given that Starbucks has an emphasis on efficiency and customer satisfaction. Mobile orders are a big portion of Starbucks sales yet not many store layouts and scheduling models have adapted to make sure mobile orders are taken care of.

Problem Analysis

Baristas are struggling to keep up with incoming mobile orders while at the same time having to cafe customers which leads to delays, misplaced drinks, and an overwhelming atmosphere. It creates a frustrating experience for customers who expect quick drink service. A big issue is the lack of efficient scheduling for mobile order fulfillment. Customers are frequently waiting longer than expected, sometimes missing their whole order altogether. Baristas are reporting heightened stress due to the unpredictable nature of mobile orders.



Proposed Solutions

One proposed solution is the creation of a dedicated mobile order station within every Starbucks location. By designing a separate area for mobile order pickups congestion at the counter would be reduced which leads to an easier pickup for customers. Another solution is to assign specific baristas to handle mobile orders during peak times. By designating a barista solely for mobile orders the workflow would be significantly improved reducing delays. Lastly Starbucks should invest in better training programs for partners to enhance mobile order efficiency. A structured training program provides baristas with the best practices for handling mobile orders.

Addressing Potential Objections

One concern is labor shortages, having a dedicated barista for mobile orders might seem a little impractical in understaffed locations. With better scheduling the store managers can rotate baristas efficiently without increasing labor. Another objection is the potential impact on cafe service. Some people may argue that focusing on mobile orders could slow down cafe service but with streamlining mobile order pickups the workflow should be good. Cost is also another potential barrier to these proposals. Implementing things like structural changes may require some financial investment but the long term benefit is there.

Ethical Considerations & Technical Communication

The proposed solutions must align with ethical principles, ethical concerns include fair labor practices, maintaining service quality, and transparent communication with customers. From a technical communication perspective Starbucks may ensure that any process changes are clearly communicated to partners and customers. This includes training materials that provide clear and ethical instructions on handling mobile orders and communicating with customers.

Conclusion and Final Recommendations

Overall Starbucks mobile ordering system has created operational inefficiencies that impact both partners and customers. The current system results in longer wait times, order confusion, and increased stress for baristas. To address these challenges the report recommends three solutions: establishing dedicated mobile order stations, assigning baristas to mobile orders during peak hours, and implementing better training programs. These solutions are designed to be effective and ethical ensuring fair labor distribution and transparency with customers. By using these strategies Starbucks can really improve their workflow, customer satisfaction, and maintain high quality service.

References

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