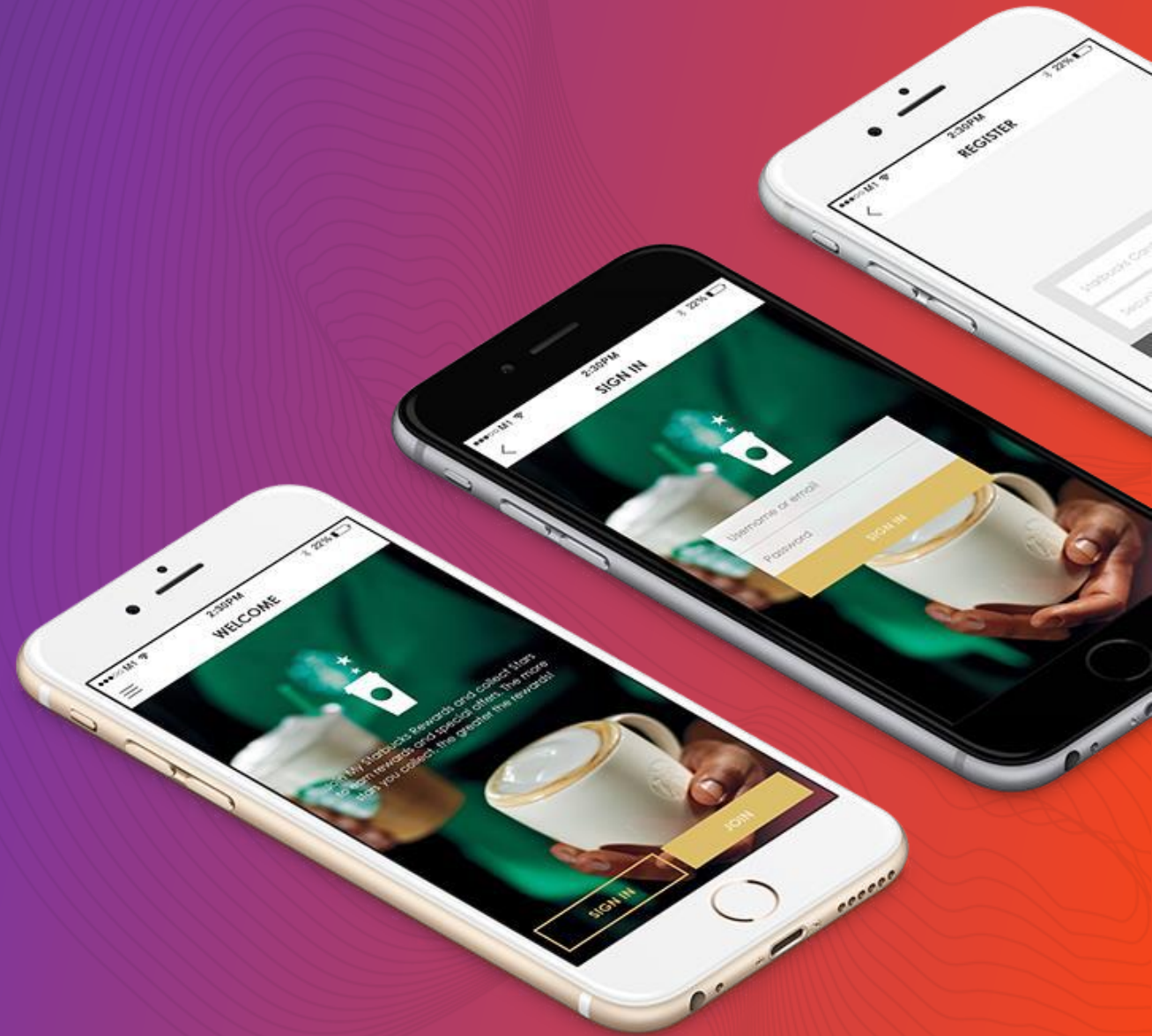




Double-tall Mocha with a \$4Billion increase in revenue

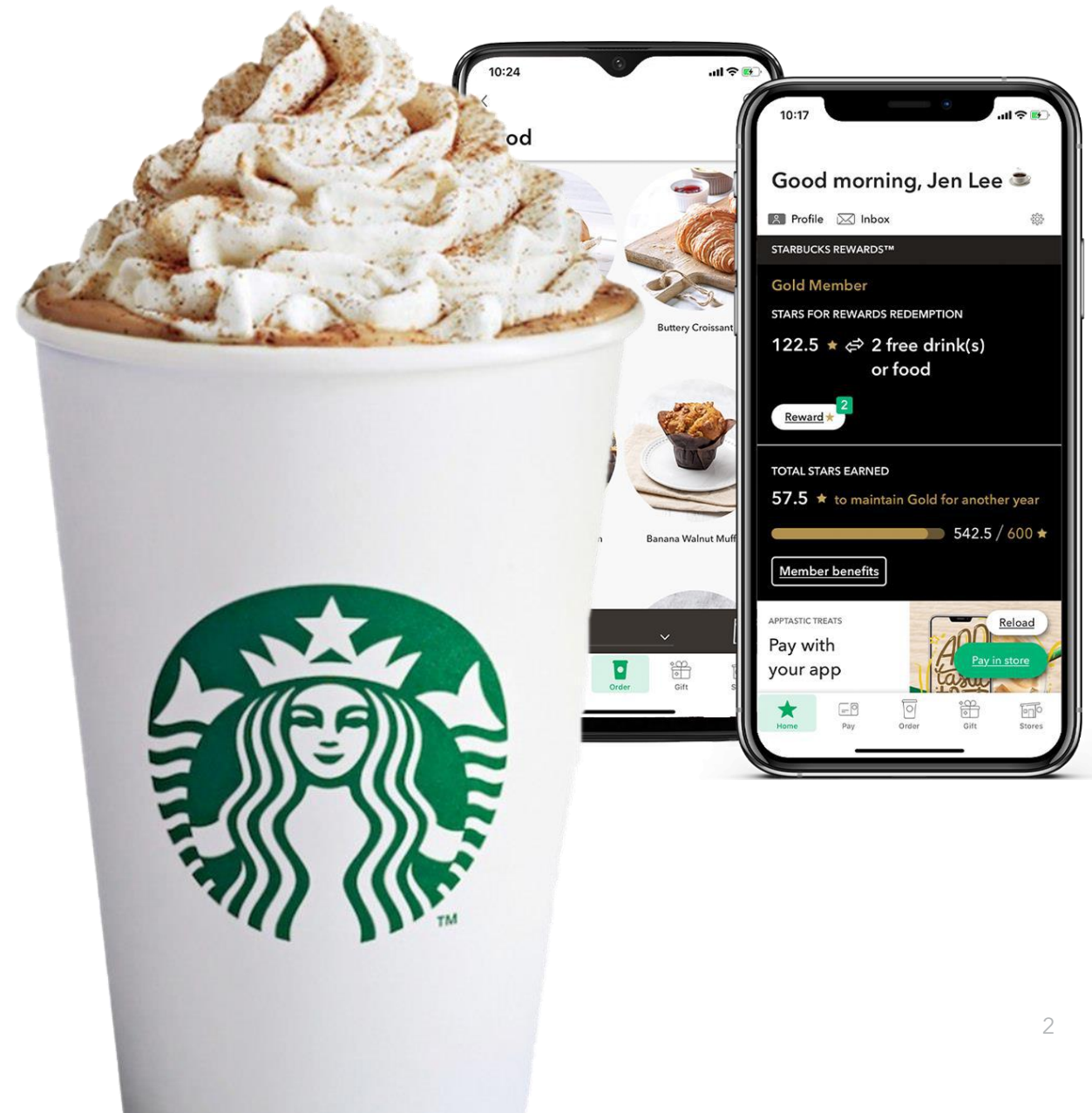
CASE STUDY

Launch's Mobile Order & Pay solution enables Starbucks' busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.



Better customer experiences

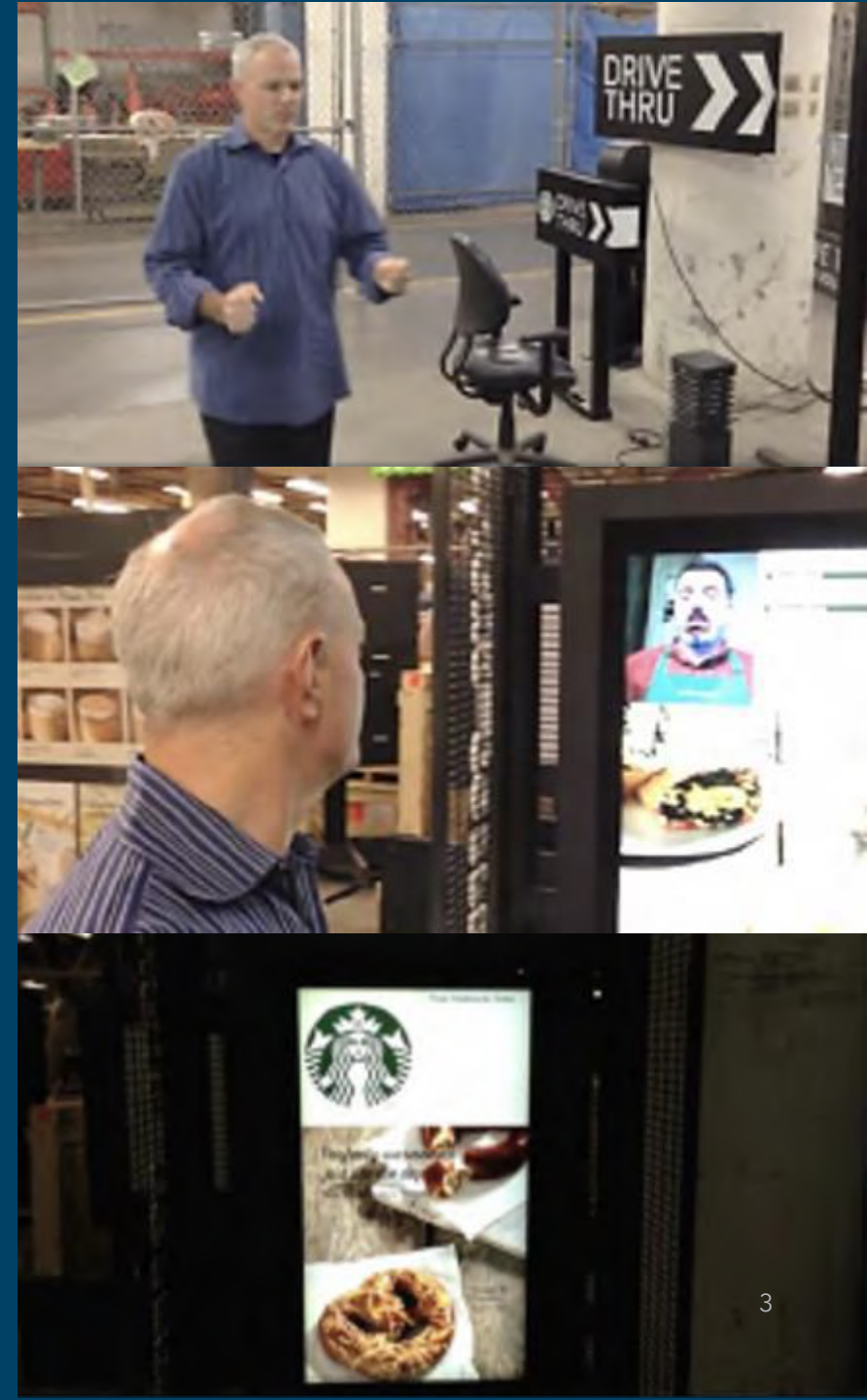
In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.



Location Awareness Customer

DRIVE-THRU, BLE (BLUETOOTH LOW ENERGY SINGULATERS CUSTOMER

Launch developed a working prototype to prove how a mobile app using BLE could improve the speed and accuracy of drive-thru pickup orders.



Experience Design Engineering™ (XDE)

Launch designed the operational processes for both drive-through and in-store.

Launch's design leadership cast the philosophy that shaped the implementation, rollout, and ultimately the remarkable public adoption of the new ordering platform.



“Launch was a key player in helping Starbucks truly transform our guest experience with Mobile Order & Pay.

Their work on developing and prototyping the experience—which now accounts for over 16% of Starbucks revenue—demonstrated best in class creativity and innovation.”

ARTHER RUBINFELD

Former chief creative officer, president global creative and evolution fresh retail at Starbucks

