

Fordham University  
Reveal Consumer Insights



# Starbucks

By Team 2



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# Mission

To be the premier purveyor of the finest coffee in the world, **inspiring and nurturing the human spirit** – one person, one cup, and one neighborhood at a time.



# The Roast Report

**Declining  
Sales**

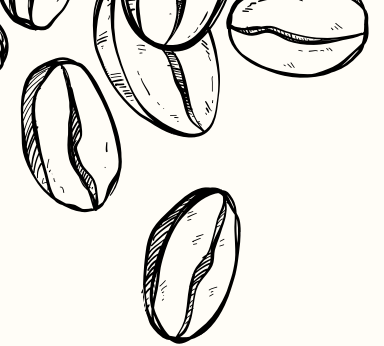


**Reduced  
Customer  
Satisfaction**



**Brand  
Devaluation**





# Brewing Challenges Ahead



## Business Problem

Starbucks is losing its brand differentiation as it prioritizes efficiency over experience, leading to declining customer traffic and loyalty. As a result, customers perceive it as an overpriced and impersonal option rather than a premium coffee destination.

## Human Problem

Coffee isn't just a beverage—it's a daily ritual that brings comfort, connection, and inspiration. When the experience becomes purely transactional, customers lose more than just a cup of coffee—they lose a small but meaningful moment in their day.

# Methodology

## Starbucks is a Secondary Choice

Most visit Starbucks for convenience, not preference, choosing it when local coffee shops aren't available

## Familiar but Lacks Emotional Connection

The consistent, global presence provides comfort, but fails to create strong customer attachment.

## Uninspiring Atmosphere

Many find the corporate, structured environment uninviting, with uncomfortable seating and loud music

## Local Coffee Shops Feel More Authentic

Customers prefer local cafés for their better coffee quality, unique atmosphere, and personal touch, seeing Starbucks as commercial and generic

## Menu Feels Overly Sugary & Processed

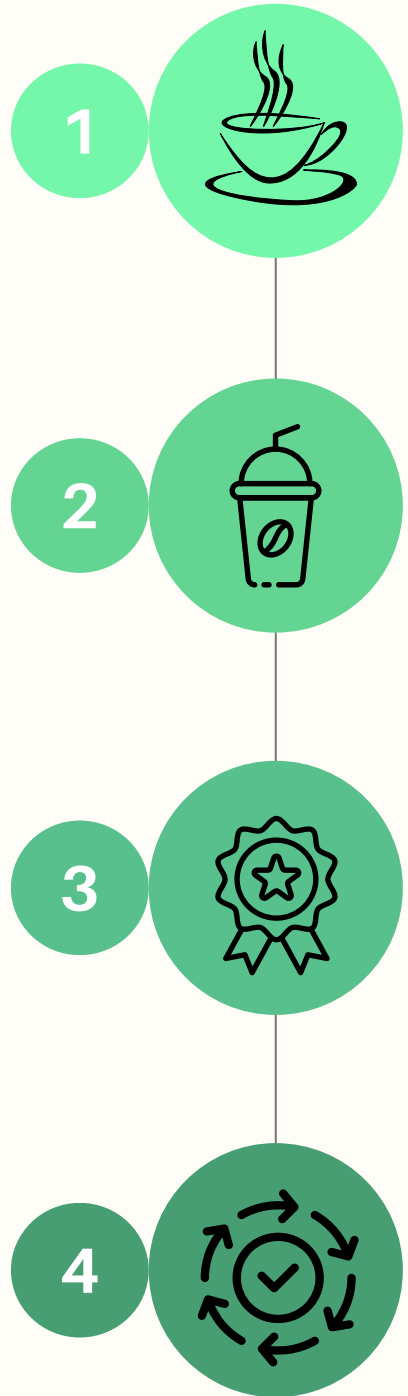
Customers feel the menu lacks authenticity, with too many sweet, structured options instead of simple, high-quality choices

## Rewards Program Influences Frequent Visitors

Those who use the app and rewards program find it convenient, while non-users still acknowledge its impact



# Chains of Meaning



**Coffee means ritual and connection**

**A café should be a third place, a space between home and work**

**Rewards mean exclusivity and value, making frequent visits worthwhile**

**Familiarity means reliability, offering a consistent experience anywhere in the world**

# Intriguing Insights



"Surprisingly, I find it easier to focus because the Starbucks I go into are usually busy. The constant movement makes me more productive."

"I like to go to Starbucks for the free water and the free WiFi, but in some stores they have taken that away."

"No specific emotions, I mainly just go in there and get out."

"I would say there is definitely a sense of familiarity when you enter a Starbucks because all of them have the same, the same vibe to it, but at the same time, I don't feel very emotionally attached to the store because of the same vibes that all of them have. I feel like my image when I enter a Starbucks store is that I am probably here because there was no other accessible local Coffee shop that I could have gone to."

"Starbucks is very commercial. Not as inviting. The local coffee shops have a friendlier vibe to them because they are more unique and feel less corporate."





# Redefining the Starbucks Experience

## Brand Purpose

To create spaces and moments where coffee fuels comfort, connection, and inspiration—empowering people to thrive in their daily lives

## Brand Value

Fostering comforting, relaxed spaces that turn everyday coffee moments into reasons to return



# New Value Proposition

At Starbucks, we craft more than just coffee—we brew moments of connection. We are a convenient and reliable third place where people can relax, socialize, and work. Whether it's your daily morning ritual, a cozy workspace, or a community hub, Starbucks is where coffee meets culture and connection.



# Stirring up Solutions

## Neighborhood Vibes

Introduce localized store designs inspired by the neighborhood's culture rather than the uniform Starbucks aesthetic. Example: A Brooklyn Starbucks could feature local artists' work, community events, and unique decor.



## Barista Touch

Give baristas the freedom to customize interactions (e.g., a daily special recommendation based on a customer's past orders). Let them express personality instead of following rigid scripts.

## Meet & Sip

Similar to co-working spaces, offer community tables where solo customers can choose to sit with others—this encourages conversations and networking



## Memory Wall

In the Starbucks app, customers can leave a short note or memory about their visit. These can be displayed on a digital board in-store, creating a sense of nostalgia and attachment.

# Stirring up Solutions

## Local Flavor Drops

Introduce small-batch, limited-edition drinks unique to each region, similar to how McDonald's tailors its menu worldwide.

Example: A Chai Spice Latte in NYC during winter, inspired by Indian flavors.

## Flavor Vote

Allow customers to vote on seasonal flavors via the Starbucks app, giving them a say in what gets featured next.

## Local Collabs

Feature local brands in select stores, such as small-batch coffee beans or pastries from neighborhood bakeries, giving Starbucks a more authentic feel.

## Work & Brew

Install small private work pods customers can book for free or at a small fee for focused work sessions.



Thank You  
So Much

