



PLANVIEW DAY 2022 ROADSHOW

SAN FRANCISCO | June 22nd

Leveraging Co-creation

A Tryer Human Center Design Tool

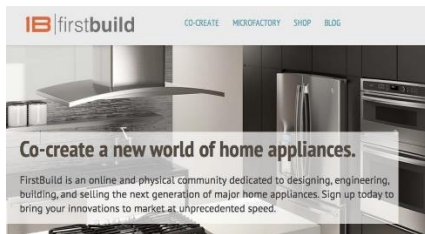
Justin Berger, Innovation Manager




STARBUCKS®



A Journey in Co-creation




 Business Wire

Starbucks Commits \$1 Billion in Fiscal Year 2022 Investments ...

Additional Investments Planned as Co-Creation Continues. As Schultz and Starbucks leaders continue to meet with and hear from partners,...

1 month ago





Crowd Sourcing

Social Innovation

Co-creation

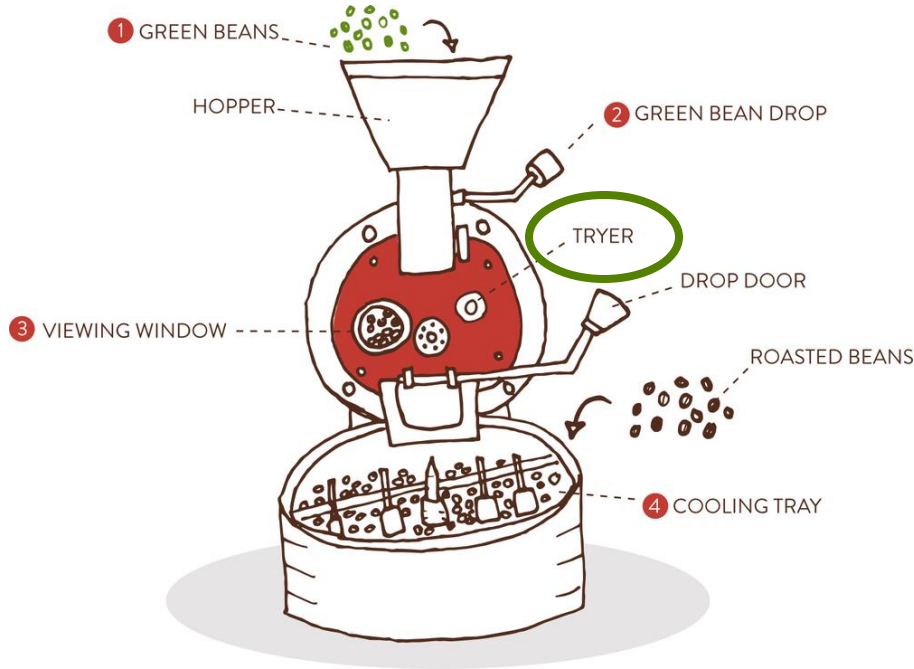
Human Centered Design

Design Thinking





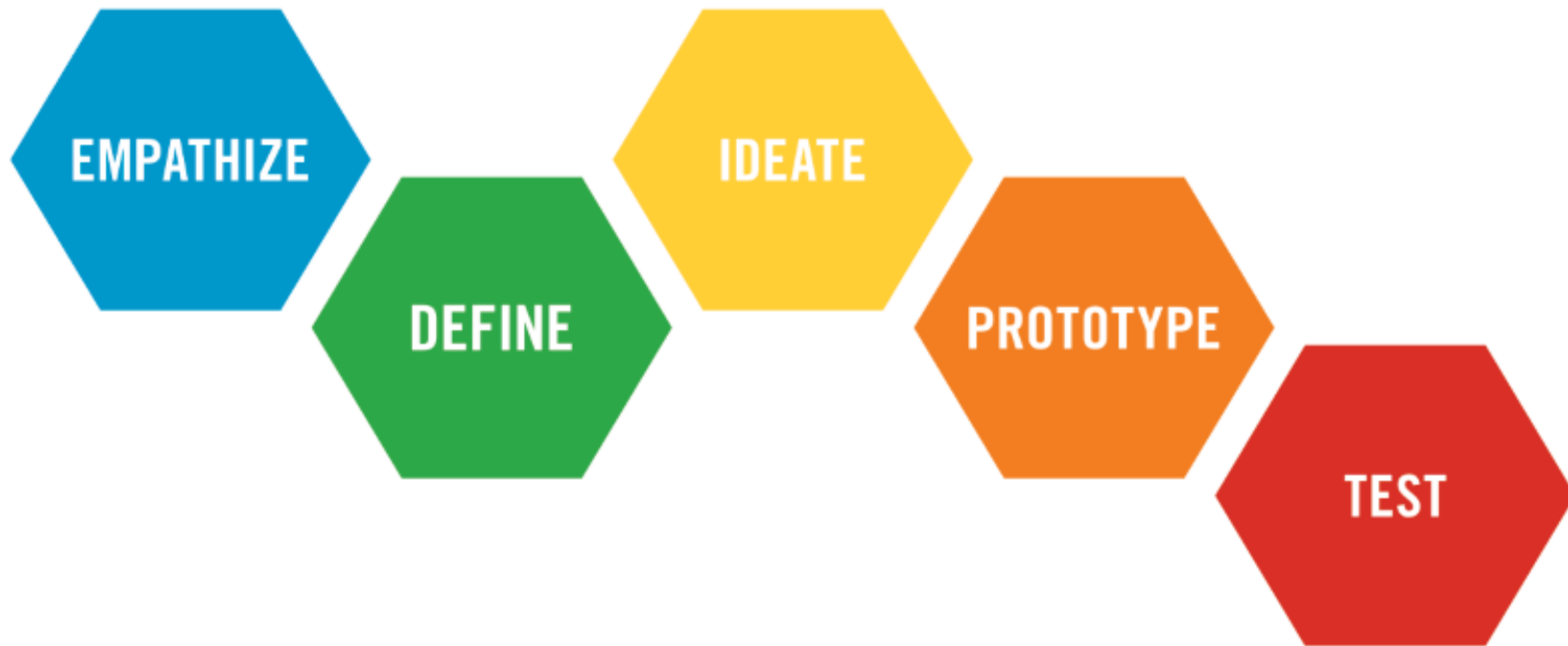
What is a Tryer?







Human Centered Design at Tryer



- Stanford d.school



Springboard, Spigit at Starbucks

Co-Creation: (noun) The practice of collectively sharing, building and evaluating ideas in an open environment.

Supporting HCD

EMPATHISE

Bringing ALL Stakeholders into the Project at the times when it's most critical

IDEATE + ITERATE

Leverage Diverse Experiences and Perspectives in increase the realm of possibilities

DECIDE

Evaluation of top concepts leveraging our organization's collective intelligence



Features Aligning with Methods



IDEATE

- Clear Challenge Prompt
- Constraints & Guidelines
- Structured Submission Form



ITERATE

- View Submitted Ideas
- Build through Comments
- Live Word Cloud topics



DECIDE

- Community Voting (Like/Star)
- Expert Review
- Pairwise comparison for Force Ranking



Case Study 1: Greener Stores Challenge

How might we design, construct, and operate our stores more sustainably?

Primary Audience: Non-retail employees across all functions, Store Managers

Sponsor: Store Design

Process: **Ideation** – Submission form structured business cases
 Iteration – Similar ideas grouped to pair support partners with Store Managers
 Decision – Sprint teams presented “Shark-tank” style pitch for funding

Outcome: Judges panel funded 5 of 5 projects presented by Sprint Teams at Pitch Event



Ray (he/him) Silverstein Partners for Sustainability
 August 2, 2020

Hi partners!

I'm [Ray](#) and I have the honor of leading our global store development operations. You likely are familiar with some of the work my team does to support you (especially as it relates to recycling and trash).

We know managing trash in your [stores](#) can be complex and time consuming. I wanted to take a moment to share with you a small, but mighty innovation that has come to life out of the Greener Store Innovation Challenge we held last year. The Greener Stores Innovation Challenge brought together store partners with SSC partners in the Tryer to ideate on solutions we could bring forward to reduce our carbon footprint. One of the ideas that successfully 'pitched' the leadership shark tank to move forward was to compact the trash in our [stores](#) using a simple tamping device.

Our team then took this idea and worked tirelessly to refine the design, test and re-test in [stores](#), solicit feedback, and ultimately commercialize a Starbucks specific WASTE TAMPER that should not only make your life easier but also reduce our impact on the environment. Through testing and development of this tool, the team identified that [stores](#) can expect to save an average of 2 cases of Recycle Bags and 5 cases of Trash Bags annually. The solution will help reduce our carbon footprint (through reduced truck hauls) and improve the partner experience by saving time - reducing the time spent changing out trash bins, and reducing the number of trash runs conducted. In addition, it offers a safe solution for pushing trash down in the bag - no more using your hands to compact trash during lobby cycles or when cleaning the restroom!

A huge thanks to [Gina Dullanty \(50470\)](#), [Leah Scherschel](#), [Neil Bromham](#), [Rani Khaira](#), [Jason Usher](#), [Suzanne Tedrow](#), [Liana Skibbie](#) (video star!) and many others for all of your hard work on this project! Check out this quick demonstration video the team made and be on the lookout for the WASTE TAMPER to arrive in your stores in the coming weeks!



55

Like Comment Share

View 4 previous comments

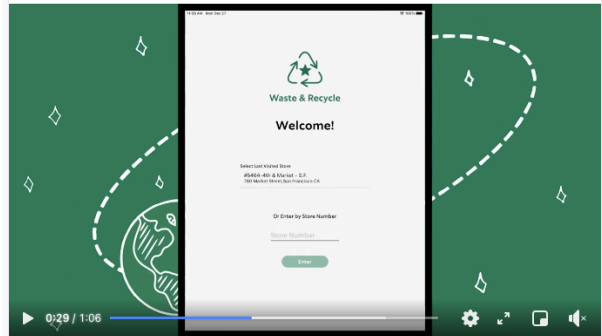
Stacy (she/her) Strickland
I'm so excited to see the impact this makes - in saving time for our partners and reducing our carbon footprint with our haulers!
 Like Reply 1y 3

Write a comment...

Erica Saraff Partners for Sustainability
 January 27

Coming soon, to YOUR STORE! Introducing the Waste & Recycling App--developed by partners in the Greener Stores Innovation Challenge. It puts everything you need to know for YOUR STORE in one convenient spot--on your iPad. Need to check your waste service? Done. Want to make sure your store has the right recycling signage? Check. Some recycling tools can even be ordered on the app!

#innovationchallenge #greenerstores #recyclingapp #sustainabilityinstores
— with [Scarlett Cao](#) and 10 others.



You and 52 others 17 Comments 15 Shares Seen by 620
 Like Comment Share

View 13 previous comments

Emily MacKinnon
this is so amazing to see come to life! Erica Saraff congrats, you've worked tirelessly to make this happen for our partners!!
 Like Reply 17w

Write a comment...



Awaiting Video File



Case Study 2: Time Savings Challenge

How might we reduce complexity to free up time in stores and make retail jobs more meaningful?

Primary Audience: Store Managers, open to non-retail

Sponsor: COO and Operations

- Process:
- Ideation** – Submission form sorted ideas into 6 Categories
 - Iteration** – Comments enabled building and collaboration, offline sub-categorization
 - Decision** – Community “thumbs up”, ROI rated for Top 20, Business Case for Top 12

Outcome: Judges select 2 ideas advancing to Tryer Sprints for development



13 votes

Front of House Self-cleaning Ice maker

by *Dana Griset*
2 years ago

Our baristas -- sometimes unknowingly -- sign up for a full workout when they become a partner. I can thank Starbucks for my "gains" that were the result of walking back and forth from the ice maker in the BOH, filling a bucket full of ice, then ...

In Cleaning Tasks ✔ Viewed



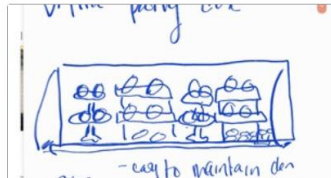
4 votes

Add Refrigerated and Larger Milk / Creamer Station at Condiment Carts

by *Kelly McMahon*
2 years ago

Wouldn't it be swell if your store had a larger and REFRIGERATED milk / half & half dispensing station at your condiment cart that wouldn't need to be tended to nearly as often as our current carafes (and wouldn't be a food safety risk nor docked ...

In Beverage and Food Production ✔ Viewed



70 votes

Digital pastry case

by *Corinne Kinder*
2 years ago

This idea while being an investment will not only save the company labor but will make us a more green company reducing the amount of waste we produce. So it will save more then the conceptualized time saved per week per store listed. We will need ...

In Technology in Store and POS ✔ Viewed



20 votes

Cup Label Nomenclature Made Easy

by *David Armstrong*
2 years ago



13 votes

Multi-Surface Cordless Mop

by *Topher Vent*
2 years ago



35 votes

Sanitizer Prep for Quality, Safety, and Effectiveness

by *Noreen Olson*



TOP 12 IDEAS

In Process

Launched

In Process

In Process

In Process

In Process

Launched

Launched

Launched

Launched

In Process

IDEA

1. Change the procedure of making a nitro keg.

2. Cup Label Nomenclature Made Easy

3. Take weekly tip distribution out of the store through the use of technology

4. Digital / Hologram pastry case

5. Sanitizer Prep for Quality, Safety, and Effectiveness

6. Multi-Surface Cordless Mop

7. Date dotting sandwiches

8. Add Refrigerated and Larger Milk / Creamer Station at Condiment Carts

9. Digital DRB

10. StoreConnect – Connect Partners to other stores, saving time and money

11. FLASH ORDER

12. Front of House Self-cleaning Ice maker

TEAM LEAD

Alvaro Quintana

David Armstrong

Kara Ilg

Charlie Valnes / Corinne Kinder

Noreen Olson

Topher Vent

Chancellor Stapleton

Kelly McMahon

Karyssa Arne

Lindsay Wilhelm

Sheila Longchamp

Dana Gassman

Rain Quintos (56128) ▶ Store Technology
March 26 · 🗨️

The Daily Plan on My Daily is truly heaven sent 🥰❤️

As an SSV, I can focus better and use the iPad for nearly everything! A huge thank you to the wonderful people that made this possible! Hopefully we can also digitize the dairy tracker and temperatures into the daily plan (I'm sure it's already in the works!!) so we can be just a bit greener and stop using our physical DRB sooner. 🙏

👍❤️ 13 8 Comments 1 Share Seen by 799

👍 Like 💬 Comment ➦ Share

Kara Ilg (02916) ▶ Store Technology
March 9, 2020 · 🗨️

Starting to utilize My Daily and to see the value of this tool. It is, literally, a digital version of our DRB. As a step towards this goal, would it be possible if My Daily was viewable on the iPads **without having to sign in?** At present, the DRB is far more user friendly than My Daily as you can quickly glance at it, add to it, review past days, or look forward to a future day. While we want our partners to review My Daily before their shift (one post suggested having it tie to Teamworks as part of the sign-in process), they, many times, need to revisit the items of the DRB/My Daily throughout the day. Streamlining this process would make My Daily far more viable. Once we are able to tailor Messages and "To Dos" to specific partners, then a required sign-in would be needed to receive the "partner-specific" information.

📅 Today ← → March 1-7, 2020 🗨️ Week View 🗨️

	Mar 1 Sun	2 Mon	3 Tue	4 Wed	5 Thu	6 Fri
8a	Women's History Mo	New Schedule for 3/5	Caelen Training - See Plan			
9a	Test My Daily Alerts	Spring Launch Tomor	Spring launch	Happy Hour Hype at	Happy Hour at 2	Time-Savings Challen
10a		Store Growth	Store Level Barista Ch	Sign up for Tree R	Heather Last Day	Single Serve Cups - Re
11a		Welcome Caelen!!!!	(No subject)			
			Lexi Tips			
		Sanitize Common	Sanitize Common	Sanitize Common	Sanitize Common	Sanitize Common
			Spring Launch			
		SM & DM Listening S				Kare Off Floor



Case Study 3: Modern Workspace Challenge

How might we reimaging our second place to allow flexible work experiences while honoring our culture?

Primary Audience: Office- based Support Partners

Sponsor: Facilities, HR, Technology

Process: **Ideation** – Submission form with 6 Categories and estimated execution time

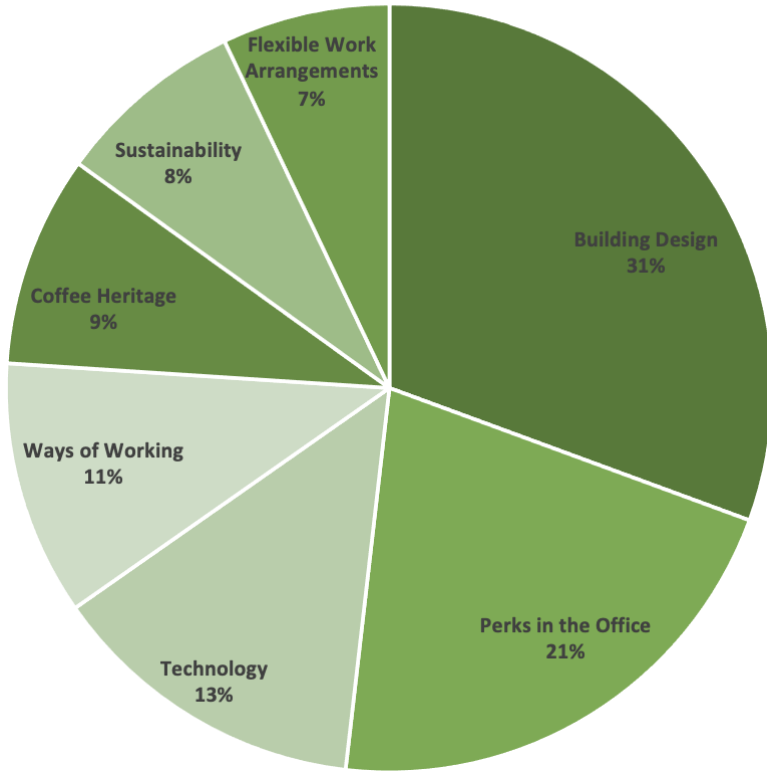
Iteration – Comments enabled building and collaboration, Ideas grouped

Decision – 5-star Voting window after all submission collected

Outcome: Clear partner priorities for subject matter experts to populate project's timeline



MW Submission Categories



Andrea Beckley | Support Partner Connection

February 2 · 🌐

One of the popular ideas during our #ModernWorkspace springboard challenge was ... **Plants!**

We are very excited to be introducing **many more plants** into the SSC to create a welcoming and sustainable environment and for your work, your collabs and your overall partner experience.

As part of our new **plant maintenance** approach, we ask that you do not bring in personal plants. This helps to lessen any cross-infestation issues, as well as allows our plant vendor the time to focus on the... [See more](#)



📌 Topics #ModernWorkspace

👍❤️ You and 29 others

12 Comments Seen by 491

👍 Like

💬 Comment

View 2 previous comments



Justin Berger

Thanks to all the partners who made planty suggestions! 🌱

Here are a few:

Kim Oliver: <https://starbucks.spigit.com/modernworks.../Page/ViewIdea...>

Prabita Chandran: <https://starbucks.spigit.com/modernworks.../Page/ViewIdea...>

Noelle Novoa: <https://starbucks.spigit.com/modernworks.../Page/ViewIdea...>

Karri Russell: <https://starbucks.spigit.com/modernworks.../Page/ViewIdea...>

Lisa Beckman: <https://starbucks.spigit.com/modernworks.../Page/ViewIdea...>





Springboard Challenge Best Practices

SCOPE / PROMPT

Challenge Prompt

- Inspire with what will we accomplish

Constraints

- Be clear and specific about scope (i.e. focus on spaces, amenities, policies, software, or hardware)
- Define the criteria guiding selection

Themes or Categories

- Guide thinking to organize output into groups that correspond to priorities or implementation workstreams (ie: sustainability, brand pillars)

TEAM SUPPORT

Responsibilities

- Program team defines scope and strategy ensuring actionable results
- Tryer team supports challenge mechanics development and innovation experience
- Program team owns executing outcome working cross-functionally, recognizing innovation comes between organizational silos

CHALLENGE MECHANICS

Avoiding Fatigue

- Challenge stages last ~ 2 weeks
- Only 1 challenge at a time
- Avoid other event overlap (Compete for partners and AV resources)

Minimize offline selection

- Include the community in selecting winners (vote/rate/rank), as evaluating large volumes of ideas is cumbersome for a small group



Challenge Scope: Prompt

Starbucks Audiences:

- Support Partners
- Retail Partners (Store Managers)
- Individual Departments

How Might We...

...re-imagine in-store experiences in a way that is relevant for our customers and inspiring for our partners?

- COO asked support partners for customer-focused directional ideas to help lead the business into the future

...leverage your creatively improvised in-store solutions for smoother Mobile Order handoff process?

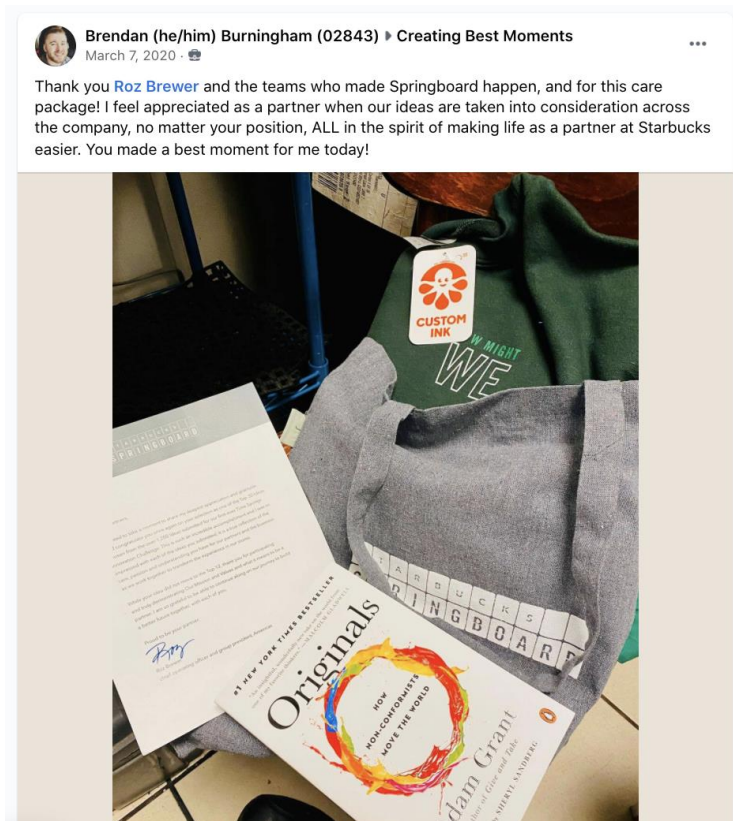
- The Operational Excellence team asked for store hacks to improve Mobile Order stations given growing volume and limited space

...create new work policies, events and trainings to positively impact your life?

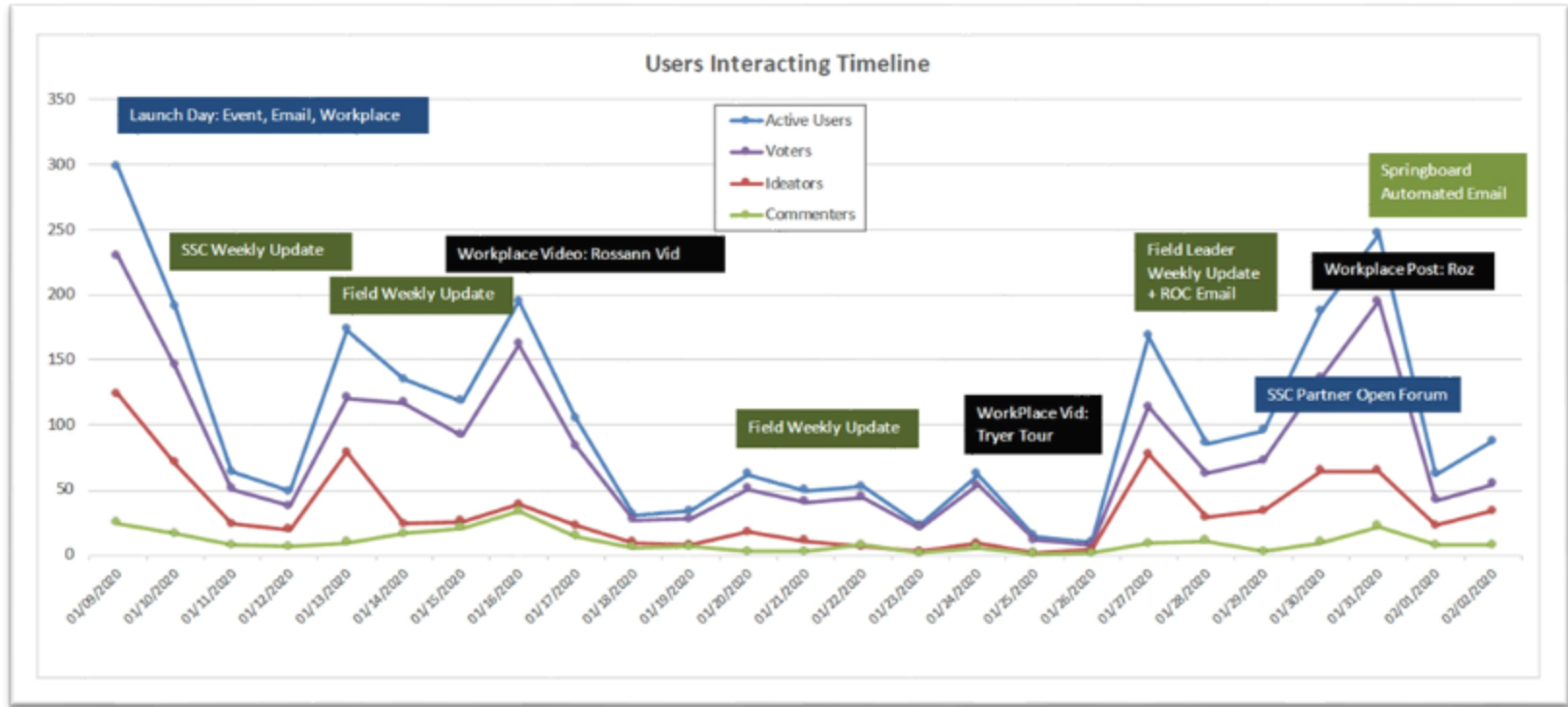
- The Women's Impact Network and HR solicited ideas to maintain work-life balance



Challenge Scope: Motivation



Challenge Scope: Communication





Team Support

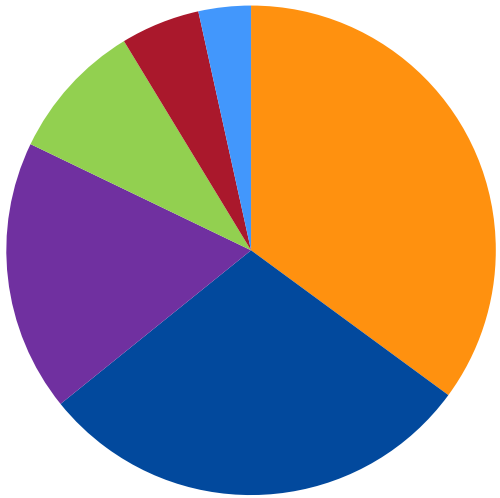
PROGRAM TEAM

- Exec Advisor** ~2 hrs/week
Provides vision/goals aligned with leadership, amplifies comms
- Business Integration Lead** ~24 hrs/week
Owns challenge prompt and timeline, entry categories, and winner selection strategy
- Partner Integration Lead** ~24 hrs/week
Owns submission form, content moderation, and idea summary report/stats
- Marketing/Comms** ~8 hrs/week
Develops assets and executes plan to drive submissions, voting, and progress forward

TRYER SUPPORT

- Tryer Integration** ~16 hrs/week
Aligns with Tryer resources for springs, labs, prototyping, or events
- Springboard & Design Lead** ~32 hrs/week
Advises on platform mechanics, manages technical support & design through challenge

Challenge Mechanics: Filtering 1242 Ideas



- Technology in Store and POS
- Beverage and Food Production
- Inventory
- Cleaning Tasks
- Opening / Closing Tasks
- Equipment Maintenance



LIFE HAPPENS

COFFEE HELPS



Opening to All Partners: Hourly Expansion



"We will create a Green Apron Blend...crowdsource the best ideas with our partners...and the profits will be shared with green apron partners in our stores!"

Howard

April 4, 2022 Partner Forum



S T A R B U C K S
S P R I N G B O A R D



PLANVIEW DAY 2022 *ROADSHOW*

SAN FRANCISCO | June 22nd

Thank you!

jusberge@starbucks.com



STARBUCKS®