

## Expert Inspection Evaluation of Starbucks – Managing Your Card

### Application and Users

The Starbucks.com serves as an online extension of Starbucks’s offline business. Users can buy coffee, view menus and apply/manage their Starbucks cards on this website. While it provides various functions and aims to make consumers’ shopping experience more comfortable, it suffers from numerous poor designs. This report evaluates the “Managing Your Card” section on the website with two expert inspection methods and raises some recommendations on how to optimize the website.

The users of this website are the ones who will often buy Starbucks coffee, these people probably have enough curiosity to try new things as well as enough expertise to use new technologies, the age of these people may probably be 18~40 and most of them live in the areas where Starbucks shops can be easily accessed, such as the urban areas. The need of a quick way to gain food and coffee may also be one of the reasons that people use the website.

### Heuristics Evaluation Summary

- There are three "Reload" links just side by side on the “Card” page, "Reload This Card", "Reload A Card", "Reload", two are displayed as a link while another is displayed as a button, and they will go to different pages (Figure 1).

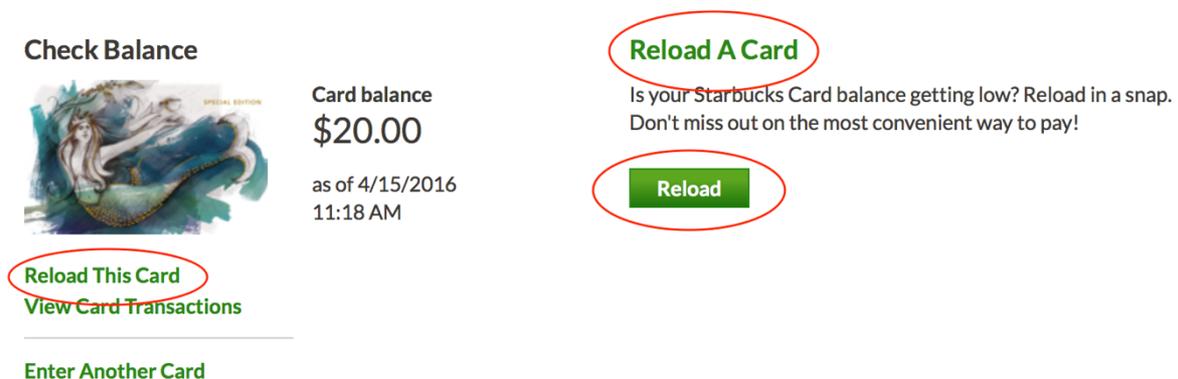


Figure 1: inconsistency of “reloading” button

- Starbucks would always call the cards as “Starbucks Gift Card”, but in some places they just say “Starbucks Card” (Figure 2 and Figure 3), note that most people won’t regard a “gift card” as the same as a “card” since gift card is bought as a gift for friends or families and a common card is bought for self use. You can even find “eGift card” in the website, this makes people confused about how many different cards they actually have.

## Starbucks Gift Card



New season, new ways to celebrate.

Ring in spring with our new Siren and bright seasonal gift cards, available in participating stores\*, online or send as a Starbucks eGift Card. (Special edition spring Siren and Kona Burlap cards available in stores and online only.) Even better, when you join our loyalty program, your first drink is free when you register your card and opt-in to receive emails.

We have revised our Starbucks Card Terms and Conditions EFFECTIVE APRIL 12, 2016. To view them, [click here](#).

Figure 2: inconsistency of card name

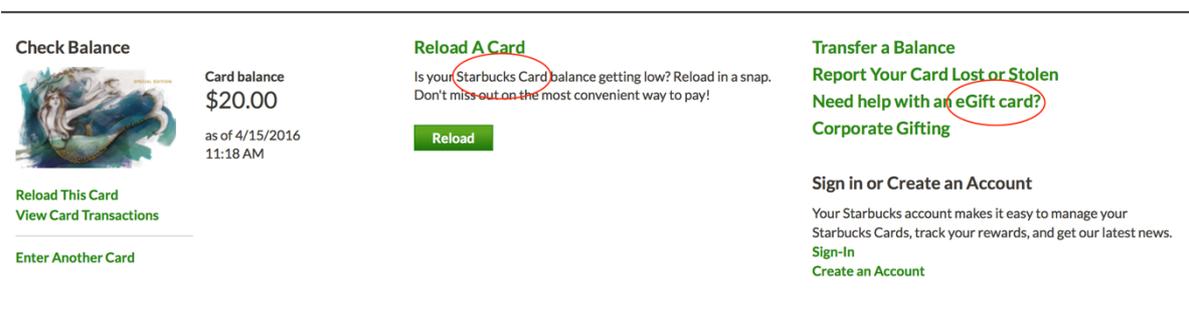


Figure 3: inconsistency of card name

- Another inconsistency happens in the navigation part (Figure 4). In figure 4, the first two links marked by red rectangle go to the “Card” page, but the other four links go to another page. These six links are under the same categories but they go to different destinations.

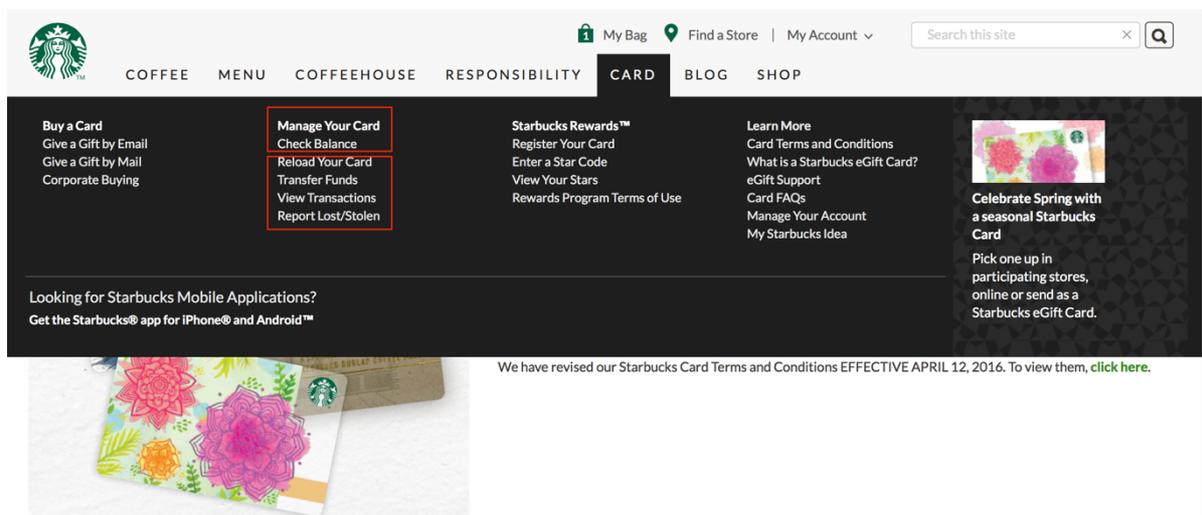


Figure 4: inconsistency of navigation

- I'm not sure if this is my misunderstanding, but I think it's worth mentioning. When users try to transfer money, the words "transfer to" and "transfer from" (Figure 5) will probably cause confusion, "transfer to" may have two meanings: transfer money to this card from another card, or transfer money to another card from this card. It's also the same with "transfer from". Although they have indicated that "*The first thing you need to do is tell us if you're transferring money to or from this Card.*", it is obvious that most users will not read this sentence.

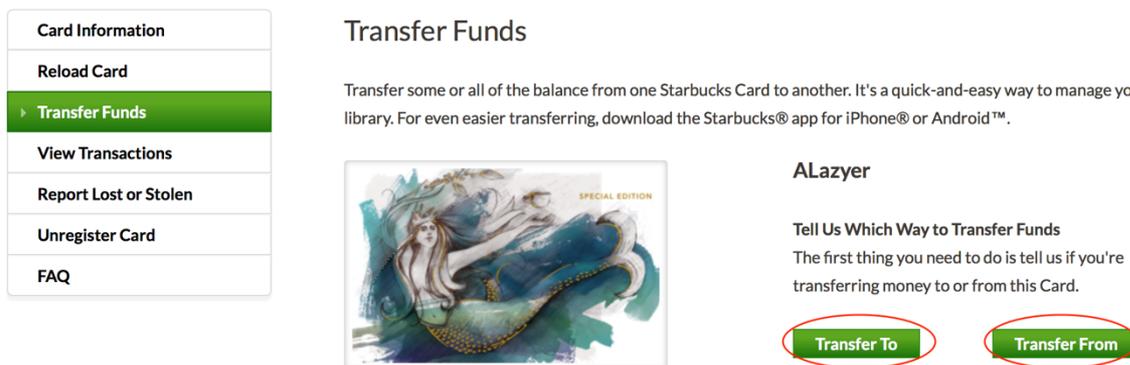


Figure 5: problem with "Transfer To" and "Transfer From"

- There seem to be a system problem here as demonstrated by Figure 6. In this picture, users have already signed, but there there still a "Sign in" link.

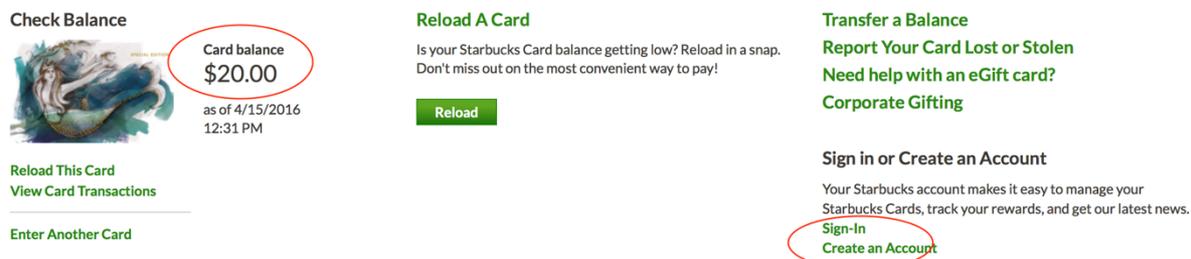


Figure 6: inconsistency in system status

- When users click the "Manage your card" link under the "Card" category, they expect to see the operations they can do to manage their cards. However, as shown in Figure 7, the operations are displayed at the bottom of the page, they have to further scroll down to find them.

## Starbucks Gift Card

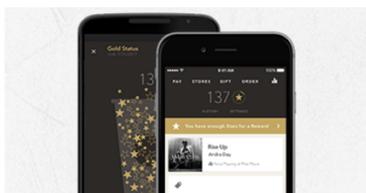


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### Make the app more rewarding



As a Starbucks Rewards™ member, you can manage your card balance, pay for your order at the register, and even order ahead and jump the line – all in the Starbucks® app for iPhone® and Android™.

### Give a Gift by Email



For special occasions or just because, a Starbucks eGift Card is the quickest way to make someone feel special. The future is now: you can set the delivery date for up to 12 months in the future. [Send one now](#).

### Give a Gift By Mail



There's nothing sweeter than getting a special delivery in the mail. Get Starbucks Gift Cards [in stores](#) or [order them online](#).

#### Check Balance



Card balance  
**\$20.00**  
as of 4/15/2016  
12:31 PM

#### Reload This Card

[View Card Transactions](#)

#### Reload A Card

Is your Starbucks Card balance getting low? Reload in a snap. Don't miss out on the most convenient way to pay!

[Reload](#)

#### Transfer a Balance

[Report Your Card Lost or Stolen](#)  
[Need help with an eGift card?](#)  
[Corporate Gifting](#)

[Sign in or Create an Account](#)

[Your Starbucks account makes it easy to manage your](#)

Figure 7: “Manage your card” section is at the bottom of the page

## Cognitive walkthrough

1. Will users be trying to produce whatever effect the action has?
2. Will users see the control (button, menu, switch, etc.) for the action?
3. Once users find the control, will they recognize that it produces the effect they want?
4. After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?

Action: Use visa/debit card to reload Starbucks card

Steps:

### A). choose amount of money

1). Yes.

To reload a card, users know they need to choose how much money they want to reload, they will try to choose money first.

2). Yes.

It's clearly displayed at the upper left, this is the position where users will see at first. but this section can be redesigned to be more distinguishable.

3). Yes.

When users see the default amount of money, they'll know immediately that they can choose these amounts to reload their card. If they want to enter their amount, they'll try to find a text field, this is when they'll see the "enter your own amount" link. There is a hint text that shows "\$10 to \$100" beside the text field, but this text is greyed and is not easily recognized, users who are going to enter an amount less than 10 will probably not notice this hint text and thus make a mistake.

Although such a design is ok, there is really no need to hide the feature of entering amount, it will be more efficient for users if the text field is displayed directly with the default numbers.

4). Yes.

Users will expect to see how much money they have chosen for reloading their cards, the amount of money should always be highlighted until the reloading action ends.

### **B). select "reload once" or "auto-reload"**

1). Probably.

It depends on users' personal experience. Most new users will probably not notice that they can auto-reload their cards, so they won't expect there to be such a choice, but once they see the two radio buttons they will realize immediately. Returning users will absolutely know that they can auto-reload.

2). Yes.

While it's not likely that people will miss the two radio buttons, the two choices should be redesigned to make them more recognizable.

3). Yes.

Users know what will happen when they choose the radio buttons and they understand the function of "reload once" or "auto-reload".

4). Yes.

Just like the amount of money, users will expect to see which reloading method they have chosen until they finish reloading their card, in this website, the radio button will be clearly selected and will be displayed all across the action time.

### **C). select payment method**

1). Yes.

Every user who has shopped online knows exactly that they should enter their payment information, whether it's a credit card or Paypal account. Some people may not be familiar with Visa Checkout but it's not a big problem.

2). Yes.

The three payment methods are clearly displayed on the right, users won't miss them.

3). Yes.

Each option is recognizable, users understand they can choose credit card, visa checkout, or Paypal to reload their card, they know once they chose the payment method, they need to enter additional information.

4). Yes.

The radio button will be clearly selected.

#### **D). enter credit/debit card information**

1). Yes.

For new users, they know they need to enter their card information after chosen the credit card payment method. For returning users, they have already saved their card information and will expect to select their card directly.

2). Yes.

For new users, the text fields are clearly displayed. For returning users, the cards they saved before are shown.

3). Yes.

It's a typical process of entering credit card information online.

4). It depends.

For the returning users who have already used their visa or debit cards to reload Starbucks cards, there is no problem with the feedback. However, for the new users, after they enter their card information and click the "save" button, there is no feedback on whether they have reloaded their Starbucks card or not. Actually they just saved their payment cards and they need to "reload" again.

### **Design Recommendations**

#### **1.Choose a card name which most represents the company's business goal and be consistent with it.**

This should be regarded as the most important because the card name not only influences peoples' views on the card service, but also influences the design of the application. If the card is a gift card, then the design style should be more gift-oriented instead of just like a common a card. In fact, it seems that the company is trying to tell people that they should *buy this card and give it to friends as a gift*, but if a gift card is so important, they should also provide a common card for people's self use, and make a clear distinguishment between the two cards.

#### **2.Redesign the "Card" page.**

For the users who come to this website with the purpose of managing their cards, they want to see the links of operations first. Instead of being placed at the bottom of the page, the "manage your card" section should be placed at a higher priority. Integrate the three "reload" links into one and make it salient. The subcategories of "Manage your card" should all go to the same page. Delete all the unnecessary links such as the "Sign-in" or "Create an Account" on this page.

#### **3.Optimize the "Reload Card" process.**

Redesign the layout of the action area, separate the amount and reload methods to different sections, display the text field of entering money amount directly, and change the hint text to a more salient color. Provide a feedback for the new users after they save their visa/debit card.

#### **4.Reconsider the words and texts.**

The text in the two "Transfer Funds" buttons should be changed to "Transfer in" and "Transfer out". Besides, there are many descriptive words and texts which are unnecessary, such as *"Tell Us Which Way to Transfer Funds"*, delete them all and redesign the layout.

## Appendix: Heuristics Evaluation

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Severity: 0~4

### **Number:4 Severity:2**

When clicking "Manage Your Card" or "Check Balance" link, the website will return to the "CARD" page. But when clicking other links, users will be directed to "Card Management" page

### **Number:4,6 Severity:4**

When users click the link of "Manage Your Card", they have to scroll down a lot to find the operations to manage their card. Starbucks putted the "Buy a card" section and "Manage Your Card" section at the same page, and there is no anchor linking to "Manage Your Card". Such design definitely causes confusion.

### **Number:1,6 Severity:4**

In the last section (manage your card) of "CARD" page, there is a "Sign-In" link and "Create an Account" link even when you have signed in. Such links should not even be displayed here.

### **Number:4 Severity:1**

In the "CARD" page, the link to add another card is "Enter Another Card". In the "Card Management" Page, it's "Add a card". Although it's a minor problem, the inconsistency still makes people feel uncomfortable.

### **Number:4,8 Severity:3**

There are three "Reload" links just side by side, "Reload This Card", "Reload A Card", "Reload", two are displayed as a link while another is displayed as a button, and they go to different pages.

### **Number:6 Severity:3**

There is no reason for the "Corporate Gifting" link to be with all the "Manage" functions, this link should be displayed in other sections like "Buy a card".

### **Number:6,7,8 Severity:3**

Most of the information provided by "Pay with This Card" are not about payment. The payment bar code should be repositioned to make it more obvious

### **Number:4 Severity:4**

When transferring funds, the buttons "transfer to" and "transfer from" are confusing", users may expect that "transfer to" means transfer funds to other cards while "transfer from" means transfer funds from other cards, but Starbucks thinks oppositely. The hints "From these cards" and "to this card" should be displayed more obviously.

**Number:4 Severity:2**

When clicking the "cancel" button when transferring funds, users are redirected to the "card information" page instead of "Transfer Funds" page

**Number:4 Severity:3**

the texts of "Address has not been verified, please change to confirm" in "My main address" when adding a card is confusing.

**Number:3 Severity:2**

when reloading money, users can't change the amount of money after clicking "Reload Now" button, they can only cancel the operation and redo reloading.