



STARBUCKS PROFESSIONAL

Café Equipment Design System

Crafting a more coherent and connected future for all Starbucks equipment through a common UX/UI device strategy and design system.



Behind The Counter

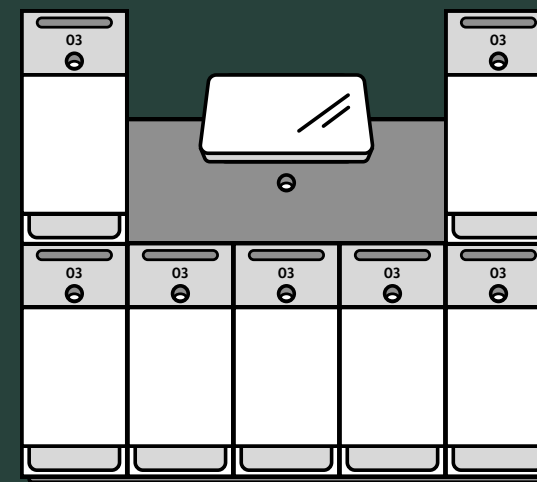
Café Equipment Ecosystem

Starbucks cafés have a wide range of behind-the-counter equipment. Each with their own unique functionality and discrete user interface.

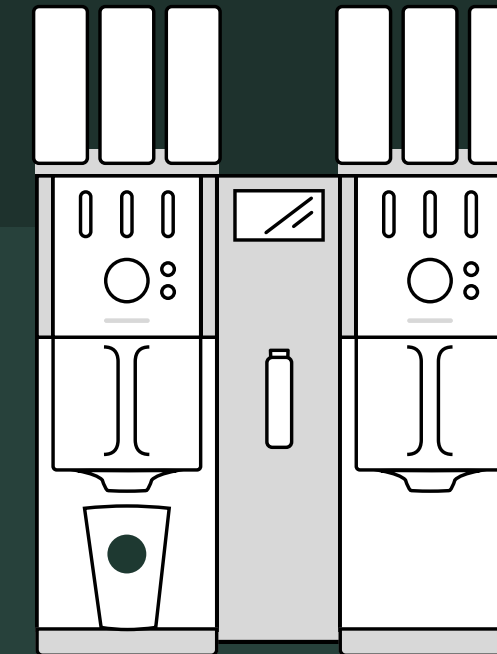
With such variety in the equipment UX, **Starbucks café employees** found it challenging to operate efficiently and confidently within the fast-paced café environment.

Additionally, **Starbucks product development teams** were finding it difficult to deliver new equipment efficiently and in a standardized way.

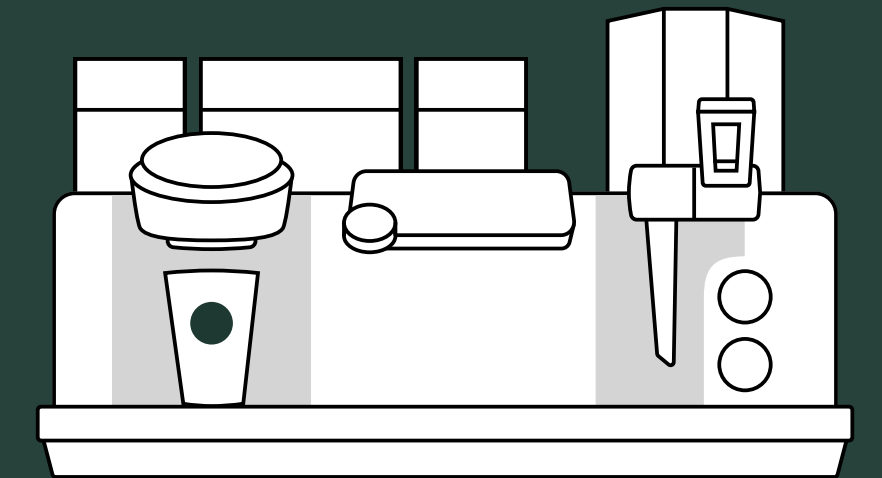
Flavor Dispensing



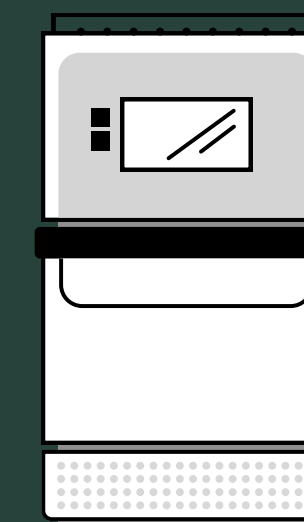
Coffee Brewing



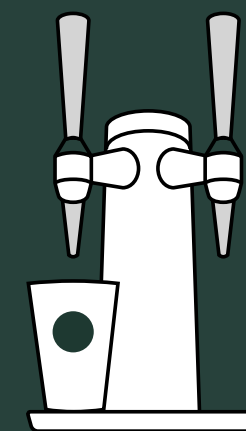
Shot Pulling



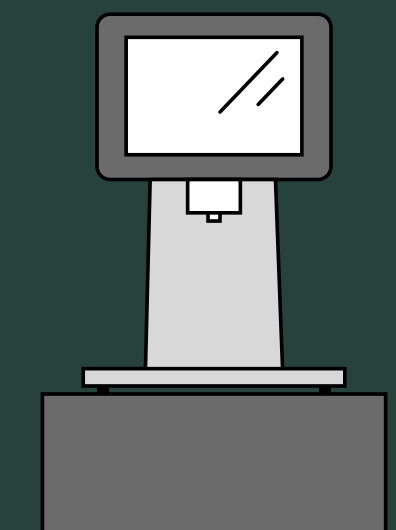
Food Warming



Coffee Dispensing



Milk Dispensing



Core Users

Starbucks Café Partners

Starbucks partners (baristas and operations crew) are responsible for delivering on the promise of quality & craft every day in Starbucks cafés around the world. They are a diverse user base with varying levels of experience, physical & mental capabilities, and technical savviness.

In the busy café environment, **partners are expected to jump from device to device** hundreds of times per day to deliver Starbucks' signature coffee experience.

A daunting task made even more challenging when confronted with so many different UI experiences across dozens of devices.



Core Stakeholders

Starbucks Product Development Teams

The process of realizing new equipment for Starbucks cafés requires a tremendous amount of coordination and collaboration across many cross-functional development teams. Along with a host of external vendors and manufacturers.

Crafting the equipment that cafés and partners depend on to deliver Starbucks' signature coffee experience includes hundreds of people and countless hours of work.

A challenging undertaking, especially without the necessary principles and patterns in place to guide the product development process.

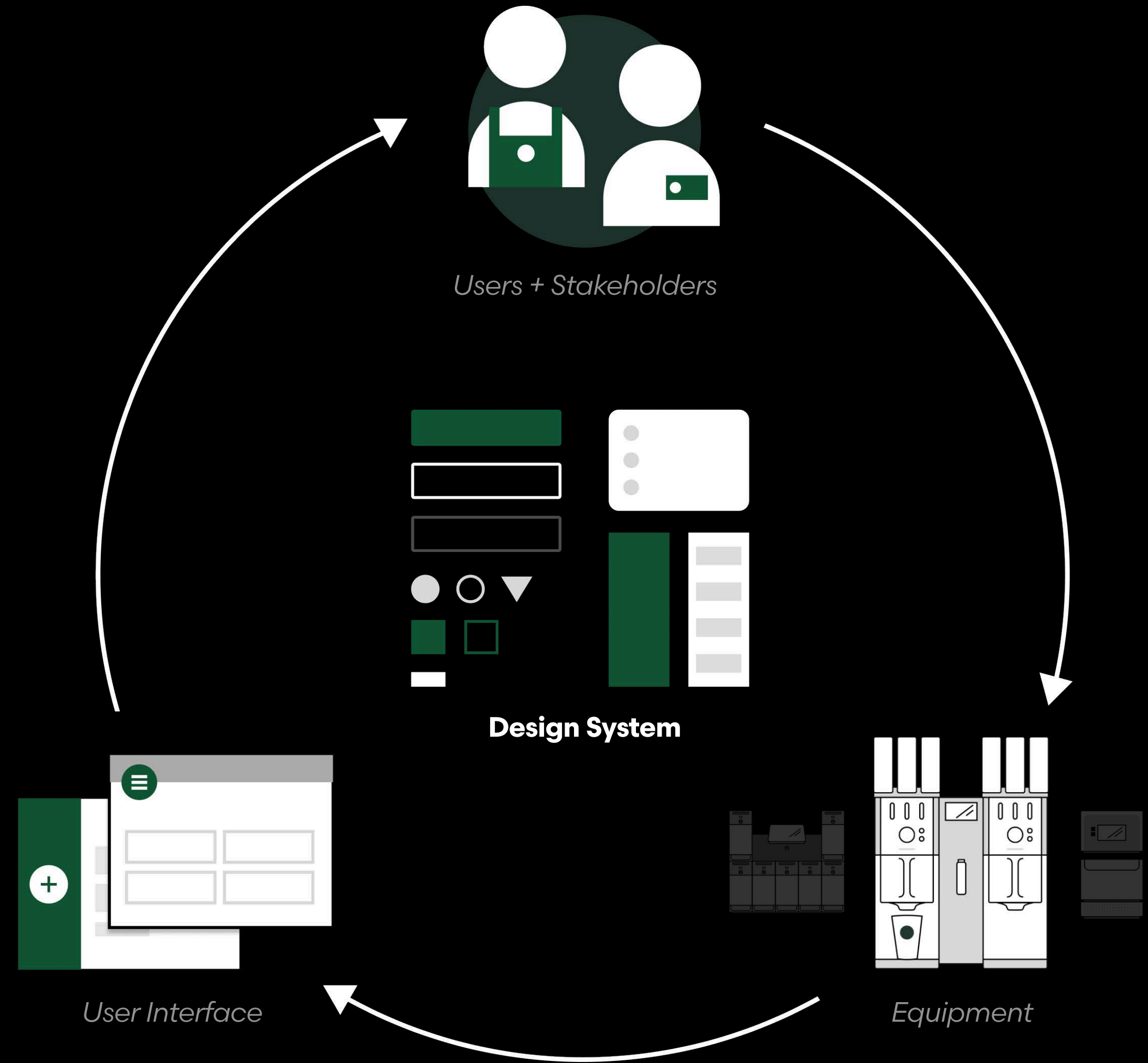


The Objective

A Unifying Design System

Leveraging our hands-on experience and direct working knowledge of the Starbucks equipment ecosystem, Tactile set out to craft a common equipment UX/UI strategy & design system.

With the goal to help our Starbucks partners realize **a more intuitive, enjoyable, and effective device experience**, now and long into the future.



A background image showing Starbucks partners in a meeting, looking at a device. The image is dark and semi-transparent, serving as a backdrop for the text.

Design Principles

Defining a common set of design principles, in collaboration with our Starbucks partners, was a critical first step in establishing clear priorities for the design decisions ahead.

Accessible

A device should be accessible, providing multi-modal feedback and consideration for all abilities and store environments.

Empowering

A device should be empowering, augmenting the partner in more effortless craft. Insights and information bring confidence to their actions.

Intelligent

A device should be intelligent, providing relevant feedback and information at the appropriate times, to the right people.

Delightful

A device should be delightful to use, bringing joy and surprise to the partner flow. Feedback should be pleasant, not jarring or glaring.

Familiar

A device should be familiar, similar (though not identical) to other devices so partners can form expectations that will be met by each device they interact with.

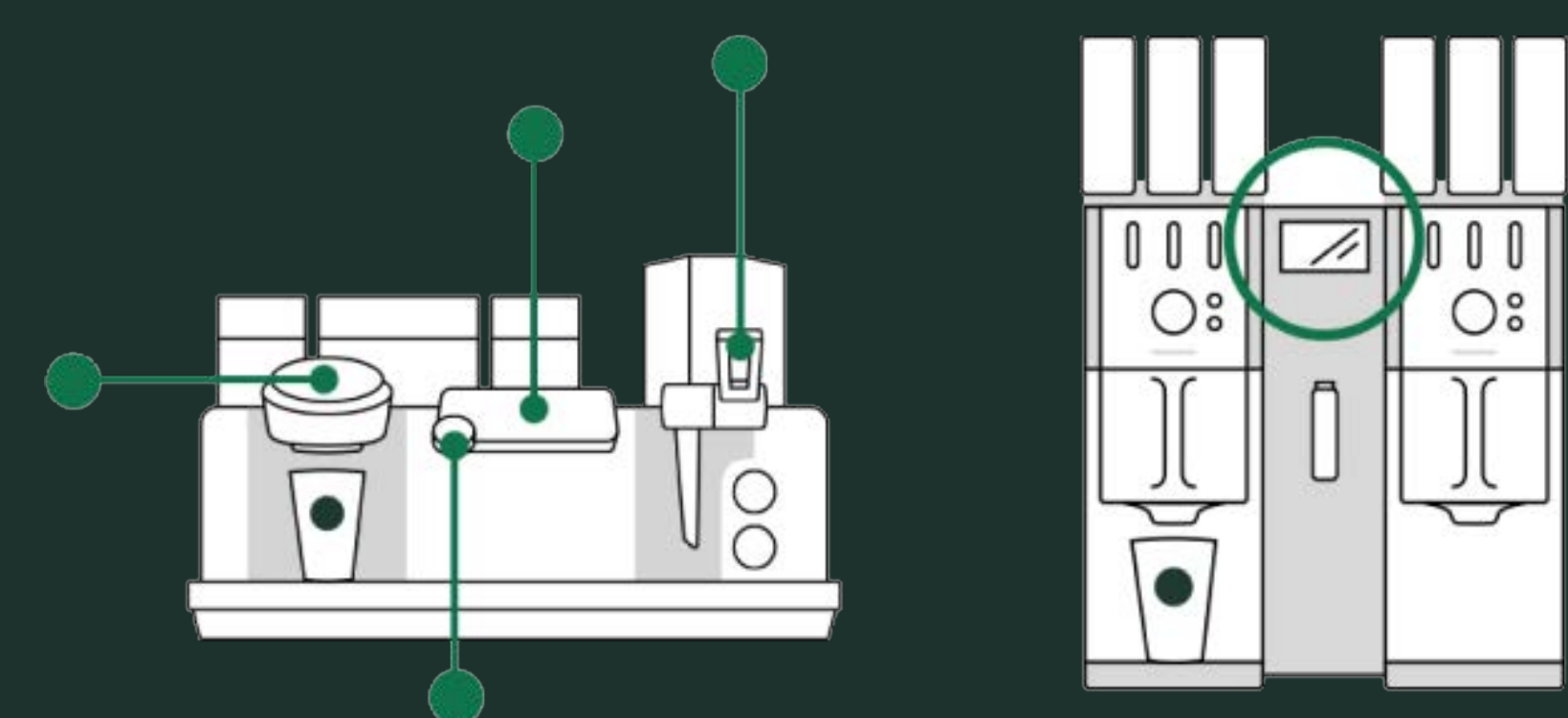
Intuitive

A device should be intuitive, readily understood by new and experienced users. Actions should be easily discoverable.

Definition

Discovery + Planning

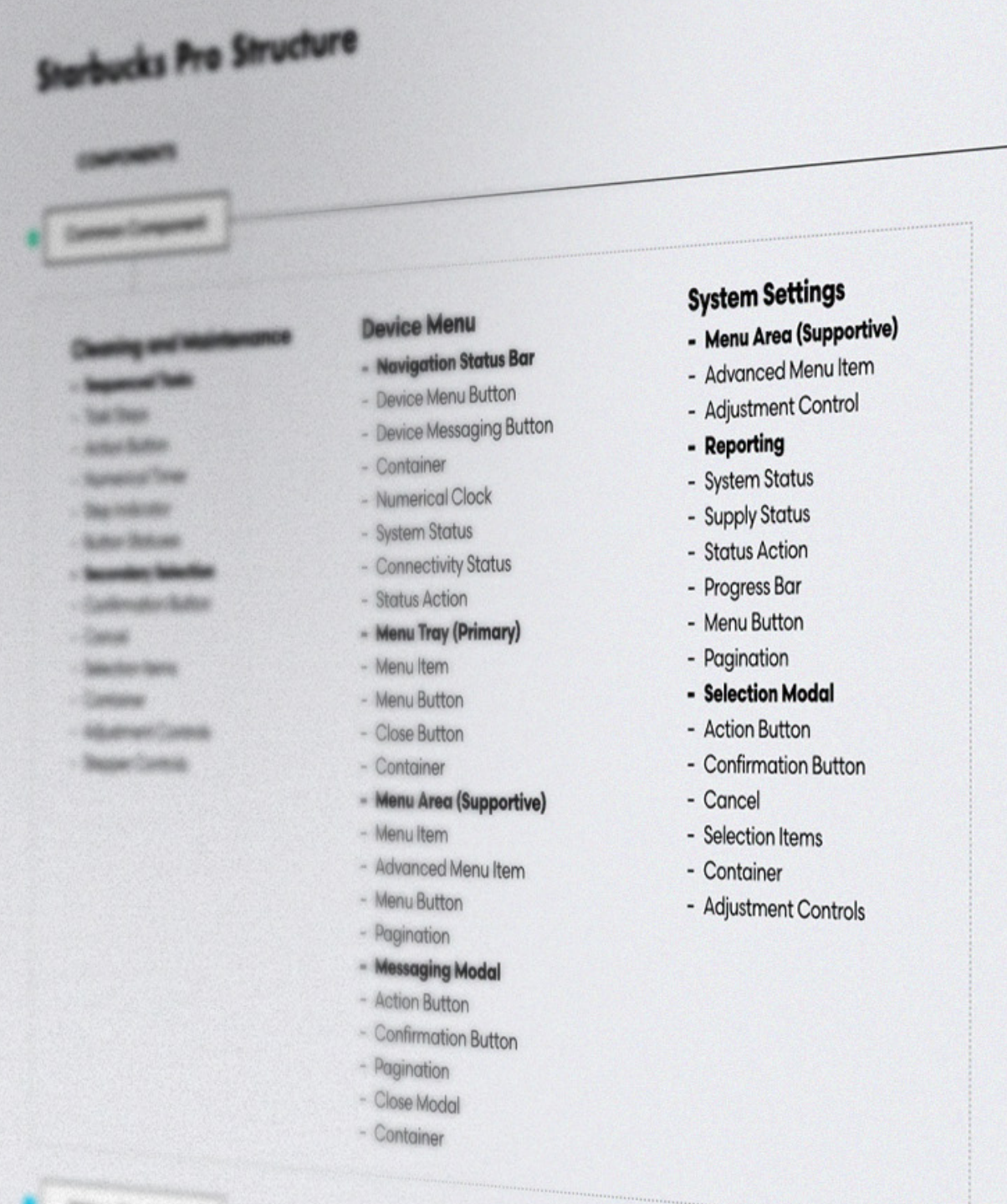
Gain familiarity with existing devices, digital patterns, and relevant brand standards. Leverage the information gathered to identify basic system requirements, while establishing a set of influencing design principles.



Construction

Pattern + Element Creation

Define a common set of common UX/UI components and patterns based on core function to act as the system foundation. Continue to add components along the way, layering on additional detail & fidelity.



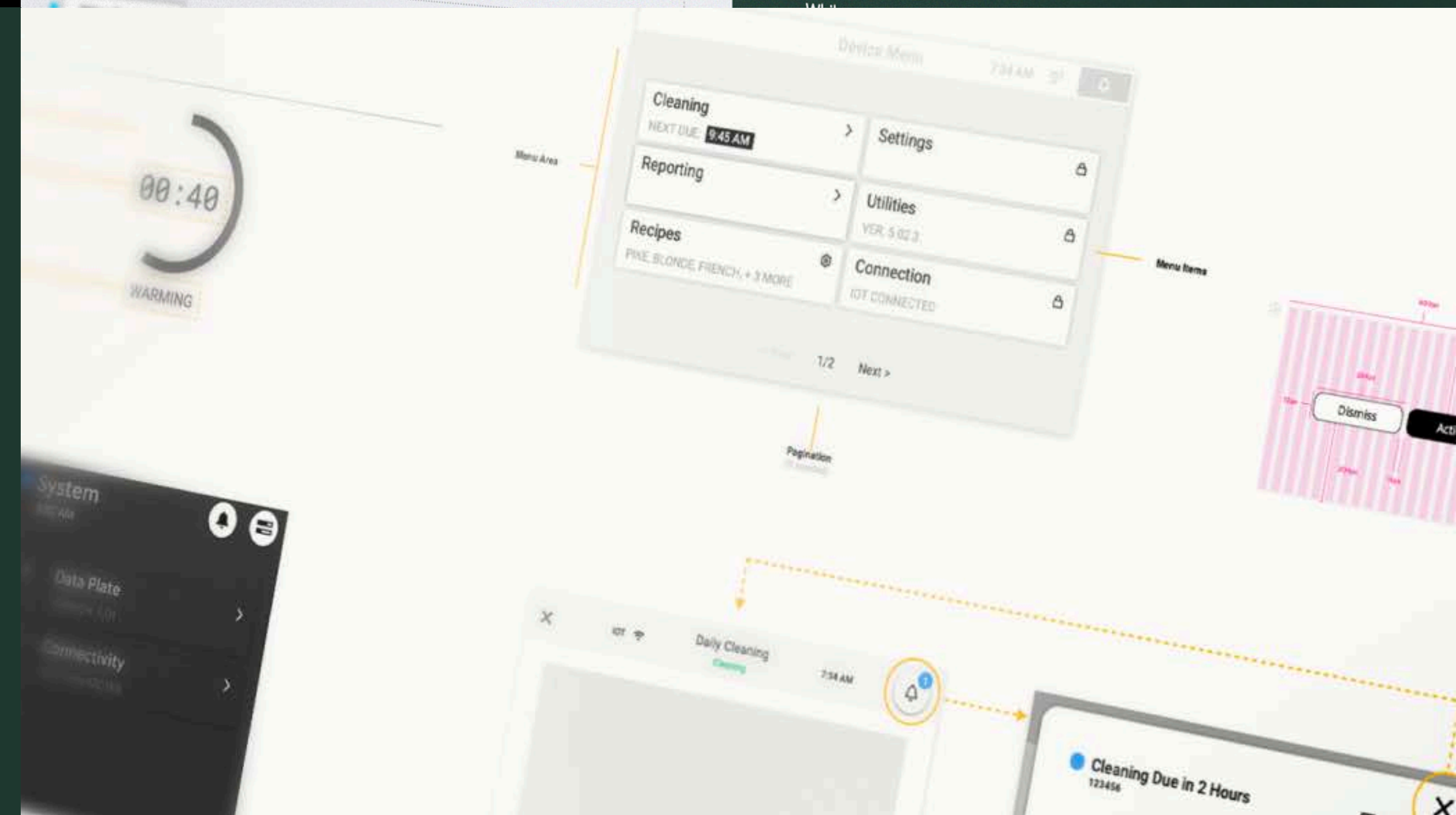
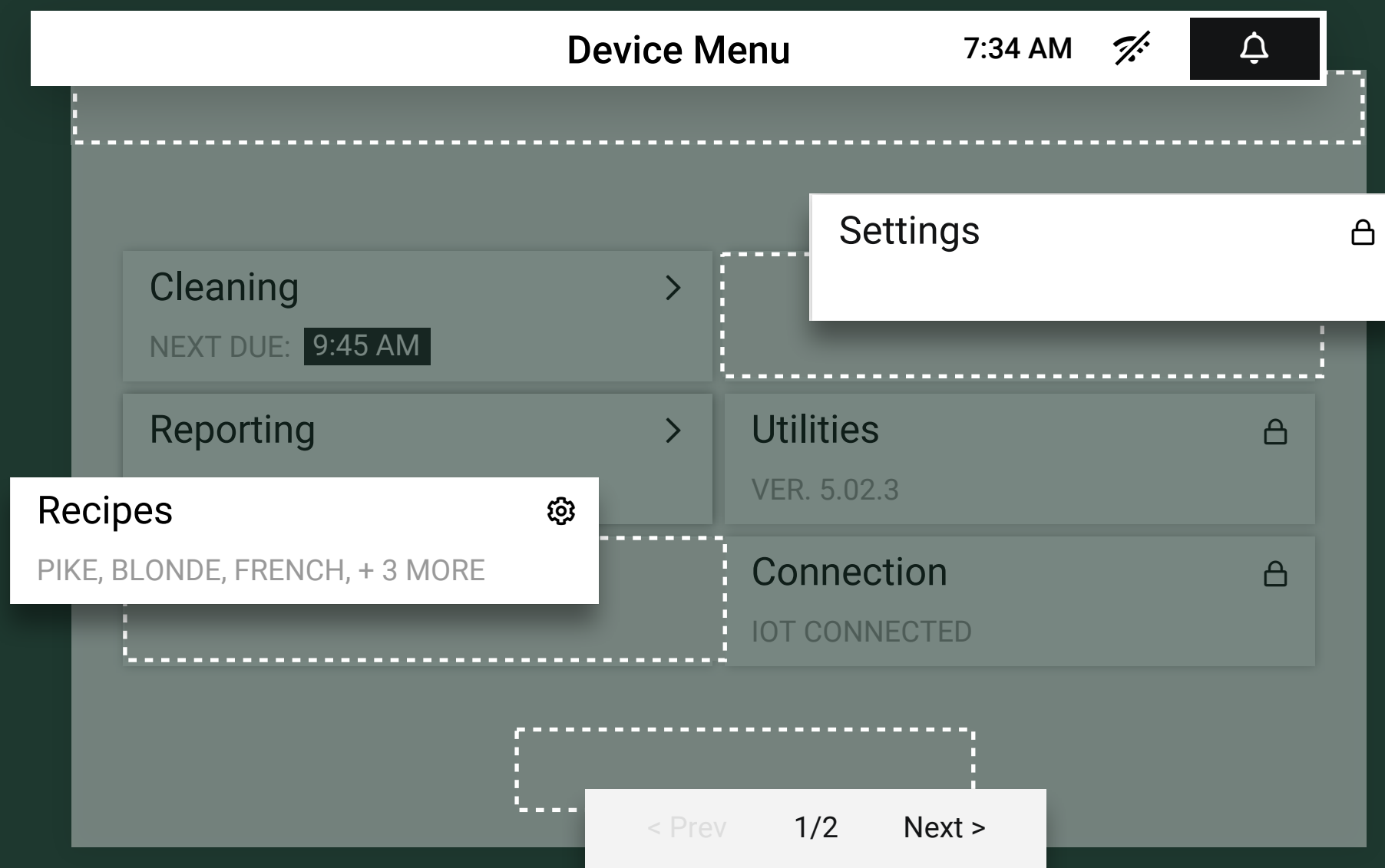
Common Components

These components solve for 75%+ of the features in the Starbucks equipment eco-system. They are built on standardized and repeatable behaviors that should already feel familiar to most all of our existing users.



Unique Components

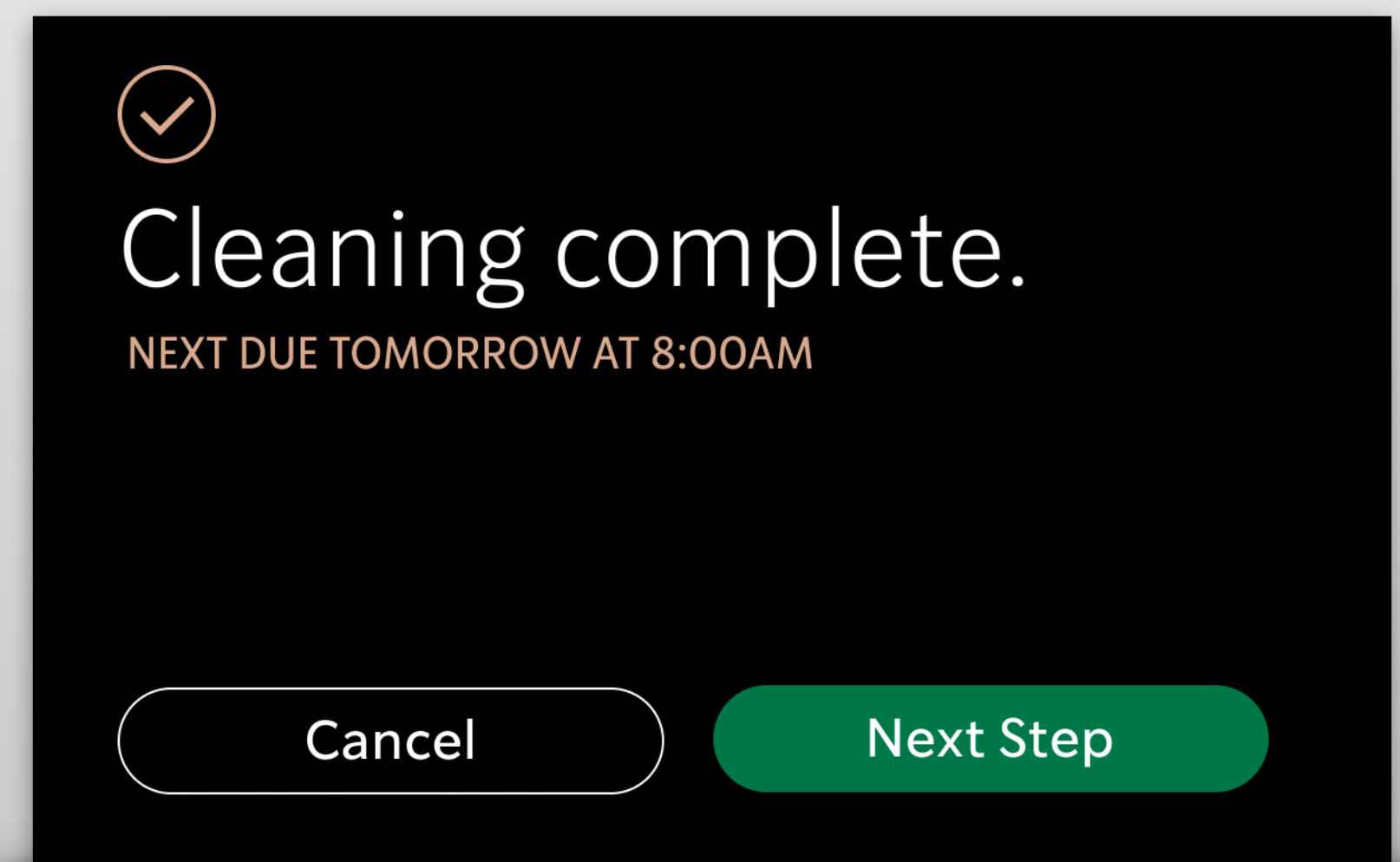
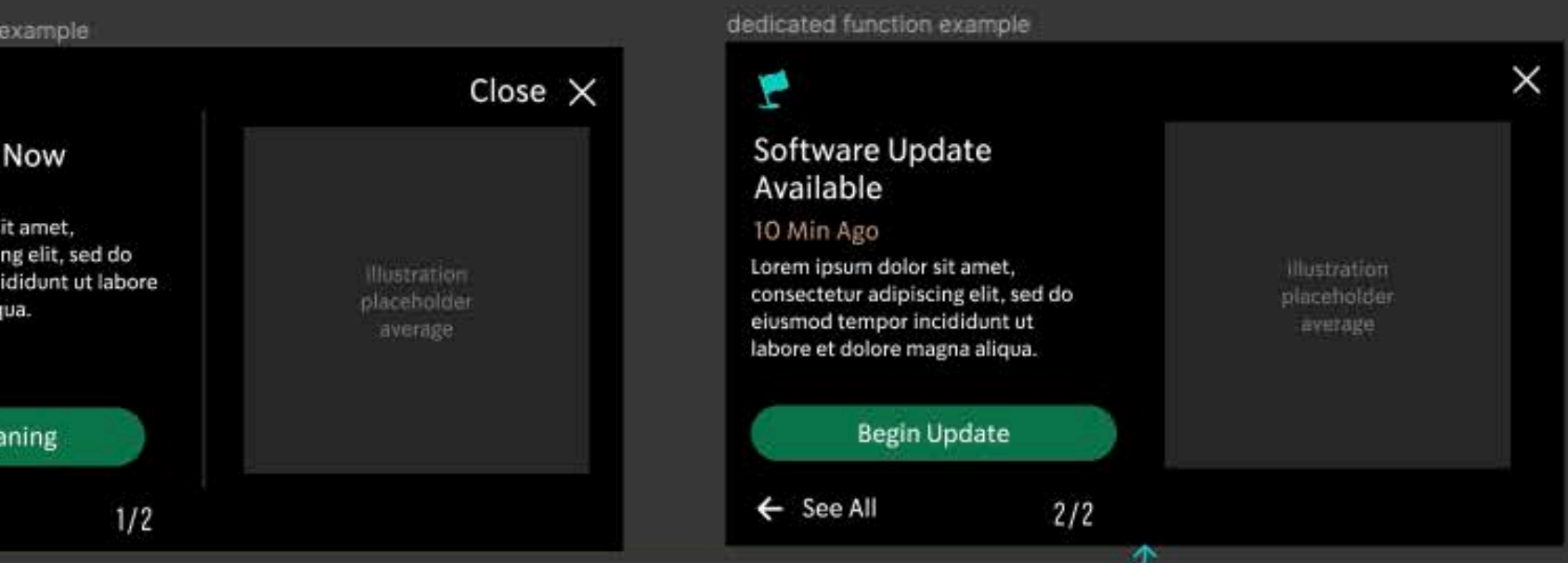
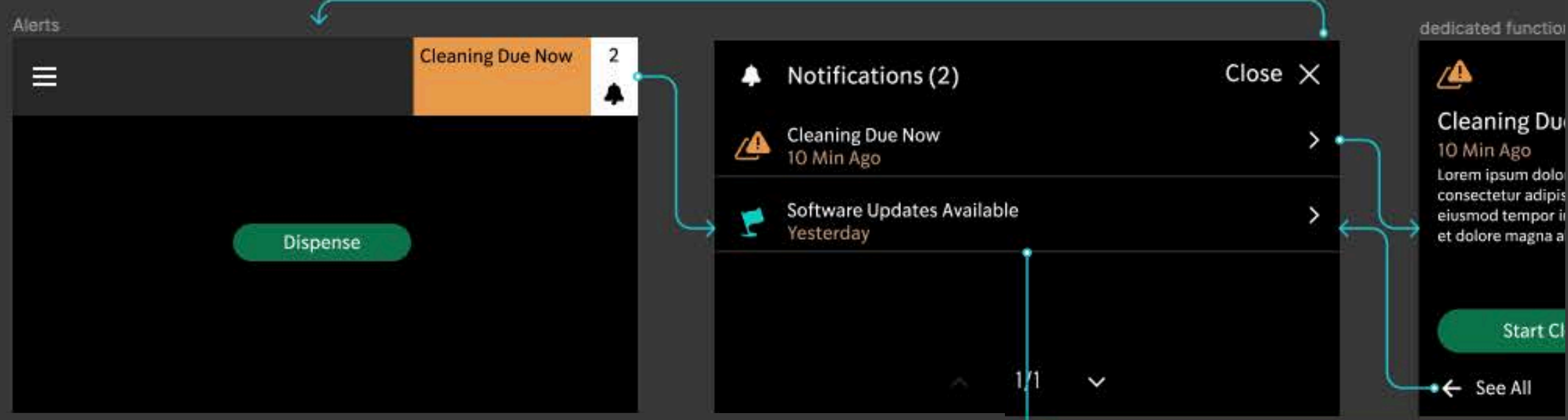
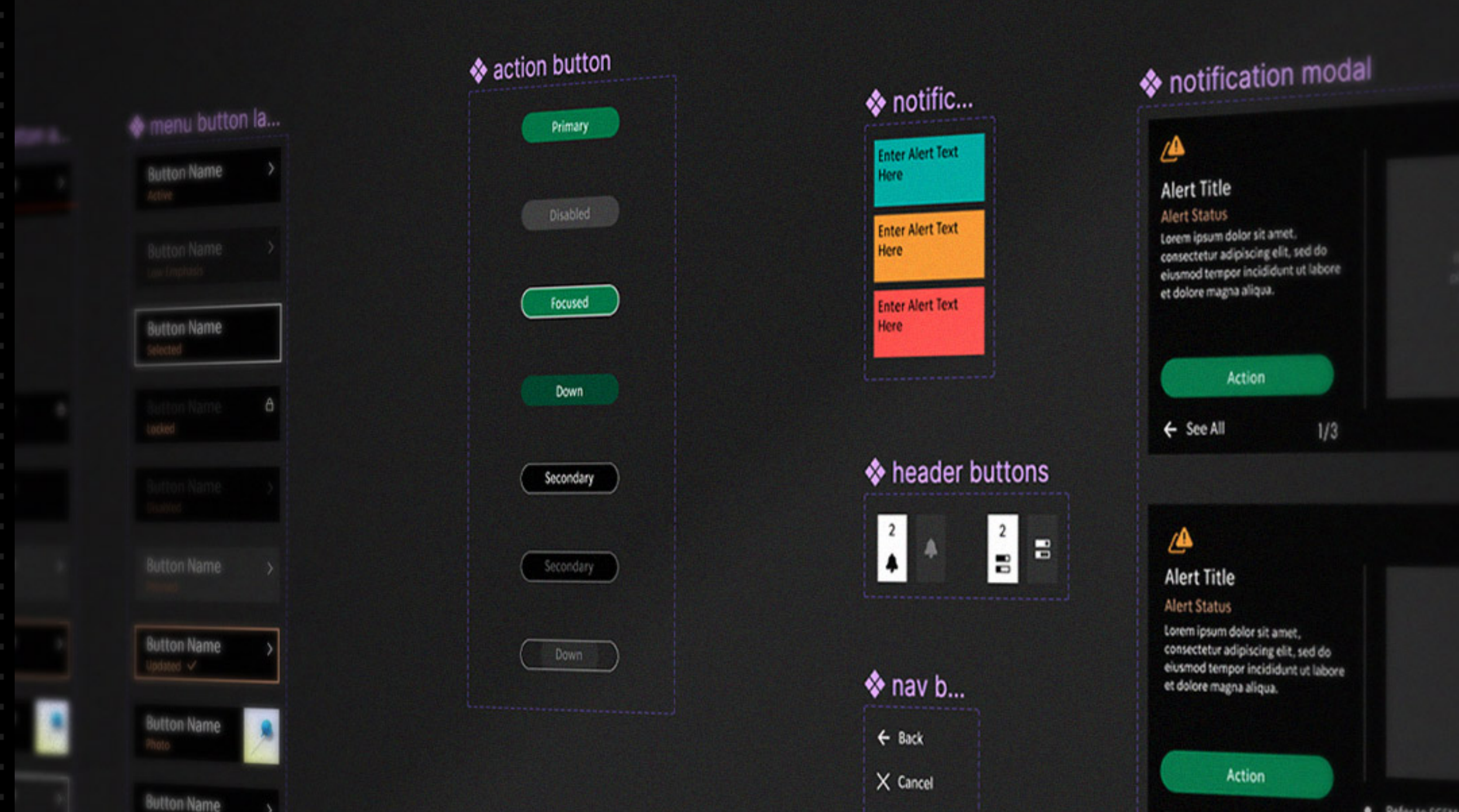
Some components may be too specialized, defy system parameters, or not be divisible in a logical way. For these unique UI elements, we suggest offering general guidance/guidelines rather than including in the system at this time.



Refinement

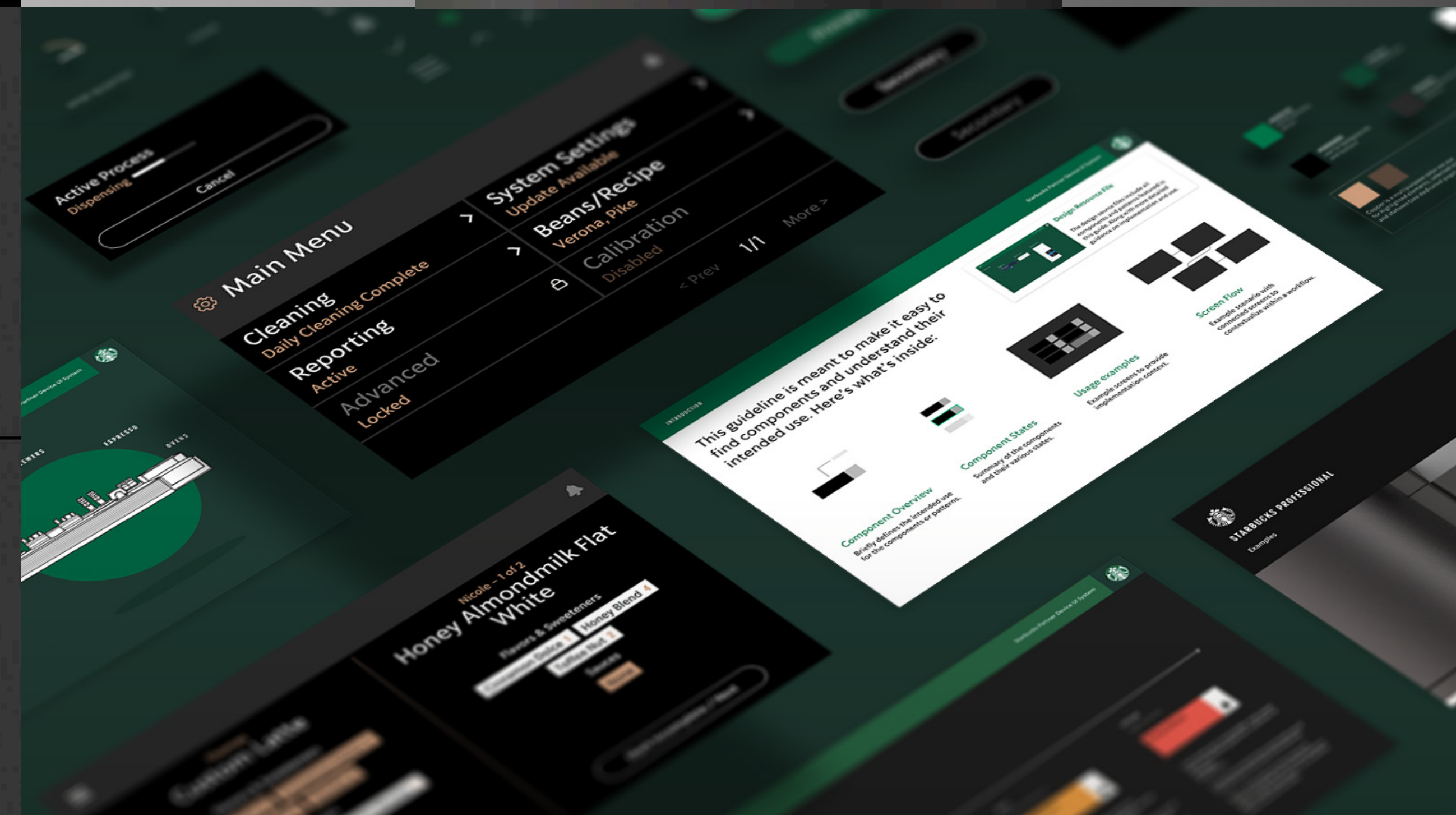
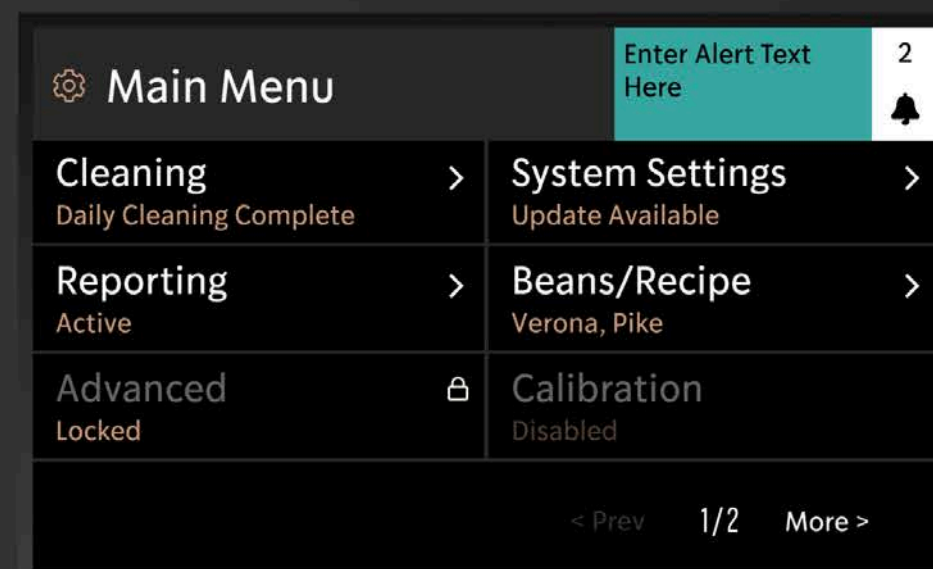
Visual Design + Fidelity

With a common set of UI patterns in place we begin normalizing the look and feel across various component groups in order to emphasize functionality & flow, while establishing a clear visual identity for the system.



Validation + Delivery

Patterns were prototyped and tested in parallel with ongoing product development efforts: helping to validate initial design work, while also codifying any additional design requirements or use cases not previously identified.



The Outcome

A Higher Level of Craft

The culmination of extensive planning, research, construction, and validation — **Starbucks Pro** is an equipment design system intended to bring a higher level of professional craft to Starbucks cafés. Built from a set of common patterns and extensible components to drive consistency and coherency throughout the device ecosystem.



Design Principles

Activation

Activation of the six design principles helped **drive alignment and strategic decision making** across the design system, in our effort to support Starbucks partners and ongoing product development efforts.

Accessible

High contrast text and interactive elements ensure the system is accessible and usable by everyone.

00:02
WARMING

Familiar

Actionable elements are presented to users in a familiar and consistent way across all devices and functions.

Dispense

Delightful

Progress indicators that reference traditional equipment functionality evoke feelings of craft and precision.



Intelligent

Devices leverage sensors that track system processes and give simple feedback that's easy to understand.

Water Flow Calibration

1 2 3 4

Empowering

Color emphasizes important action areas and device status, empowering partners to control workflow.

HONEY BLEND

Intuitive

Borders and simple iconography give functional cues, while typography provides information hierarchy.

Date + Time >

Updated ✓

Meaningful Cues

Color

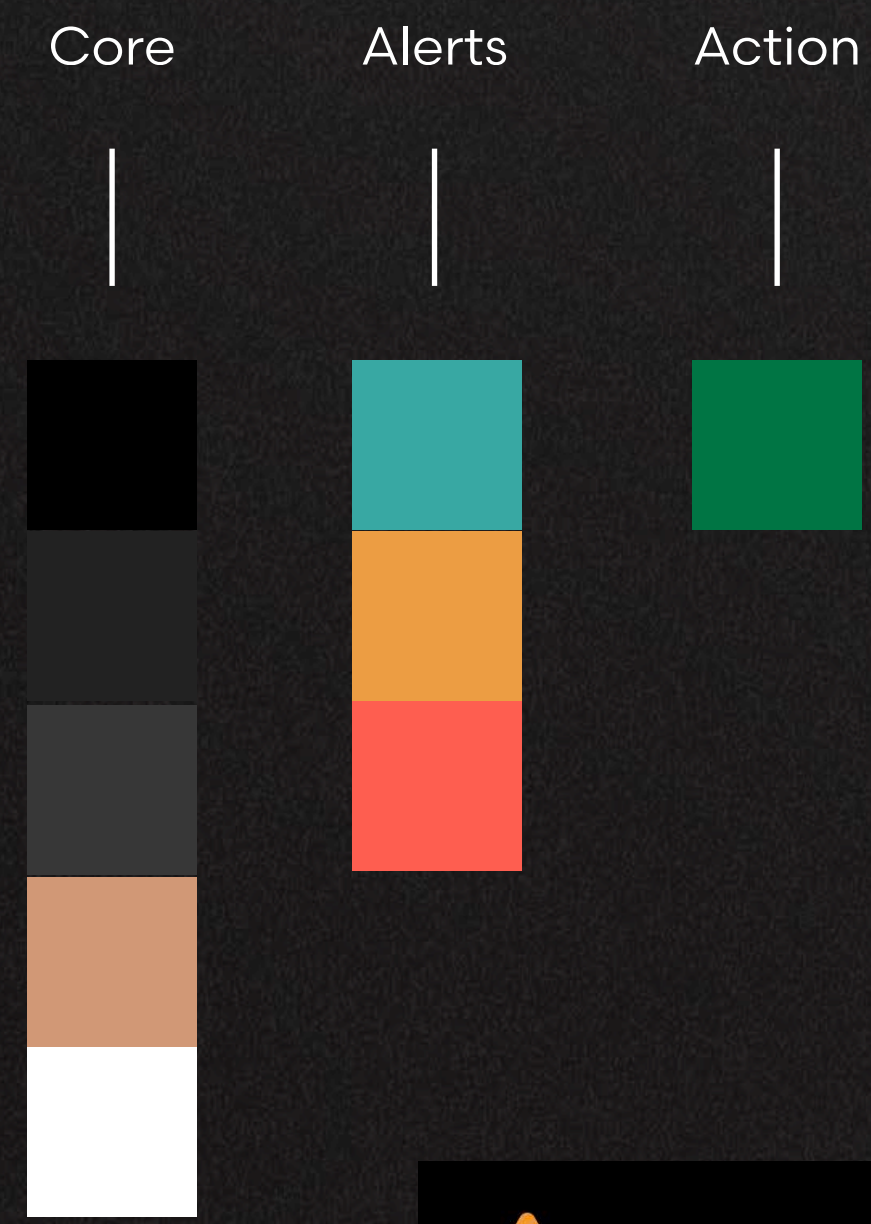
Color was used sparingly across the design system and in highly intentional ways. For example, the iconic Starbucks green was reserved for primary actions and the most important device functions. Making each engagement a special brand moment.

secondary colors


- #FFFFFF use for text, highlight states, selection states
- #F6F6F6 use for text, highlight states, selection states

notifications

- #3EA8A2 (Flag) use for notifications
- #124C61 use for state changes



Internet Connectivity Issue	3
Bean Recipes	>
System	>

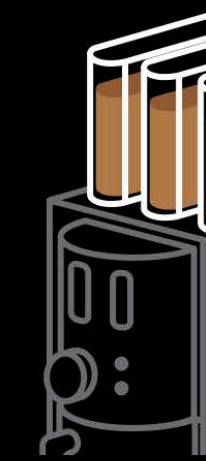
 **コーヒー未割り当て**
アラート ステータス

- 1つ以上のホッパーにコーヒービーンレシピが割り当てられていない
- プレッシャーを使用するにはコーヒービーンレシピを割り当てる

[ビーンレシピの割り当て](#)

← すべて 1/3

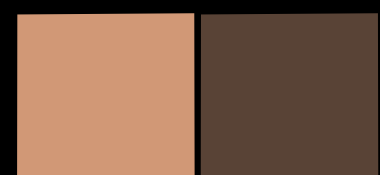
High Altitude
On



#CA9B7D

Signature Copper

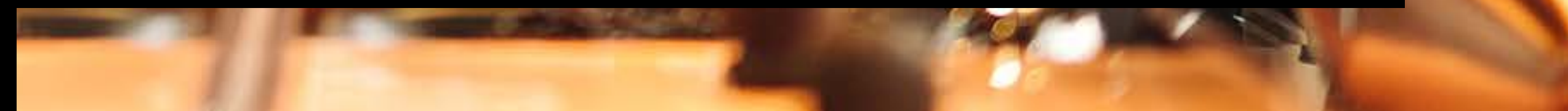
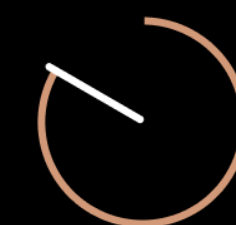
The system's signature color, **copper**, was inspired by materials and finishes found in Starbucks's Cafés. A multipurpose color used to gently call attention to highlighted elements, selected states, and status changes without distracting from core functions.

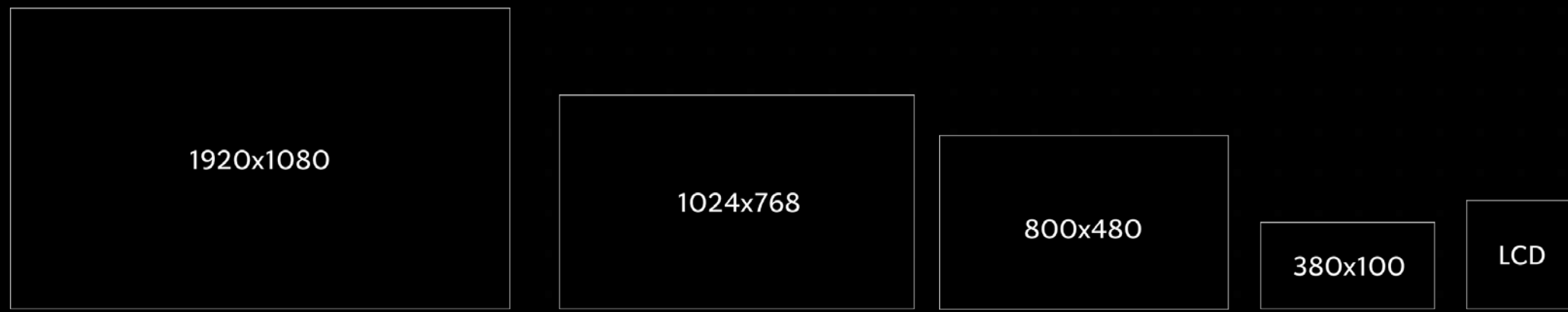


Software >
Updated ✓



Ice No Ice





Scalability + Optimization

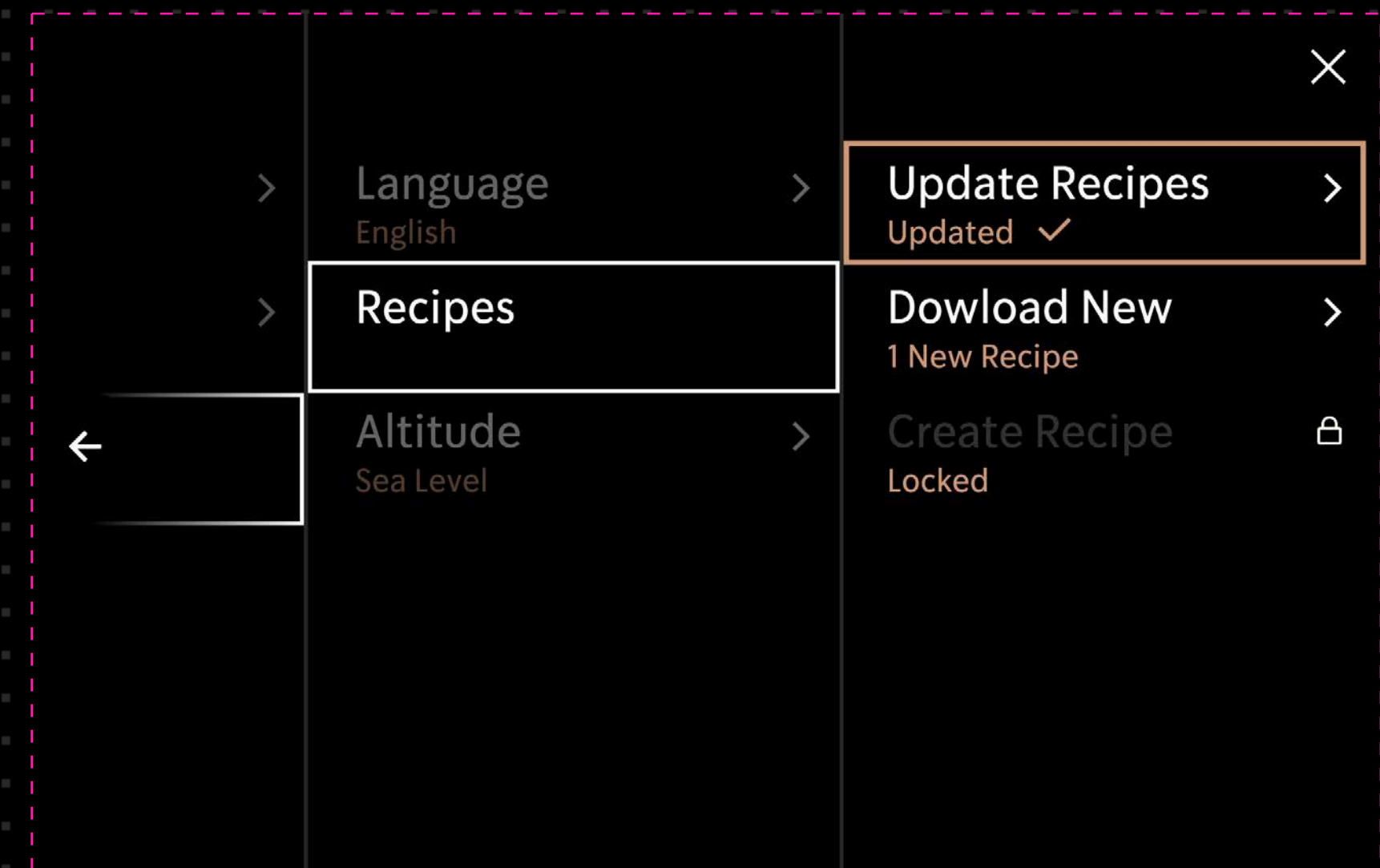
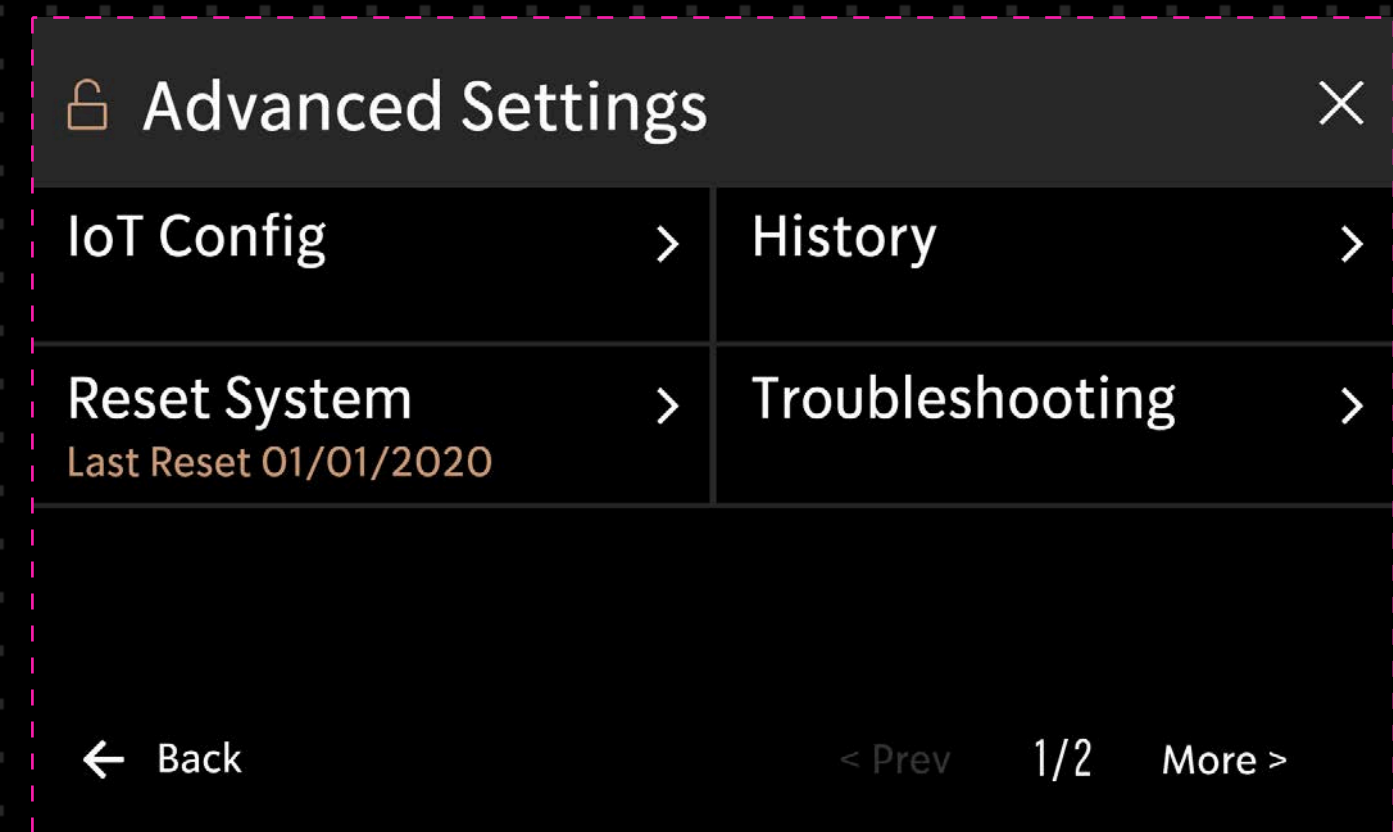
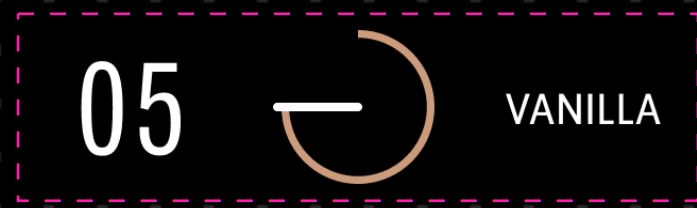
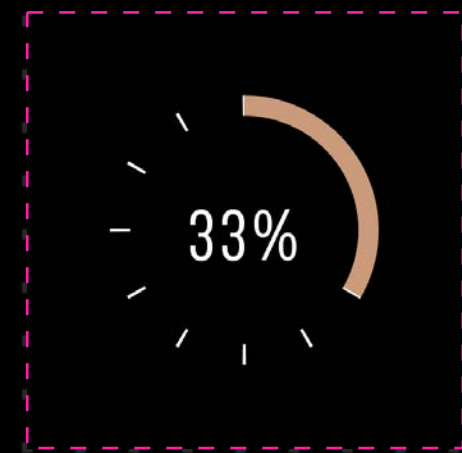
Screen Sizes

The design system has been optimized to scale elegantly across a variety of configurations and **screen sizes** – meeting the needs of existing devices today, while remaining flexible enough to accommodate future implementations.

Unique screens.

Avg. Screens
1000px wide

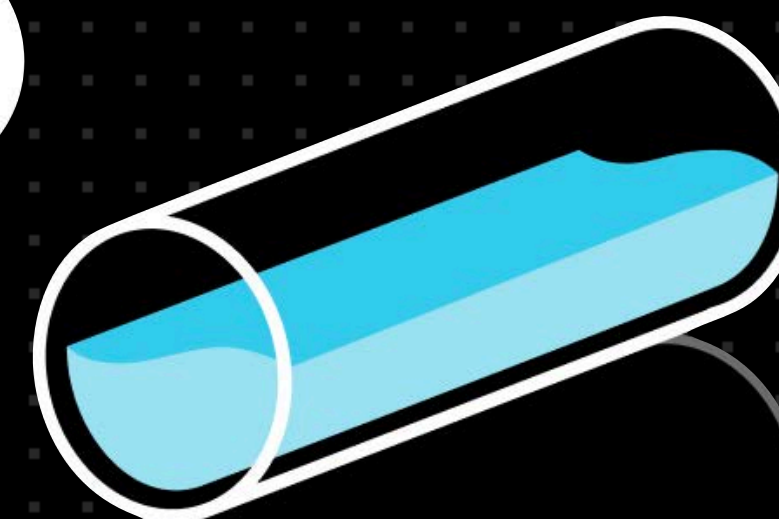
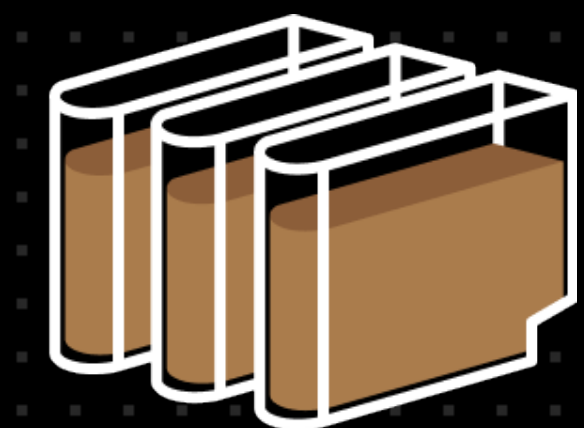
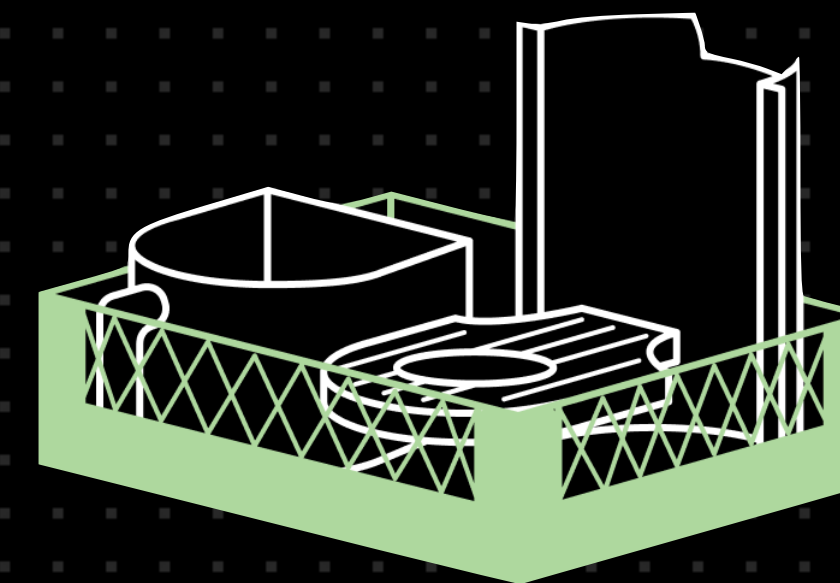
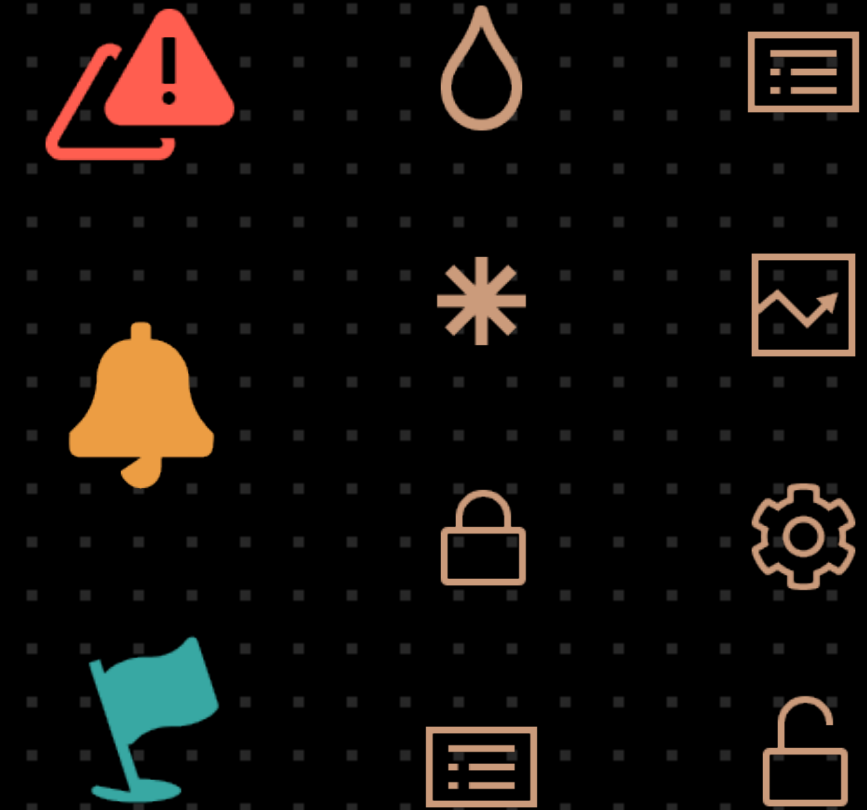
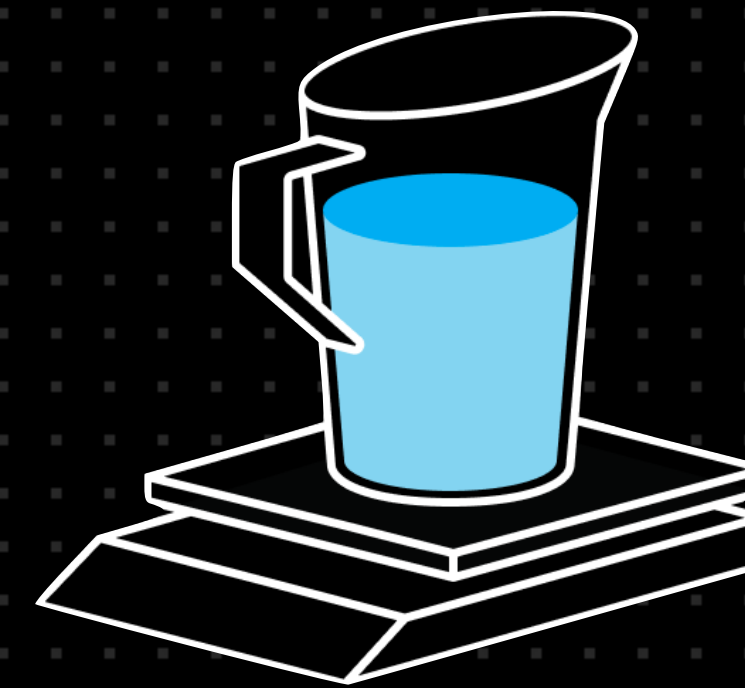
Larger Screens
>1000px wide



Supportive Feedback

Illustrations + Icons

Representative device **illustrations and iconography** were developed for the system to aid partners in daily tasks, while conserving space and making the UI more intuitive & delightful.



Ensuring Usability for All

Accessibility

Accessibility was at the forefront of all design decisions. With high-contrast text and clearly defined interactive elements to ensure ease-of-use for all abilities and store environments.

30px

AAA (Best)

24px

AAA (Best)

30px

AAA (Best)

24px

AAA (Best)

30px

AAA (Best)

24px

AAA (Best)

30px

AAA (Best)

24px

AAA (Best)

30px

AAA (Best)

24px

AAA (Best)

WCAG Minimum height

48px

Ingredient

Preferred heights

80px

Selection Button
Selected

Preferred heights

92px

Button Name
Updated ✓

Achievements + Impact

✓ Guiding Principles

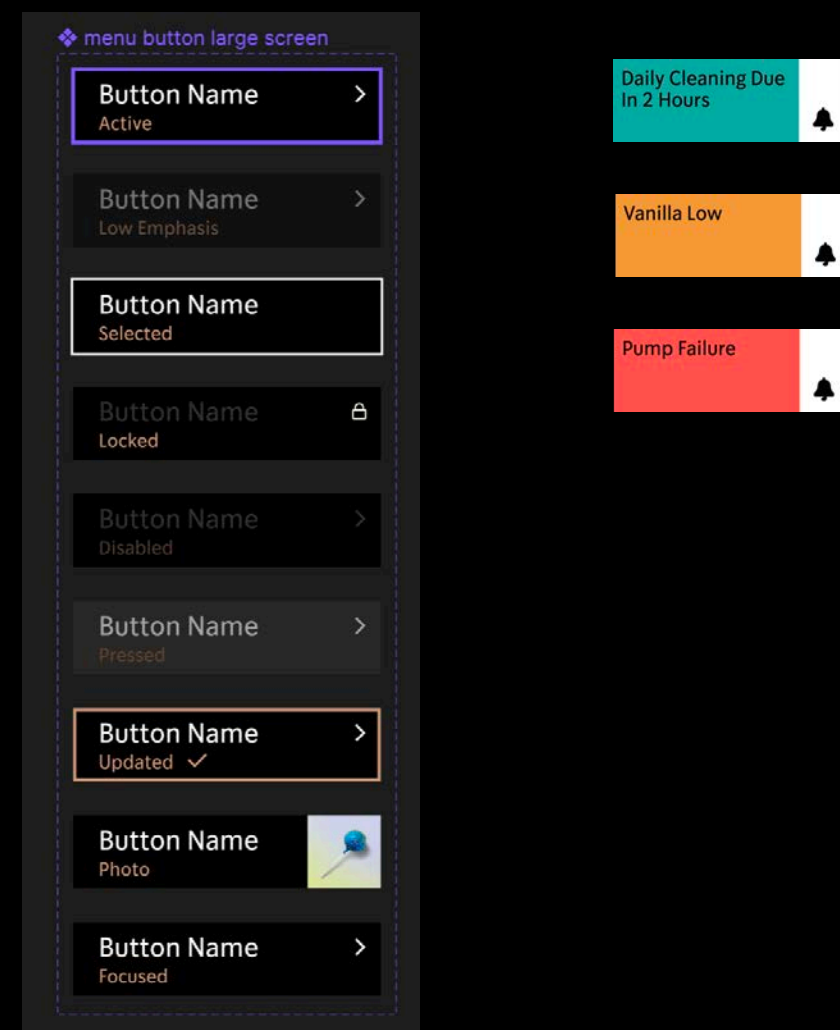
A set of guiding UX principles were established to help optimize decision making across the product development process and bring attention to the areas that matter most.

Principles

- Accessible
- Delightful
- Empowering
- Familiar
- Intelligent
- Intuitive

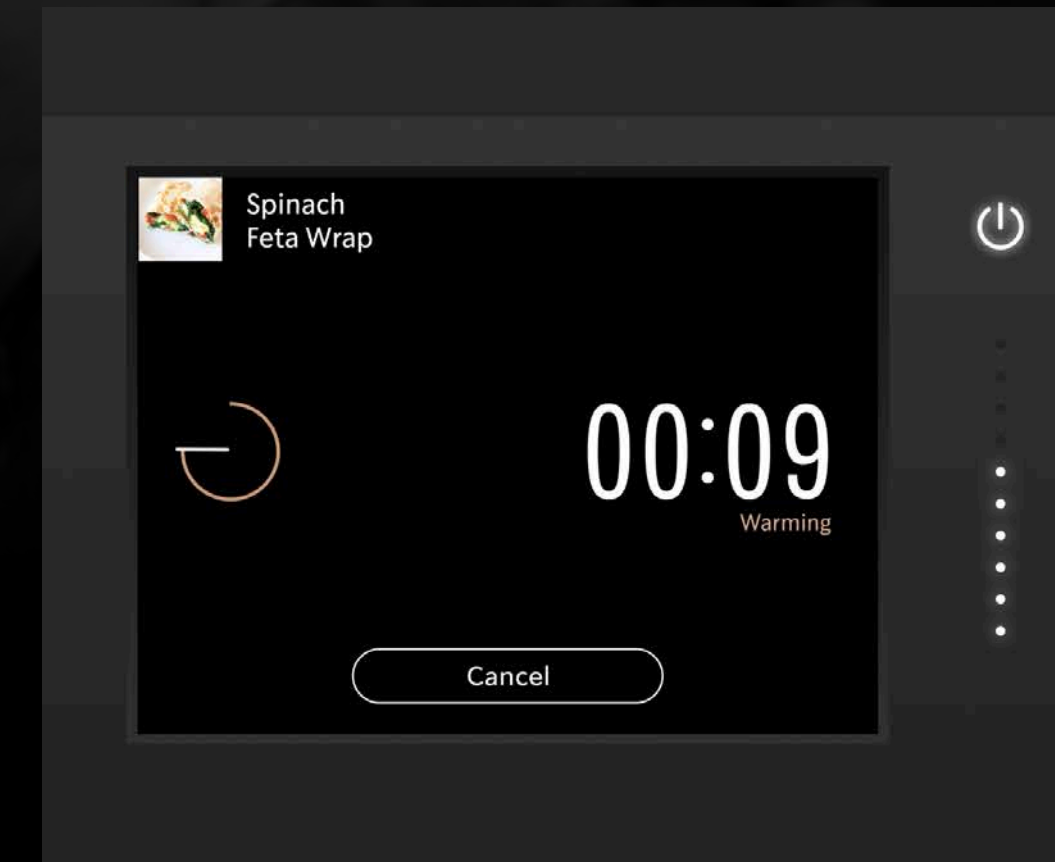
✓ Reusable Design Elements

A modular and flexible set of core UX/UI patterns was created for use across all behind-the-counter equipment, today and into the future.



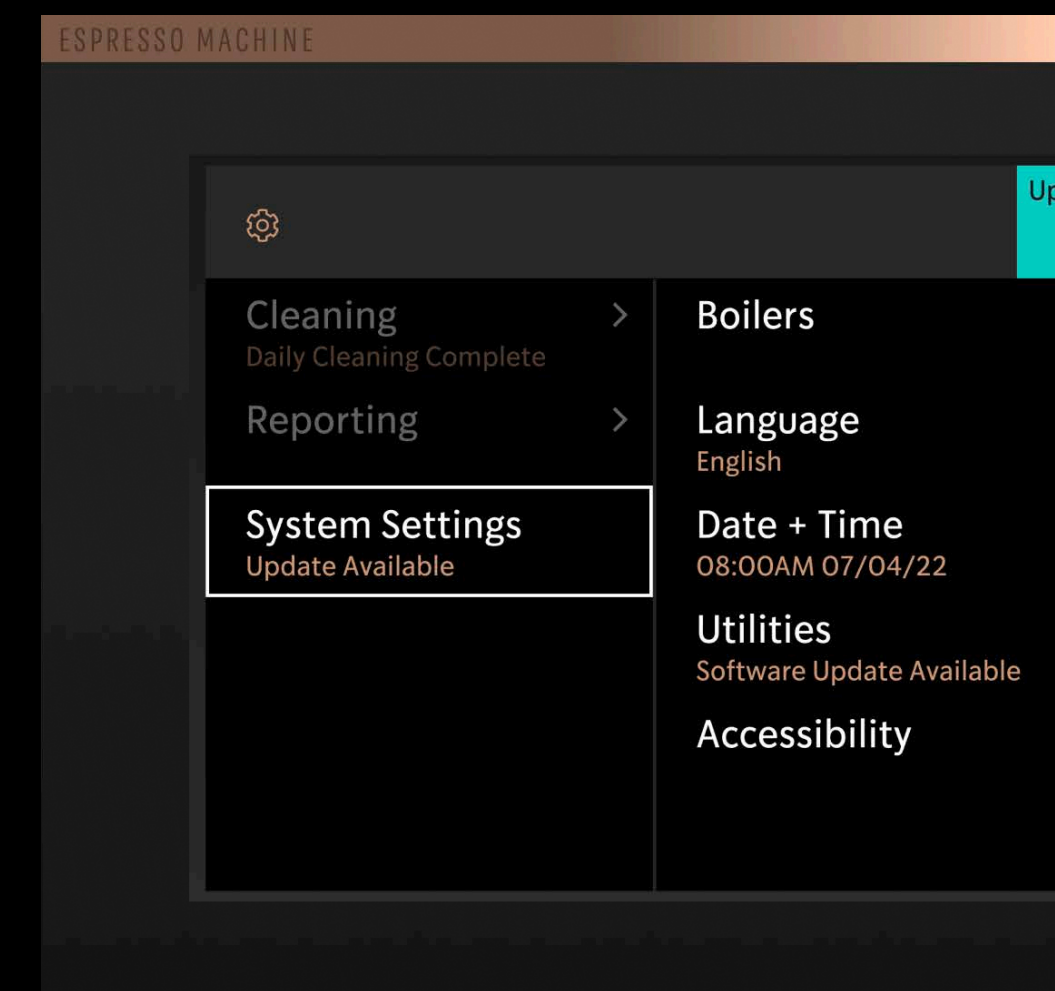
✓ Elevated Device Controls

The system helped elevate the quality and consistency of device UI, in an effort to create a more cohesive family of equipment and enjoyable experience for Starbucks partners.



✓ Optimized Design Process

Integrating a unified design language into the Starbucks product development process has helped improve workflow and accelerate production.



Achievements + Impact

✓ Happy Starbucks Partners

Above all else, we are most proud of our ability to improve the lives of users, both café employees and product development teams, through the power of design.



““

**Thank you for everything.
Really appreciate and respect the value your
team has brought to Starbucks.**

Natarajan Venkatakrishnan

VP Engineering, Equipment, Packaging, Processing and Tryer Center

Thank You For Viewing

TACTILE