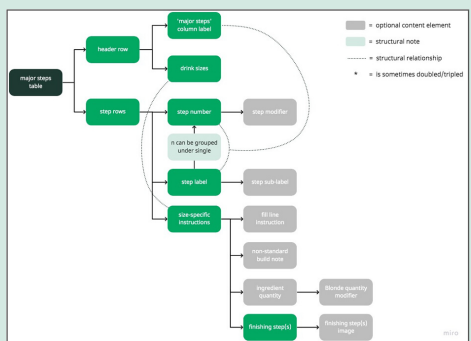# Improving Information Architecture for Starbucks Beverage Recipe Cards

Emmaline Cotter & Kylie Snyder

"Metadata is the new art direction"

- Ethan Resnick

Our content model of the steps table makes the familiar unfamiliar

Barista

Challenges:
- Learning
- Memorization

How We Help:
- Standardization = easier memorization
- Confidence at work
- More accessible information resources

Challenge:

As the drink lineup grows, beverage recipe cards have become increasingly important learning and reference materials.

Since the cards were developed over time, many inconsistencies have been introduced and multiple organizational standards exist.
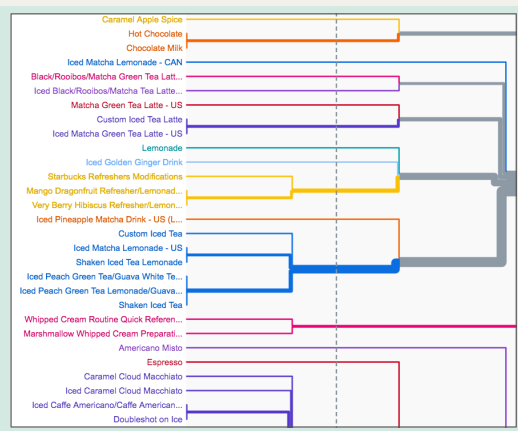
Our project aimed to create structure and make recommendations for standardized, organized information assets.

Process & Scope:

Focused on metadata, content modeling, and information architecture for American and Canadian beverage cards.

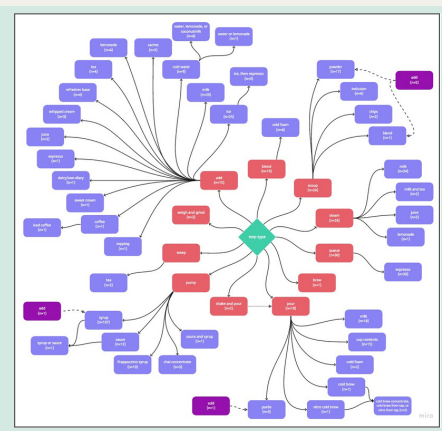Performed 7 stakeholder interviews, 7 user interviews, and 8 card sorts.

Audited the content of both the English and French language versions of the beverage cards.

Solution:

Based on our interviews and audits of beverage card content and structure, we created metadata standards, content models, and made a series of information architecture and data standardization recommendations.

Card sort dendrogram shows the many ways people organize drinks

Step type model shows step language and highlights inconsistencies

Impact:

Standardizing language and structure improves the barista learning experience, simplifies card design processes, and reduces the gap towards unifying beverage recipe and preparation information as interoperable data resources.

Data Scientist

Challenges:
- Standardization
- Interoperability

How We Help:
- Standardized data resources
- Efficiency

Next Steps:

Develop a plan to standardize the card design process to bring it in line with the newly formalized information model. Design a process to develop recipe plans to first fit the standard structures, then, using a standard mapping, to be projected into a field-based layout.