**Affinity Diagram**

CTQ (Critical to quality)

Potential Measures

Amount increase on orders through mobile application

Increase in budget for employee salaries and wages

Reduction in wait time from ordering to time product is received

Accuracy of orders by increasing ordering flexibility

Faster services by cutting out human interaction causing delays

Customer time response decreases through touch screen

Drivers

Improve starbuck’s competitive advantage

Improve customer satisfaction

Improve Sales

Need:

Improving Starbuck’s customer ordering through mobile touch screen ordering technology