

Dutch Bros Inc.

Proposed Changes to DutchBros.com

Quality Drinks with Unparalleled Speed and Superior Service since 1992

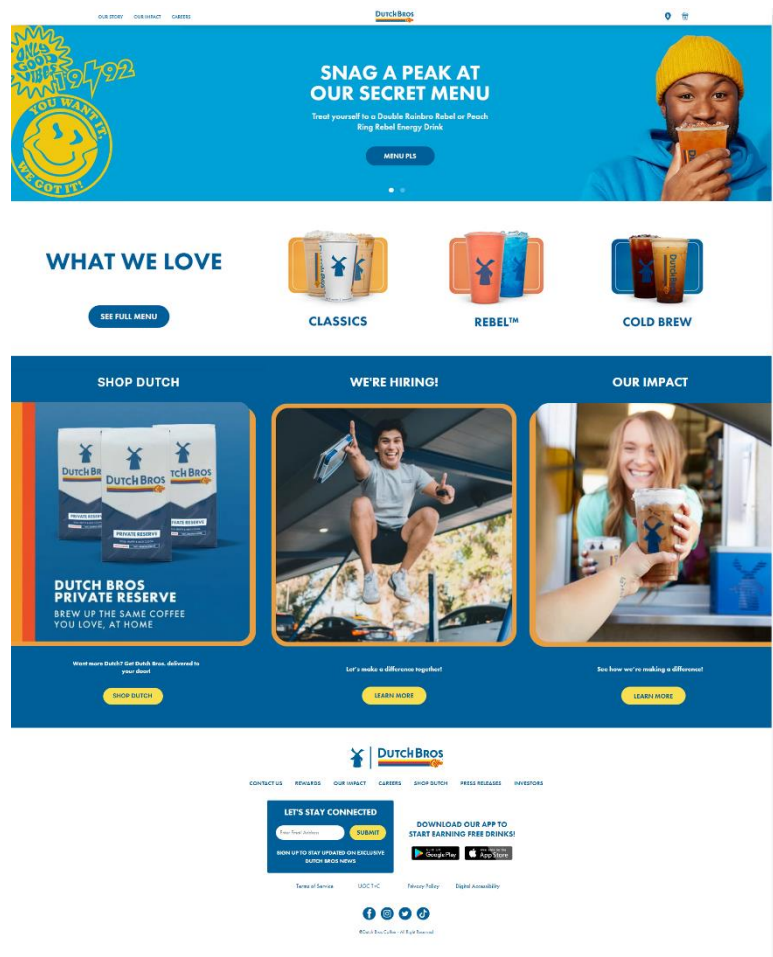
Gibson, Melissa L
2-23-2023

Home page

The current home page navigation of the Dutch Bros. website requires users to spend a lot of time scrolling past the seasonal ads and “what we love” section to reach the information they are seeking.

During the usability test users were tasked with finding the “Shark Attack Rebel” drink. They were expected to spend 7 seconds on this task. However, they spent, on average, 26 seconds. Saving just a few seconds on scrolling can help customers find their information more quickly and boost satisfaction. To accomplish this, I have reduced the ad banner and “what we love” sections to 50% of their previous height. When users log onto the site they will be met with our seasonal ads, and the “what we love” section without scrolling. This should reduce the time users spend finding information on site.

Additionally, users were unsure if “coffee time” was the shop link. No users clicked the “coffee time” link as expected. Although users, on average, completed the task in the time expected, every user chose a different path to get to the shop. To clarify where the shop link is located, I have changed the language for the shop links from “coffee time” and “Dutch at home” to “Shop Dutch.” Replacing the ambiguous link with a clear shop link will ensure users don’t feel confused when navigating the Dutch Bros. website.



Proposed Home Page

Our Story

Two of our seven users mentioned they were unable to use the horizontal timeline on the “Our Story” page. I also found the timeline to be difficult to use on desktop during my own testing of the site. While horizontal scrolling is great for mobile devices, it’s not intuitive for desktop use. I recommend changing the horizontal timeline to a vertical timeline. This falls more inline with web conventions. Users are most often expecting to scroll vertically on a desktop site. This change will require no learning on the user’s part and make the site easier for them to use.



Proposed Vertical Timeline (Our Story)

Left: as if user is scrolling. Right: The full page

Our Impact

Dutch Bros. has a reputation for community involvement and giving back. On the current website users must navigate to three different pages (Our Impact, Giving Back, and Diversity, Equity, and Inclusion) to get all the information about Dutch Bros. philanthropy. When tasked with finding information about the organizations Dutch Bros. supports, users spent, on average, 22 seconds longer on task than they were expected. One user was unable to complete the task due to the confusing navigation. The additional required navigation led users to feel frustrated with the experience.

Furthermore, four of seven users became distracted in some way by the unrelated information currently located on this page. This contributed greatly to the additional time users spent on task.

Placing all this information in one, easy to find location, that is free of unrelated information, will improve the time users spend finding what they need and prevent users from becoming frustrated or distracted by their experience.

Additionally, highlighting all information related to Dutch Bros. impact, will improve trust and credibility because users won't feel like they must search for the information they need.



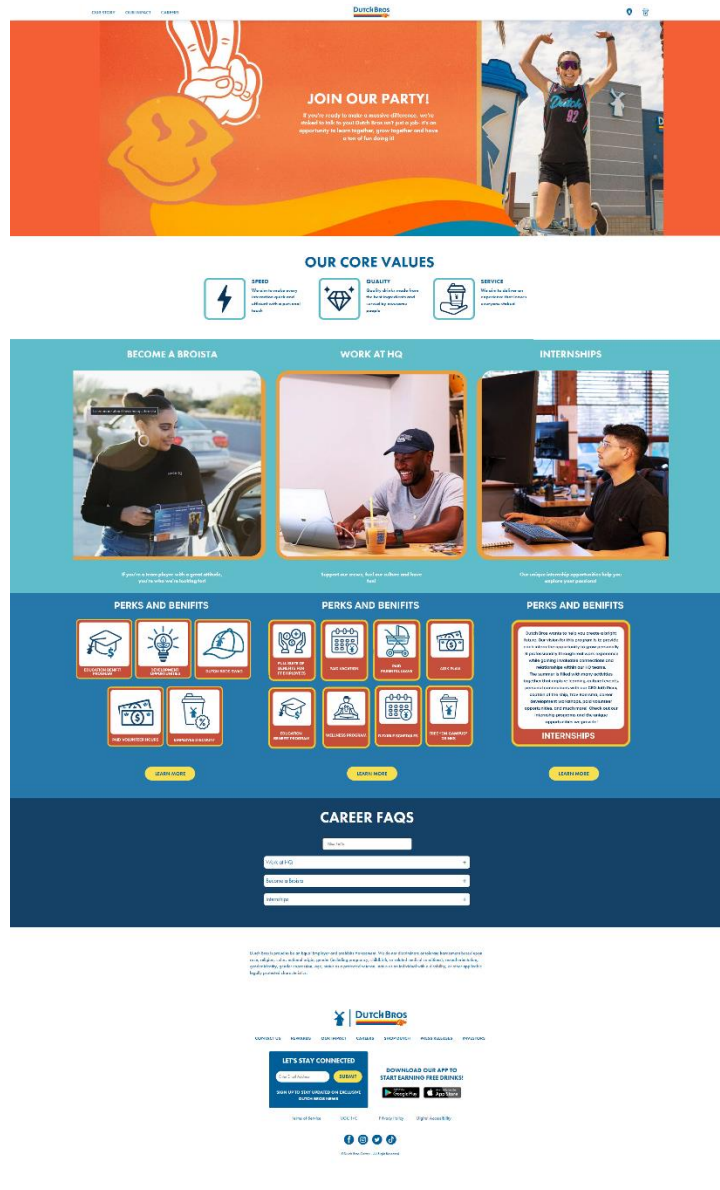
Proposed "Our Impact" page.

Careers

During our heuristic evaluations, my team and myself all found the placement of careers information in the “Diversity, equity and inclusion,” under the “Our Impact” page to be off putting. One of the users also expressed confusion at finding job information while looking for information about Dutch Bros impact.

Placing all careers information on the careers page will not only ensure users don’t become confused or frustrated while looking non-career information, they will also be able to quickly find all career information in one place, if that is what they need to find.

Users currently must click to and back from the different career links on the Dutch Bros. website. This makes it difficult for users to compare the benefits associated with each job, which downgrades the users trust in the company. Although the links do open in separate pages, I suggest that moving the “perks and benefits” of the three job sections (Become a Broista, Work at HQ, and Internships) to a section on the main careers page. This will let users quickly compare what the different employment opportunities offer, and eliminate the clicking (or tabbing) back and forth. Additionally, putting your benefits up front, and side by side, will boost user’s trust in the company.



Proposed “Careers” page.

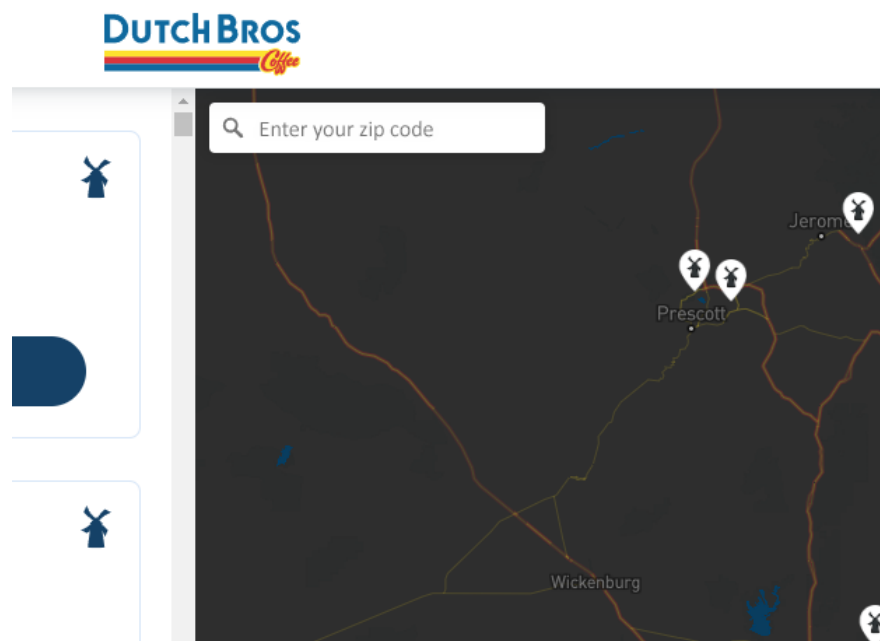
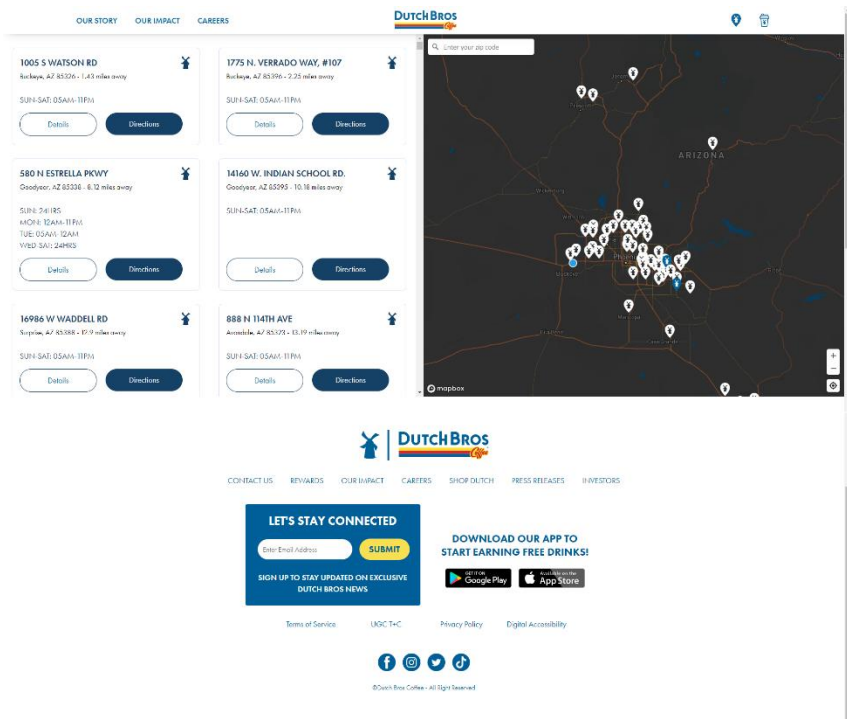
Store Locator

Although this area is more of a technical change than a visual change. I've included it into this report because four of seven of tested users expressed frustration or dissatisfaction when tasked with finding their nearest location. Currently the text on the store locator reads, "Enter your location." Users found this language to be too ambiguous. Testers expected the users to enter their zip code in the locator. However, one user entered their city name, and another entered their entire address. On average it took users 39 seconds to find their nearest location. This is 19 seconds longer than expected.

The text, "Enter your location," should be changed to "Enter your zip code." A more specific request from the user will guarantee they quickly find their location and do not become frustrated or confused in the process.

Top: Store locator page

Bottom: Close up of visual change to locator text.



Home Page

The screenshot shows the Dutch Bros website home page. At the top, there are navigation links for 'OUR STORY', 'OUR IMPACT', and 'CAREERS'. The main header features a blue background with a yellow beanie-wearing man holding a drink. The headline reads 'SNAG A PEAK AT OUR SECRET MENU' with a sub-headline 'Treat yourself to a Double Rainbro Rebel or Peach Ring Rebel Energy Drink' and a 'MENU PLS' button. Below this is a 'WHAT WE LOVE' section with three categories: 'CLASSICS' (two coffee cups), 'REBEL™' (two energy drinks), and 'COLD BREW' (two cold brew cups). The bottom section is divided into three columns: 'SHOP DUTCH' (coffee bags), 'WE'RE HIRING!' (a man jumping), and 'OUR IMPACT' (a woman holding a drink). The footer includes the Dutch Bros logo, navigation links, a 'LET'S STAY CONNECTED' email sign-up form, app download links, and social media icons.

OUR STORY OUR IMPACT CAREERS

DutchBros

SNAG A PEAK AT OUR SECRET MENU

Treat yourself to a Double Rainbro Rebel or Peach Ring Rebel Energy Drink

MENU PLS

WHAT WE LOVE

SEE FULL MENU

CLASSICS

REBEL™

COLD BREW

SHOP DUTCH

WE'RE HIRING!

OUR IMPACT

DUTCH BROS PRIVATE RESERVE

BREW UP THE SAME COFFEE YOU LOVE, AT HOME

Want more Dutch? Get Dutch Bros. delivered to your door!

SHOP DUTCH

Let's make a difference together!

LEARN MORE

See how we're making a difference!

LEARN MORE

Dutch Bros

CONTACT US REWARDS OUR IMPACT CAREERS SHOP DUTCH PRESS RELEASES INVESTORS

LET'S STAY CONNECTED

Enter Email Address SUBMIT

SIGN UP TO STAY UPDATED ON EXCLUSIVE DUTCH BROS NEWS

DOWNLOAD OUR APP TO START EARNING FREE DRINKS!

GET IT ON Google Play

Download on the App Store

Terms of Service UGC T-C Privacy Policy Digital Accessibility

Facebook Instagram Twitter YouTube

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Our Story

Left: scrolling. Right: Full timeline

BECAUSE OF YOU SINCE '92
We may sell coffee, but we're in the relationship business. Whether we're singing duets or serving up smiles, Dutch Bros is all about you!

OUR STORY

1992
Dutch Bros started in 1992 as a passion by the millennial triads in downtown Grants, Oregon. Three real friends became full-time business to serve up signature, rock-fest favorite music and make connections with their community.

2000
With the help of family, friends and loyal customers, Dutch Bros caught on and started growing. The expansion started in Oregon when the first franchise opened in 2000. Now quickly spread across the northwest. Today, Dutch Bros continues to grow and is dedicated to making a positive difference one cup at a time.

2006
It's our mission to make a positive difference, one cup at a time. In 2006, we started donating company-wide giftcards. Thanks to our customers, we're now able to help support our communities through Dutch Buy, Drink One for Doves and Buck for Kids.

2007
Drink One for Doves started in 2007 in honor of an founder Steve Bevensen, following his diagnosis with ALS. Today, Dutch Bros dedicates a day in May each year to raise funds for the Muscular Dystrophy Association to #DIALS.

2012
In 2012, we introduced another exclusive drink to our menu, Dutch Bros Blue Rebel™ energy drink. Created by Dutch Bros, customized by you!

Footer: Dutch Bros logo, navigation links (HOME, ABOUT, CAREERS, SHOP BROTHERS, PRESS RELEASE, HISTORY), and promotional banners for staying connected and downloading the app.

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2016
Dutch Bros introduced a new drink to our menu, Dutch Bros Blue Rebel™ energy drink. Created by Dutch Bros, customized by you!

2019
Dutch Bros introduced a new drink to our menu, Dutch Bros Blue Rebel™ energy drink. Created by Dutch Bros, customized by you!

2021
Dutch Bros introduced a new drink to our menu, Dutch Bros Blue Rebel™ energy drink. Created by Dutch Bros, customized by you!

Footer: Dutch Bros logo, navigation links (HOME, ABOUT, CAREERS, SHOP BROTHERS, PRESS RELEASE, HISTORY), and promotional banners for staying connected and downloading the app.

Our Impact

MAKING AN IMPACT

Dutch Bros is taking meaningful and measurable action in philanthropy, sustainability, and diversity, equity and inclusion to drive us toward our vision of making a massive difference, one cup at a time.

We are committed to creating a better future for each of our employees, customers and communities.

GUARANTEED TO SATISFY

OUR BELIEFS

- Our DEI commitment strives to ensure all customers, crews and team members are welcomed, honored and loved.
- Dutch Bros and its crews can make a positive difference through a shared commitment to each community we serve.
- Partnering with a focus on reducing our environmental impact in real and measurable ways.
- Giving back through fundraisers, grants and donations is part of our DNA as a company.

DUTCH BROS IN THE COMMUNITY

Dutch Bros strives to invest in human and social impact, rather than profits. Funders are not here to fund, learn, teach, and celebrate. We do this by bringing awareness to communities and cultivating an inclusive environment of love, acceptance and kindness.

As part of our heritage month celebrations, Dutch Bros is proud to donate \$100,000 each to support nonprofit organizations promoting diversity, equity and inclusion in our communities.

ORGANIZATIONS WE SUPPORT

- BLACK BUSINESSES**: The Coalition to Back Black Business supports Black-owned small businesses through grants that provide immediate financial assistance and long-term support.
- WOMEN'S BUSINESS CENTERS**: The Association of Women's Business Centers helps women succeed in business by providing training, mentoring, business development and financing opportunities to more than 150,000 women entrepreneurs each year.
- ASIAN PACIFIC FUND**: The Asian Pacific Fund uplifts the Asian and Pacific Islander communities in Columbus's Bay Area through grants, services, scholarship programs and leadership opportunities.
- TREVOR PROJECT**: The Trevor Project is the world's largest suicide prevention and crisis intervention organization for LGBTQ+ young people, providing information, counseling and support 24/7.
- HISPANIC HERITAGE FOUNDATION**: The Hispanic Heritage Foundation identifies, inspires, supports and connects Latino leaders in the community, classroom and workplace.

GIVING BACK

Looking to make an impact in your community? Download a donation request form here.

[DONATION REQUEST FORM](#)

GIVE BACK EFFORTS

- DUTCH LUV DAY**: Every February, we donate \$1 from every drink sold to local organizations and bring it right back to you in our communities. [READ MORE](#)
- DRINK ONE FOR DANE DAY**: Held in honor of our founder Danie Reardon, this event raises funds for the Reardon Dysplasia Association to fund a cancer and care for ACP. [READ MORE](#)
- BUCK FOR KIDS DAY**: Every September, we donate a day to support \$1 from every drink sold to support organizations helping create brighter futures for local kids. [READ MORE](#)

Dutch Bros

CONTACT US | REWARDS | OUR IMPACT | CAREERS | SHOP DUTCH | PRESS RELEASES | PARTNERS

LET'S STAY CONNECTED

Sign up for our newsletter to receive exclusive offers and more.

DOWNLOAD OUR APP TO START EARNING FREE DRINKS!

Available on the App Store and Google Play.

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Careers

JOIN OUR PARTY!
If you're ready to make a massive difference, we're excited to have you join Dutch Bros! It's an opportunity to have together, your laughter and love, a lot of fun doing it!

OUR CORE VALUES

- SPEED** We aim to make every transaction quick and efficient with a personal touch.
- QUALITY** Quality starts with how we hire. We're driven and served by passionate people.
- SERVICE** We aim to deliver an experience that leaves everyone excited.

BECOME A BROISTA
If you're a team player with a great attitude, you're who we're looking for!

WORK AT HQ
Support our stores, fuel our culture and have fun!

INTERNSHIPS
Our unique internship opportunities help you explore your potential!

PERKS AND BENEFITS

- Tuition Reimbursement
- Continuing Education
- Health Insurance
- Full Suite of Health and Wellness
- Free Income
- Free Food & Drink
- Free 401(k)
- Free Volunteer Hours
- Employee Discount
- Employee Referral Program
- Flexible Schedules
- Free Company Perks

INTERNSHIPS

CAREER FAQS

SEARCH:

Include:

Exclude:

Keywords:

Dutch Bros

CONTACT US | RESUME | OUR IMPACT | CAREERS | SHOP DUTCH | PRESS RELEASES | INVESTORS

LET'S STAY CONNECTED

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Store Locator

