

Towards Buying Experience with Things: Experimental Study @Starbucks

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Abstract—Buying experiences (money spent on doing) provide unceasing happiness than buying materials (money spent on things). In this paper, we present a novel scheme to enrich a new shopping service with buying experiences in a coffee shop which will provide enduring happiness by bringing out the concept of {experience take-out} for customer service. The experience in our case refers to digital contents like, music, mummer sound and social networking sites (SNS) contents (images and tweets). Our content will be web-based and it allows the customer to emulate the coffee shop environment irrespective of the location. This is achieved by collaboration between experience take out terminal (display system) located in a coffee shop, with near field communication (NFC) and a smart phone with WiFi and Android beam which sends data using NFC peer to peer mode. Moreover, our concept motivates buying experience of a coffee shop in the form of digital contents and disperse happiness, with the ultimate solution for coffee house lovers to enjoy its environment irrespective of place and time.

Keyword— Digital content, Shopping service experience, SNS, Web-based.



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