AFFINITY DIAGRAM

Convenience & Efficiency

- Autonomous shopping is quicker and more efficient than lining up and waiting for staff to check each item one by one. — Iuri Reves
- I prefer a form of autonomous shopping because I've gotten used to it. It's nice to be able to pack your stuff as you shop. — Iuri Reves
- It makes it easy to pay.
- Autonomous shopping is faster even when busy and if some items require staff authorisation.
- Allows more time for the staff to help around. — Iuri Reves

Challenges & Frustrations

- Self Checkout machines that use scales are awful. They constantly require assistance from staff and feel slower than a normal till. — Iuri Reves
- Certain items that require ID can mean waiting a while for an employee.
- Accidentally scanned the same item twice and needed an employee to remove it. This might end up taking longer than going to a cashier.
- It's frustrating when the technology malfunctions and there's nobody around to help.
- Random bag checks cause delays. — Iuri Reves
- As a retail worker, I get a lot of complaints that there is never enough staff and my team aren't able to complete tasks by the end of our shift due to a lack of staff. There needs to be more employees, especially in areas with an older demographic. — Iuri Reves

Preferences

- I would choose the autonomous shopping, because sometimes staff is kind of rude with customer it will reduce the overall experience. — Iuri Reves
- Sometimes at fast food restaurants I prefer to be served at the counter instead so I can ask questions about the food or request a change. Kiosks can make that difficult. — Iuri Reves
- I prefer autonomous shopping because I can do things at my own pace without being bothered.
- I prefer a form of autonomous shopping, since its been around for a while i've grown accustomed to shopping being a solo task. To now use a standard till although i don't mind would feel like i'm involving someone into task where they are not needed. — Iuri Reves
- I prefer self-service checkout when I have fewer items. — Iuri Reves
- Having both options of a normal till and modern checkout is important so people can choose their experience. Sometimes you want to speak to a person sometimes you don't. — Iuri Reves
- I prefer normal checkouts for purchases with a discount or for expensive items. — Iuri Reves

Security & Privacy Concerns

- I have concerns over surveillance. — Iuri Reves
- I fear reduction of jobs when it's already already quite difficult to find one. — Iuri Reves
- Places often forget that just because tills are more efficient they still need enough staff to manage them.
- I feel like theft might be a concern. How would you monitor if someone has stolen something if there's no checkouts?
- It's a bit weird knowing Amazon Fresh has cameras watching me as I shop — Iuri Reves

Social Impact

- It's important to have human interactions in every day tasks. — Iuri Reves
- I think there's value in keeping people behind the till and around especially because the interactions we have with others can be half the experience and what we enjoy as people. The more autonomous things are the less connected we'll be as a a society. In an attempt to connect the world we've declined in the quality of our social interactions. — Iuri Reves
- Tech should be used to make the shopping process more efficient but human interaction like customer assistance should still be used to make the experience more enjoyable, i.e. many people benefit from having help bringing shopping to their car. — Iuri Reves
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- Not sure if they made my job easier. They kind of just shifted my responsibilities. Instead of being at a till I do more of other things such as stocking shelves. — Iuri Reves
- Fully automated service still requires people, for security or ID check or if the machine gets stuck. It doesn't feel efficient. — Iuri Reves

Desired Future

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- More people working and less forcing customers to do things independently. — Iuri Reves