UX STRATEGY

TARGET DEMOGRAPHICS

Time-Conscious Shoppers

Individuals who prioritize speed and efficiency during their shopping trips and want to avoid queues. This often includes busy professionals, students, and parents.

The core benefit of bagging as you go and automatic scanning directly addresses this need.

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Tech-Comfortable Shoppers

Tech-Comfortable Shoppers: While it caters to less tech-savvy individuals by offering a traditional checkout, the primary system leverages RFID technology. It would appeal most to those comfortable with self-service options and automated processes, but doesn't necessarily require users to be highly tech-dependent (e.g., needing a specific app just to enter).

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PROBLEMS & SOLUTIONS

Multiple checkout options

Availability of other checkout options would negate the efficiency benefits of a single checkout method.
For customers who prefer a more traditional checkout experience or who prefer to pay by cash, one 'normal' till would be available.
Customers still have the ability to ask for assistance at any point of their journey, including checkout.

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App Friction

No app is necessary, removing the associated friction.

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Poor Accuracy & Post-Checkout Surprises

RFID should improve accuracy. No need for overcomplicated camera and AI technology or fiddly scales. Displays in the checkout gates allow customers to review scanned products.

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FUNDAMENTALS

Convenience & Speed

Human Connection

Reliability

STAFFING STRATEGY

Understaffing

Depending on the location, the aim would be to allocate extra headcount to ensure availability of staff to customers.

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Poor Training

Staff training would have a key focus on customer service and technical knowledge of the technology.

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Human Connection

Having employees move freely around the store instead of stuck at tills allows them the flexibility to be able to adapt to the customer's needs. This provides support for customers who need it without forcing it on those who don't.

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Store Upkeep

Responsibilities would be shifted from checkout to stocking and general customer support. The presence of staff through the store also detracts opportunistic theft.

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TARGET BUSINESS

Own-Brand Retailers

Technology could be implemented in new or existing shops but would work best for retailers who primarily sell their own products due to the need to consider how the RFID tags would work with the packaging of each product.

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Smaller Supermarkets

Solution is focused on supermarkets due to the large volume of products and the often the need for a more efficient customer journey than other retailers. For example, luxury shoppers might prefer a more personalised shopping experience. RFID tags are already popular in fashion retailers, although with a different implementation, it might be difficult to stand out in this segment. Supermarkets largely don't make use of this technology yet, representing an opportunity for innovation and disruption away from offerings from Amazon and Sensei.

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