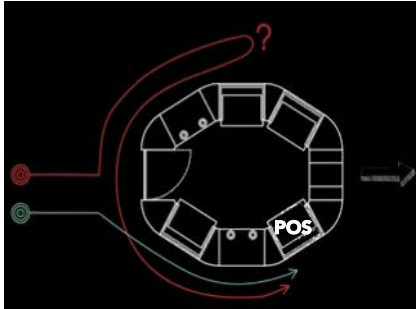


Design Sprints for the Checkout Area

PICTURES BEFORE



Unclear flows

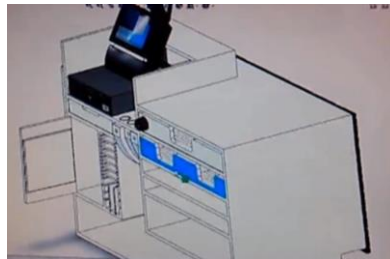


Lack of space



Lack of ergonomics

PICTURES AFTER



**Sales increase
4,730 K€ /year**

by freeing up resources to assist with sales

**Checkout Area release
3 m2**

To dispose product for impulse selling



Problem

- Uncomfortable checkout area for the customer, due to lack of space
- Low cross-selling opportunities with the current counter design
- Lack of ergonomics for checkout operator

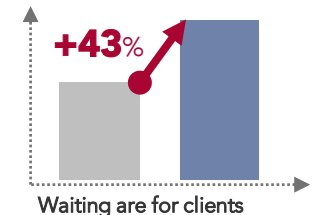
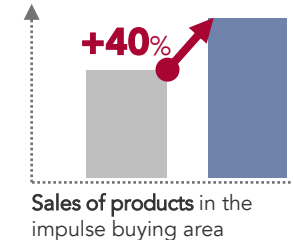
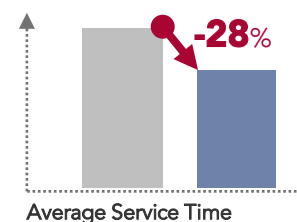
Root causes

- No extra support area to put down personal items during checkout
- Single queuing with lack of visual management is confusing to the customer
- Excess of products in an inadequate arrangement in the counter's surrounding areas
- The counter operator needs to turn his back on the customer while doing the checkout operations

Solution Approach

- Set the Stage: observation of checkout operations and identification of opportunities
- Challenge definition and selection of a target customer
- Solution sketching: design of a full-scale mock-up
- Selection of one solution and creation of a prototype: test in a live environment and benefit quantification
- Solution testing with the customers: selection of a pilot store and definition of a rollout plan

Benefits



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