

Design Sprint for the Checkout Area

PICTURES BEFORE



PICTURES AFTER



Problem

- Discomfort for the customer when paying due to lack of space
- Discomfort for the customer when making a credit
- Counter operators have their his back turned to the customer the majority of the time

Root causes

- Waste due to micro movements inside the counter
- Single queue system confusing for the client
- Excess of product and inadequate exposition in the counter's surrounding areas
- Counter layout is not designed to optimise the checkout operation

Solution Approach

- **Set the Stage:** Observe the checkout operations
- **Define challenge** and select a target customer
- **Sketch Solutions:** Design a full-scale mock-up
- **Select** by one solution and create a **prototype:** Test in a live environment and quantify the benefits
- **Test the solution** with the customers: Select a **pilot** store and define a rollout plan

Benefits

