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IT2040C

Final Project: Milestone #1 - Project Proposal

Idea: a site for training new cashiers at Kroger (a Midwest grocery chain) in the basics of using and troubleshooting Kroger’s cashier software

This site represents a genuine need for the company, since, as of now, they provide no training materials for cashiers on how to use the cash register’s software. As someone who has worked at the company for two years and cashiered for about a year, I have seen the confusion and mistakes caused by a lack of documentation. Right now, employees have to rely on busy managers or lucky guesswork to solve problems, so this website would provide a more reliable information resource. Having online training materials to prep new cashiers would greatly reduce the amount of one-on-one training needed and would allow senior employees to use their skills elsewhere. The site would need to be beginner friendly, since it would be primarily used for new employees, who often aren’t very tech savvy. However, a resource like this would also need to accommodate more senior employees who didn’t receive proper training in many areas (myself included). The primary site content would be composed of text instructions with complementary screenshots (or custom screen mockups because of the age and propriety of the hardware).

I don’t have access to the materials other large retail businesses use, but Kroger does offer training for Self-Checkout and Courtesy Clerk employees on their Fresh Start Training and Feed platforms. Their feed platform uses an ancient video hosting platform, Kroger TV, which forgoes accessibility options like subtitles, language options, etc. Greater accessibility options will need to be included if videos are included on my website. Furthermore, their Fresh Start application, while including a wide range of topics, only includes mini quizzes and short videos, so longer, in-depth documentation is still needed. An FAQ would also be useful. However, I do appreciate their simple, functional user interfaces and focus on Kroger’s “Full, Fresh, and Friendly” policy, which I will need to incorporate.

While Kroger is very much not a small business, I think this website falls much more under the banner of tutorial or educational, and the focus will be primarily on learning the software rather than products or policies.