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IT2040C

Final Project - Milestone #2: Project Plan

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

Website Goals and Purpose: Kroger does not offer any official documentation or tutorials on using their cashier hardware/software, so this website is an attempt to fill that void. A website like this is necessary if Kroger wants their countless employees to follow policies consistently in this area and to improve customer wait times and experience.

Audience Analysis: Because of the desperate state of current retail hiring, Kroger has to hire a lot of people without a lot of technical know-how. The site will have to be intuitively designed and contain understandable instructions, while also not sacrificing more advanced topics as a result. The site will mostly be designed for new hires, though hopefully it will be thorough enough to provide useful instruction to current workers.

Expected Results: If the site works as expected, hopefully workers will have a more thorough understanding of Clerk skills and the onboarding and training process will be simpler and more efficient. It would hopefully reduce the amount of time new cashiers usually have to spend with one of the limited numbers of senior workers available.

Site Page List:

Page 1: About Us, Page 2: Cashiering Basics, Page 3: FAQ, Page 4: Other Resources, Page 5: Advanced Topics

Site Content:

About Us: links to Kroger’s website, purpose statement of website, disclaimers and author information

Cashiering Basics: Long scrolling page. Will include an introduction paragraph, description and instructions for a typical order, and documentation for less common topics and issues. Tutorials will be formatted in the structure: title, image, instructions paragraph, other notes.

FAQ: Bullet pointed list containing common issues and how to troubleshoot them. Images may be included if necessary, but it will mostly be text.

Other Resources: Links to Kroger’s applicable policies and other training resources, if I can get useful data like produce codes, department codes, they would go here.

Advanced Topics: Formatting similar to cashiering basics and FAQ pages but with more difficult issues that many cashiers don’t feel equipped to handle themselves, and often bother management with.

Project Challenges: The main issue is getting a clean image of the register’s user interface, so I take pictures of the screen and use those pictures, or ideally, I can mockup a cleaner version of the screen from those pictures that I can use instead. This will be rather time consuming however, so I will try to rely on text instructions whenever possible. While I know more than most other cashiers at my store, there are still many buttons that even I don’t know the use of, so I might have to talk to my senior managers.

Project Time-Line: I didn’t include the actual milestones for the sake of brevity but those should be met as well.

By September 19th: get pictures of register UI.

By October 1st: find an appealing color palette similar to what Kroger uses.

By October 8th: create a visually appealing tutorial layout that can be reused. An example case

By October 25th: create and implement cleaner version of register UI.

By November 19th: complete list of example problems/solutions and implement

Visual Design: As stated in project challenges, I want to create simpler though cleaner versions of the register UI. I will use a similar color scheme to official materials (blue, white, grey). The Cashiering Basics page will have a longer unbroken flow whereas the FAQ and advanced sections will be more segmented.