

Intro Design for Interaction - Assignment 1

By Bailey Liang on September 13th, 2023

CIBC ATM

September 13, 02:21 PM @ Sheridan Mall

To withdraw money to pay Koodo bill



1. Inserted credit card
2. Entered PIN number
3. Selected account
4. Selected amount to withdraw
5. Agreed to the service fee
6. Confirmed withdrawal request
7. Waited for the request to process
8. Received credit card from the ATM

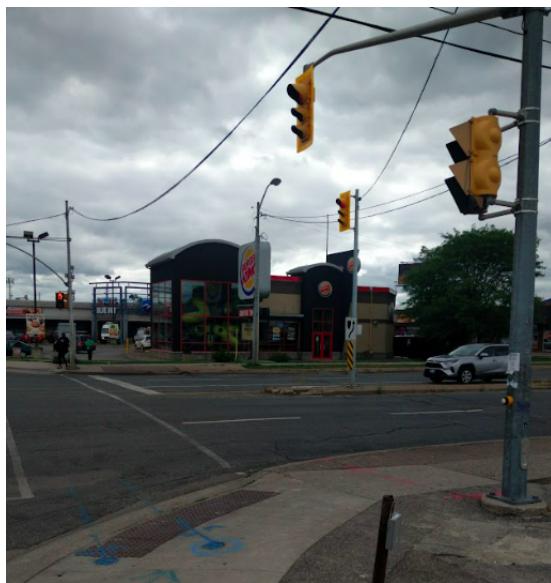
9. Received cash from the ATM

A relatively quick interaction overall, I think step 7 took up a lot of time, definitely long enough to note it down.

Pedestrian Crosswalk System

September 13, 02:25 PM @ Wilson Avenue

To get to the Scotiabank Branch from the Sheridan Mall



1. Walked up to the button to trigger the system
2. The light switched without requiring me to press the button
3. Walked across the crosswalk

Great when it works, annoying when it doesn't work as expected. Exhibits inconsistent behavior that changes from system to system. It's usually unclear whether or not the button needs to be pressed manually to trigger the system since some streets have automatic behavior. Other times, pressing the button does nothing and the the system never triggers (the east-side crosswalk on Silver Bell Lane & Humber College Boulevard)

Scotiabank ATM

September 13, 02:26 PM @ Scotiabank - Wilson Avenue

To deposit the money in order to pay Koodo bill



1. Inserted debit card
2. Entered PIN number
3. Selected the option to deposit cash
4. A prompt appears notifying that deposited cheques may be placed on hold for 5 business days
5. Selected the option to acknowledge and dismiss the prompt
6. Selected the account to deposit the cash into
7. Placed cash in the opened slot
8. Waited for the ATM to count the cash
9. Confirmed amount to deposit into the account
10. Waited for the request to process

11. Selected email receipt option

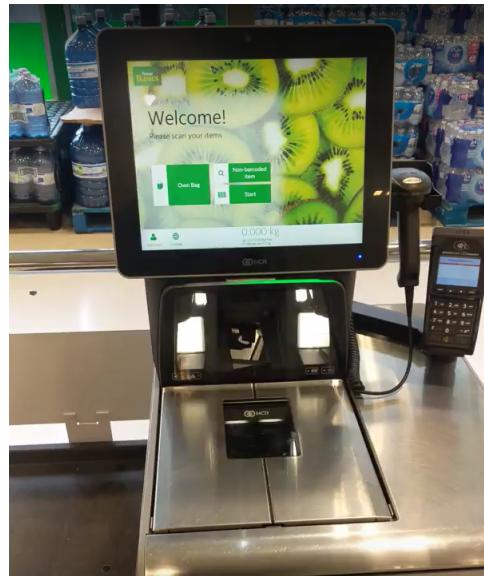
12. Received card from the ATM

I've been using the Scotiabank ATM for years now and it always seemed like a relatively simple and quick interaction to deposit cash. Now that I'm paying more attention to it, there's a lot more time spent waiting around for actions to process than I initially thought. It gives a feeling of 'sluggish-ness' and makes the system 'feel old'.

Food Basics Self Checkout

September 13, 02:48 PM @ Food Basics - Jane Street

To restock clementines and avocados for my house



1. Greeted with a minimal welcome screen prompting to scan items to get started
2. Scanned the bag of clementines
3. Scanned the bag of avocados

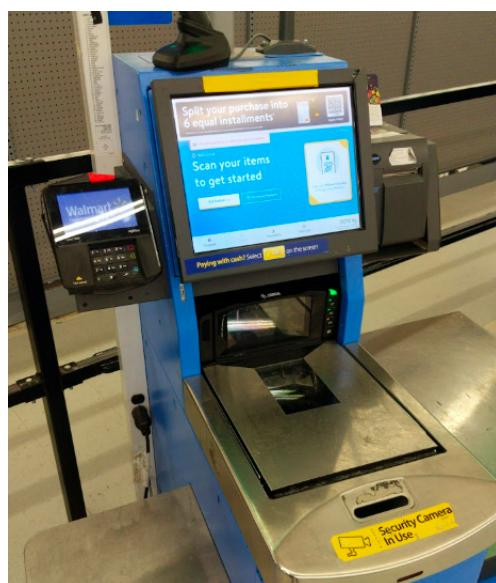
4. System prompted for mobile app or barcodes to process coupons
5. Selected 'no mobile app' option to dismiss prompt
6. Selected payment type
7. Tapped visa card on the pin-pad, an audible beep is heard as feedback
8. Screen notifies that a receipt is printing while printing the receipt
9. Screen displays a thank you message after transaction is completed

I've never shopped at Food Basics and today being the first time I did so, I was pleasantly surprised by how streamlined the interaction was. The fact that there was no note-worthy processing time made the interaction feel snappy and 'new' when compared to the Walmart self-checkouts.

Walmart Self Checkout

September 13, 03:06 PM @ Walmart - Jane Street

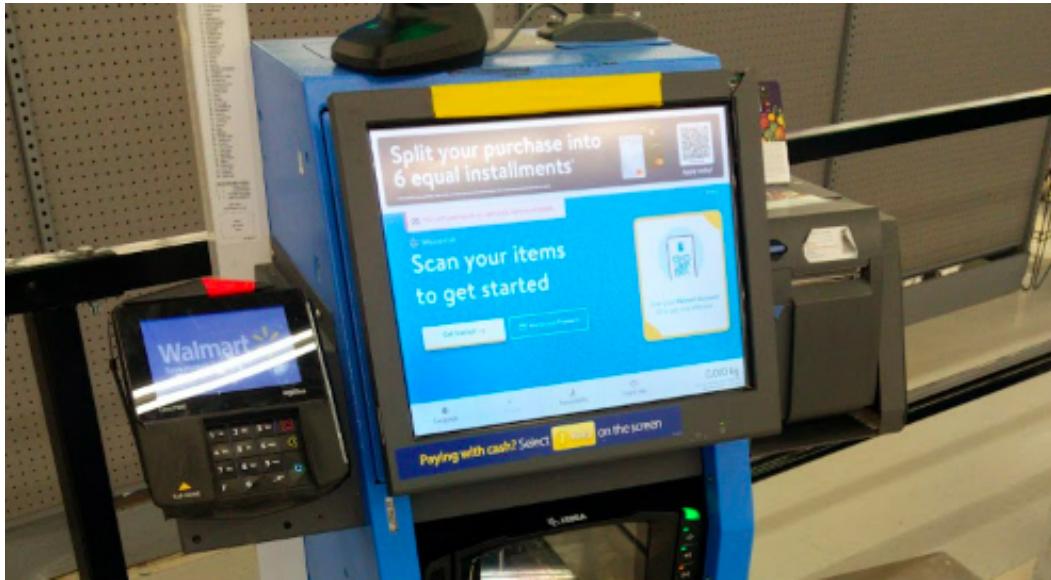
To purchase a drink after running errands



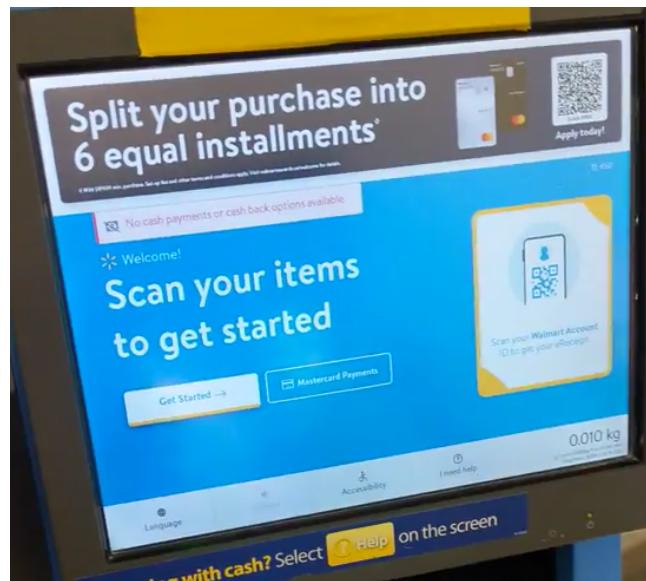
1. Screen prompts to scan items to get started
2. Scanned 1L bottle of Montellier Sparkling Water
3. Selected the option to Pay Now
4. Screen prompted asking if I wanted to sign up for the Walmart Rewards card
5. Selected the 'not interested' option to dismiss
6. Selected option to print a paper receipt
7. Tapped visa card on the pin-pad, an audible beep is heard as feedback
8. Waited for the payment to process
9. Received receipt after payment was successfully completed

The Walmart Rewards prompt interrupting the transaction flow was always slightly off putting to me. It should have been included in the greeting screen to advertise the card while keeping the transaction flow focused on just processing the items and payment.

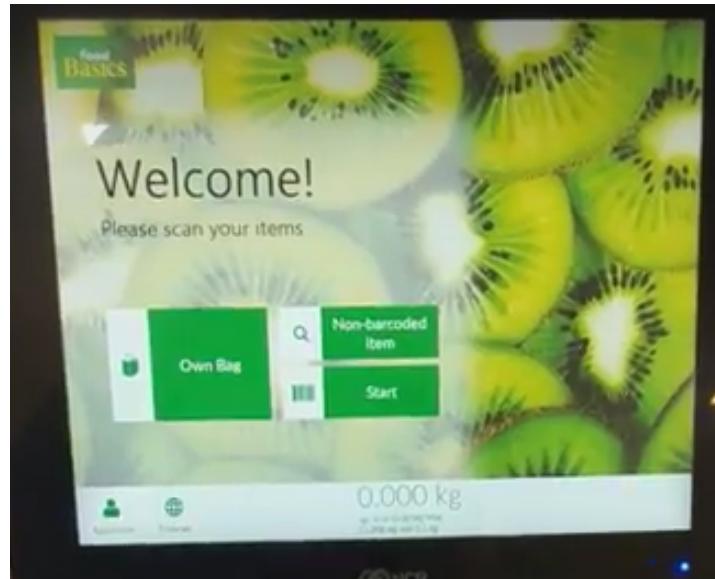
A Deeper Analysis on the Walmart Self Checkout



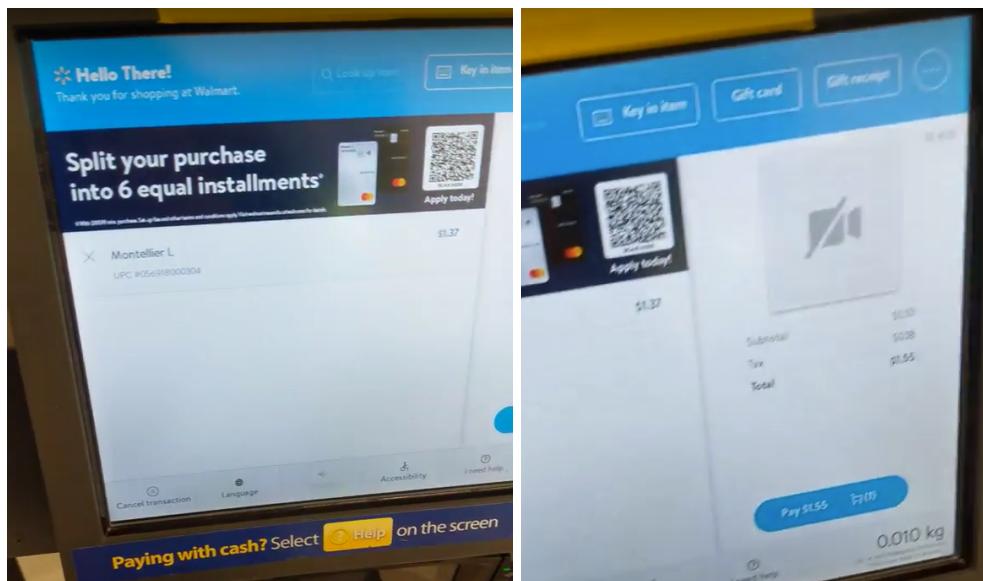
The primary goal that this interaction is meant to fulfill is to guide the customer through the checkout process from scanning all the way to payment.



The greeting stage is meant to welcome and greet the customer to begin the checkout process. At first glance, there is a lot going on in the welcome screen and there are multiple lines of text competing for your information.



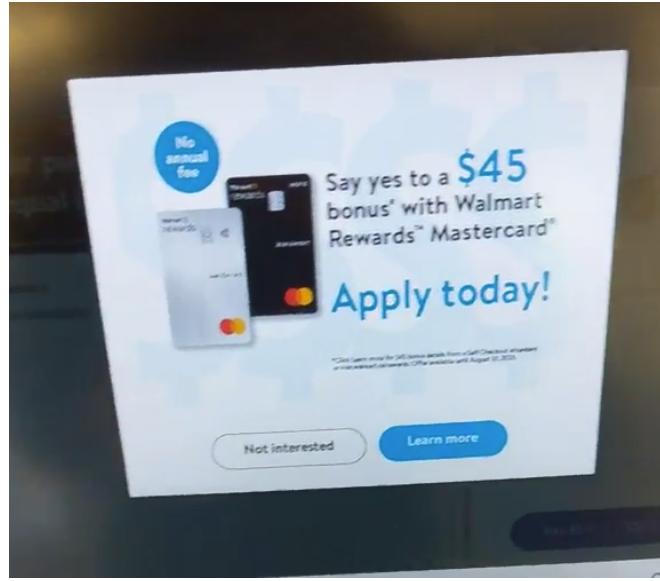
In contrast to the Food Basic's self checkout greeting screen, its minimal layout along with the colorful background image makes for a more attractive, inviting and approachable experience.



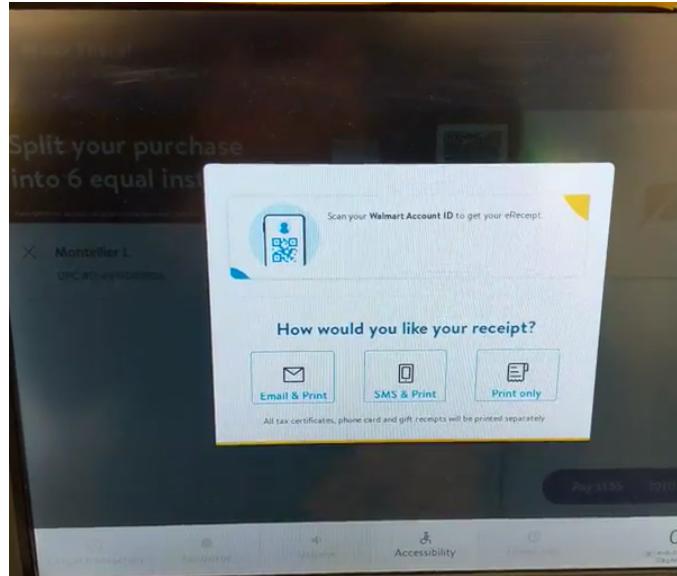
The scanning stage is meant to record the items that the customer is purchasing as well as calculate the total cost of the items that have been scanned so far. Once again, at first glance the screen appears to have a cluttered layout with the items you're scanning given less visual importance compared to the advertisement for what appears to be Walmart's mastercard. It gives the impression that Walmart cares more about convincing you to apply for their rewards card at the expense of the customer checkout experience.



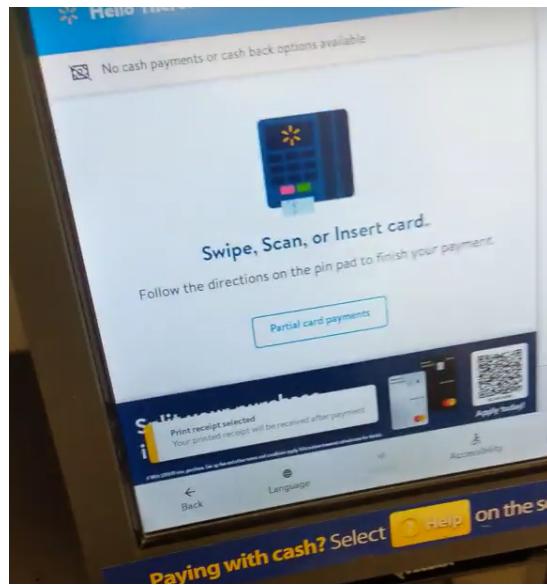
Contrasting again with Food Basic's checkout stage, the minimal layout and design simply gives the impression that this system is designed to guide you through the checkout as efficiently as possible. There are appropriately highlighted buttons serving to visually guide your attention to key options during this stage. The only criticism would be the large blank space that was only partly occupied by a brief animation to bag your item. Perhaps this could have been tweaked somewhat as it appears visually imbalanced.



During the transition to the payment selection stage, you are reminded once again about Walmart's reward mastercard, this time interrupting the checkout flow. Like I said before, I've always found this to be off putting not only because it's an in-your-face advertisement, but because it occurs on every transaction as if you weren't convinced the first time around, surely this time you will be. I think it's a poor user experience because even if you already have their rewards card, this popup will always interrupt your checkout flow to advertise their card.

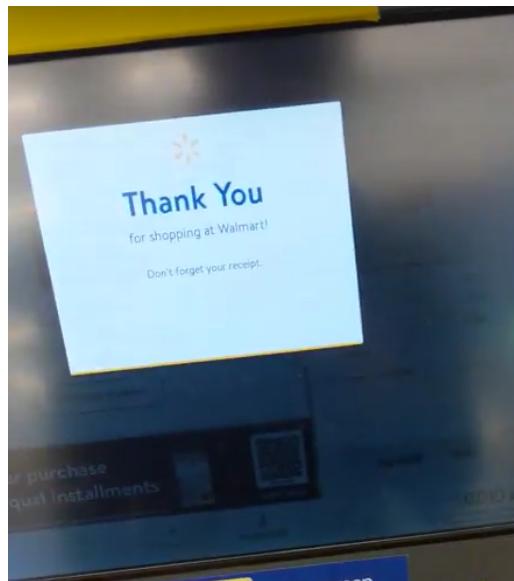


After getting through the popup, you're then prompted for your choice on how you would like to receive your receipt. There's nothing too noteworthy to say about this screen that hasn't been said before.



Finally the payment stage is something where Walmart's self checkout system gets right. Cluttered user-interface aside, since we've beaten that horse to death now, the screen simply prompts you to complete the payment on the Pin-pad. No extra button presses on your part to select your payment method,

just the essentials, I think that's efficient. The obvious downside to this is your only payment options are limited to debit or credit.



Lastly, the payment resolution stage is another area where Walmart gets right. The modal popup is a simple thank you message reminding you to pick up your receipt from the printer after it has finished printing.

In conclusion, the design choices gave the checkout system a very cluttered feeling, especially with all the advertisements for the Walmart rewards card and the strange text-size choices. It also gives the impression that Walmart cares much more about selling you their rewards card than they do about your checkout experience. Personally I prefer Food Basics' minimalist user interface as it just gives an overall attractive and welcoming impression, but in terms of usability, Walmart's system should be adequate for most shoppers. I've used it for years without too many complaints.