



Relationship Legend	
++	Strong Positive Relationship
+	Positive Relationship
o	Neutral Relationship
-	Negative Relationship
--	Strong Negative Relationship

Elderly	Physically Handcapped	Busy Young Professional	In-store employees	Franchise Owners / Amazon	Goals	^	v	v	v	v	v	^	^	v	v	v	<div>Competitor Legend</div> <div><div>Regular grocery shopping</div><div>Amazon Go</div><div>Caper Shopping Cart</div></div>	
WHO					WHAT	HOW											Benchmarking	
10	10	25	10	6	Quick	++	-	+	+	-	+	+	+	+	+	0	+	<div><div></div><div></div><div></div><div></div></div>
10	10	0	0	8	Doesn't disturb other customers	-	++	++	0	0	+	0	0	0	+	0	+	<div><div></div><div></div><div></div><div></div></div>
25	25	0	10	4	Accessible	-	++	++	++	+	0	+	0	0	0	+	+	<div><div></div><div></div><div></div><div></div></div>
20	25	10	15	5	Ease of use	-	0	+	++	0	+	+	0	0	+	0	+	<div><div></div><div></div><div></div><div></div></div>
15	10	20	0	8	Good grocery picks (ripe)	-	0	0	0	++	0	+	0	0	0	0	0	<div><div></div><div></div><div></div><div></div></div>
0	0	0	20	12	Easily implemented	0	+	+	++	-	++	0	0	0	0	0	+	<div><div></div><div></div><div></div><div></div></div>
10	10	20	0	10	Accurate	-	0	0	0	+	0	++	0	0	0	0	0	<div><div></div><div></div><div></div><div></div></div>
0	0		25	14	Uptime	+	0	+	+	0	+	0	++	+	++	0	0	<div><div></div><div></div><div></div><div></div></div>
0	0	0	15	15	Long lasting	-	0	0	0	0	0	0	+	++	+	0	0	<div><div></div><div></div><div></div><div></div></div>
5	5	0	0	1	Visual Appearance	0	0	0	0	0	0	0	0	0	0	0	0	<div><div></div><div></div><div></div><div></div></div>
5	5	25	5	17	Low cost	-	-	0	0	+	0	0	+	+	+	++	0	<div><div></div><div></div><div></div><div></div></div>
100	100	100	100	100	Units	orders/hr	dB	time (hr)	time	# expired / total	hours	# missed / total	dimensionless	amount	# Failures / 1 Day	\$	kg	