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

				,	Goals	٨	٧	v	v	v	٧	v	٨	٨	v	V	٧	
Elderly	Physically Handicapped	Busy Young Professional	In-store employees	Franchise Owners / Amazon		Rate of order completion	Loudness	Collision Rate	me for first time user to learn syste	Total expired groceries picked	Time to install	# of missed orders per cycle	Time between charges	Cycles until failure	Failures per day	Production cost	Total Weight	Competitor Legend  Regular grocery shopping  Amazon Go  Caper Shopping Cart
wнo					WHAT	ном											Benchmarking	
10	10	25	10	6	Quick	++	-	+	+		+	+	+	+	+	0	+	• • •
10	10	0	0	8	Doesn't disturb other customers	-	++	++	0	0	+	0	0	0	+	0	+	• • •
25	25	0	10	4	Accessible	-	++	++	++	+	0	+	0	0	0	+	+	• • •
20	25	10	15	5	Ease of use	-	0	+	++	0	+	+	0	0	+	0	+	•—•
15	10	20	0	8	Good grocery picks (ripe)	-	0	0	0	++	0	+	0	0	0	0	0	• • •
0	0	0	20	12	Easily implemented	0	+	+	++	-	++	0	0	0	0	0	+	•••
10	10	20	0	10	Accurate	-	0	0	0	+	0	++	0	0	0	0	0	• • • • • • • • • • • • • • • • • • • •
0	0		25	14	Uptime	+	0	+	+	0	+	0	++	+	++	0	0	••••
0	0	0	15	15	Long lasting	-	0	0	0	0	0	0	+	++	+	0	0	• • •
5	5	0	0	1	Visual Appearance	0	0	0	0	0	0	0	0	0	0	0	0	•—•
5	5	25	5	17	Low cost	-	-	0	0	+	0	0	+	+	+	++	0	••••
100	100	100	100	100	Units	orders/hr	ф	time (hr)	time	# expired / total	hours	# missed / total	dimensionless	amount	#Failures / 1 Day	↔	kg	