

Check Yourself

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Problem

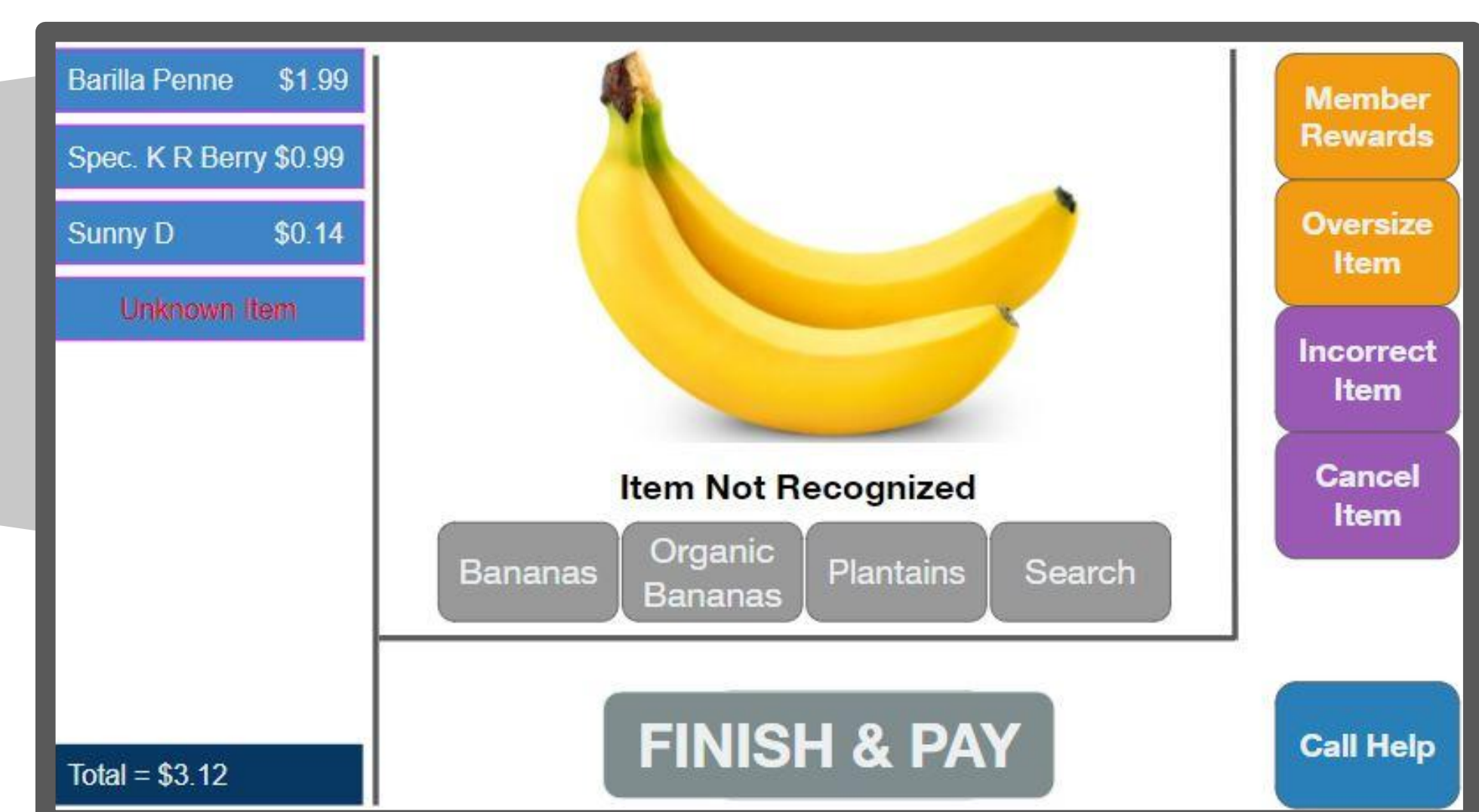
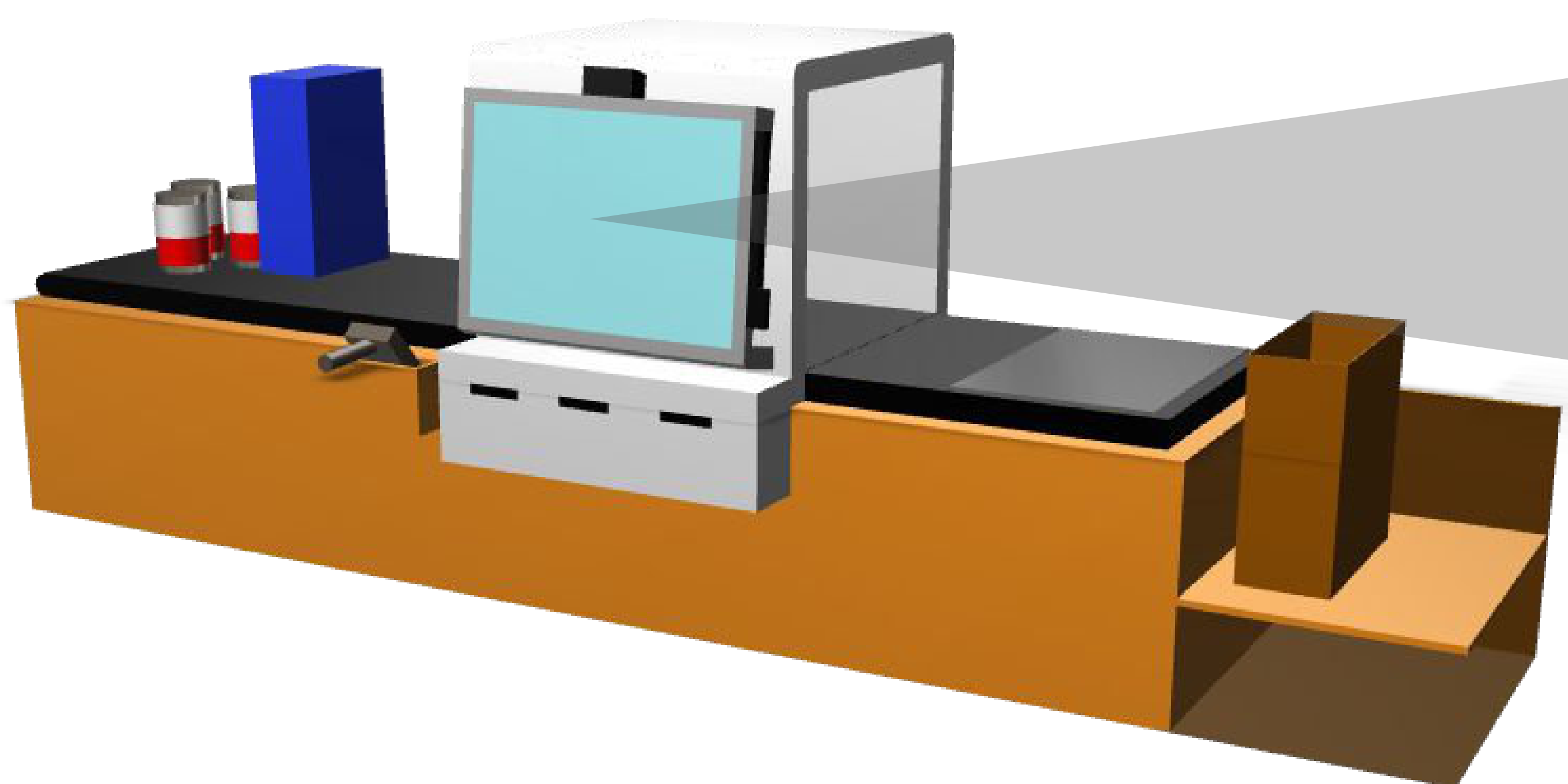
Current self-checkouts are difficult to use, operate inefficiently, and waste time. They put the first needs of the grocer, not the customer.

Value Proposition

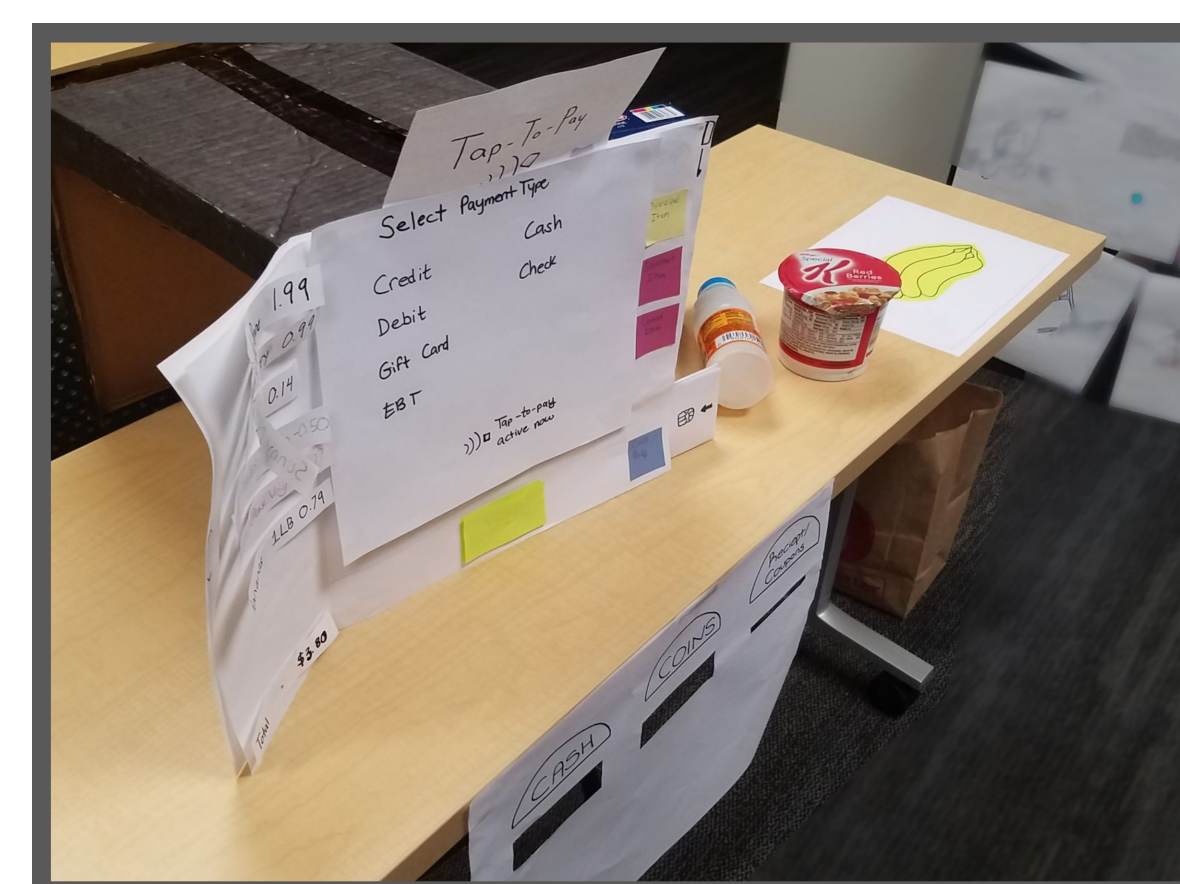
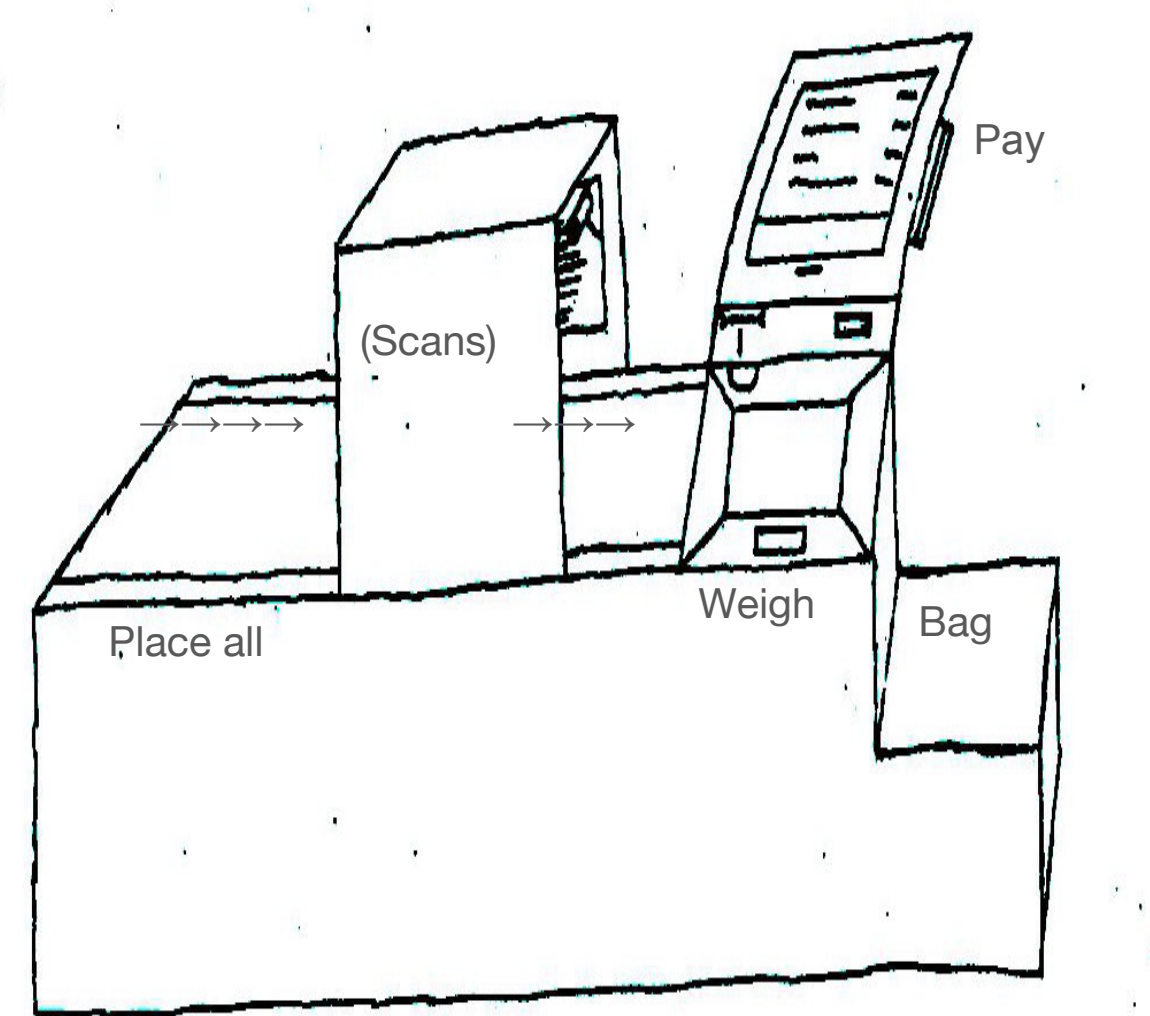
Our new design maximizes ease and speed. The machine does all the work but customers remain in control. Just place, bag, and pay for items.

Key Functionality

Items, including bulk items and items without barcodes, are placed on a conveyor belt and pushed through a scanner box that uses computer vision to identify items. The customer verifies and pays for items with an easy-to-use terminal, and that's it!



Design Iteration



Research

We spoke to customers and employees in grocery stores to understand their problems and needs.

Sketches

We explored many different ways customers can check themselves out quickly and effortlessly.

Early Prototyping

We created a research-backed paper prototype tested on real customers and constantly iterated our work.

3D Model

Our final design integrates months of feedback and improvements that make the checkout experience as smooth as possible