Case study: Simba super market

Problem: Simba super market using traditional bar code tag for their product which stores around 20 characters which are product identification, and manufacturer’s information, and batch. Simba super market customers also face with the problem of waiting while cashiers are scanning the barcodes during checkout, customers with visual disability are not helped a lot because there is no way to help the to be aware of information related to the product, and also there is a problem of skipper caused by frustration of waiting a long while checking out.

Solution:

1. because QR code can store thousands of data it will be easy to insert more information related to the product beyond product identification number, manufacturer’s detail, and batch number and put more information related to the product like

* ingredients list
* nutritional fact
* allergen information
* recipes
* more

1. As customer have already scanned product, knew how much to pay and paid by them self will reduce the amount of time spent while checking out because everything has done already, what is remaining is only verification.
2. By integrating screen reader in an application help customer with visual disability to get more about product via voice.
3. Easy check out process