

SHANNON MAY HALL

SAINSBURYS: SELF-CHECKOUT EXPERIENCE CASE STUDY





Hey, I'm **Shannon May**, a Visual UI designer living in Essex

I'm a passionate creative that has worked across print, digital and social media design. My career began with a certification in computer science but quickly moved into more creative spheres, where I've been creating design solutions ever since.

I have recently focused my study on visual UI/UX design, culminating in a UX design certification from the School of UX. I'm interested in the gaming and education sectors especially, and would love to work with you on your next project!



SAINSBURYS

Self-checkout

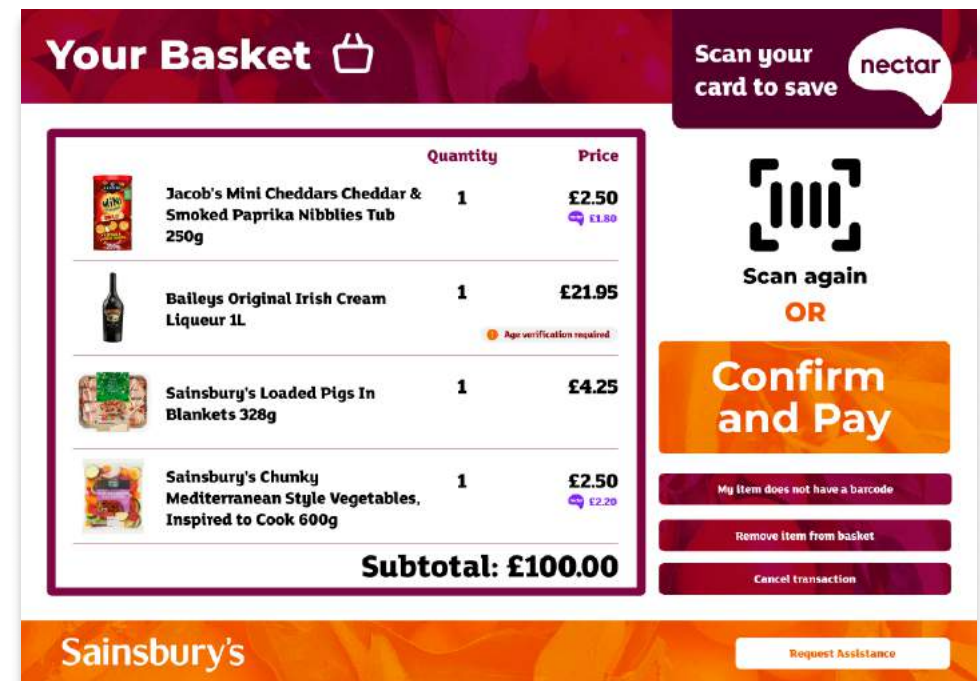
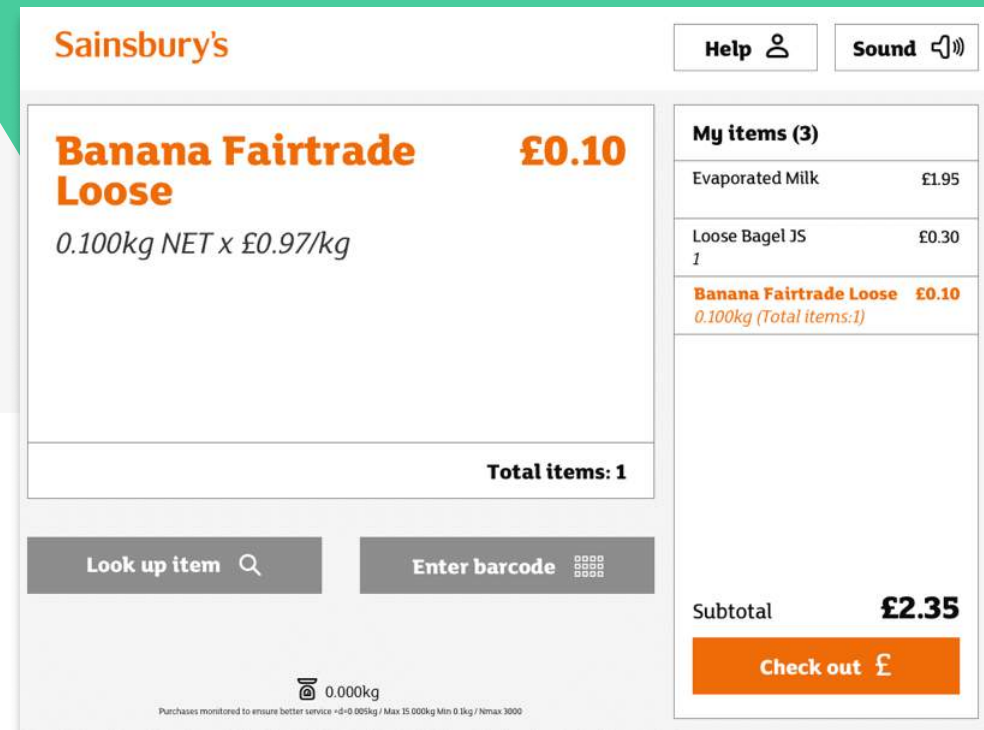
*Redesigning the Sainsbury's self-checkout
UI without the bagging area for small shops*

WHATS THE PROBLEM?

The premise for this case study was to envision an update for Sainsbury's self checkouts based on some key data-driven conclusions:

- Shoppers get frustrated with the bagging area not weighing items correctly, slowing down their checkout experience.
- Nectar card signups, that provide shopping discounts, have been declining.
- Customers find looking through the list of scanned items on screen difficult.
- Complex transition animations between screens frustrate customers as the hardware the self checkouts are running on runs slowly and sometimes freezes.

[SKIP TO THE FINAL SCREENS & PROTOTYPE](#)



Design review

Initial design review, formed from my professional opinion and data provided in the initial problem statement



WHAT WORKS

- ✓ Clean UI with clear delineated sections, making navigation easy for the user.
- ✓ Large buttons for ease of pressing make the software very accessible.
- ✓ Clear use of Sainsburys branding that we want to take forward and perhaps even enhance with Sainsbury's secondary brand colour.

WHAT COULD BE IMPROVED

- ? Visual clarity of the list of scanned items. This could be improved with actual product images.
- ? Nectar card integration is minimal, and could be higher to encourage future signups.
- ? Slow transitions between checkout pages could be mitigated with simpler animations, or eliminating unnecessary animations.
- ? The path to remove items from the basket is not clear. We do not want to directly encourage this behavior, but we do not want to make it unnecessarily difficult.

SAINSBURYS

User journey

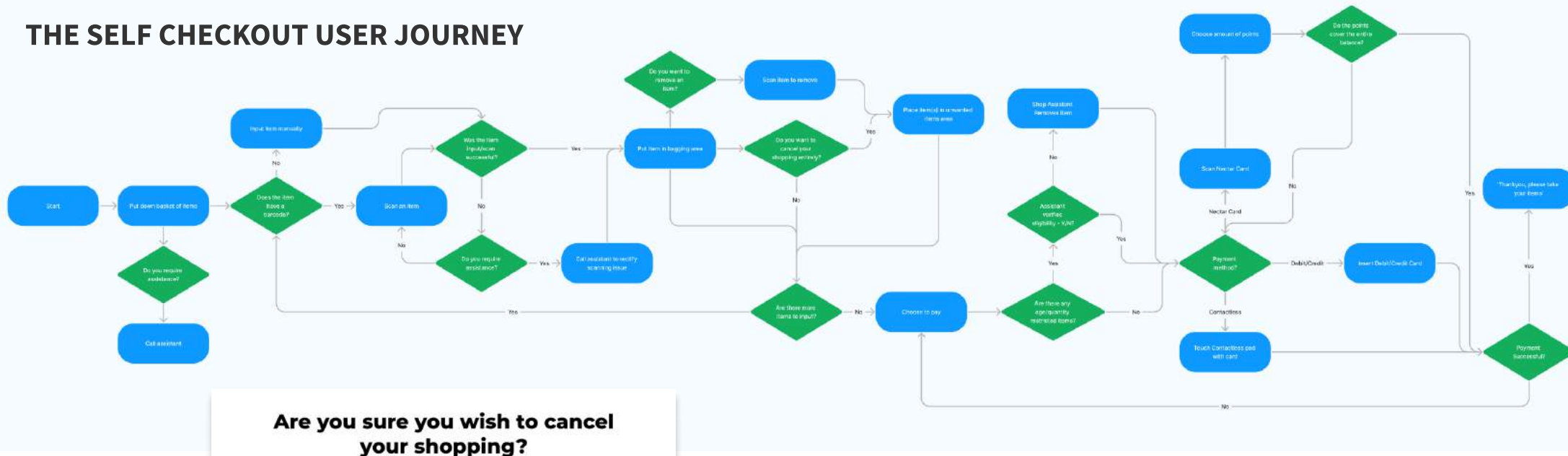
Understanding the journey of a shopper
using a self checkout system

Thankyou for shopping with
Sainsbury's

Print Receipt

Next Customer

THE SELF CHECKOUT USER JOURNEY



**Are you sure you wish to cancel
your shopping?**

Yes, cancel my transaction

No, go back to my basket

Request Assistance

Sainsbury's

UNHAPPY PATHS AND ERROR STATES

Users are not always going to have a perfect experience - this user journey also covers the unhappy paths of a shopper, such as having to cancel an item or a payment is declined.

Information architecture

Displaying information clearly to the shopper is an integral part of the checkout process

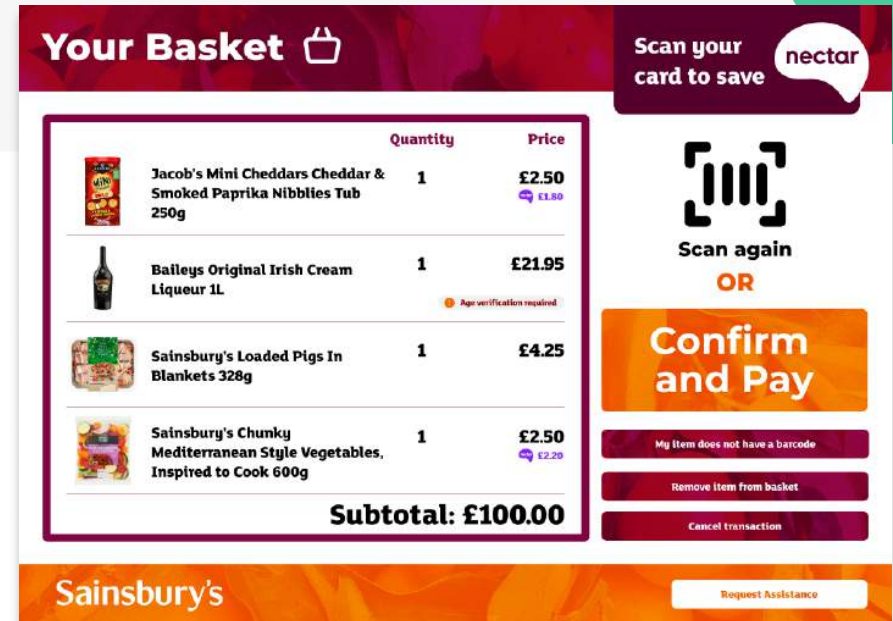
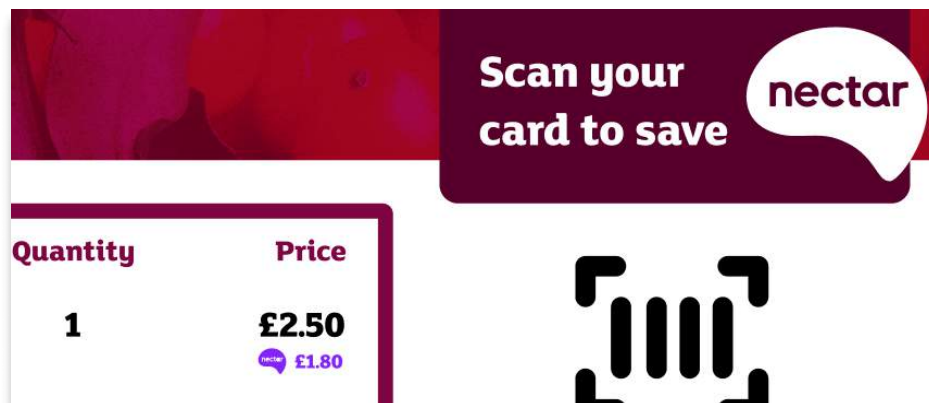
Nectar card integration is minimal, and could be higher to encourage future signups.



Pass

NECTAR DISCOUNTS

Discounted prices are now displayed beneath the standard item price - As well as the prompt in the upper right corner, this encourages the user to scan their nectar card to obtain these discounts. There is also an additional nectar card nudge just before payment.



ITEM IMAGE INTEGRATION

Using data from the existing online Sainsburys product database, preview images can be used during checkout to visually confirm the item that the shopper has just scanned.

Visual clarity of the list of scanned items. This could be improved with actual product images.



Pass

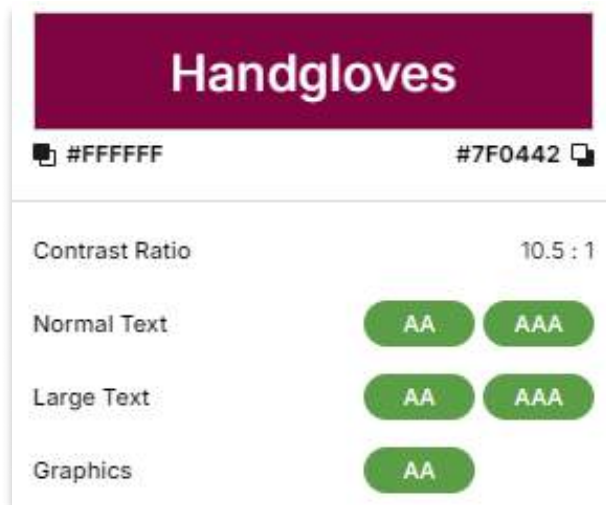
Accessibility

Accessibility is very important for a system used by a wide variety of shoppers with a wide variety of needs

WCAG VALIDATION

The checkout software design is compliant with the 2.3 Web Content Accessibility Guidelines.

- ✓ Legible text sizes and large buttons
- ✓ AA Standard colour contrast ratios
- ✓ Short load / response times



Total Color Blindness

Total color blindness is much less common, (less than 0.001%) but it's an effective rubric to check for design efficacy. If your design is working without color, it is also likely also well organized, using reasonable hierarchies, and clearly laid out.

WCAG AA Compliance Guidelines

- Add redundant UI signals for states.
- Error and success conditions should be

[Simulate](#)[Reset](#)

VISUAL ACCESSIBILITY

The design was tested using visual impairment simulation tools - the new design is suitable for colour blind users, users with light sensitivity, and users with vision acuity.

PERFORMANCE

Animations are now only used on the initial screen, and the final screen of the system to minimise lag and help prevent crashes (This gives a better user impression at both the start and end of their experience, and improves usability during the actual scanning and payment stage)

Slow transitions between checkout pages could be mitigated with simpler animations, or eliminating unnecessary animations.

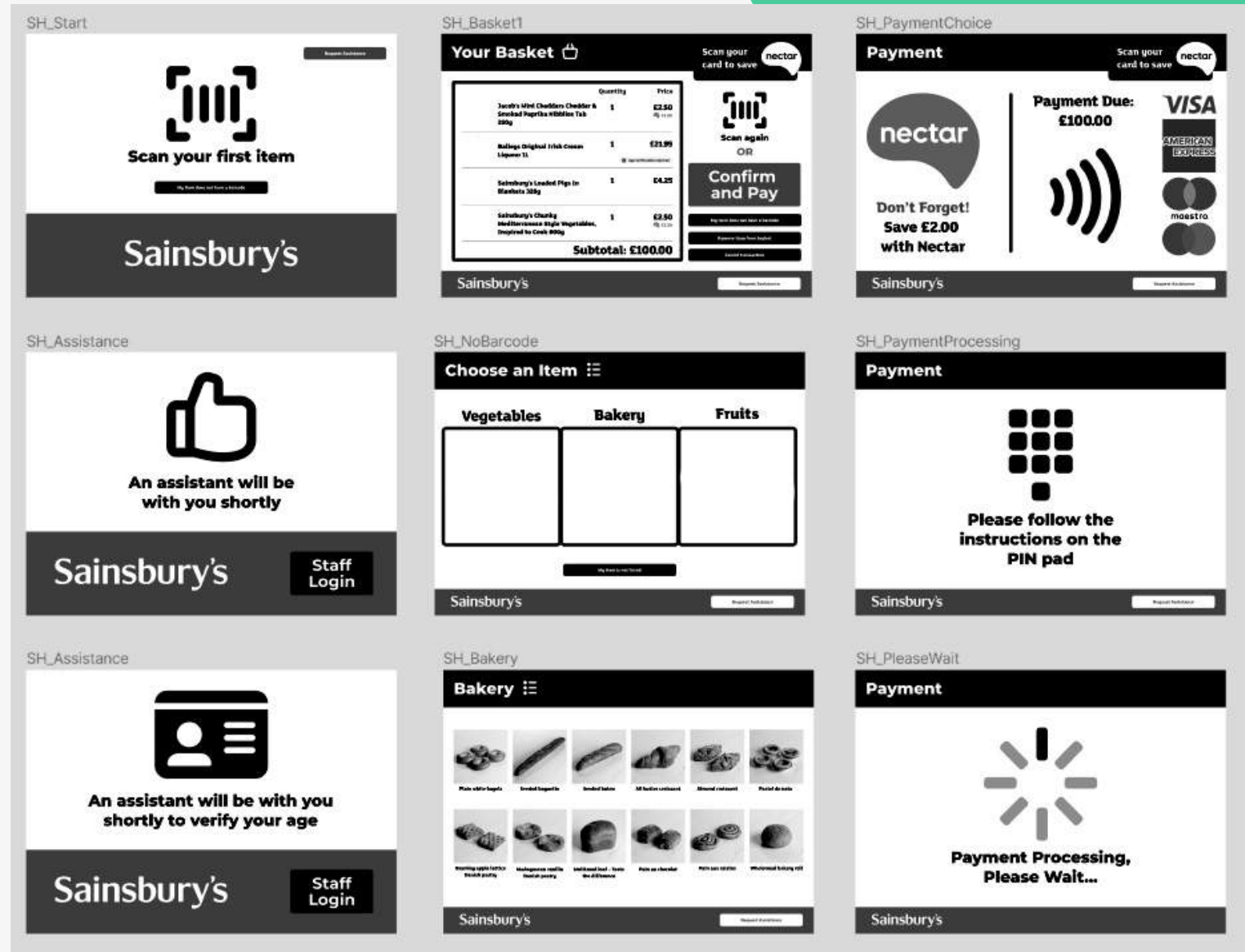


Pass

SAINSBURYS

Wireframing

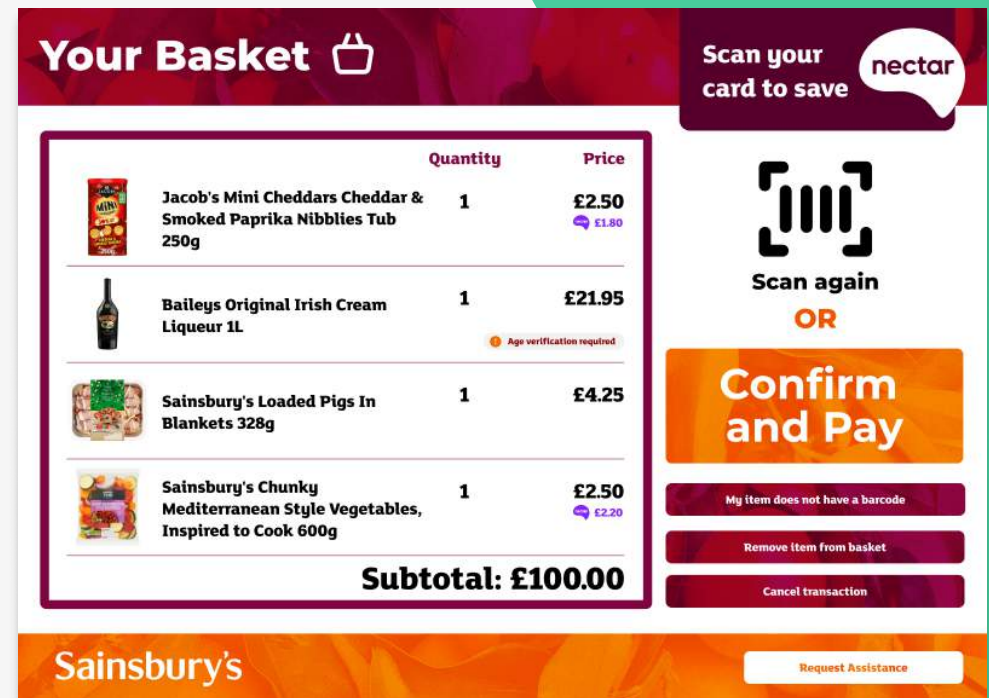
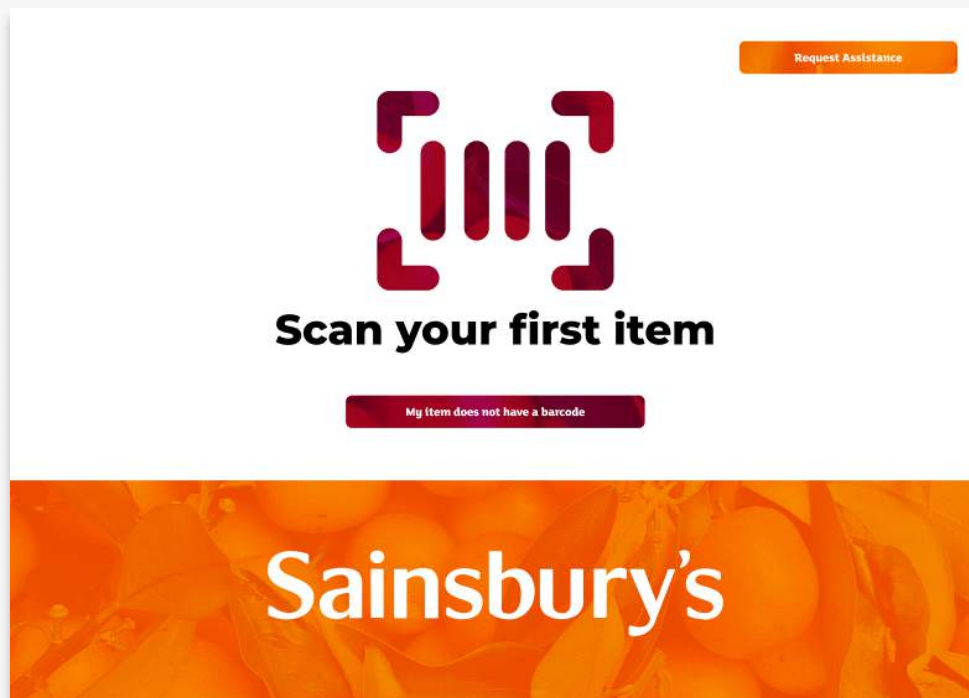
The wireframes were achieved with a combination of figma tools and Sainsburys' design system Luna, to make sure that the final design followed Sainsburys existing brand style.



SAINSBURYS

Prototype Screens

You can access the interactive prototype at
www.shannonmay.co.uk/sainsburys.html



**Are you sure you wish to cancel
your shopping?**

Yes, cancel my transaction

No, go back to my basket

Request Assistance

Sainsbury's

Request Assistance



**Please place the items
in the put-back trolley**

Sainsbury's

Request Assistance



**Please place the item
in the put-back trolley**

Sainsbury's

Request Assistance



Scan item to remove from basket

Sainsbury's



An assistant will be
with you shortly

Sainsbury's

Staff
Login

Choose an Item ☰

Vegetables



Bakery



Fruits



My item is not listed

Sainsbury's

Request Assistance



An assistant will be with you
shortly to verify your age

Sainsbury's

Staff
Login

Bakery ☰



Plain white bagels



Seeded baguette



Seeded baton



All butter croissant



Almond croissant



Pastel de nata



Bramley apple lattice
Danish pastry



Madagascar vanilla
Danish pastry



Multiseed loaf - Taste
the difference



Pain au chocolat



Pain aux raisins



Wholemeal bakery roll

Sainsbury's

Request Assistance

Fruits



Plain white bagels



Seeded baguette



Seeded baton



All butter croissant



Almond croissant



Pastel de nata



Bramley apple lattice
Danish pastry



Madagascar vanilla
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Multiseed loaf - Taste
the difference



Pain au chocolat



Pain aux raisins



Wholemeal bakery roll

Sainsbury's

[Request Assistance](#)

Payment

Scan your
card to save

nectar



Don't Forget!
Save £2.00
with Nectar

Payment Due:
£100.00



VISA



Sainsbury's

[Request Assistance](#)

Vegetables



Plain white bagels



Seeded baguette



Seeded baton



All butter croissant



Almond croissant



Pastel de nata



Bramley apple lattice
Danish pastry



Madagascar vanilla
Danish pastry



Multiseed loaf - Taste
the difference



Pain au chocolat



Pain aux raisins



Wholemeal bakery roll

Sainsbury's

[Request Assistance](#)

Payment



**Please follow the
instructions on the
PIN pad**

Sainsbury's

[Request Assistance](#)

Payment



**Payment Processing,
Please Wait...**

Sainsbury's

Enter Quantity

How many?



Add to basket

Sainsbury's

Request Assistance

Thankyou for shopping with

Sainsbury's

Print Receipt

Next Customer

Like this case study? **Hire me!**

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