

SmartCheckout

Rethinking self-checkout for retail — an AI-vision kiosk study.

THE PROBLEM

Why don't shoppers use SCO?

Self-checkout (SCO) usage remains far lower than traditional point-of-sale. Customers often prefer staffed checkouts despite expected speed advantages — leaving SCO units underutilized and merchant ROI low. Retailers hesitate to invest in more units.

We study the user barriers behind this gap and prototype interventions to lift SCO transaction volume.

LOW

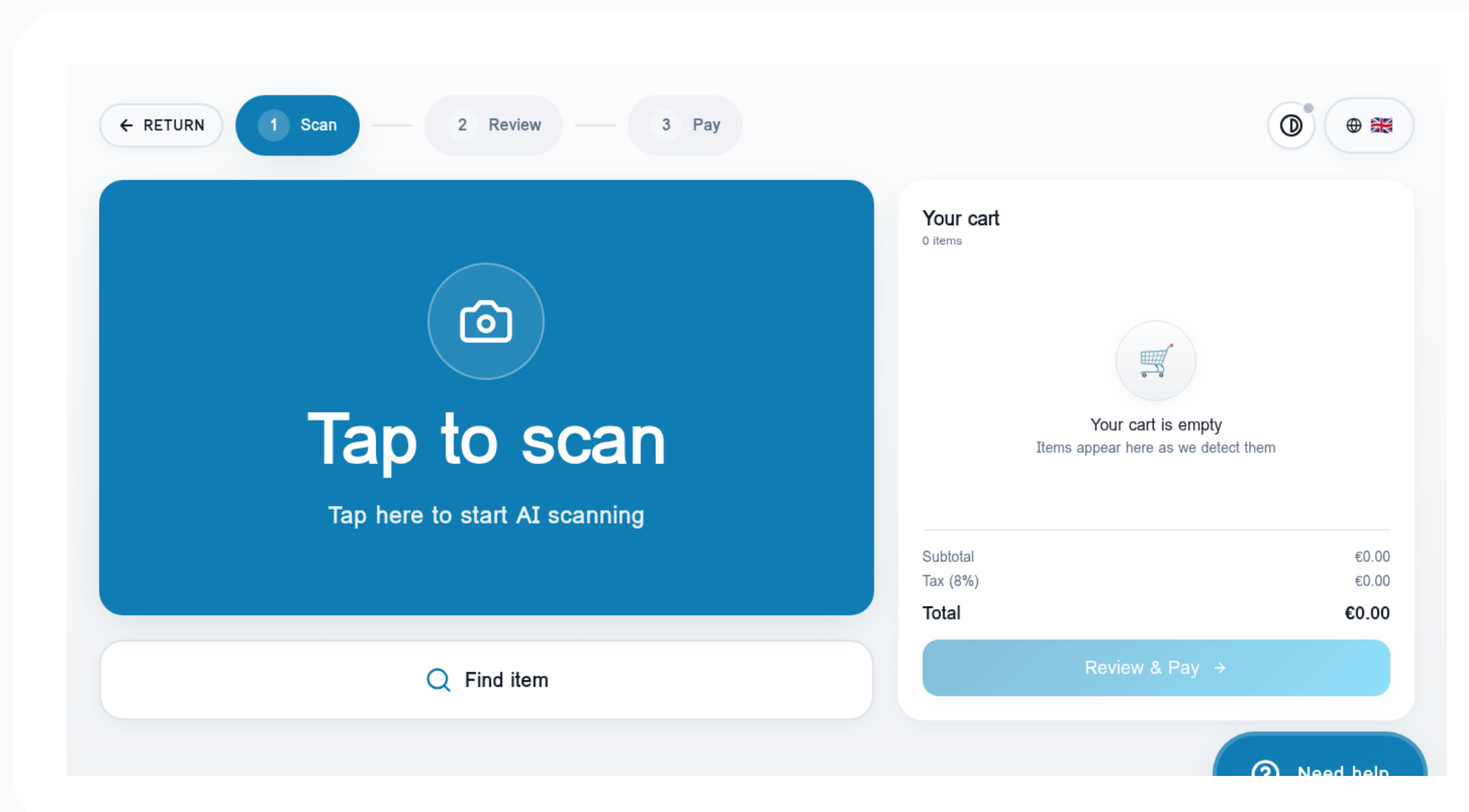
SCO adoption vs traditional POS

ROI↓

Underutilized units → poor returns

HESITATE

Merchants slow to expand fleets



Live prototype — choose AI Smart Scan or Classic SCO

How it works

01

Scan

Show items to the camera — Gemini-powered vision identifies products in real time.

02

Review

Confirm your cart with large touch-friendly tiles. Staff pager handles exceptions.

03

Pay

Tap to pay. Digital receipt. Under 30 seconds for a typical basket.

TEAM —

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TRY THE LIVE PROTOTYPE

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Scan the code or visit the URL — works on any device.