

Retail Checkout Redesign

A/B results from the self-checkout pilot

Why Redesign

- Average checkout time had crept up to 94 seconds
- Customers cited the barcode-scan step as the main friction point
- A redesigned scan flow was tested against the old one for six weeks

Two Flows Compared

Old flow: scan, bag, pay, receipt — four screens.

New flow: scan-and-bag combined, pay, receipt — three screens.

Checkout Time, Before and After

Store	Old (s)	New (s)
Store A	96	71
Store B	91	68
Store C	98	74

What We Recommend

1. Roll the new flow out to all stores
2. Keep the four-screen flow available as an accessibility option
3. Re-measure after the holiday volume spike

Thank you