IMTIAZ CHECKOUT ASSIGNMENT

Team Members

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Imtiaz checkout

Imtiaz

1.EMPATHIZE

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INTERVIEWS

HOW WE INTERVIEWED:

Wewent outsideImtiazand approached 12people, 9 of whomgave interviews regarding their experience at checkout, from which we extracted their pain points.

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Sarfraz

- Main imtiaz apni shop keh liye saman lene ata hoon.
- Week main 3 bar shopping karleta hoon.
- Amount vary karti rehti hai shop par saman ki zarorat par.
- Jab 5k se kum ki shopping karta hoon toh chahta toh hoon jaldi farigh hona , **likin fast counter fast hai nahin asal main.**
- Jab 5k se uper ki shopping karta hoon toh masla nahin hota wait karne ka line main.
- Jab beti ko pick karne ka time ho ya shop par jana ho jaldi toh line bohat irritate karti hai.
- Kabhi overbilling ho bhi jai toh parchi dekhna possible nahin hota

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Zafar

- Mainimtiaz apne ghar ki groccery lene.
- Month main 1 bar saman lene jaata hoon.
- Shopping ki amount around 20k hi rehti hai.
- Line main time toh lagta hai month start main, likin majboori hai.
- Haan agar bahar ki tarhan self checkout banjai toh boat acha hojai.
- Ik masla jo checkout par aya hai woh yeh keh jab loyalty card bhool jao toh baad main points add karwanay ka koi tareeqa nahin hai.
- Bohat rarely aisa hoa hai keh extra billing hoi ho.
- parchi kon check karay itni lambi.
- Baki satisfied hoon. Aur yahin se grocery leta hoon.

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Saifullah

- Mein taqareeban har mahine ek bar ata hu
- line me time boht lagta ha
- bill humesha around 30k tk hota ha
- line me kbhi kbhi time boht ziyada lagta ha
- inko counter aur ziyada banane chaiyee
- peechle 5-6 saal se idhr aarha hu
- staff bhi boht cooperative ha
- inko self-billing krni chaiyee

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Rukhsana

- har mahine hi ana parhta ghr ki grocery lene ke liye
- mehengai itni ha humesha 50k tk bill banjata ha
- 6-7 saal se imtiaz se hi grocery lete hn
- kabhi kabhi boht rarely extra billing kr dete hn
- baki to fully satisfied hu imtiaz se koi shiqayat nahi

Imtiaz checkout

Yasir

- har mahine hi ana parhta ghr ki grocery lene ke liye
- mehengai itni ha humesha 30k tk bill banjata ha
- govt counter commercial se kaafi behter hai
- vegetables ,friuits ke lie alg shopping lo phir alg line me lago phir aapko wo price tag dete boht zyada time zaya hota
- kabhi kabhi boht rarely extra billing kr dete hn
- baki to fully satisfied hu imtiaz se koi shiqayat nahi
- self billing honi chaye

Imtiaz checkout

M.Shameem

- harmahine hi ana parhta ghr ki grocery lene ke liye
- mehengai itni ha humesha 30k tk bill banjata ha
- month ke strart me hd se zyada rush hota jiski waja se kaafi der tk line me khra hona tha
- kabhi kabhi boht rarely extra billing kr dete hn
- baki to fully satisfied hu imtiaz se koi shiqayat nahi
- self billing honi chaye

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Imtiaz

Tabish

- mein imtiaz mahine mei do baar ata hun jisme ek dafa mahine k shru aur ek dafa mahine k end me ata hn
- mein jab b ata hn to mera ek bar ka kharcha 35 hazar to ho hi jata hai matlab 2 bar visit k takreban 70 hazr deta hun
- Yahan to mera alhumdulilllah payment ka koi issue hua hi nahi kabhi bhalay card ho ya cash
- Yahan sabse achi bat yeh hai k yahan error nh atay counter k pcs pr aur sabse achi bat yeh hai k refunds hume bht hi easily hojata hai

Imtiaz checkout

- Name: Khalid
- Age: Approximately 35 years
- Shopping Frequency: Shops twice a month
- Average Spending: 23k per month
- Shopping Location: Imtiaz Store

Why Khalid Shops at Imtiaz?

1. Khalid shops at Imtiaz because of its environment.
2. He finds a variety of items in the store, which helps him keep his family up-to-date with grocery trends.
3. Imtiaz provides all the essentials in one place, making shopping convenient.

Imtiaz checkout

- **Name**: Shoaib
- **Shopping Frequency:** Regular shopper for over 8–9 years
- **Average Spending:** 70k per month
- **Shopping Location:** Imtiaz Store

Why Shoaib Shops at Imtiaz?

- Imtiaz offers all the essential items Shoaib needs in bulk and at good prices.
- It saves Shoaib time and effort due to its efficient billing system.

USER PERSONAS AND CUSTOMER JOURNEY

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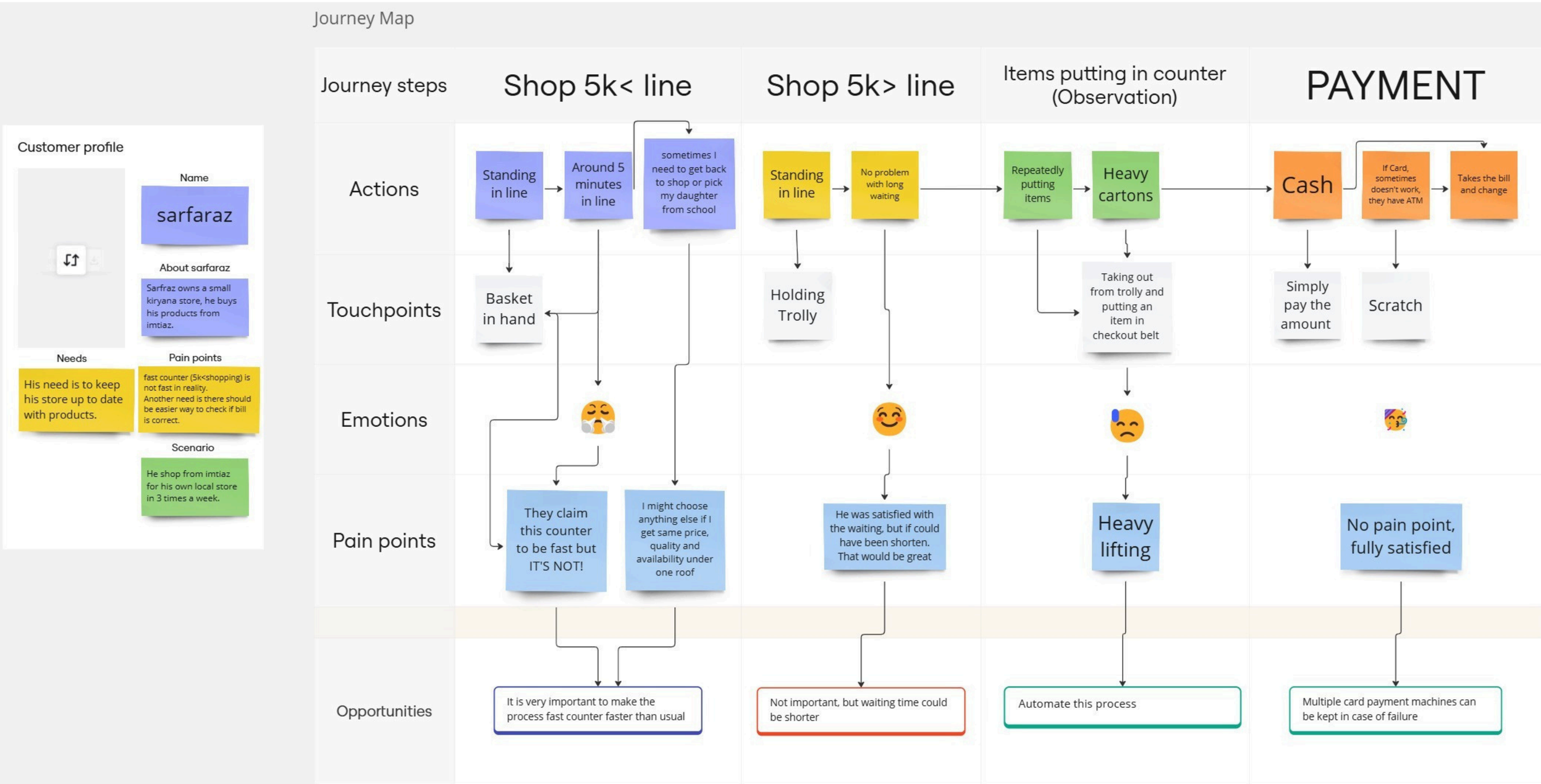
Journey Map



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Journey Map

Customer profile

Name

zafar

About zafar

Zafar is a family guy aged about 50 years, who shops at imtiaz monthly of around 20k

Scenario

He shops grocery for his house from imtiaz every month

Pain points

Too much waiting during checkout, especially at month start

Needs

Zafar restocks his groceries at the start of each month, and Imtiaz suits his needs perfectly with a wide variety of items at reasonable prices, all under one roof.

Journey steps	Shop 5k> line	Items putting in counter (Observation)	PAYMENT	Loyalty card
Actions	Standing in line → Long waiting during start of the month	Repeatedly putting items → Heavy cartons	Cash → If Card, sometimes doesn't work, they have ATM → Takes the bill and change	Sometimes want to add points after few days of purchase
Touchpoints	Holding Trolly	Taking out from trolly and putting an item in checkout belt	Simply pay the amount; Scratch	
Emotions	😩	😞	🥳	😞
Pain points	He usually shops at start of the month he hates long lines	Heavy lifting	No pain point, fully satisfied	sometimes forgets card at home, points shoud be added
Opportunities	waiting time should be shorter.	Automate this process	Multiple card payment machines can be kept in case of failure	Ther should be some mechanism to add points rather than loyalty card

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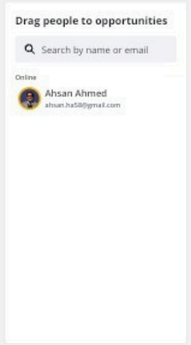
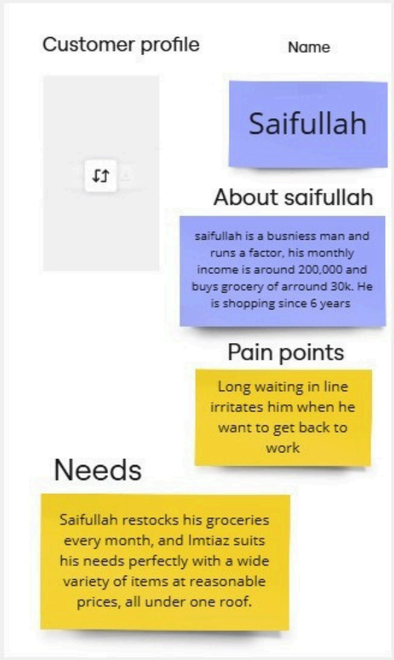
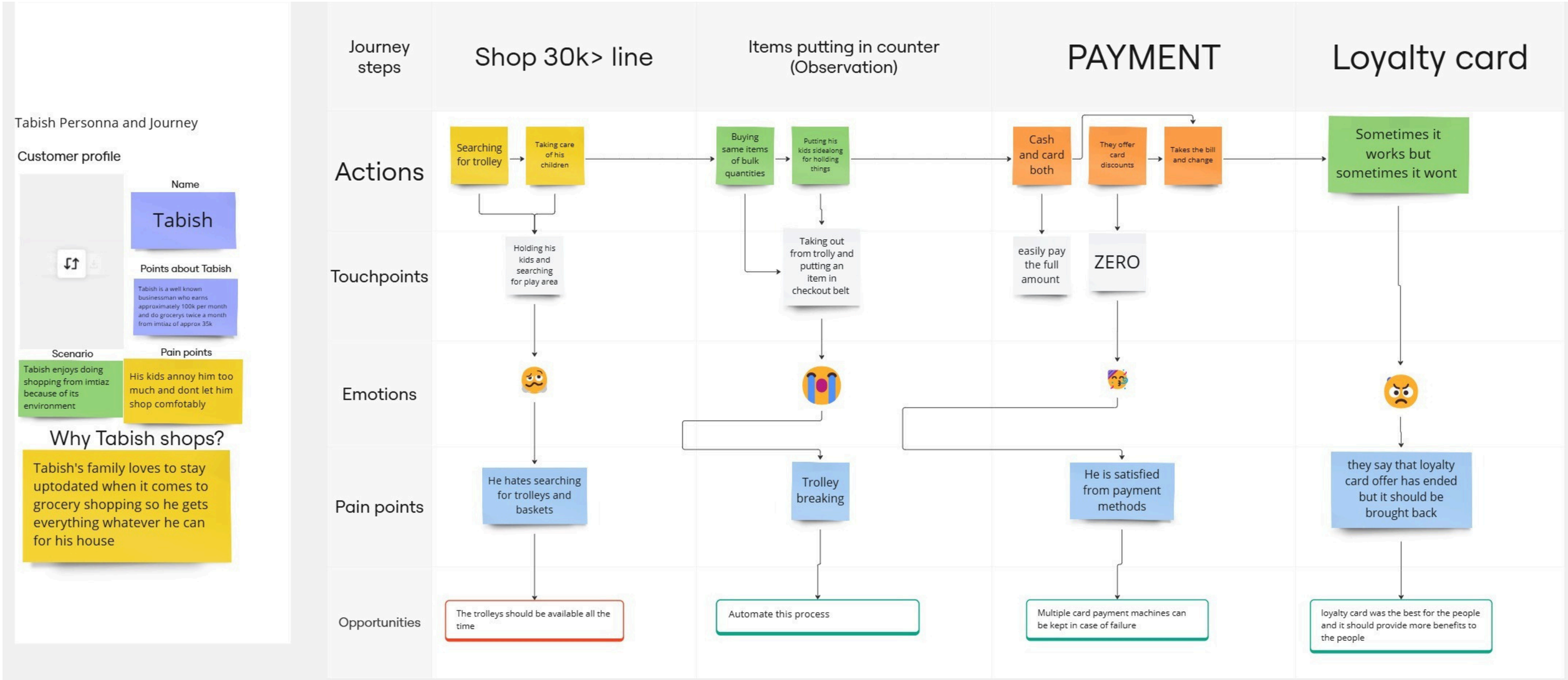




Journey Map

Journey steps	Standing in line	Items putting in counter (Observation)	Payment
Actions	Standing in line → Around 10 minutes in line → need to get back at work	Repeatedly putting items → Heavy cartons	CASH → If Card, sometimes doesn't work, they have ATM → Takes the bill and change
Touchpoints	Waste of time	Taking out from trolly and putting an item in checkout belt	Simply pay the amount
Emotions	😣	😣	😊
Pain points	Counters are too less	Heavy lifting	No pain point, fully satisfied
Backstage			
Opportunities & owners *Drag and drop owners onto cards*	waiting time should be shorter.	Automate this process	Multiple card payment machines can be kept in case of failure

Imtiaz checkout



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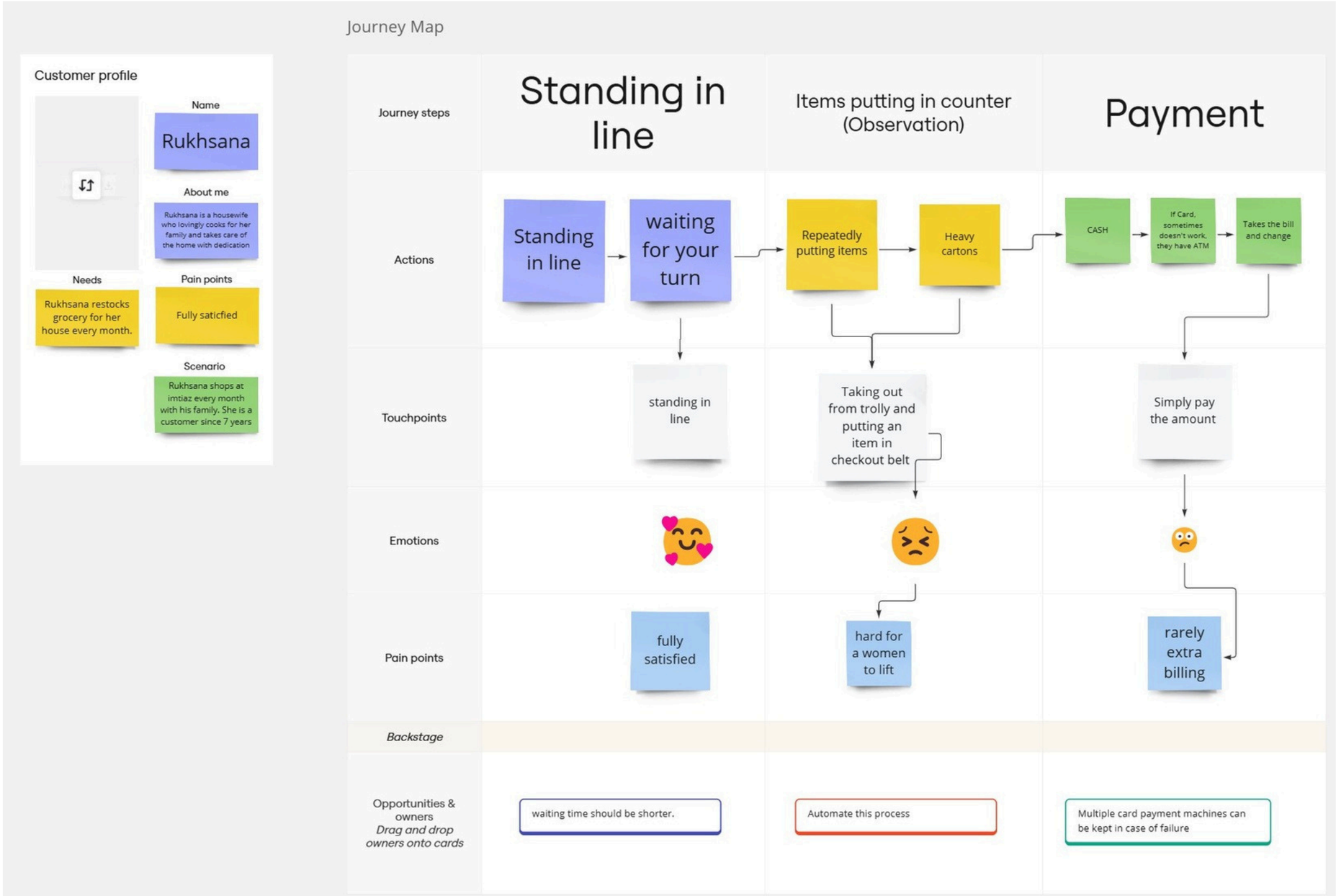

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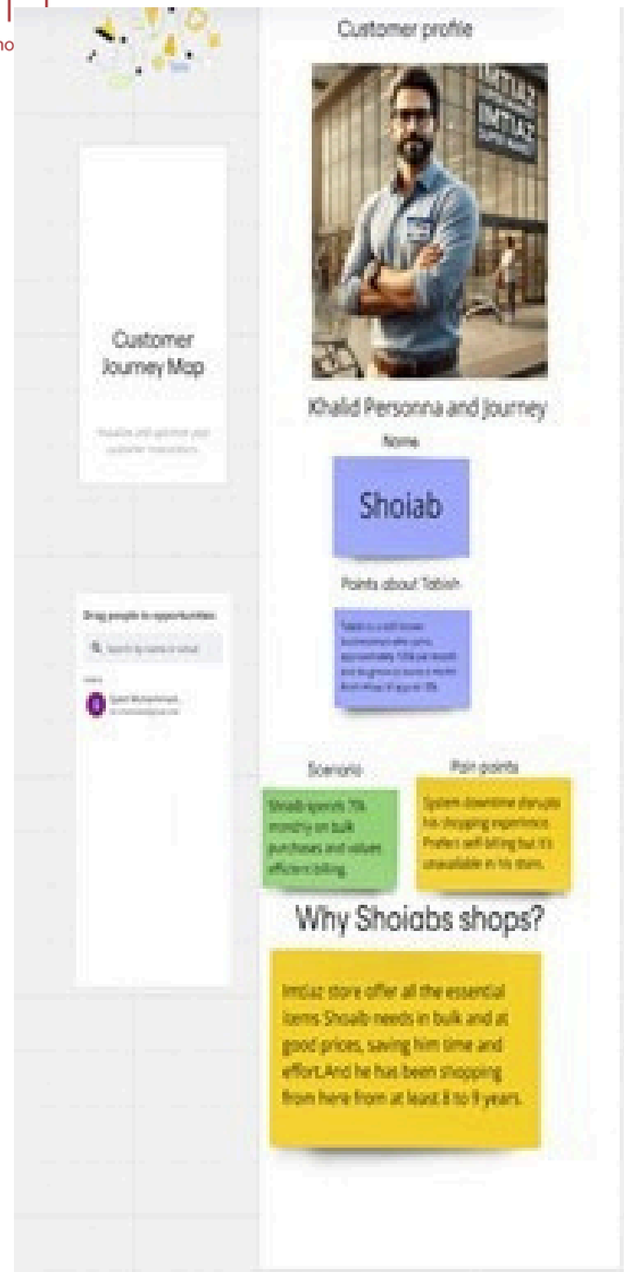

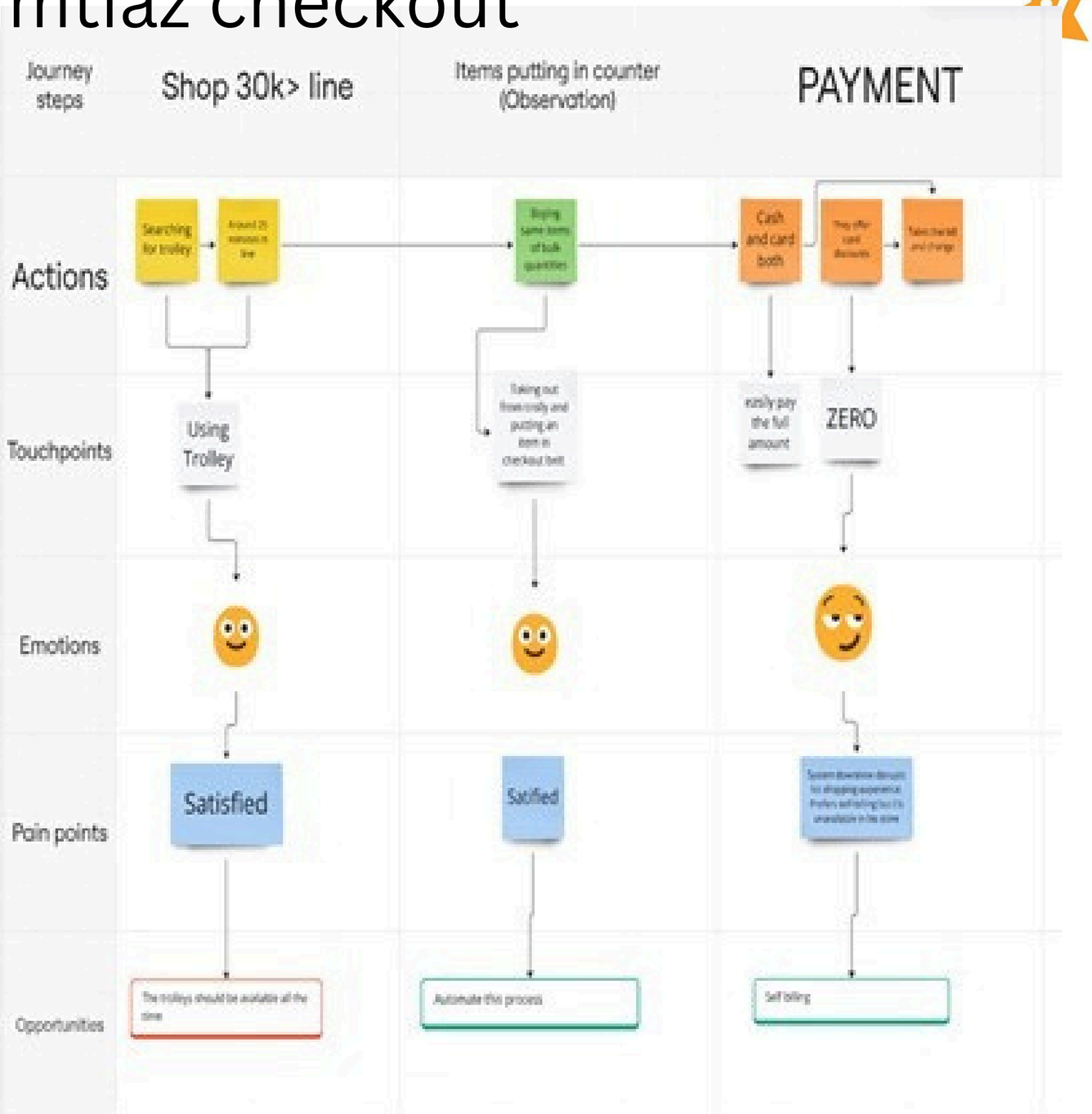

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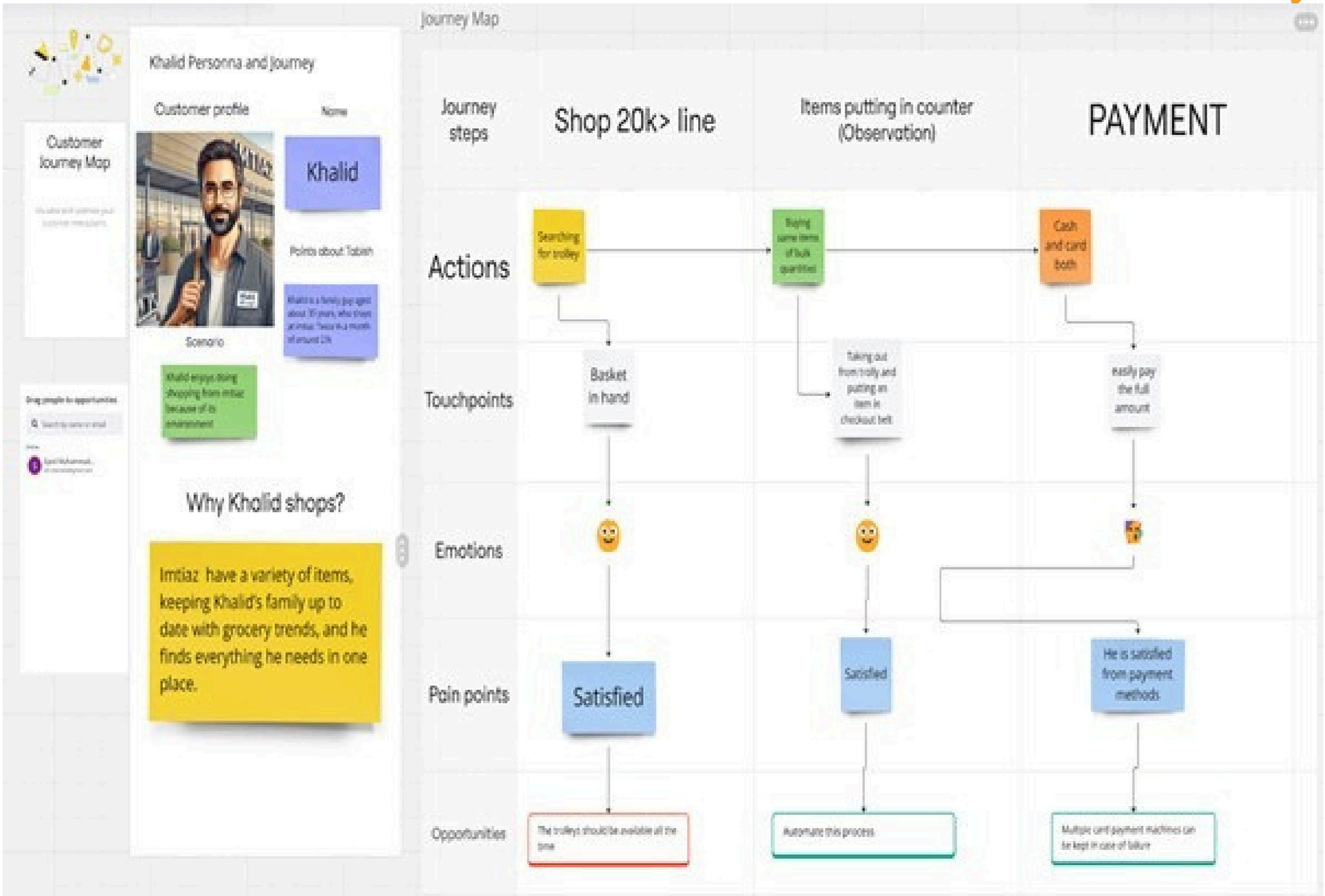

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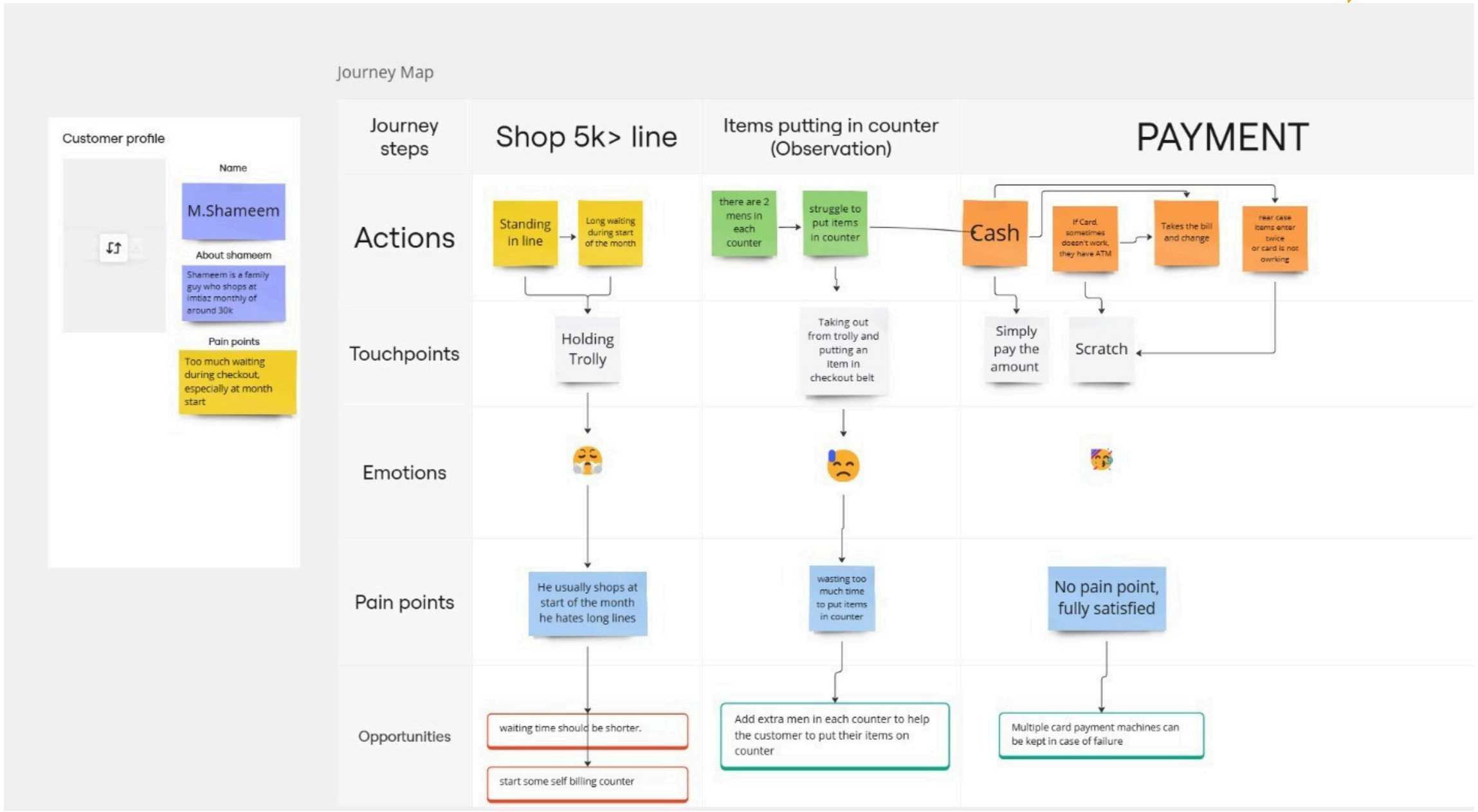

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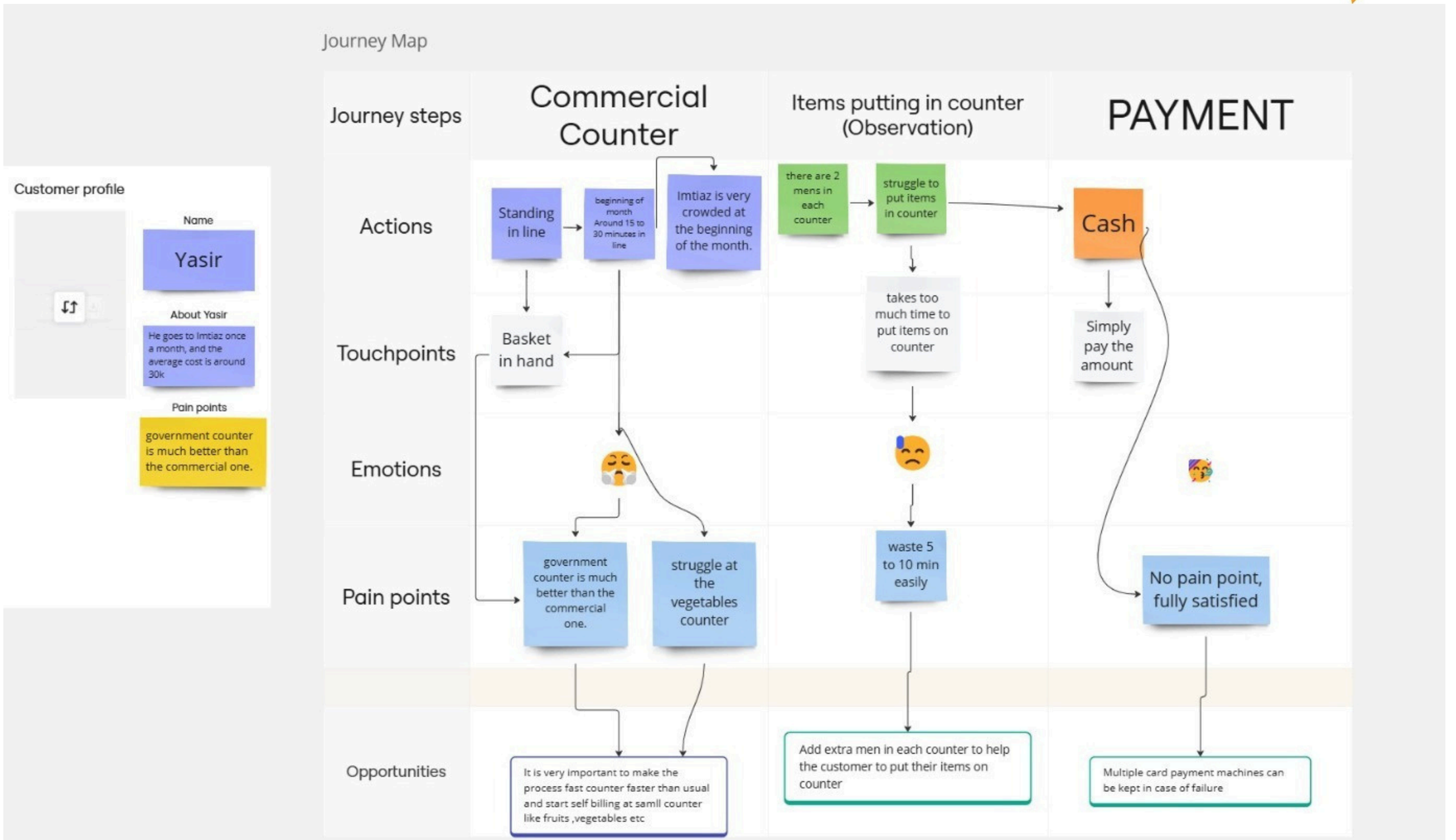

SEGMENTS

SEGMENT A

SHOPKEEPER

Imtiaz frequently shops for hisstore, visiting three times a week with varying purchase amounts depending on the store's needs. When his shopping total is less than 5,000 PKR, he prefers a quick checkout but finds the fast counter inefficient. However, for purchases exceeding 5,000 PKR, waiting in line doesn't bother him. When pressed for time, such as needing to pick up his daughter or return to the store, long lines become highly frustrating. Additionally, in cases of overbilling, he often cannot review the receipt due to time constraints.

SEGMENT B

PRICES

LOW-SPEND SHOPPERS (BELOW 5K PER VISIT)

- Frequency: 3 times a week.
- Concerns:
- Desire for quick checkout, but fast counters are inefficient.
- Frustration with long lines, especially when pressed for time.
- Inability to review receipts during overbilling due to time constraints.

SEGMENT B

PRICES

Moderate-SpendShoppers (20K–35K per visit)

- Frequency: Once or twice a month.
- Concerns:
- Lines are long, especially at the start of the month.
- Suggest self-checkout systems for faster billing.
- Rare instances of extra billing, but satisfied overall.
- Loyalty points cannot be added if the card is forgotten.

SEGMENT B

PRICES

High-SpendShoppers(35K–50K per visit)

- Frequency: Monthly or bi-monthly.
- Concerns:
- Experience smooth payment with both cash and card.
- Appreciate error-free counters and easy refunds.
- Suggest improvements like self-billing and a kids' play area.
- Find month-end shopping more convenient due to less crowding.

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2.DEFINE

HOW WE DEFINED

First, we wrote down userpainpoints, then we grouped similar pain points. After that, we defined a single-line problem statement for each category of pain points.

WHAT WE DEFINE

- POS machine doesn’t work sometimes.
- Its hard to go through receipts.
- (5k<) Fast counters aren’t fast enough.
- (Month start) line waiting is too long.
- User have to do self service to lift every item on counter.

3.IDEATE

HOW WE IDEATE

We went throughall the problemsone by one, setting a timer for each problem's ideation. We all wrote down our ideas for each problem, then discussed them with an open mind. After that, we finalized a single idea for each problem through discussion.

IDEATION

1. *POS machine doesn't work sometimes :* **QR Code based online banking.**
2. *Its hard to go through receipts :* **Soft copies should be sent via Whatssapp or there should be Imtiaz app**
3. *(5k<) Fast counters aren't fast enough :* **Individual counters for every category, can be self-checkout**
4. *(Month start) line waiting is too long :* **Same as above**
5. *User have to do self service to lift every item on counter :* **redesign trolly and ramp**

IDEATION

Problem :*POS machine doesn’t work sometimes*

Solution : **QR Code based online banking.**

QR codes of different online banking apps should be displayed at the counter in case of card failure.

IDEATION

Problem : *Its hard to go through receipts.*

Solution : **Soft copies should be sent via Whatssapp or there should be an Imtiaz app**

Users have complained about not being able to manage receipts easily, sometimes print quality is not good . Soft copies are easier to handle, and AI can be used to verify the list of items

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IDEATION

Problem : *(5k<) Fast counters aren't fast enough*
Solution : **Individual counters for every category**

To split the crowd, individual counters can be introduced for each category, while maintaining the main counters.

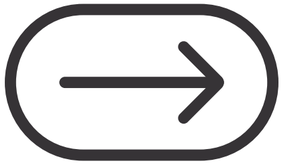
IDEATION

Problem *: User have to do self service to lift every item on counter*

Solution : redesign trolly and belt

Especially lower section of the trolleys, where cartons are mostly placed, and the belt can be redesigned in such a way that it automates the process of placing items on the belt.

Prototype



AI Smart Checkout
Rite Biscuit: Rs. 210
Cola Next: Rs. 140
Total: Rs. 350
QUICK OUT
cola_next

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Pitch

QUICK
OUT
Video Link

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