

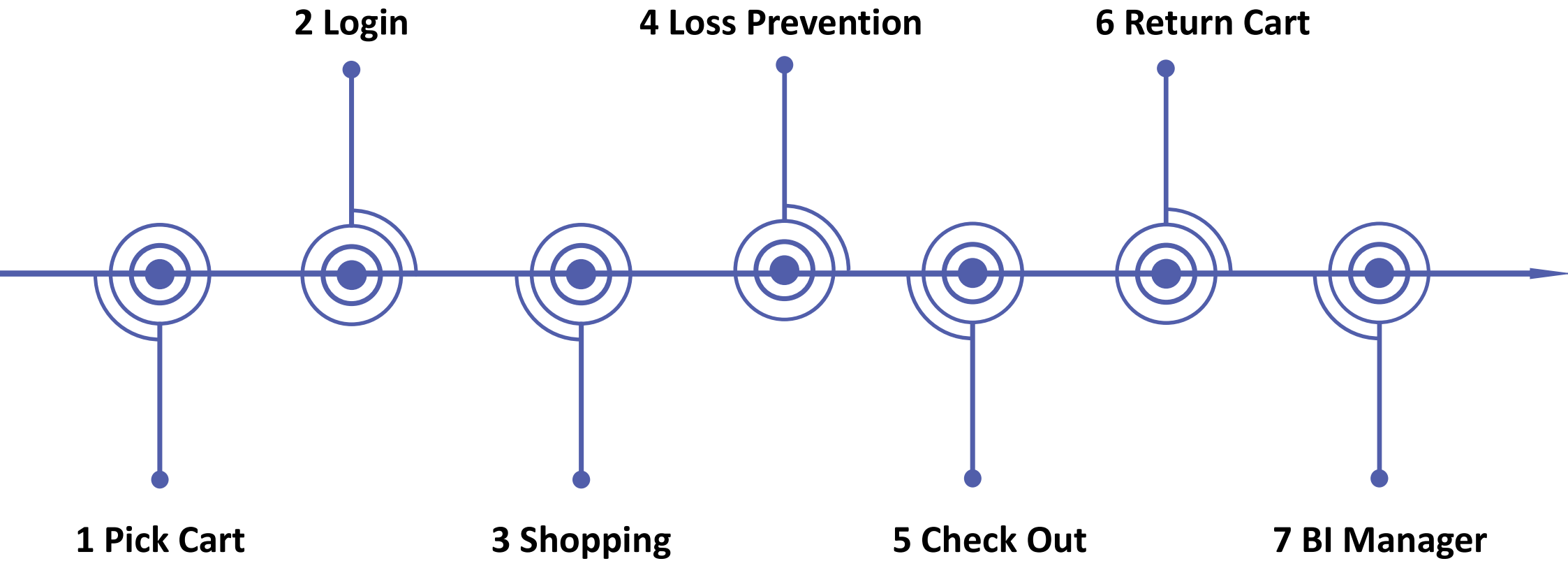


Smart Cart


Customer Journey

2023


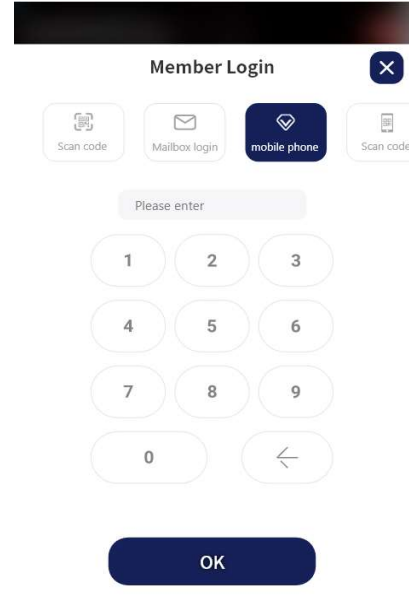
Customer Journey




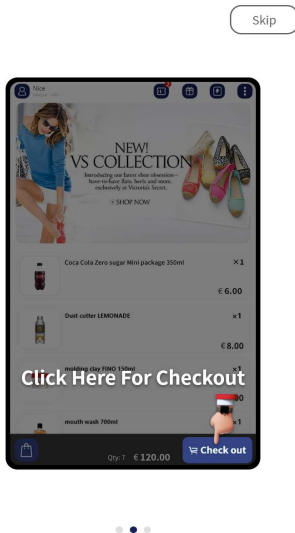

1 Pick Cart

Process step no.	1.1	1.2
Activity	Storage of carts	Charging of carts
Diagram	<p>All cart will park in shelter;</p> <p>1) Network demand Install Wifi Router: data synchronization or update App version in the night.</p> <p>2) Charging Area S600: 15 Carts length≈3.6m, width≈0.57m。 S800: 15 Carts length≈4.3m, width≈0.62m。</p> <p>S600 measure (L*W*H) : 764*560*1184mm S800 measure (L*W*H) : 880*622*1225mm</p>	<p>Will setting the charging time, in night cart will charging, in day time won't charging for cart. One charge station will charge for 15 carts 6 hours charging will support 16-28 hours for using</p> 

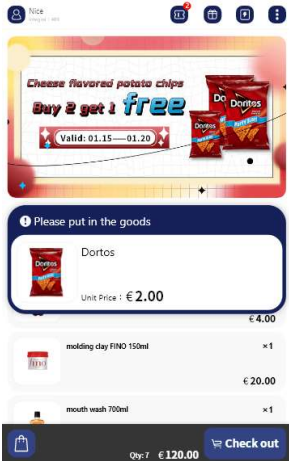
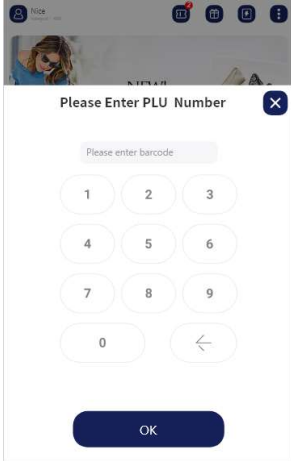
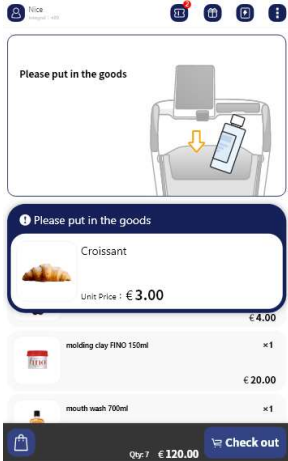
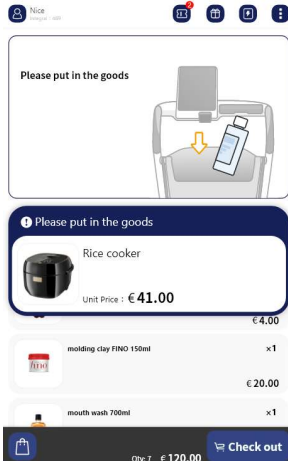
2 Login

Process step no.	2.0	2.1
Activity	language selection	Customer Log in
Description	1) Provide difference language, Customer could select language. 2) Provide Language package, load it on Seer MS, And set it from Seer	Tow way log in: 1) Customer can start to utilize the cart without a login 2) Customer login by member ID Or login from store APP. By scan QR code.
Diagram		

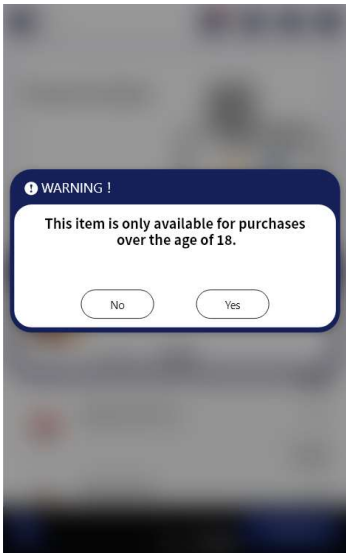
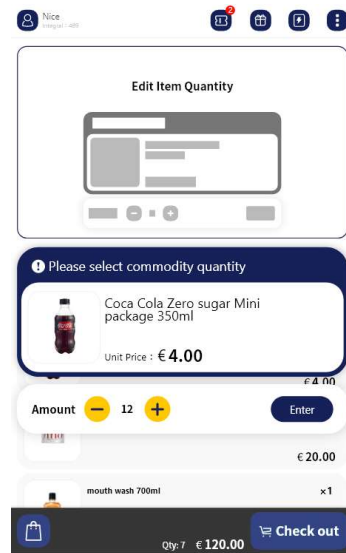
2 Login

Process step no.	2.2	2.3	2.4
Activity	Customer accepts Terms & Conditions	Customer onboarding regarding cart usage :	Completed login
Description	The Terms & Conditions are displayed Customer must read and accept them	Customer can choose, if an onboarding video/instruction is shown Two options are provided: 1)Watch/Read	Start to shopping page
Diagram			

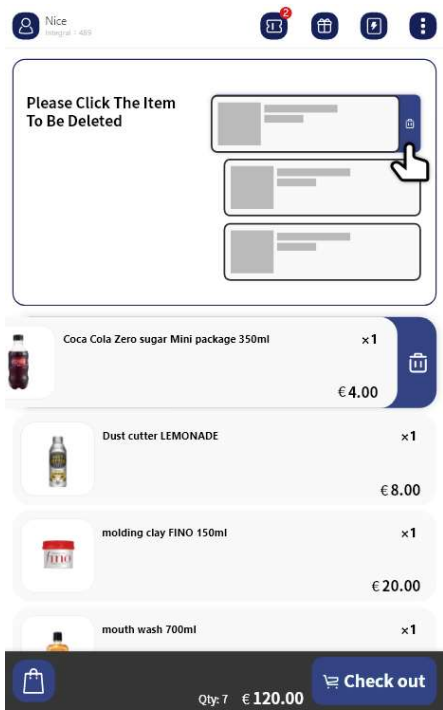
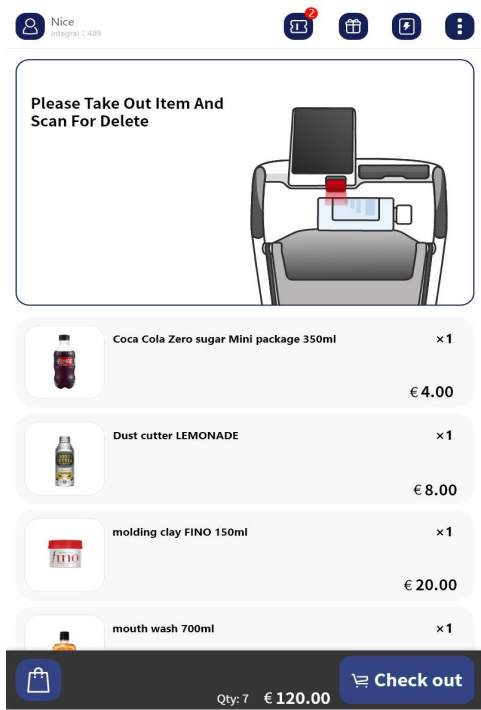
3 Shopping

Process step no.	3.1.1	3.1.2	3.1.3	3.1.4
Activity	Customer selects an article with a pre-labelled barcode, and scan it by PAD	Customer selects a piece item without a barcode, like bread etc. checks the PLU number next to the product, and tap PLU code	Customer selects item without barcode, like fresh foods, scan 1D code by handheld scanner	Customer select bulky items, scan it by handheld scanner
Description	Recognize codes, query article information, and display article information including price information on the screen	The article information including price information is displayed on screen	The article information including price information is displayed on screen	Recognize codes, query article information, and display article information including price information on the screen
Diagram				

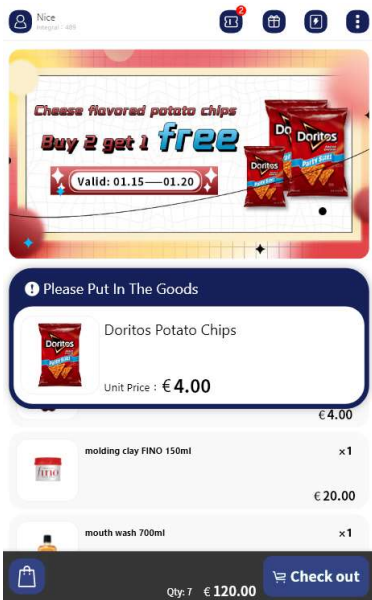
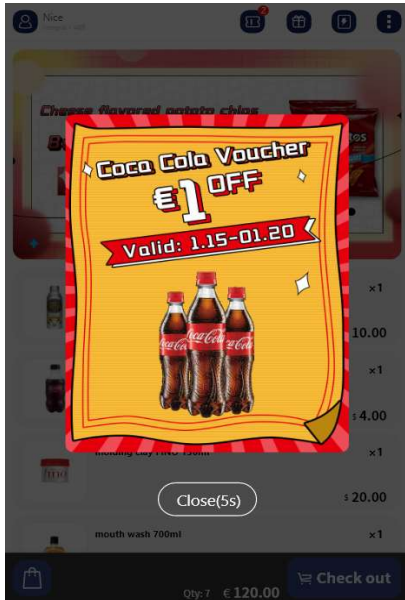
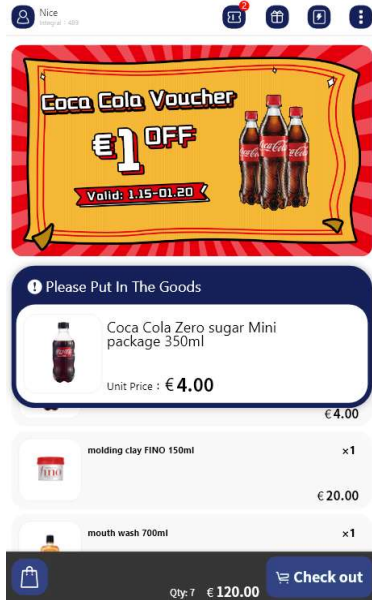
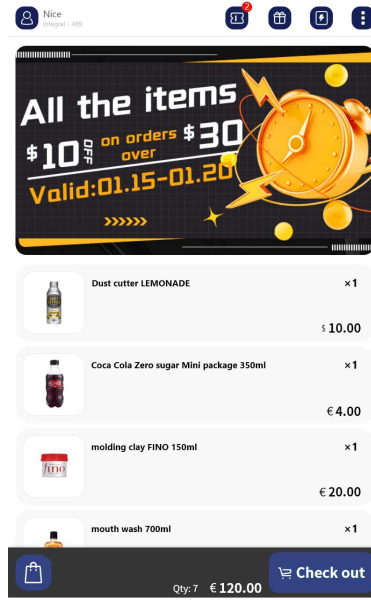
3 Shopping

Process step no.	3.2.1	3.2.2
Activity	Customer selects a bottle of alcohol / medicine / cigarette	Customer selects a destroyed six pack
Description	<ul style="list-style-type: none"> Customer scans the item and the article information including price information is displayed at the screen A message is displayed for the customer that an age verification is required during the checkout process 	<ul style="list-style-type: none"> Customers scans the item from outer packaging and not from the single bottle As a consequence, the wrong sales unit is sold Herefore, a specific instruction for the customer is required
Diagram	 <p>A warning dialog box with a blue header and white body. The text reads: "WARNING ! This item is only available for purchases over the age of 18." Below the text are two buttons: "No" and "Yes".</p>	 <p>A screenshot of a shopping app interface. At the top, there's a header with a user profile and navigation icons. Below it, a section titled "Edit Item Quantity" shows a product image and a quantity input field. A blue banner below that says "Please select commodity quantity". The main area shows a list of items: "Coca Cola Zero sugar Mini package 350ml" with a unit price of € 4.00, and "mouth wash 700ml" with a quantity of x1. At the bottom, there's a shopping cart icon, a total amount of € 120.00, and a "Check out" button.</p>

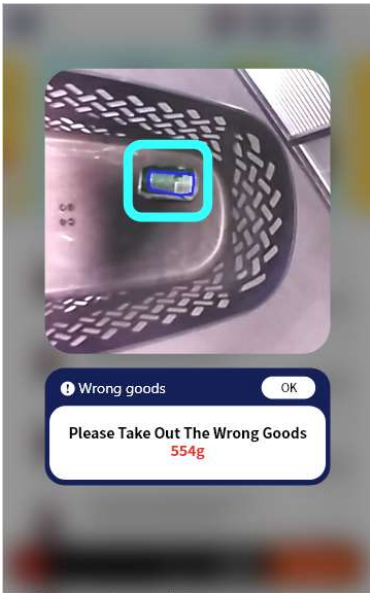
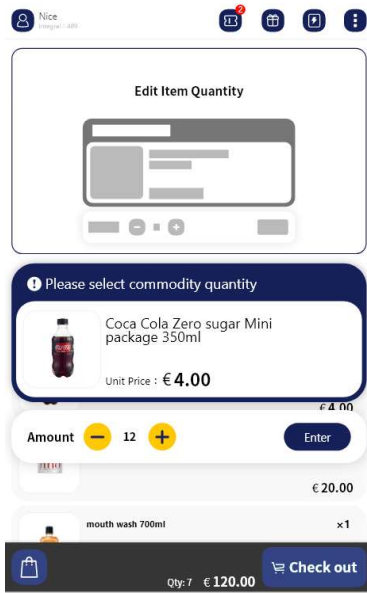
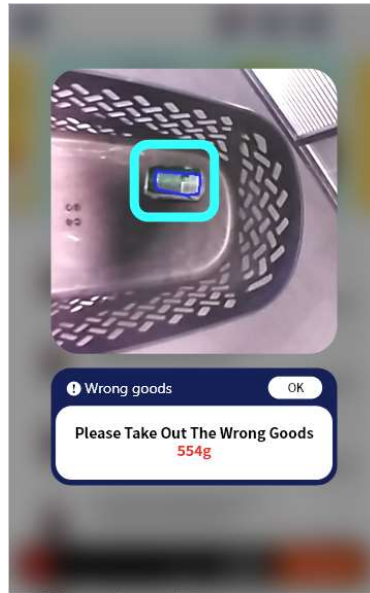
3 Shopping - delete

Process step no.	3.3.1	3.3.2
Activity	Customer take out article from basket	Customer take out article from basket
Description	The system automatically detects the product and asks the customer to confirm	The system detects multiple similar products and prompts the customer to choose to delete them from the list
Diagram		

3 Shopping - promotions

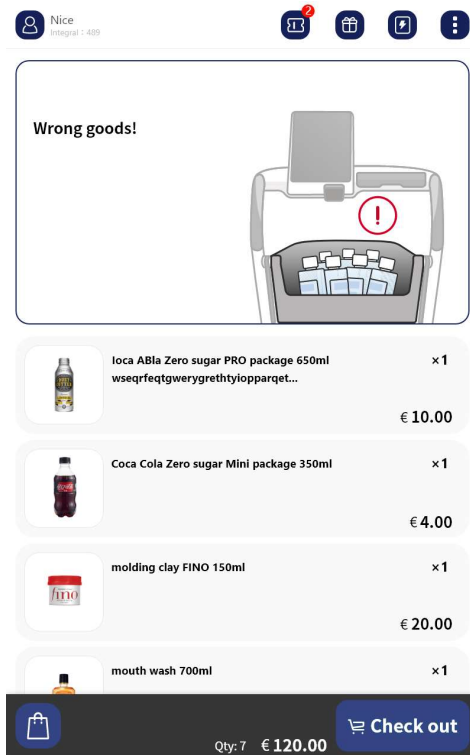
Process step no.	3.4.1	3.4.2	3.4.3	3.4.4
Activity	Precise advertising push based on scanning code article	Precise advertising push based on staying position	Precise advertising push based on scanning code article	Precise advertising push based on staying position
Description	Customer scanned discount article, pop-up promotion post	Customer arrived promotion area, pop-up for promotion post, detect by WDA beacon	Customer scanned articles pup-up for coupon.	Customer scanned discount article, pop-up for coupon
Diagram				

4 Fraud Prevention & Detection -

Process step no.	4.1.1	4.1.2	4.1.3
Activity	Unscanned Item	Scan 1 piece put in multiple pieces	Scan A put in B
Description	Pop up for remind to scan	Pop up for input QTY of item	Pop up for remind take out the mismatching item
Diagram			

3 Level For Fraud Prevention:

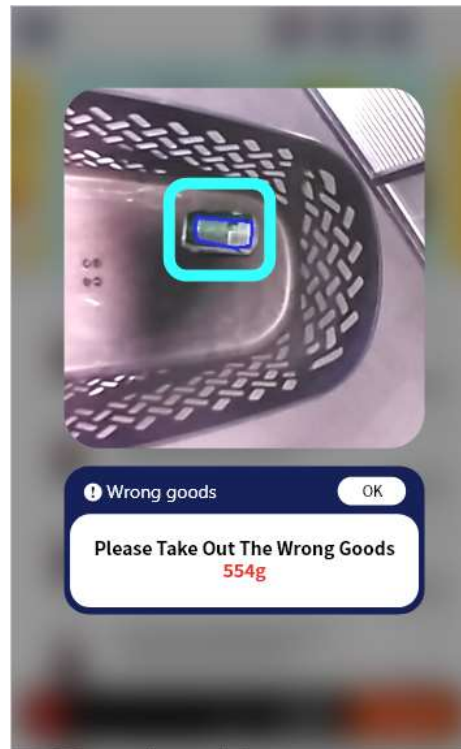
• Weak



Ignore the reminder and continue shopping

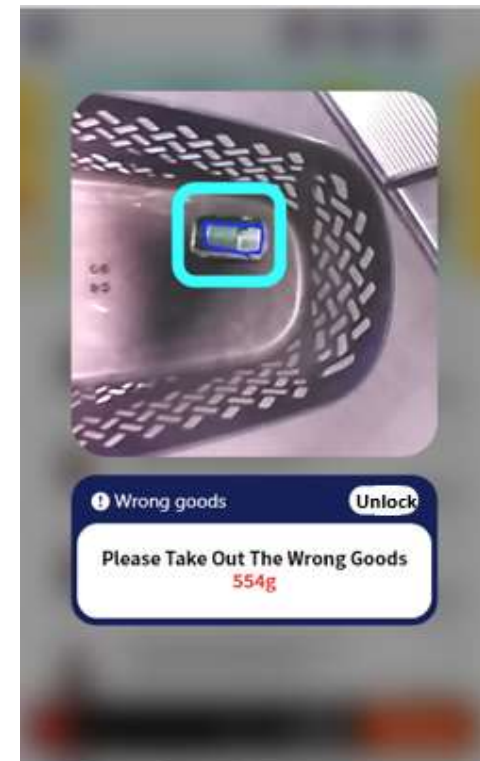
4 Loss Prevention

• Medium



Must click the ok button to be notified of the error before they can continue shopping

• Strong

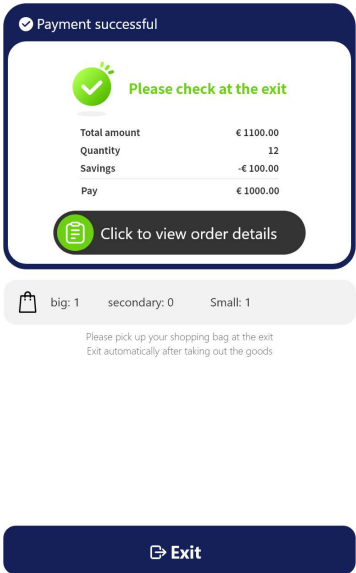
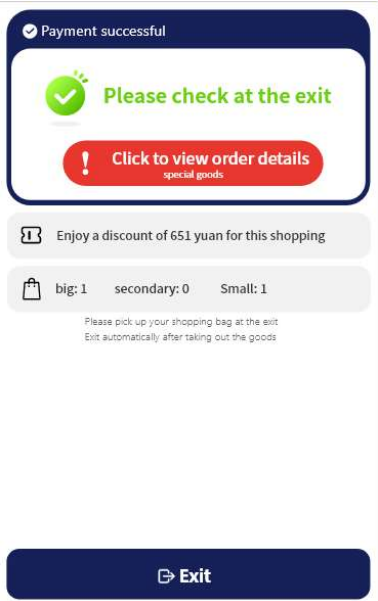


Must correct the wrong behavior before they can continue shopping

5 Checkout

Process step no.	5.1.1	5.1.2
Activity	Customer checkout on the cart: pay by scanning the code on the mobile phone, such as wechat Pay, Alipay, paypal.	Customer checkout from Self-checkout Kiosk. Support all payment method, except cash
Description	Customer scans the payment code on the screen with the payment APP on the phone and completes the payment on the APP.	Customer move to self checkout area, input 4 code on Kiosk. The basket info will transfer to POS (If customer no self-checkout Superhii could provide it)
Receipt options		

5 Checkout

Process step no.	5.2.1	5.2.2
Activity	Customer completes payment.	Customer completes payment.
Description	System will check for total weight, without special item. And indicator lamp become green, customer could leave the store normally.	System check for total weight, if with special item, and indicator lamp become red, the staff need to check the basket whit order details.
Receipt options		



7 BI Management

Superhii provides regular reports to customer's project team

No.	KPI	Measure
1	Utilisation rate	Settlement order amount of the smart cart / total store order amount * 100%
2	Basket size	Shopping cart sales / order quantity = customer unit price
3	Cart abandonment rate	Number of ungenerated orders/number of logins*100%
4	Payment abandonment rate	Unpaid orders/total orders*100%
5	Scanning order of captured items including of the removed ones	View the shopping process of smart cart from the Seer MS platform
6	Failure Rate	Fault analysis, provide analysis report
7	Number of member registrations	Number of new members increase per month
8	Fraud Prevention	Fraud prevention rate = number of fraudulent products / total number of products * 100% details will check from Seer MS
9	Cumulative sales amount	Seer MS platform provide shopping data for retailers to view
10	Total Orders	
11	Estimated staff cost savings	
12	Estimated Interception Fraud Prevention Amount	
13	Fraudulent Orders rate	
14	Shopping Time	



Thank You

For your attention & appreciation

2023