Empirical evaluation Scheme 26/10/2023

*Before starting, ask participants to scan the QR-code and **fill in the first part of the survey about consent***

STEP 1. Thank everyone for participating, and explain the plan of today;

Welcome everyone, thank you all for participating, today we are going to evaluate this new concept of self-checkouts at supermarkets. In this test, we are going to do 2 roleplays of the scanning (and paying) process at the self-checkout, where you will gain the role of customers, and afterwards we have a short questionnaire for you which you can fill out here on your phone (using this QR code / link)

STEP 2. Explain 'The game'

Here in front of you, you see a new construct of the self-checkout with 4 check-outs in one table, where you would place the supermarket shopping cart to the right of you, and your personal bag to the left (which you can see here in the render). The idea is that you will transfer your items from your shopping cart to your bag, and while doing this you will scan this item. In this test, the bell in the middle functions as the scanner. So the beep you hear when you would normally scan an item is now re-enacted with this bell.

So when we start, you will come through this door, you will start scanning your items and after you are done, you will pay for your groceries by just holding your phone to this area. Afterwards you can just walk out, and leave the groceries to the left side of the table. - **Is everything clear so far?** -

Before we start, you will get a card which explains an assignment of what you need to do during the role-play

STEP 3. Enact roleplay 1 (Observation scheme)

- ○ Observe if people respond to the stealer not scanning all items

- ○ Observe if there is verbal communication about stealing
- ○ Observe if people are looking and noticing each-others actions

STEP 4. Ask focus group questions (semi-structured):

Question 1:
Did anyone notice that one person of this group did not scan all items before placing it in their bag, and was thus stealing at the self-checkout?

-allow for discussion-

Question 2:
Can the person who had the assignment to steal raise their hand and evaluate on your experience of stealing during this process?

-allow for discussion-

STEP 5. Roleplay 2

Now we are going to do this roleplay again, but you all know now that one/or more person(s) has the assignment to steal, and ask people to actively identify this person.

- ○ Observe if people respond to the stealer not scanning all items
- ○ Observe if there is verbal communication about stealing
- ○ Observe if people are looking and noticing each-others actions

STEP 6. Ask focus group questions (semi-structured):

Question 1:
Did anyone notice the stealer of this group that did not scan all items before placing it in their bag, and was thus stealing at the self-checkout?

-allow for discussion-

Question 2:
Can the person who had the assignment to steal raise their hand and evaluate on your experience of stealing during this process?

-allow for discussion-

STEP 7. Thank everyone for participating, and ask them to fill in the online survey→

Survey

Environmental restructuring
of the self-checkouts at
supermarkets