



CC: 04-051


RLPH WHT MLK RC	2.29 F
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Scan your Rewards Card or 1-2-3 REWARDS MasterCard or enter your Alternate ID. Otherwise, scan your next item.






Item Lookup




Large Item




Alternate ID


**PAY NOW**



Español



Volume



Call Attendant

Sub-total: \$2.29

Tax and discounts applied after pressing PAY NOW

Item Weight: 0.00 lb  
Cap 30 lb x 0.01 lb Class III, 10 °C - 40 °C, nmax=3000

CASH BACK LIMIT \$100.00



Thank You For Shopping With Us Today!

No Cancel Yes Enter

# Neuromarketing van Zelfscan & Bestelzuilen

Lunch-webinar



# Zelfscan-psychologie. Upsell makkelijker of moeilijker?

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# Zelfscan-psychologie. Stem of niet?

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Webinar Neuromarketing van Zelfscan & Bestelzuilen

# Topics van vandaag



**Gebruiksgemak**  
Hoe je het kunt verhogen en meten



**Upselltechnieken**  
Wat doet zelfscan met mindset – en wat betekent dit voor upsell?



**Audio**  
Psychologische user feedback met audio



# Why we love self checkout

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- ▶ Quick
- ▶ Easy
- ▶ (The Illusion) of Control
- ▶ More fun, less (perception of) waiting



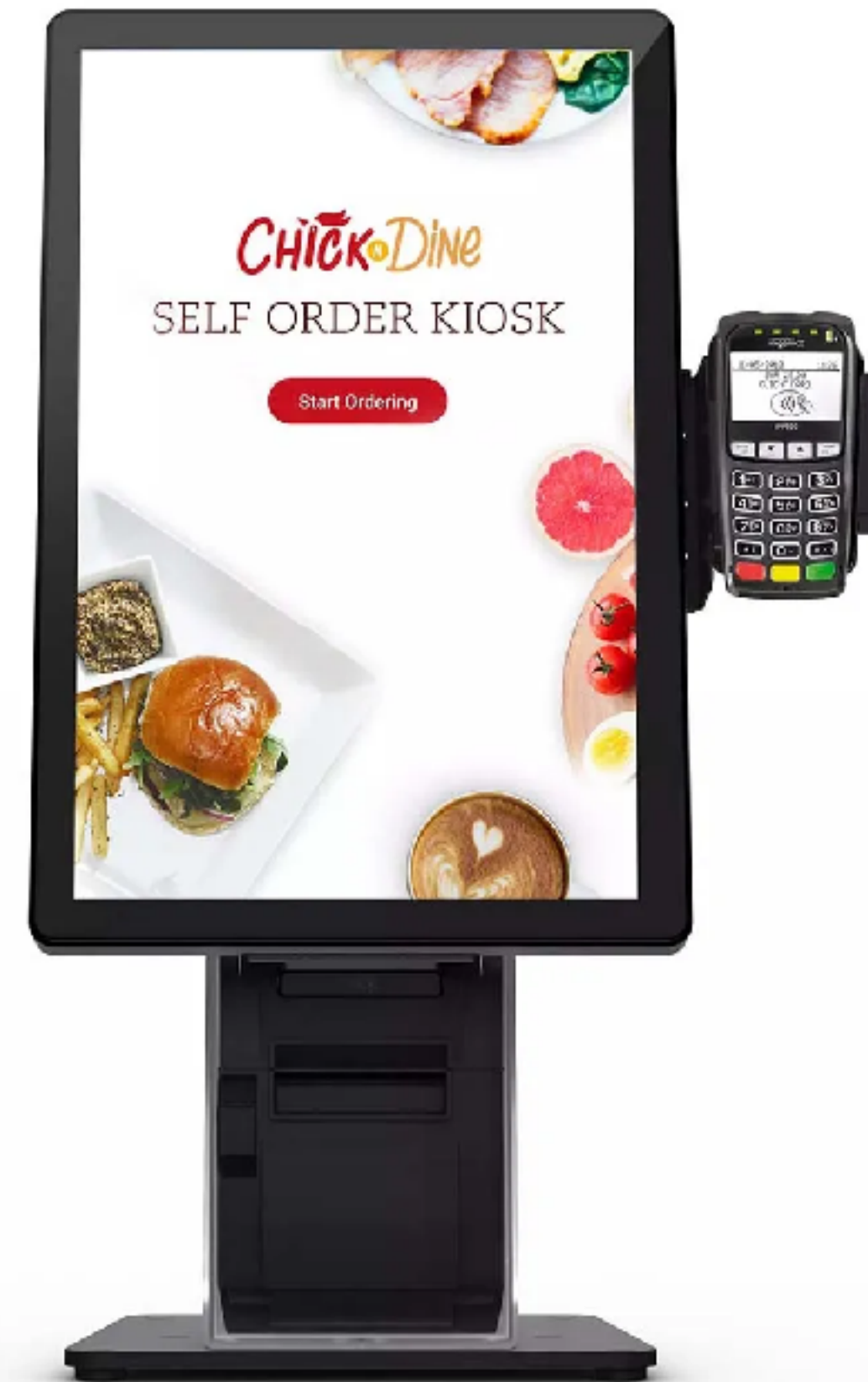




# 1. Het Start scherm: Ministapjes voorwaarts



Knop laag



Knop midden

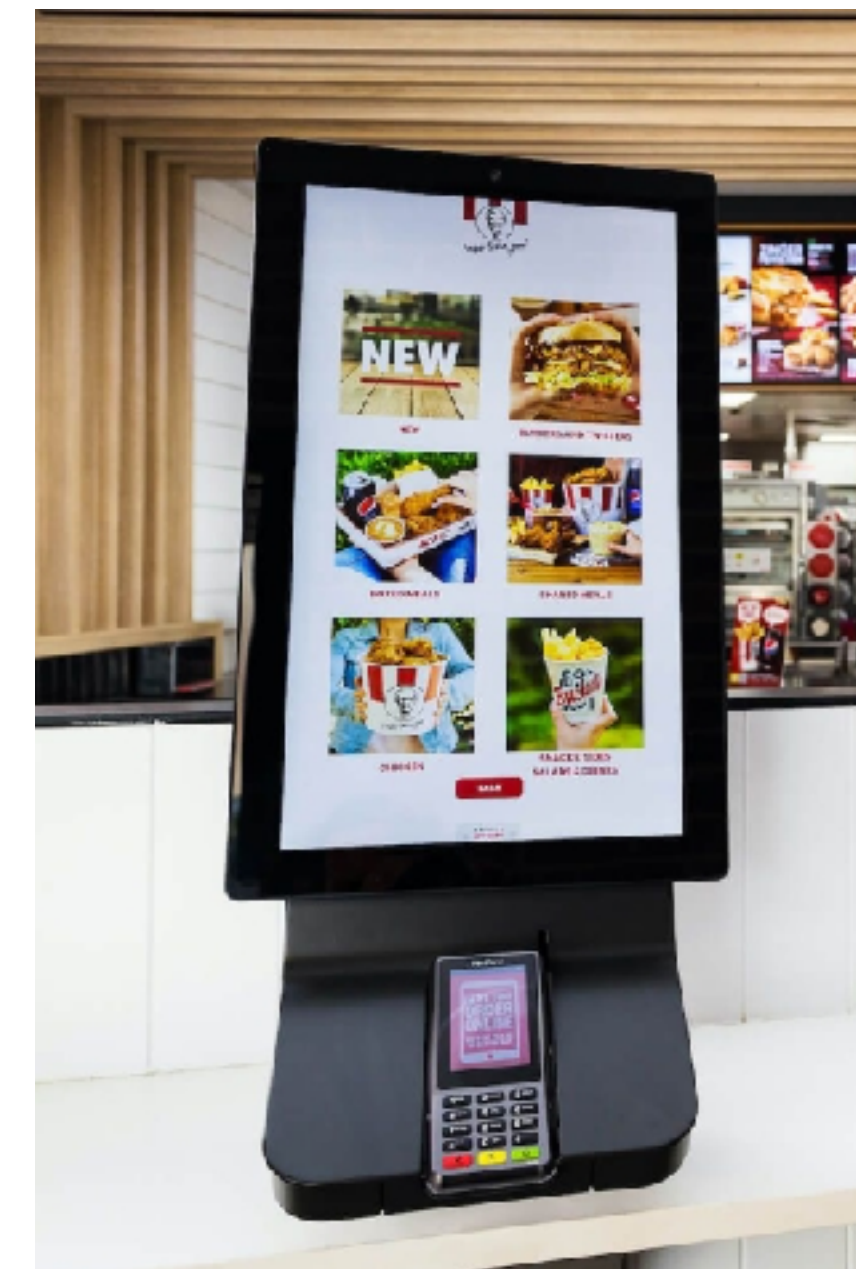




## 2. Het grootste pijnpunt: ruwe landingen



Directe landing



Categorieën & Specials



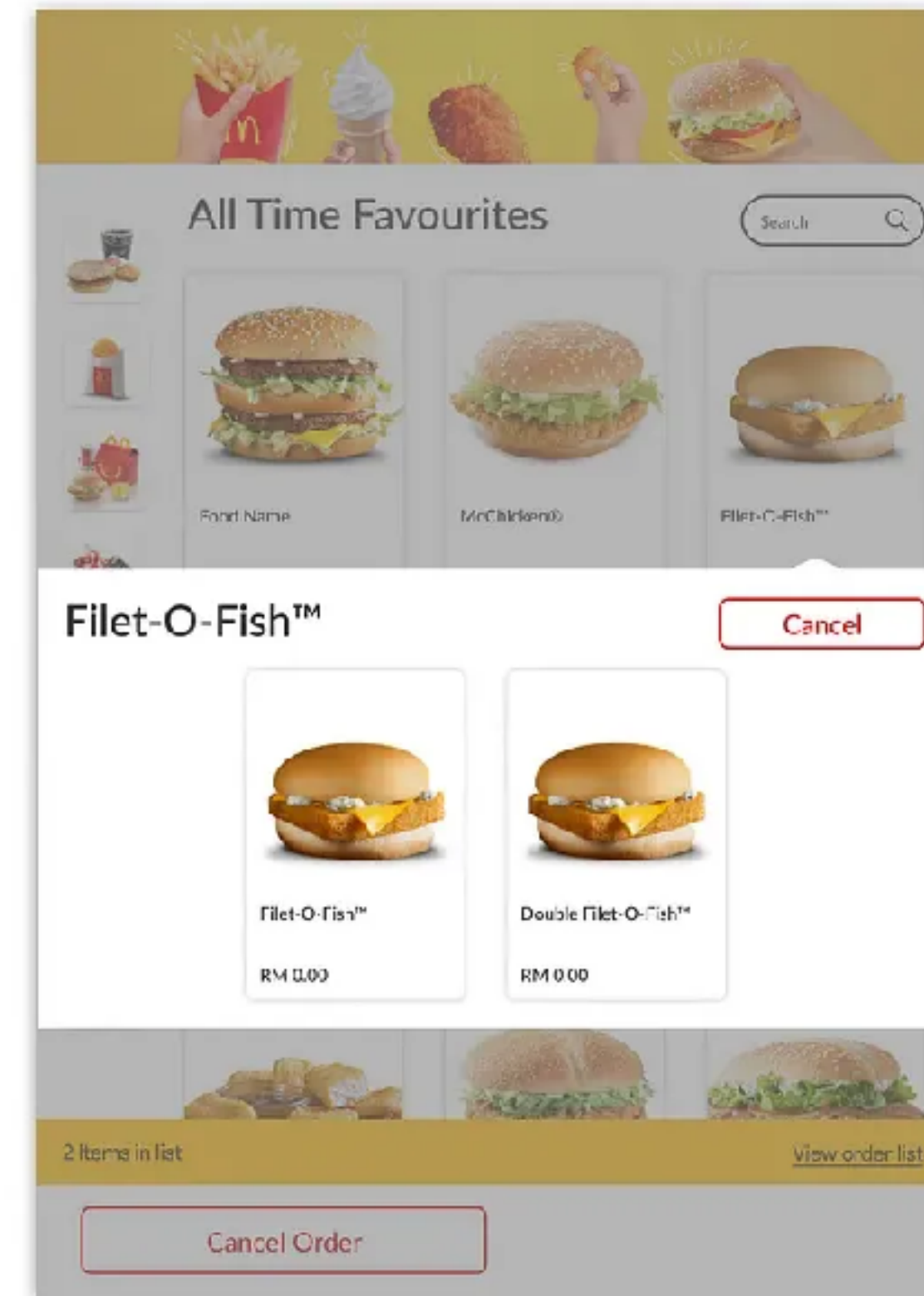
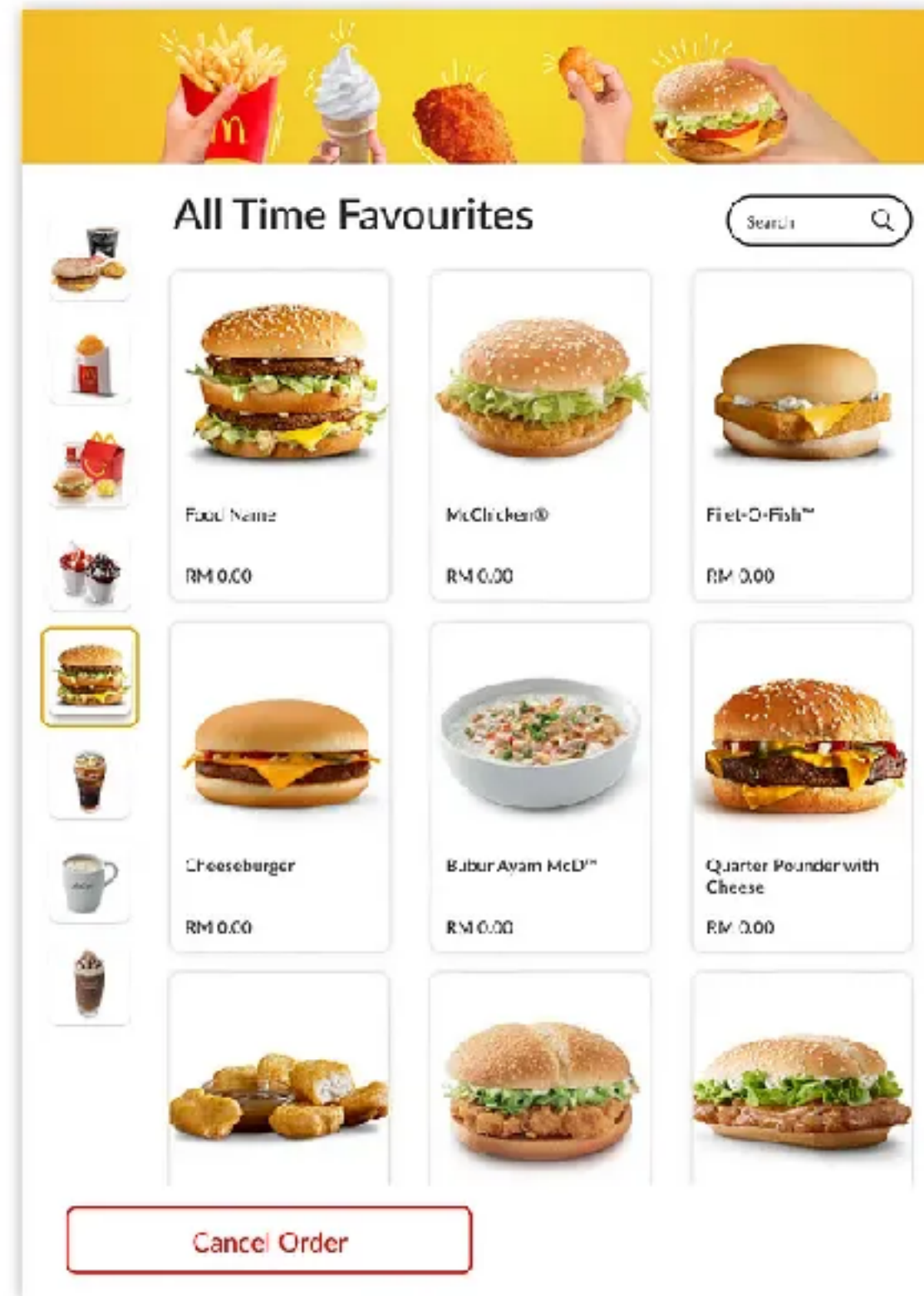
# Wanneer zijn opties te veel?



Example by uxdesign.cc



# Progressive Disclosure



Example by uxdesign.cc



# 3. Feedbackmechanismen

## Microbeloningen voor gewenste acties

- ▶ 'Beep' bij elke scan (vooral sterk bij fysieke handelingen zoals een scan)
- ▶ Vinkje na toevoegen van artikel/spaarkaart/andere tussenstap
- ▶ Trillinkjes of bewegingen na plaatsing van artikel in winkelmandje (vooral voor bestelzuilen)





# De schaduwzijde van zelfscans

## Het Waiting Line Effect

- ▶ Minder bestellen
- ▶ Meer stress
- ▶ Meer naar de default optie



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Research Article

### Lined Up? Examining a “Waiting Line” Effect in Technology-Enabled Restaurant Menu Ordering

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**Abstract**  
This research examines the impact of a waiting line on menu ordering behavior when interacting with self-service technology (SST), along with the underlying mechanisms and an intervention strategy drawing on attribution theory. We conducted three experimental studies to simulate a real-life event of menu ordering in a quick-service or fast-casual restaurant. According to the results, the presence of a waiting line can lead to time-pressured menu ordering behavior, especially when interacting with SSTs (vs. human staff). Further, we verified that customers’ perceptions of responsibility for service outcomes explain this SST-conditioned effect. Our findings also suggest a line design strategy that can mitigate the negative consequences of the “waiting line” effect in SST-enabled menu ordering. This research provides valuable insights into the unintended consequences of waiting lines and offers practical strategies for minimizing negative outcomes associated with SST-mediated services.

**Keywords**  
waiting line, queue, self-service technology, menu ordering, attribution theory

**Introduction**  
The hospitality industry has witnessed a vital role of technologies in enhancing customer experiences. A prominent facet of such technological advancements is self-service technology (hereafter SST), defined as “technological interfaces that enable customers to produce a service independent of direct service employee involvement” (Meuter et al., 2003, p. 53). Forecasted data indicates a remarkable growth in the market value of SST, projected to increase from \$1.71 billion in 2020 to \$5.25 billion by 2028 (Global View Research, 2021). In recent years, SSTs have also been widely adopted in restaurants, primarily facilitating menu ordering processes and coping with the rising labor shortages (Gagnon, 2022; Tillster, 2019). A noteworthy example is McDonald’s, which has implemented menu order kiosks in over 1,000 U.S. stores, with a strategic objective of offering self-service options in all company-owned locations (Johnson, 2018).  
Waiting line (i.e., queue) management is an indispensable aspect of the hospitality industry, facilitating a smooth operation of service processes (Durrande-Mercou, 1995). Certainly, queues are commonplace in various hospitality settings, including hotels, theme parks, and airports, where customers often wait in line for services such as check-in/out, accessing attractions/services, and boarding flights. Notably, in the restaurant industry, the surge in the popularity of fast-casual and quick-service segments has increased the prevalence of customers waiting in lines while placing menu orders (Technomic, 2019). This circumstance has drawn significant attention to the potential influence of social factors on the ordering experience of local customers (Hanks et al.,

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# Topics van vandaag



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# Gebruik je 'Moments of Power'

- > Vraag om de upsell direct na grote keuze.
- > Meer dan 1 optie, maar minder dan 5!

UNIVERSITY AQUARIUM Back Exit

Would you like to add a unique experience?

Behind the Scenes Tour \$15.00 plus tax	11:15 AM ▾	-	0	+
Sea Lions Up Close \$15.00 plus tax	11:15 AM ▾	-	0	+
Dolphin Preferred Seating \$15.00 plus tax	11:15 AM ▾	-	0	+
Meal Voucher \$15.00 plus tax	11:15 AM ▾	-	0	+

Continue

Kiosks by Georgia Aquarium

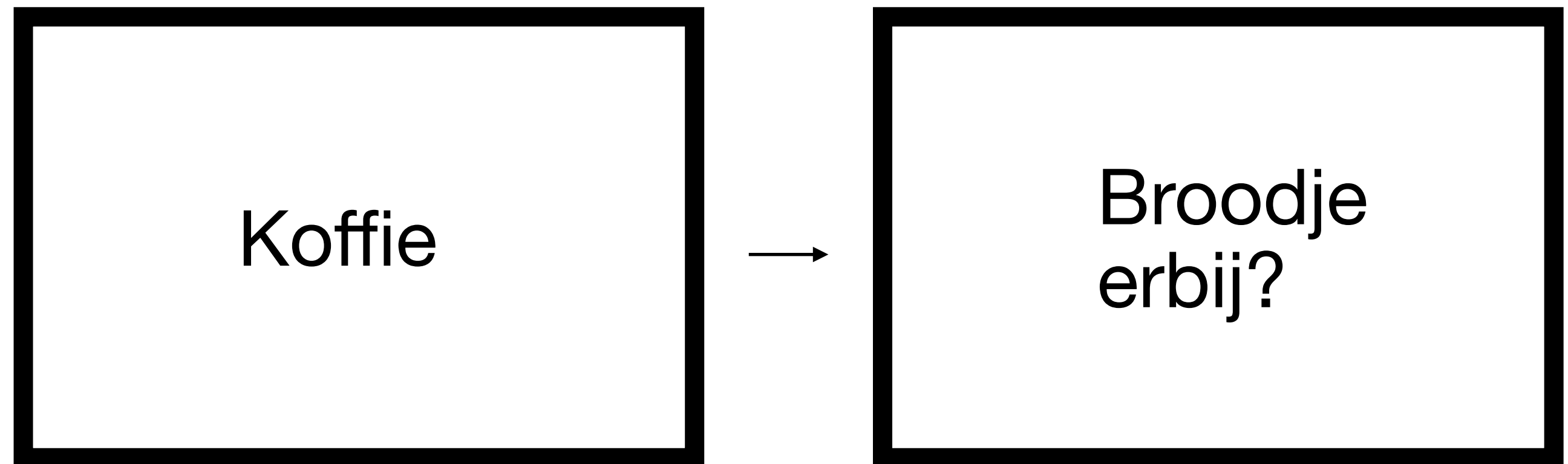


# Pas op met de upsell te vroeg in de flow!

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- Grote keuzes eerst, daarna pas de details
- Bij vroegtijdige complexiteit default men naar simpele basic opties

Koffie & Broodje  
Breakfast Deal





# Gebruik je attentionele hotspots

- Populaire producten hebben meeste stretch in volume
- Doe eye tracking onderzoek naar wetten in hotspots en kijkpaden







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# Sound Design

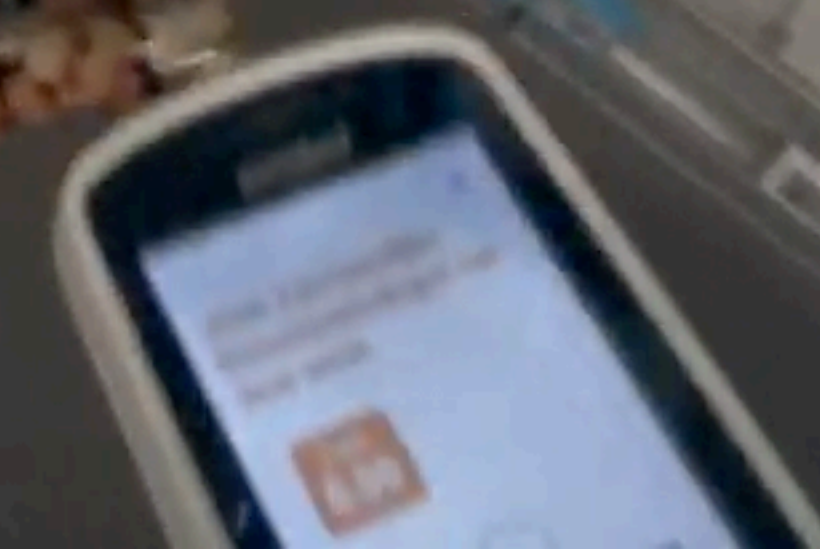
van Albert Heijn 🧠



UNRAVEL



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Up to 70% off  
1.1 liter  
2.3 liter





Bonus GEPAKT 🎵



Scan nog een product voor korting 🎵



Product verwijderd 🎵



Prijsfavoriet 🎵



Zelfscan, eerste product gescand, bonus kaart nodig 🎵



Zelfscan, eerste product gescand, bonus kaart nodig 🎵



Zelfscan; afrekenen succesvol, zónder bonuskaart 🎵



Zelfscan; afrekenen succesvol, mét bonuskaart 🎵



# Zelfscan-psychologie. Stem of niet?

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# Zelfscan-psychologie. Stem of niet?

---

- Meer gevoel van controle
- Meer prijspijs

**Funshopping:** geen stemfeedback bij prijs

**Functioneel winkelen:** wel stemfeedback bij prijs





# Take-Aways: Neuro van Zelfscans & Kiosks

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- ✓ **Benut de kracht van zelf doen.** Mensen willen snel, makkelijk en controle. Neuro usability geeft inzicht in onbewuste knelpunten.
- ✓ **Upsell is makkelijker.** Men blijkt bevattelijker voor upsell, maar dan moet je wel de bestaande kijkpaden benutten!
- ✓ **Slimme feedback door je flow heen.** Gebruik psychologische principes van positive reinforcement zoals audiofeedback om elke stap te belonen.