LEDBANGERS FIELD GUIDE · EPISODE 8 DELIVERABLE

Checkout Content Ladder

Reassure first, explain the process second, sell one thing gently last. Fill it once per till.

STORE / TILL _____ VIEWING DISTANCE _____ MONTH _____

1 The ladder climb it in order

Reassure

☐ Thank you ☐ Take your time ☐ Easy returns ☐ Ask us anything ☐ Secure payment

Our lines (1 to 2) _____

_____

TONE ☐ calm ☐ warm ☐ premium ☐ minimal

Process

☐ Tap, card or phone ☐ Scan your loyalty code ☐ Receipt by email or paper
☐ Returns: ask at the counter

Our lines (up to 3) _____

_____

_____

☐ icons: yes ☐ icons: no

One add-on

Category (one only) _____

Line (max 5 to 7 words) _____

☐ It is physically at the till ☐ The screen points to where it is ☐ Same line for 4 weeks

2 Design rules non-negotiable at the till

- Calmest tempo in the store; holds of 6 s or more
- Nothing moves behind the words
- Brightness set for arm's length, not the street
- No flashing; never more than 3 flashes a second
- Large, heavy, short type
- Message in the middle; nothing at the edges
- No countdowns, no "today only", no price grids
- Only offer what the customer can see and reach

3 Is it working? no invented data

☐ Fewer "how do I pay?" questions
☐ Add-on picked up more than last month
☐ Staff happy to leave it on all day
☐ Last changed on _____

At the till, the screen is good service, not pressure.