

# Benefits

The automated shopping cart can maneuver through the specialized shopping center. The entire system makes the process of shopping easier by ordering items into a logical arrangement and guiding the shopper through the center, maximizing their shopping experience. The system as a whole has many benefits among them are the contributions to the elderly because it moves a normally heavy cart independently, and guides them through the center without the strain of reading signs that are hung high overhead, new shoppers at the center can quickly complete their shopping because they do not waste time searching for products. Overall consumers take advantage of being able to enter and leave the shopping center more efficiently and quicker than the average trip. It allows a convenient alternative to searching for products throughout aisles or asking for help. In addition this benefits the retailer too; older customers are forced to walk through at least part of the aisle which they normally would not be interested in, this increases impulse buying. Because lower number of employees would be needed to assist customers in finding products more

cash registers could be open, this would make the wait shorter and the costumers happier. All of these things add up to a beneficial setup for everyone involved.