

CNN News Highlights — AI Smart Carts

1) bagging area	2) barcodes	3) fumble around	4) self-checkout	5) smart sensors	6) weigh produce
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This is Caper Cart, an AI-powered smart shopping cart that hopes to solve a familiar grocery store headache, ____.

Please put an item in the _____. Like that's something we don't want here at all.

Instead of scanning items at one of these, Caper's technology lets you check out items in your cart. No need to _____ looking for _____. Caper claims that multiple _____ and cameras can automatically detect barcodes as items go in or out of your cart. It can even _____.

1) core focus	2) extremely annoying pain points	3) for the most part	4) product scanning	5) seamless	6) tissue box toss
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Our _____ when building this product was to make sure that none of those _____ that you see with self-checkout present themselves on the Caper Cart.

OK, but what if I decide that's actually not the one I want? Take it out. Oh, it just automatically took it out. That was good.

I had to take a little more care with a couple of items. Well, that wasn't good enough. But _____, _____ was _____. The cart even caught my _____. Oh, got that.

1) acquired by	2) aisle	3) display	4) ginger ale	5) location-based recommendations	6) running total
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Caper claims their carts don't just save you time but money as well. The carts are free to use and the _____ shows a _____ of your items to help keep you on budget. Four items and we're already at \$14.35.

It searches for coupons for items you've added to your cart and even recommends products on sale nearby.

We can get a coupon for _____. It tells me it's on _____ 14.

_____ are just one of these features Caper Cart gained after being _____ Instacart in 2021.

1) cater	2) encouraging	3) leverage	4) pitch	5) product recommendations	6) sophistication
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The _____ that Instacart has been building around AI and _____, we get to _____ all of that in the in-store experience. We want to really personalize the experience based off of where you are in the store, what you have in your basket, how you shopped in the past to really recommend things that _____ really well to your diet or your family's shopping patterns.

As my cart continued to serve me coupons and ads, I couldn't help but feel like it was _____ me to buy more.

The _____ to stores is customers are going to buy more. The pitch to customers is you're going to save money. Sure.

1) actually shop to their budget	2) cost	3) How do you square	4) present all these savings	5) shop on a budget	6) typically spending
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_____ those two things?

So if you think about a customer that goes in to _____, they're _____ a lot less than they want to because they don't want to go to the front of the store and then end up, you know, going over their budget.

So by having things like running totals, we see customers _____. They end up buying like one or two more items but the _____ of those items actually comes down because we're able to _____ for them.

Translation

這就是 Caper Cart，一款由 AI 驅動的智慧購物車，旨在解決人們在超市常碰到的難題：自助結帳。

「請將物品放到置物區。」——這種提示根本不是我們想要的。

Caper 的技術讓你不用再到這些自助結帳機前掃描商品，而是直接在購物車上完成結帳。你不用手忙腳亂地找條碼，Caper 聲稱他們的多組智慧感測器和攝影機能在商品放入或取出購物車時自動偵測條碼，甚至能量測生鮮蔬果的重量。

「我們在打造這個產品時的核心目標，就是確保自助結帳上那些令人無比困擾的痛點，通通不會在 Caper Cart 上出現。」

「好，但如果我放進去之後又決定那不是我想要的呢？拿出來就好。噢，它已經自動把它從清單移除了。這很好。」

我對某些商品還是得稍微注意一下。嗯，剛才那次就不太理想。但大部分情況下，商品掃描都很順暢。購物車甚至偵測到我把衛生紙盒丟了進去。

「噢，有掃到了。」

Caper 聲稱，他們的購物車不只節省時間，也能替你省錢。購物車本身是免費使用的，而且螢幕會顯示隨時更新的消費總額，方便你控制預算。

「四樣東西就已經 14.35 美元了。」

它會自動幫你找優惠券給你放入購物車的商品，甚至推薦附近特價的產品。

「我們可以拿到薑汁汽水的優惠券，而且它告訴我在 14 號走道。」

根據使用者所在位置提供推薦，只是 Caper Cart 在 2021 年被 Instacart 收購後所新增的功能之一。

「Instacart 在 AI 與商品推薦方面累積了深厚的技術，我們能把這些應用在門市體驗上。我們想要真正個人化每位顧客的體驗，依據你在店裡的位置、你的購物籃內容，以及你過去的購物紀錄，為你推薦最符合你飲食需求或家庭購物模式的產品。」

當我的購物車不斷提供優惠券和廣告時，我不禁覺得它好像在鼓勵我買更多東西。

「對商家來說，好處是顧客會買更多；對顧客來說，好處是能省錢。」

「是喔。」

「那要怎麼同時實現這兩點呢？」

「如果你想想那些有預算限制的顧客，他們通常會買得比預期還少，因為他們不想等到結帳才發現超出預算。」

透過像是隨時更新的消費總額這類功能，我們發現顧客其實可以更精準地掌控預算。他們可能會多買一兩樣東西，但由於我們能提供各種省錢資訊，總花費往往還是比較低。」



You can view this activity online at this link:

<https://linguadox.com/2024/12/25/ai-smart-carts/>

Answers

1) bagging area	2) barcodes	3) fumble around	4) self-checkout	5) smart sensors	6) weigh produce
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This is Caper Cart, an AI-powered smart shopping cart that hopes to solve a familiar grocery store headache, 4) self-checkout.

Please put an item in the 1) bagging area. Like that's something we don't want here at all.

Instead of scanning items at one of these, Caper's technology lets you check out items in your cart. No need to 3) fumble around looking for 2) barcodes. Caper claims that multiple 5) smart sensors and cameras can automatically detect barcodes as items go in or out of your cart. It can even 6) weigh produce.

1) core focus	2) extremely annoying pain points	3) for the most part	4) product scanning	5) seamless	6) tissue box toss
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Our 1) core focus when building this product was to make sure that none of those 2) extremely annoying pain points that you see with self-checkout present themselves on the Caper Cart.

OK, but what if I decide that's actually not the one I want? Take it out. Oh, it just automatically took it out. That was good.

I had to take a little more care with a couple of items. Well, that wasn't good enough. But 3) for the most part, 4) product scanning was 5) seamless. The cart even caught my 6) tissue box toss. Oh, got that.

1) acquired by	2) aisle	3) display	4) ginger ale	5) location-based recommendations	6) running total
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Caper claims their carts don't just save you time but money as well. The carts are free to use and the 3) display shows a 6) running total of your items to help keep you on budget.

Four items and we're already at \$14.35.

It searches for coupons for items you've added to your cart and even recommends products on sale nearby.

We can get a coupon for 4) ginger ale. It tells me it's on 2) aisle 14.

5) Location-based recommendations are just one of these features Caper Cart gained after being 1) acquired by Instacart in 2021.

1) cater	2) encouraging	3) leverage	4) pitch	5) product recommendations	6) sophistication
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The 6) sophistication that Instacart has been building around AI and 5) product recommendations, we get to 3) Leverage all of that in the in-store experience. We want to really personalize the experience based off of where you are in the store, what you have in your basket, how you shopped in the past to really recommend things that 1) cater really well to your diet or your family's shopping patterns.

As my cart continued to serve me coupons and ads, I couldn't help but feel like it was 2) encouraging me to buy more.

The 4) pitch to stores is customers are going to buy more. The pitch to customers is you're going to save money. Sure.

1) actually shop to their budget	2) cost	3) How do you square	4) present all these savings	5) shop on a budget	6) typically spending
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3) How do you square those two things?

So if you think about a customer that goes in to 5) shop on a budget, they're 6) typically spending a lot less than they want to because they don't want to go to the front of the store and then end up, you know, going over their budget.

So by having things like running totals, we see customers 1) actually shop to their budget. They end up buying like one or two more items but the 2) cost of those items actually comes down because we're able to 4) present all these savings for them.