

# Ping, the app that helps restaurants get their supplies locally.

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for Kraft Heinz • 2020, 12-week project

Project Mission

**Help KHC enter  
the healthy food  
business**



KraftHeinz

Client based in Chicago

Context

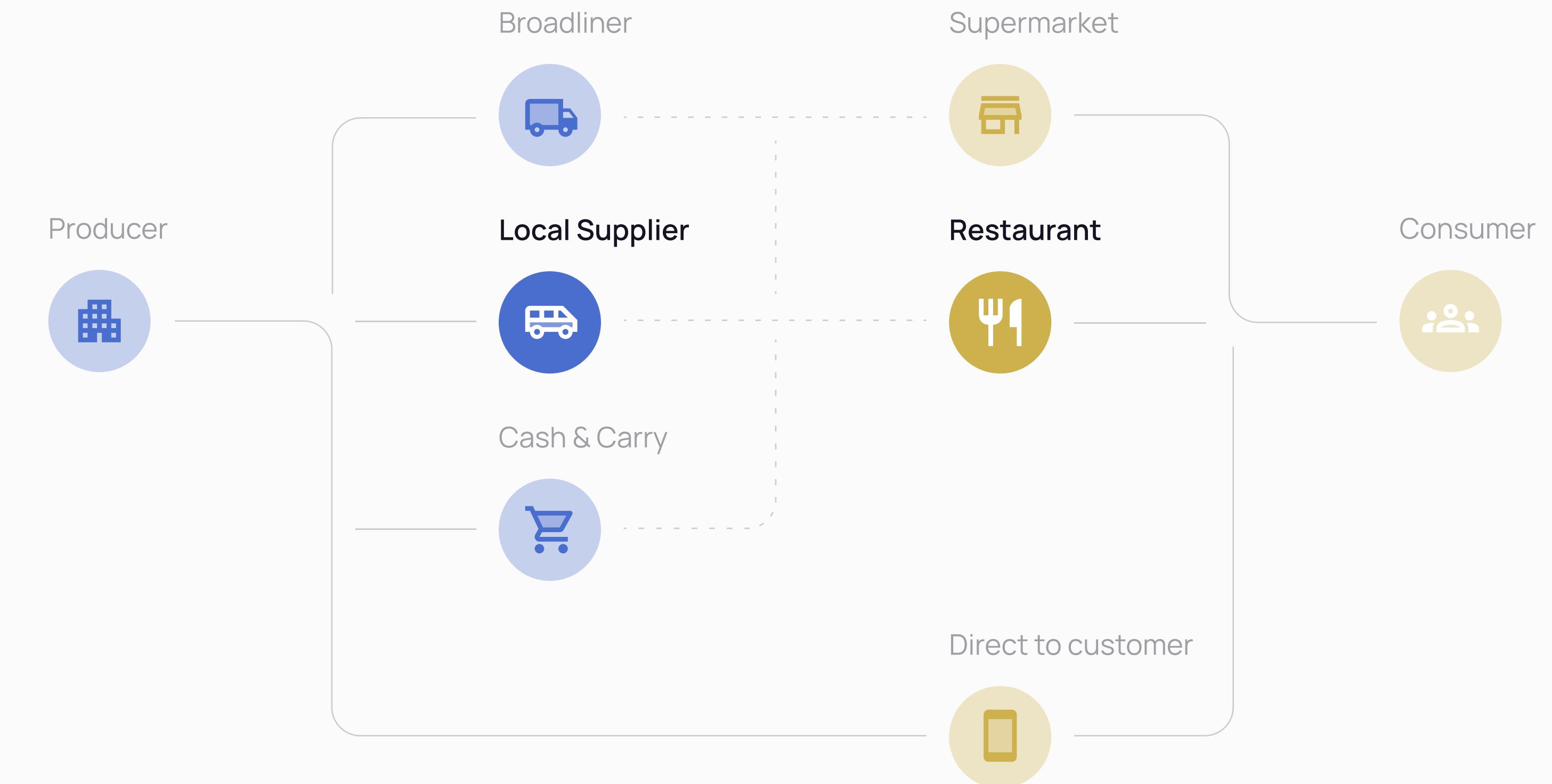
# Exploring an industry with many actors

## Initial ideas

B2B, B2C, Production side, Consumption side...

## Selected idea

The Restaurant-Supplier relationship



## Initial Research

# Local Food Suppliers

## Company

10-20  
people team

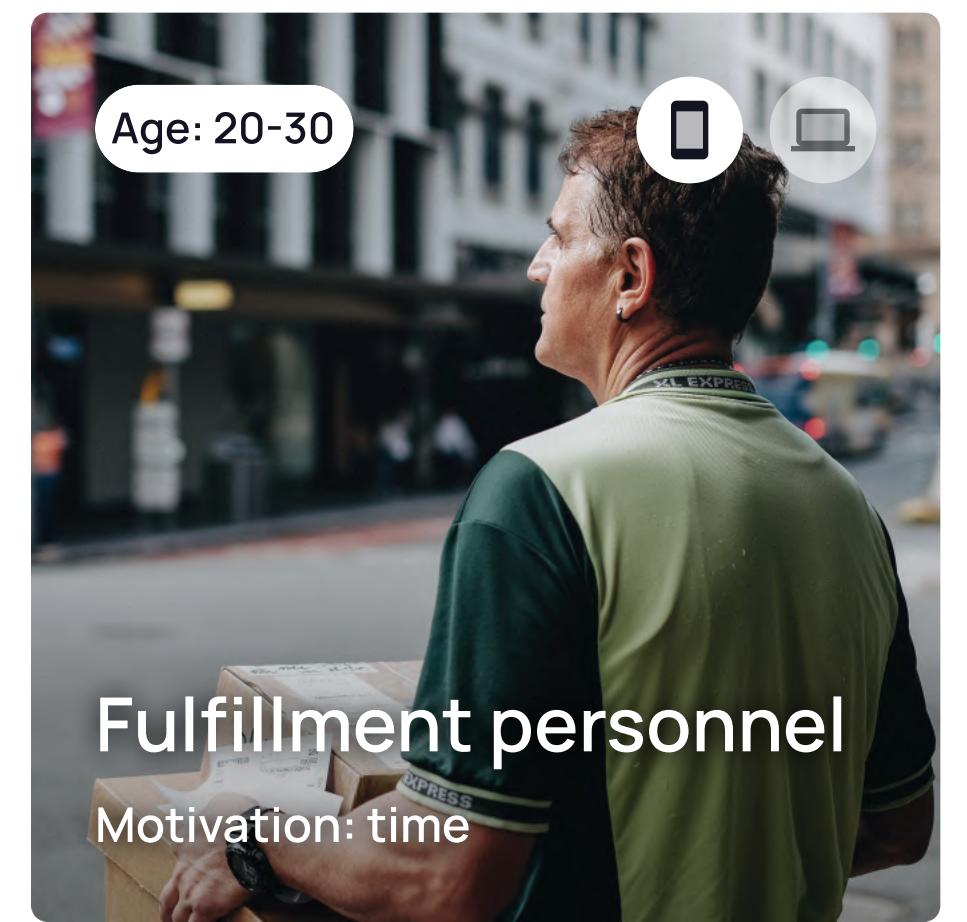
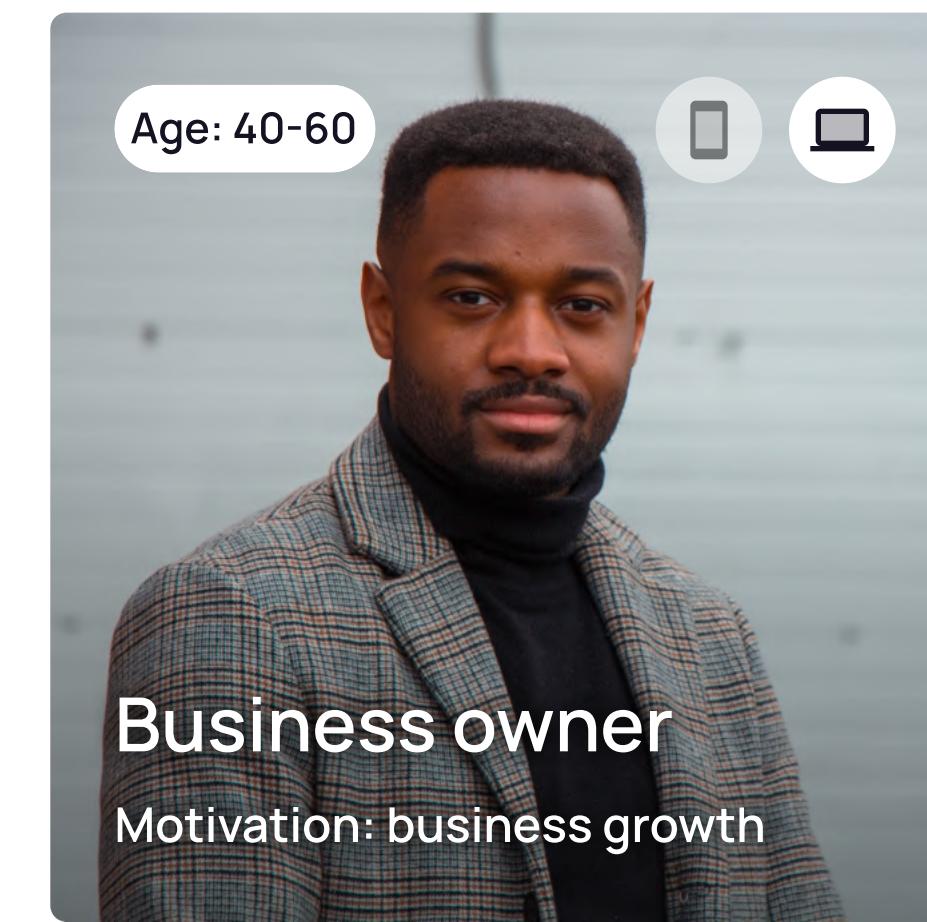
1  
food category

1  
local zone

20%  
lower prices

**Best**  
quality

## People



## Journey



Acquiring new restaurants  
Deprioritized



Weekly orders  
Repetitive, no history



Frequent price updates  
Reactive, not proactive



Payments  
Low fees over practicality



Prep & fulfillment  
Communication errors

## Initial Research

# Independent Restaurants

### Company

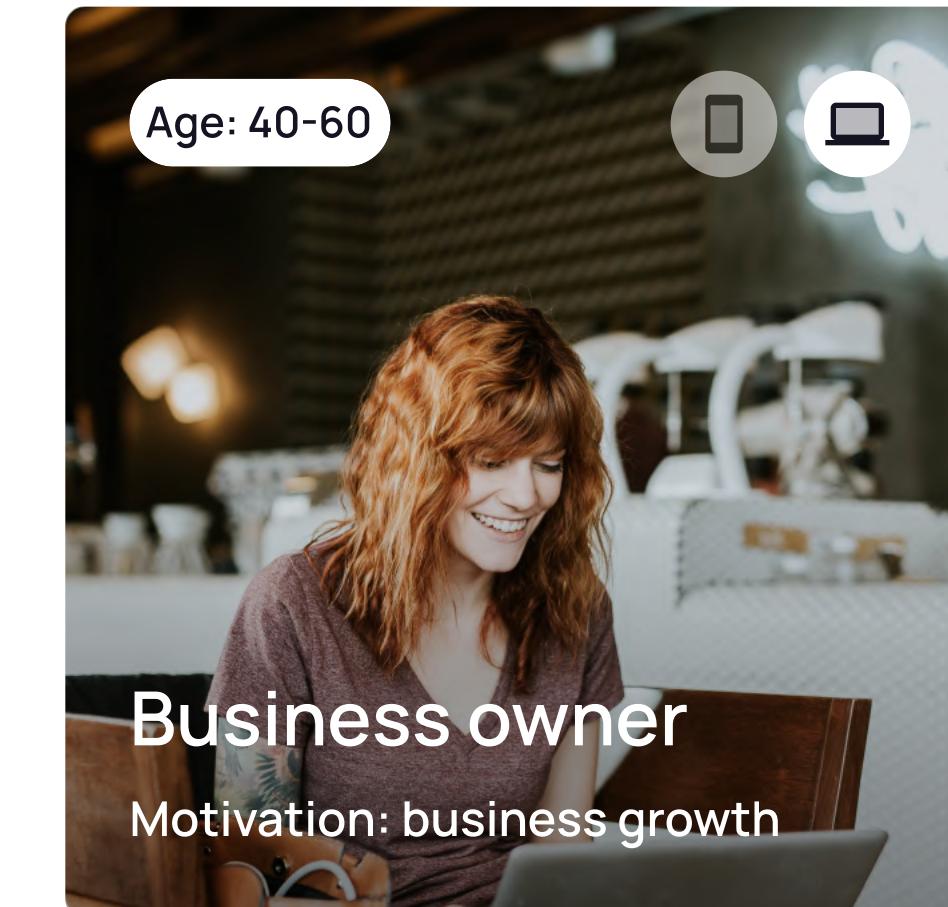
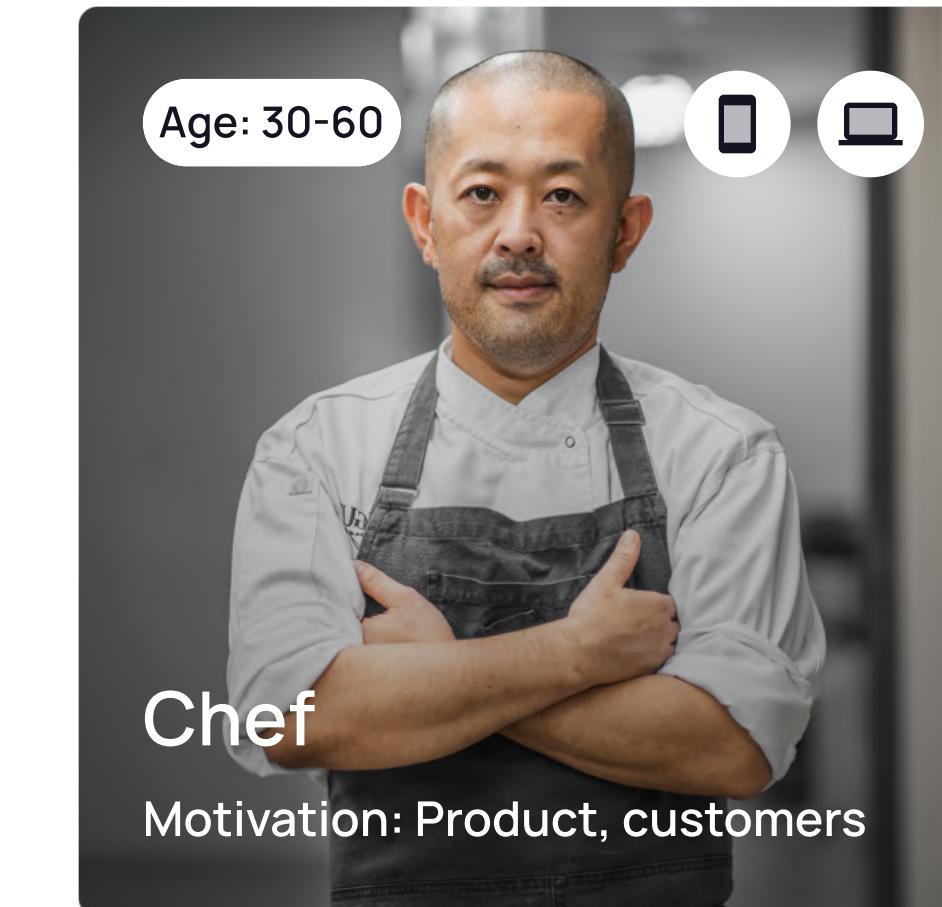
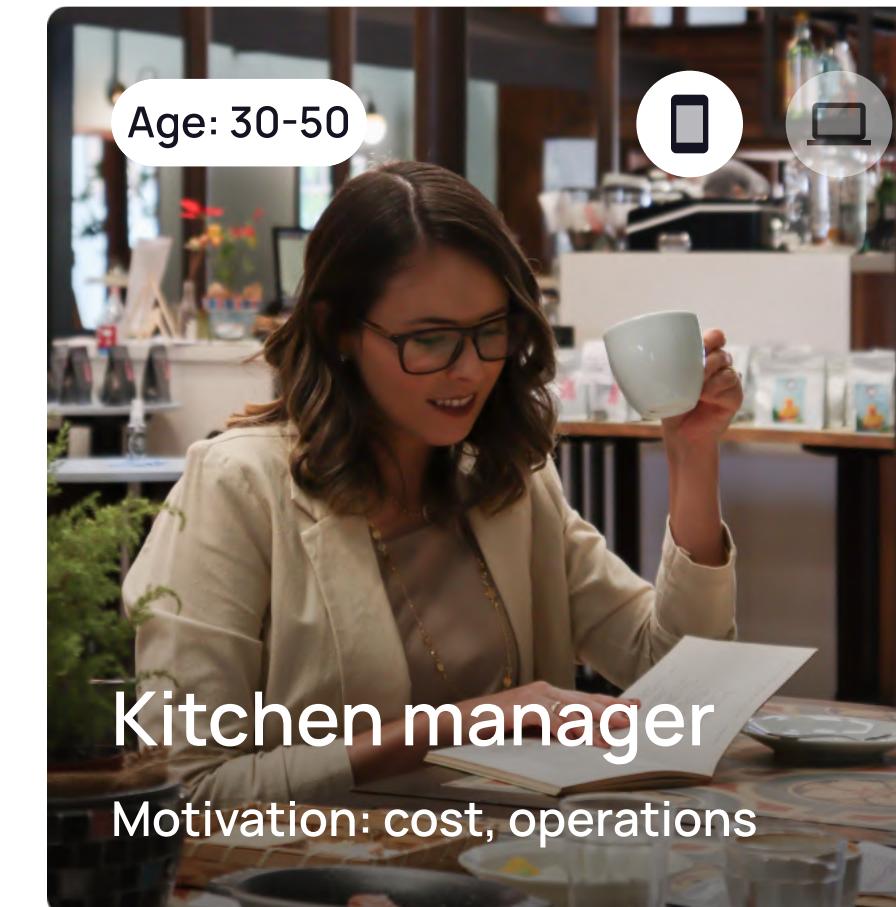
\$2k  
weekly order

30%  
of total costs

5h  
on procur.

Costs  
driven

### People



### Journey



Supply discovery

Fragmented price-shopping



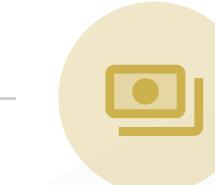
Ordering

Decentralized



Re-ordering

Repetitive



Payment

Balancing cashflow

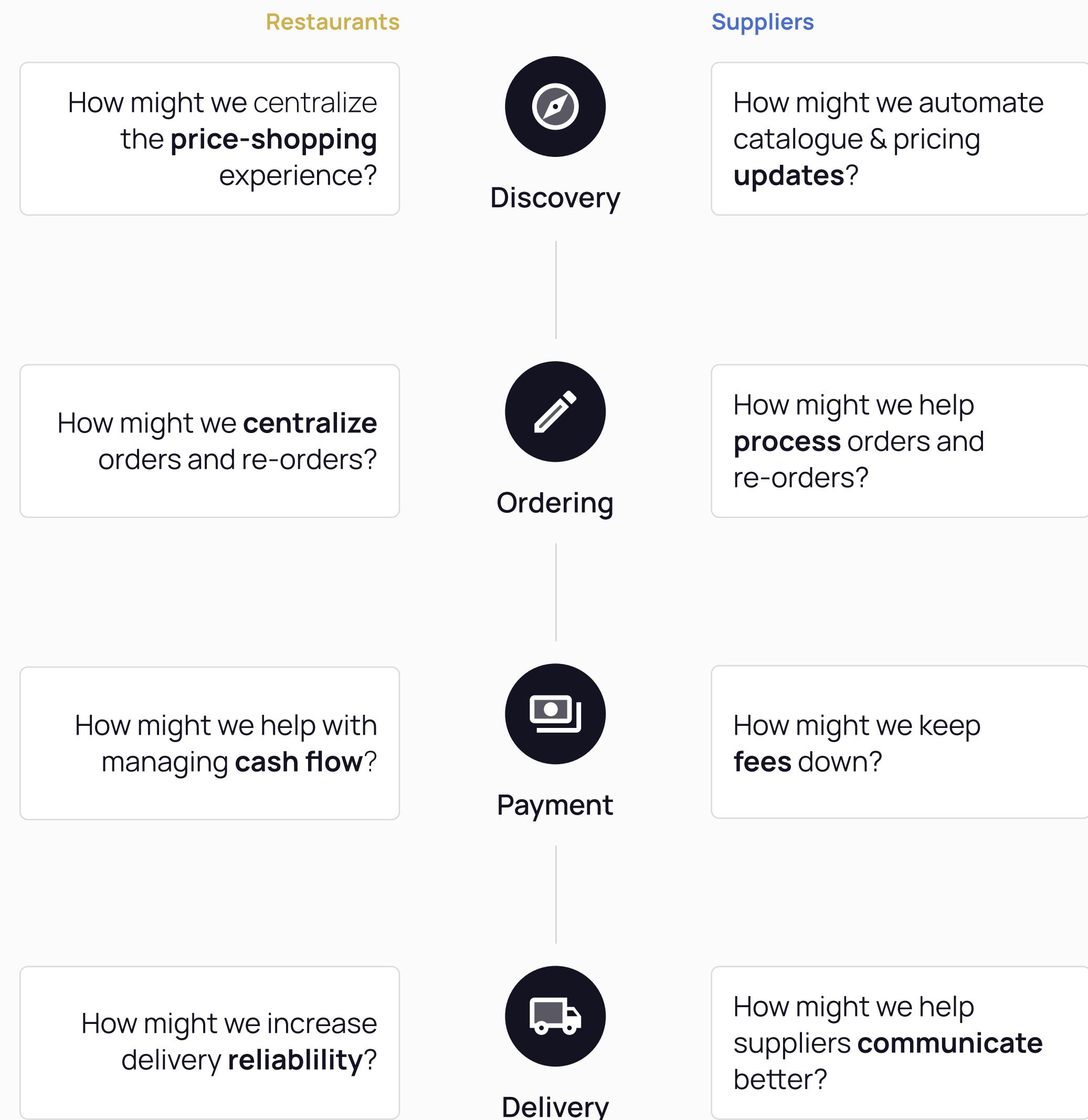


Delivery

Unreliable, large windows

# Four areas of collaboration

People goals

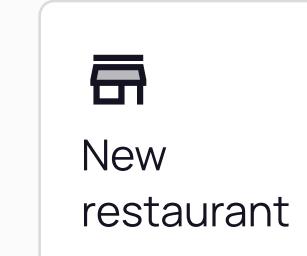


Business goals

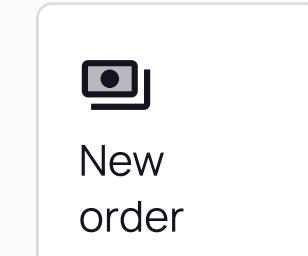
# Beta with 10+ restaurants in 4 months



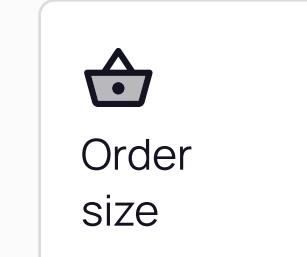
Restaurant KPIs



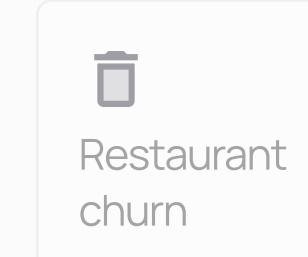
New restaurant



New order



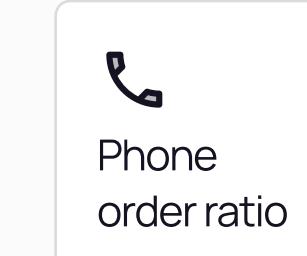
Order size



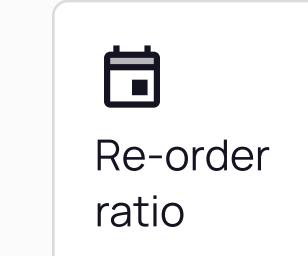
Restaurant churn



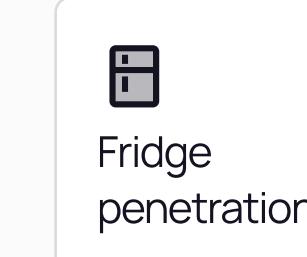
Product KPIs



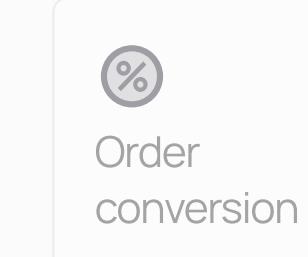
Phone order ratio



Re-order ratio



Fridge penetration



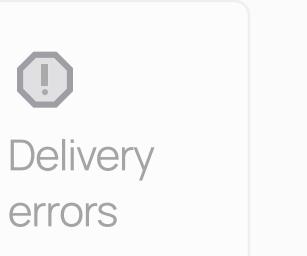
Order conversion



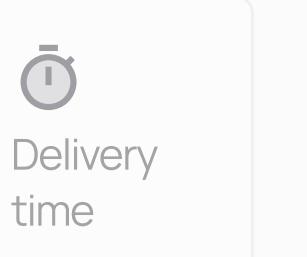
Supplier KPIs



New supplier



Delivery errors



Delivery time

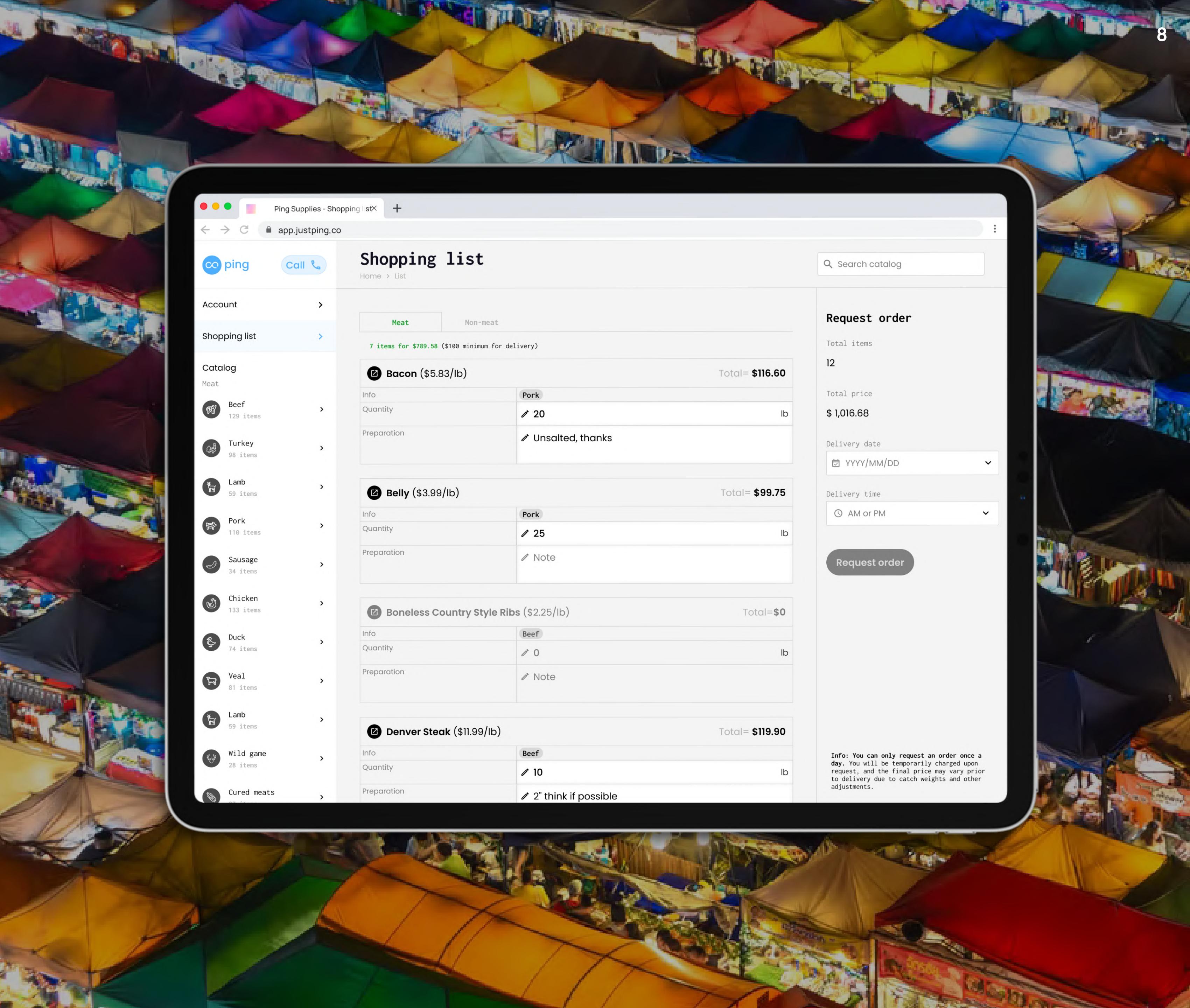
\*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

Solution

# Easily order from local suppliers in your area.

Journey

1. **Browse** thousands of local products
2. Create and keep a **shopping list**
3. Request **quotes** from many suppliers at once
4. **Pay** online with low fees
5. **Delivery updates** by text or email

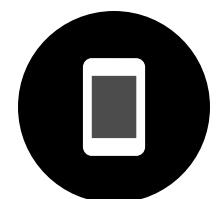


Timeline

# Four iterations in four months

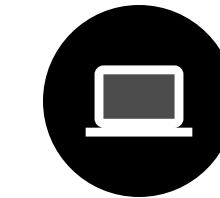
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



Timeline

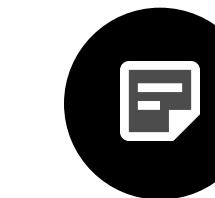
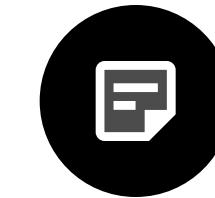
New mental model: shop lists

V3 • June



Shop lists improvements

V4 • July



# Version 1

## Objectives

Barebone product: order supply from your mobile

## Success

Get a couple of restaurants to buy, gather feedback

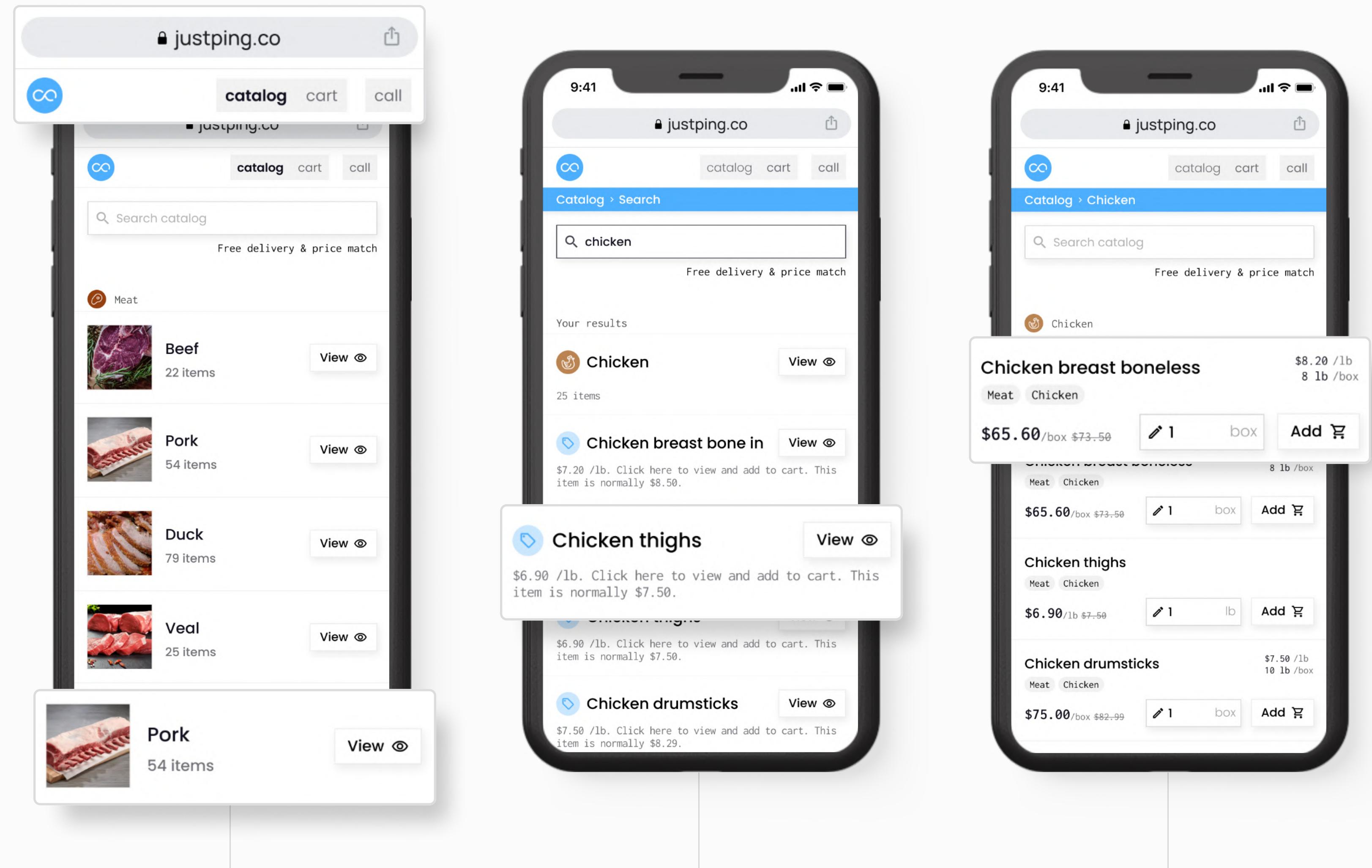
## Results

qual

- 😊 Centralized catalog
- 😊 Pricing transparency
- 😢 Mobile experience for discovery
- 😢 Want more choice

quant

Restaurants	2	Order size	\$ 800
New orders	5	Monthly orders	2.5
New sales	\$ 4,000	Phone orders	40%



Home

User needed to easily search, browse, access the cart, and call.

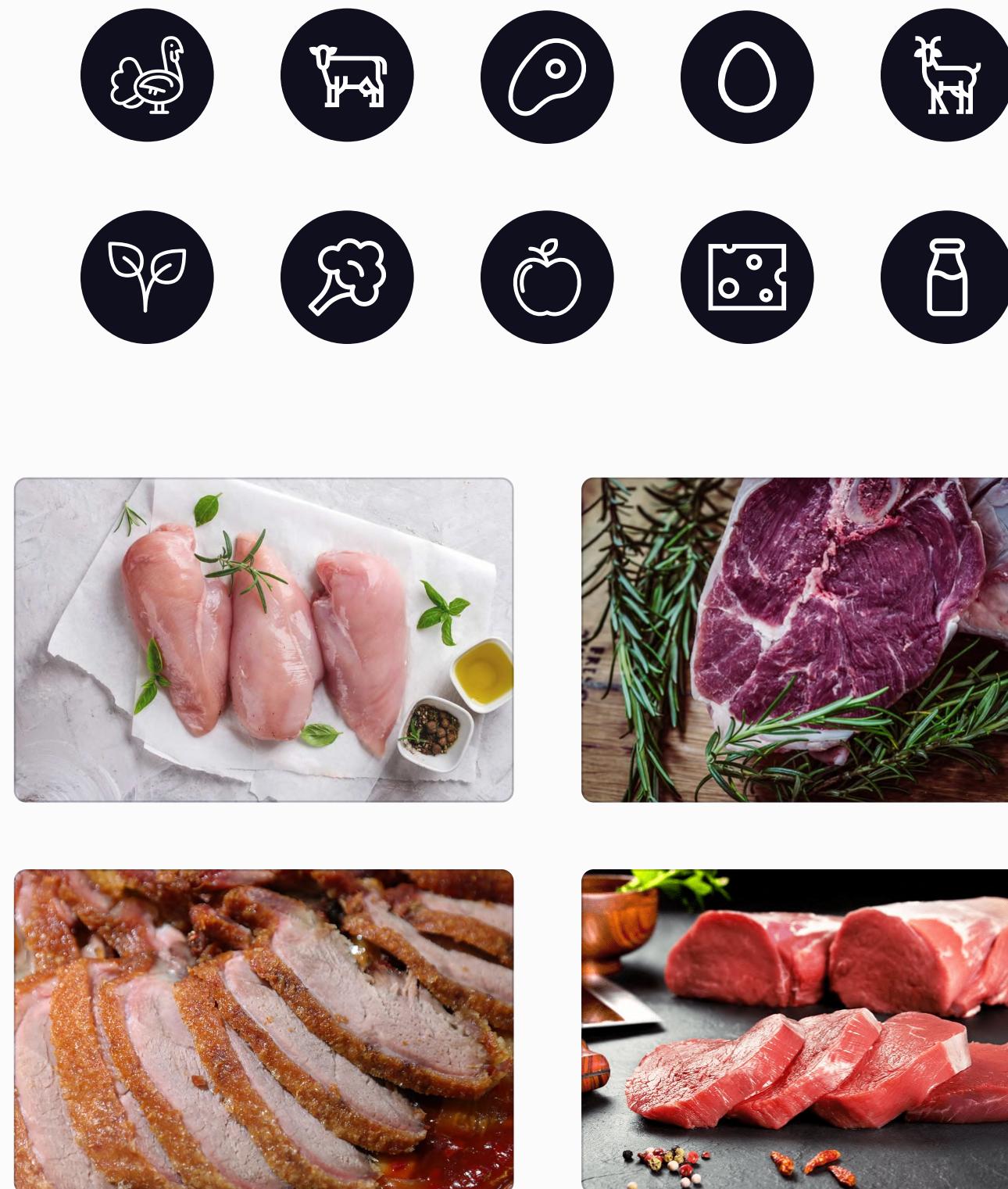
Search

People know what they want so search was important.

Category

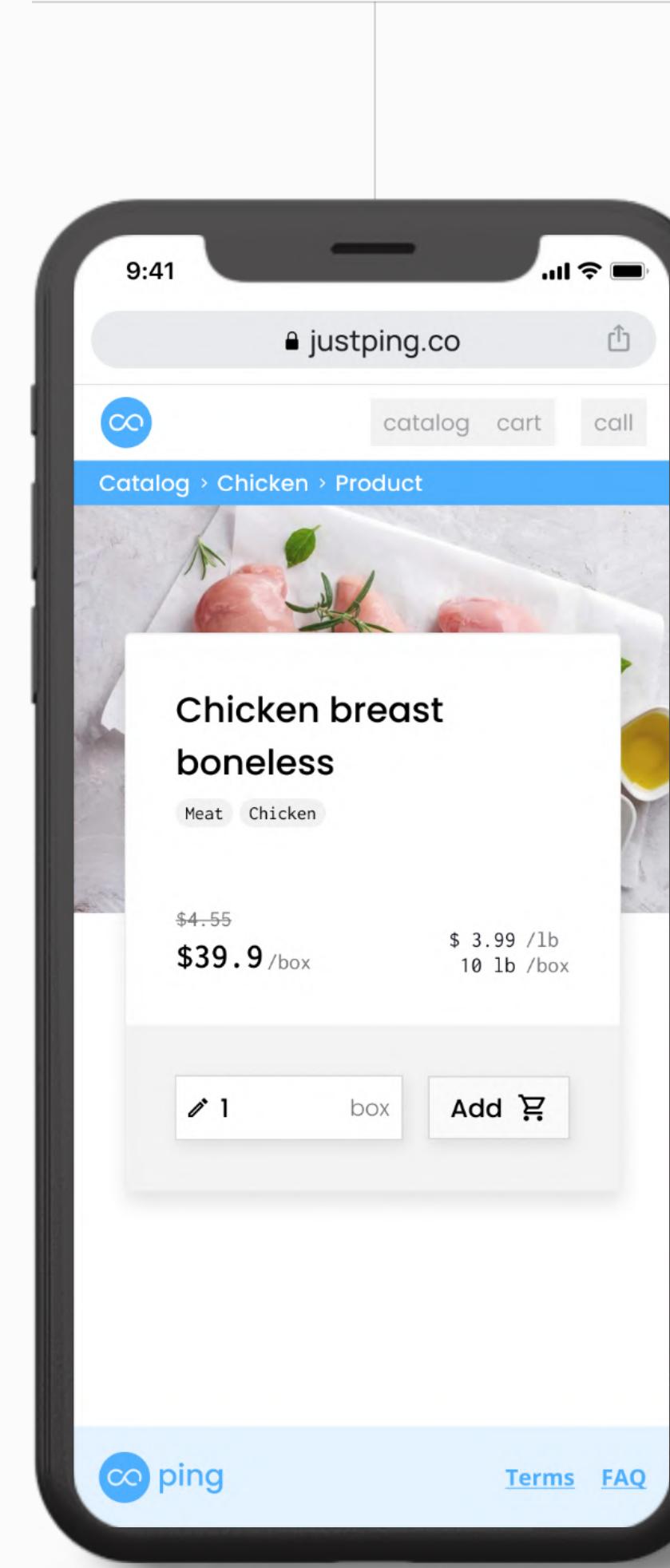
No product image or description. Added order input.

# Version 1



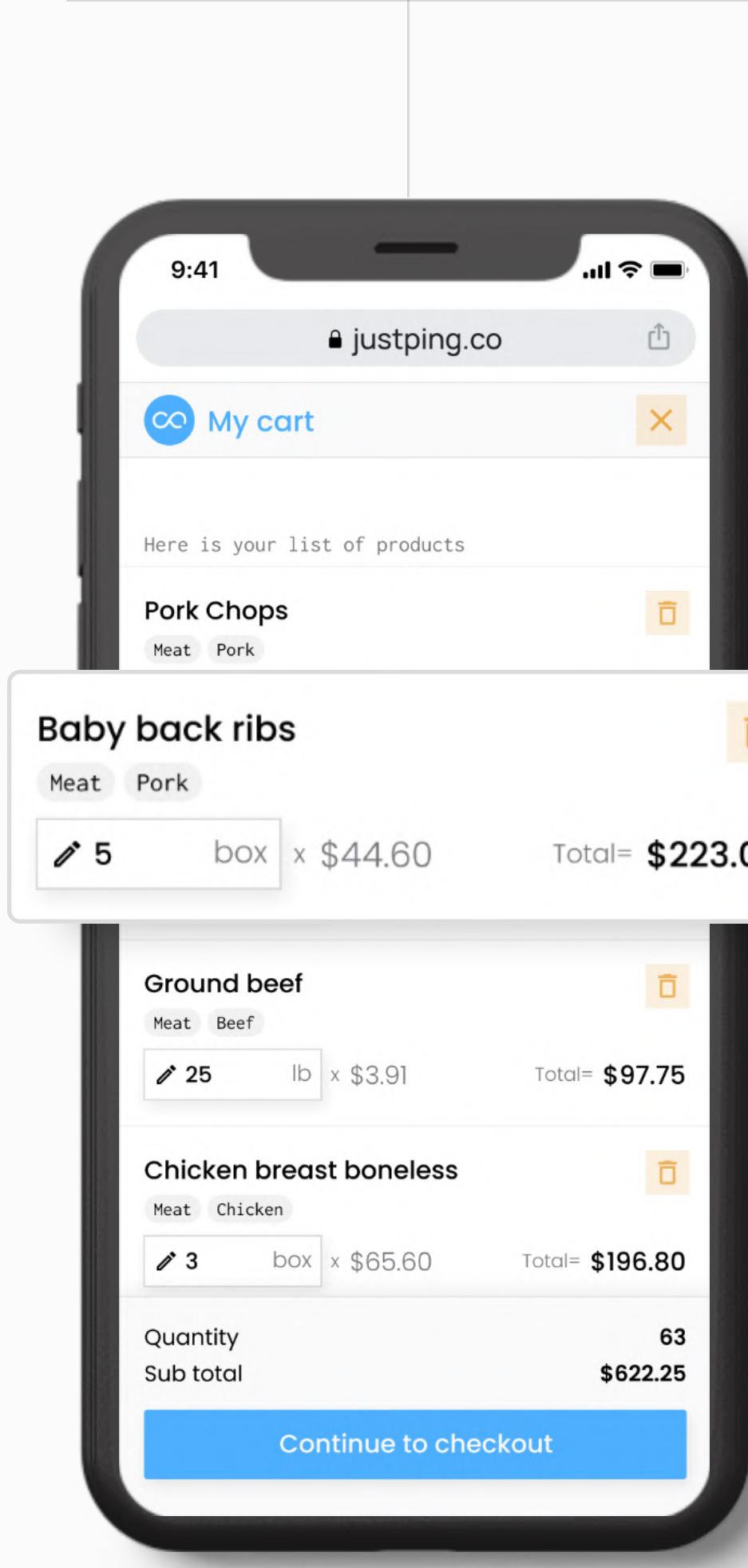
Product page

Modal design to bring CTA closer to thumb-zone



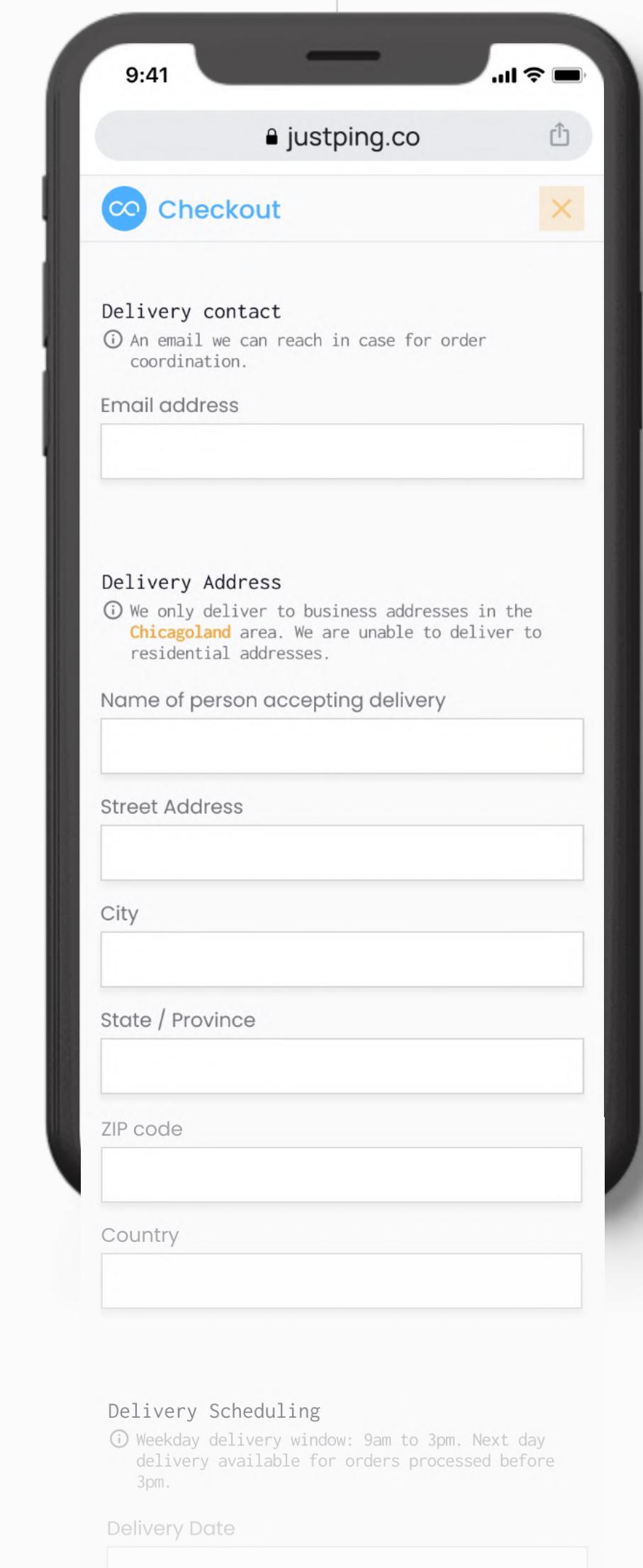
Cart

Designed the cards to enable easy budgeting



Checkout

Long checkout with information not saved for next time



# Version 2

## Objectives

Larger devices will improve conversion & monthly orders

## Success

Reach 3 monthly orders and improve conversion rate.

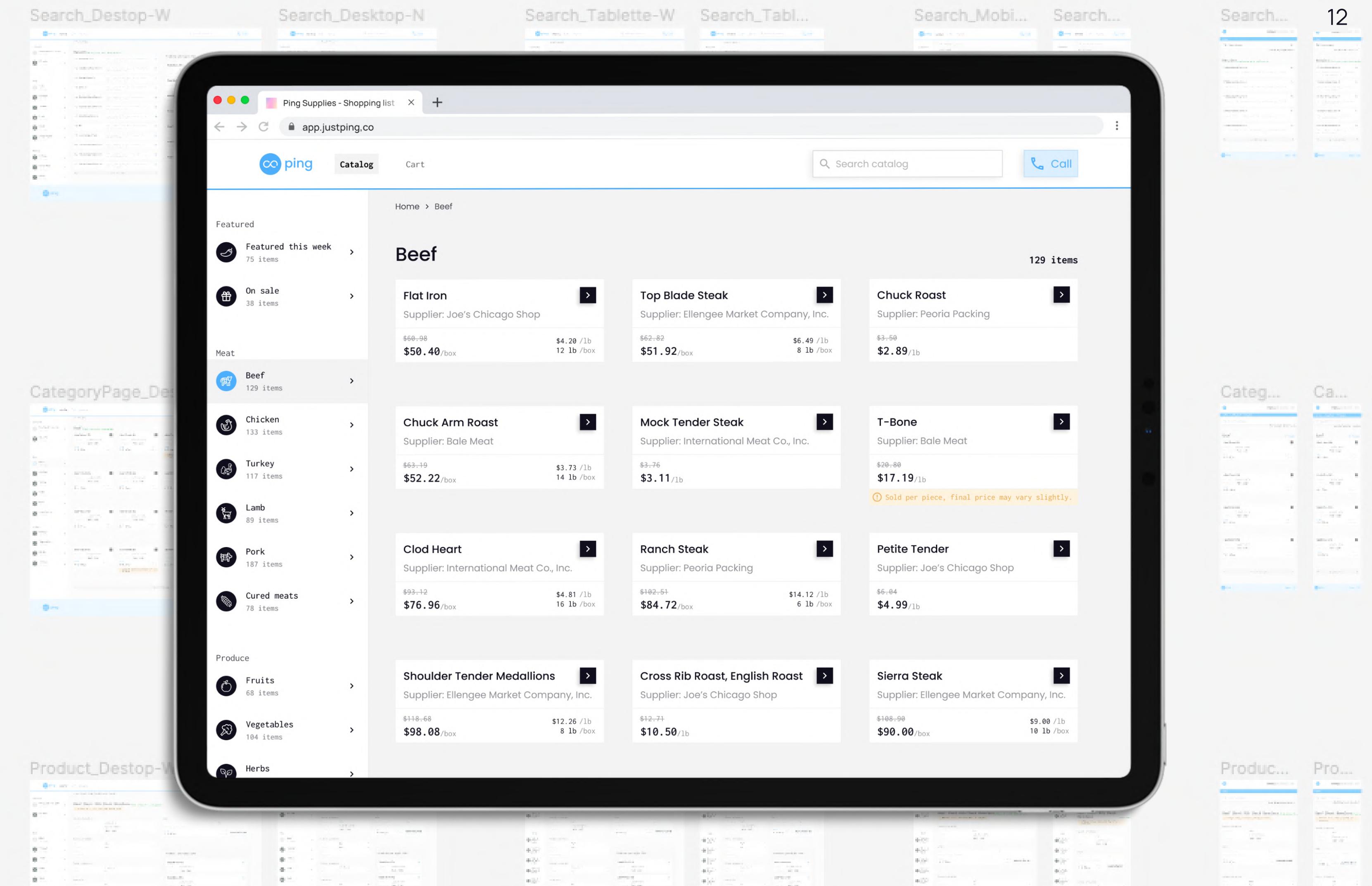
## Results

qual

- 😊 Tablet experience
- 😊 Large offering
- 😢 Unable to save info
- 😢 Price changes after quote

quant

Restaurants	↗ 5	Order size	→ \$ 813
New orders	↗ 16	Monthly orders	↗ 3.2
New sales	↗ \$ 13,000	Phone order ratio	↘ 31%



### Responsiveness

Designed each extremes of each breakpoint to understand the limits of my components.

### Product Card

Removed the add-to-cart feature from card. Not used because budgeting was hard to do.

# Version 2

**Featured**

- Featured this week** > 75 items
- On sale** > 38 items

**Meat**

- Beef** > 129 items
- Chicken** > 133 items
- Turkey** > 117 items
- Lamb** > 89 items
- Pork** > 187 items
- Cured meats** > 78 items

**Produce**

- Fruits** > 68 items

Recommendations

Implemented fast without the need for front-end dev

Product schema

Card design needed to reflect how people buy

**Short Rib Chuck Boneless**

**General**

Supplier	Joe's Chicago Shop
Category	Meat Beef
Package size	16" x 20" x 3" inch

**Order**

Unit price	Originally \$4.55 \$35.91 /box
Minimum order quantity	1 box
Lb per box	3 lb/box
Price per lb	\$11.97 /lb

**Diets**

Allal	Yes
Kosher	No
Vegan	N. A.
Vegetarian	N. A.

**Preparation**

Skinless	No
Boneless	Yes

**Missing values**

① Sold per piece, final price may vary slightly.

**Beef Short Rib Chuck Boneless**

Supplier: Joe's Chicago Shop

\$4.55  
\$3.99/lb

**Beef Short Rib Chuck Boneless**

Supplier: Joe's Chicago Shop

\$23.88  
\$19.9 /box  
\$ 1.99 /lb  
10 lb /box

**Beef Short Rib Chuck Boneless**

Supplier: Joe's Chicago Shop

\$4.55  
\$3.99/lb

① Sold per piece, final price may vary slightly.

# Version 3

## Objectives

A quote request system and saving restaurant info will improve conversion.

## Success

Order rate and conversion improvements: +30% in catalogue/search > cart, +30% in cart > quote.

## Results

qual

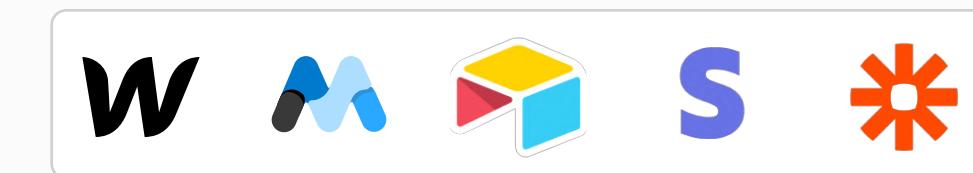
- 😊 Shopping lists
- 😊 Request a quote
- 😢 Search and filter experience

quant

Restaurants	<span>↗ 11</span>	Order size	<span>↗ \$ 1057</span>
New orders	<span>↗ 35</span>	Monthly orders	<span>→ 3.2</span>
New sales	<span>↗ \$ 37,000</span>	Phone orders	<span>↘ 22%</span>

No code tools

Combining no code tools so users can request quotes.



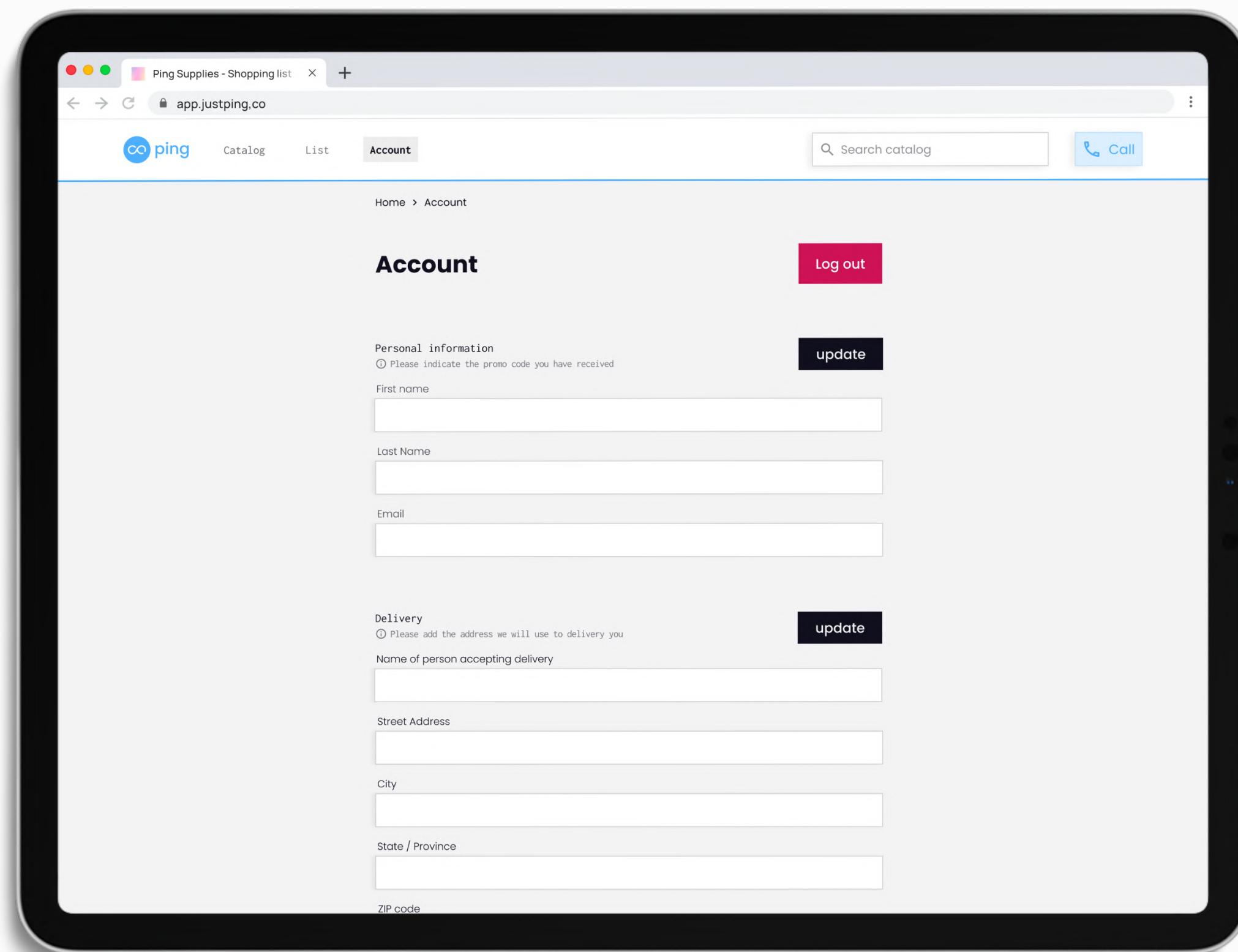
New technology

New stack enable to improve budgeting and facilitate the ordering process.

# Version 3

Account capabilities

Saving delivery and payment info at the account level



Unit price	Originally \$42.55	\$35.91	/box
Minimum order quantity	1	box	
Lb per box	3	lb/box	
Price per lb	\$11.97	/lb	

① Sold per piece, final price may vary slightly.

Unit price	Originally \$42.55	\$35.91	/box
Minimum order quantity	1	box	
Lb per box	3	lb/box	
Price per lb	\$11.97	/lb	

① Sold per piece, final price may vary slightly.

New mental model > new design

Add-to-cart became Save-to-list.  
Quantity was input too long to code.

# Version 4

## Objectives

Improve conversion with search and filters, update nav, add CTA to product cards.

## Success

+20% in search > cart, +10% in catalogue > cart.

## Results

V4 was built and tested but not launched

qual

Loved the search and filters

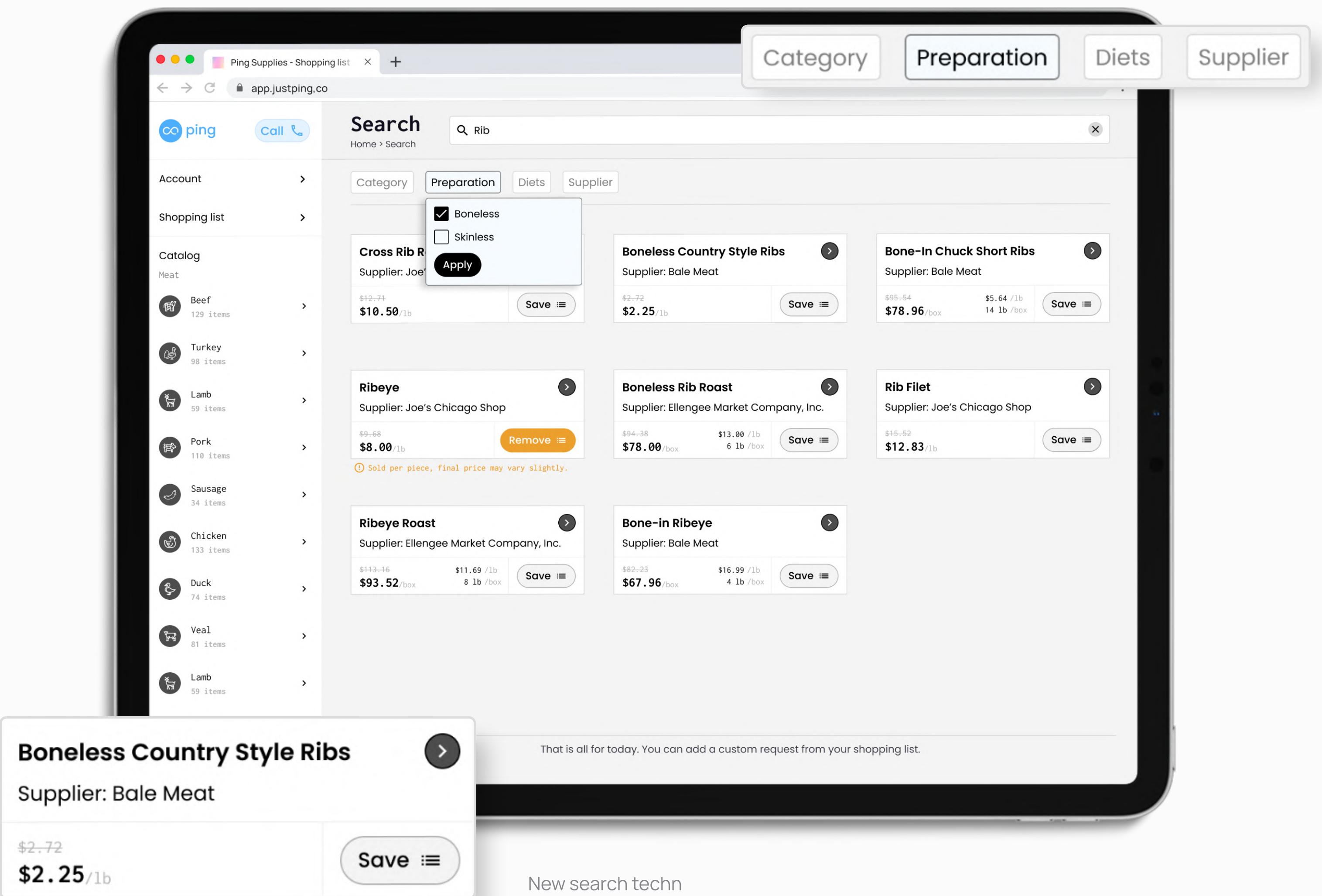
Did not see a change between old/new nav.

quant

Restaurants	16	Order size	\$ 1066
New orders	61	Monthly orders	3.8
New sales	\$ 65,000	Phone orders	18%

Search page

Opensource low-code API enabled search and filtering of products (not pages)



New search techn

We added relevant info and actions to the search result cards.

# Version 4

**Chicken**

Home > Chicken

Search catalog

- Breast whole Supplier: Joe's Chicago Shop \$3.85 /lb \$3.18 /lb Save Remove
- Breast, skinless Supplier: Ellengoe Market Company, Inc. \$25-34 /box \$20.94 /box Save Remove
- Tenders Supplier: Peoria Packing \$45-71 /box \$38.60 /box \$3.86 /lb 10 lb /box Save Remove
- Tenders, boneless Supplier: Bale Meat \$29-77 /box \$24.60 /box \$4.10 /lb 6 lb /box Save Remove
- Leg x1 Supplier: Bale Meat \$1-86 /lb \$1.54 /lb Save Remove
- Leg x2 Supplier: International Meat Company, Inc. \$3-62 /lb \$2.99 /lb Save Remove
- Drumstick Supplier: Bale Meat \$2-23 /box \$1.84 /lb Save Remove
- Thigh, bone in Supplier: International Meat Company, Inc. \$4-83 /lb \$3.99 /lb Save Remove
- Thigh, boneless, skinless Supplier: Peoria Packing \$39-88 /box \$32.96 /box \$4.12 /lb 8 lb /box Save Remove
- Thigh, skinless Supplier: Joe's Chicago Shop \$4-85 /lb \$4.01 /lb Save Remove
- Wing Supplier: Ellengoe Market Company, Inc. \$5-57 /lb \$4.60 /lb Save Remove
- Wing, boneless, skinless Supplier: Joe's Chicago Shop \$5-88 /lb \$4.87 /lb Save Remove
- Wingette Supplier: Peoria Packing \$4.85 /lb \$4.01 /lb Save Remove
- Wing drumette Supplier: Bale Meat \$4.85 /lb \$4.01 /lb Save Remove

**Thigh, skinless**

Supplier: Joe's Chicago Shop

\$4.85  
\$4.01 /lb

Save

CTA added to product card

Quantity modification done inside list, so added CTA on product card

Updated navigation

Easier for users to go from list to catalogue

**Shopping list**

Home > List

Search catalog

**Request order**

Total items: 13  
Total price: \$1,029.13  
Delivery date: 2021/03/21  
Delivery time: 9am - 12pm

Item	Quantity	Preparation
Tomato, Better boy (\$1.89/lb)	30 lb	Note
French green beans (\$2.13/lb)	20 lb	Note
Apple, Granny Smith (\$1.32/lb)	20 lb	Note

**Special meat order**

Need something outside our catalog?

**Info:** You can only request an order once a day. You will be temporarily charged upon request, and the final price may vary prior to delivery due to catch weights and other adjustments.

**Account**

**Shopping list**

**Catalog**

Meat

- Beef 129 items
- Turkey 98 items
- Lamb

## Results

# How far did we take this

### Monthly orders (client satisfaction)

Number of orders per month per restaurant

**+52%** 3.8/m

### Phone orders (interface performance)

Orders by phone compared to online orders

**-55%** 18%

### Fridge penetration (offering quality)

Average order size compared to total food costs

**+33%** 54%





# Learnings

**Execution:** Familiarity with technological landscape is crucial

**Collaboration:** Developer communication improves design and tech

**Strategic:** Separating design thinking and implementation leads to better solutions

# Thank you

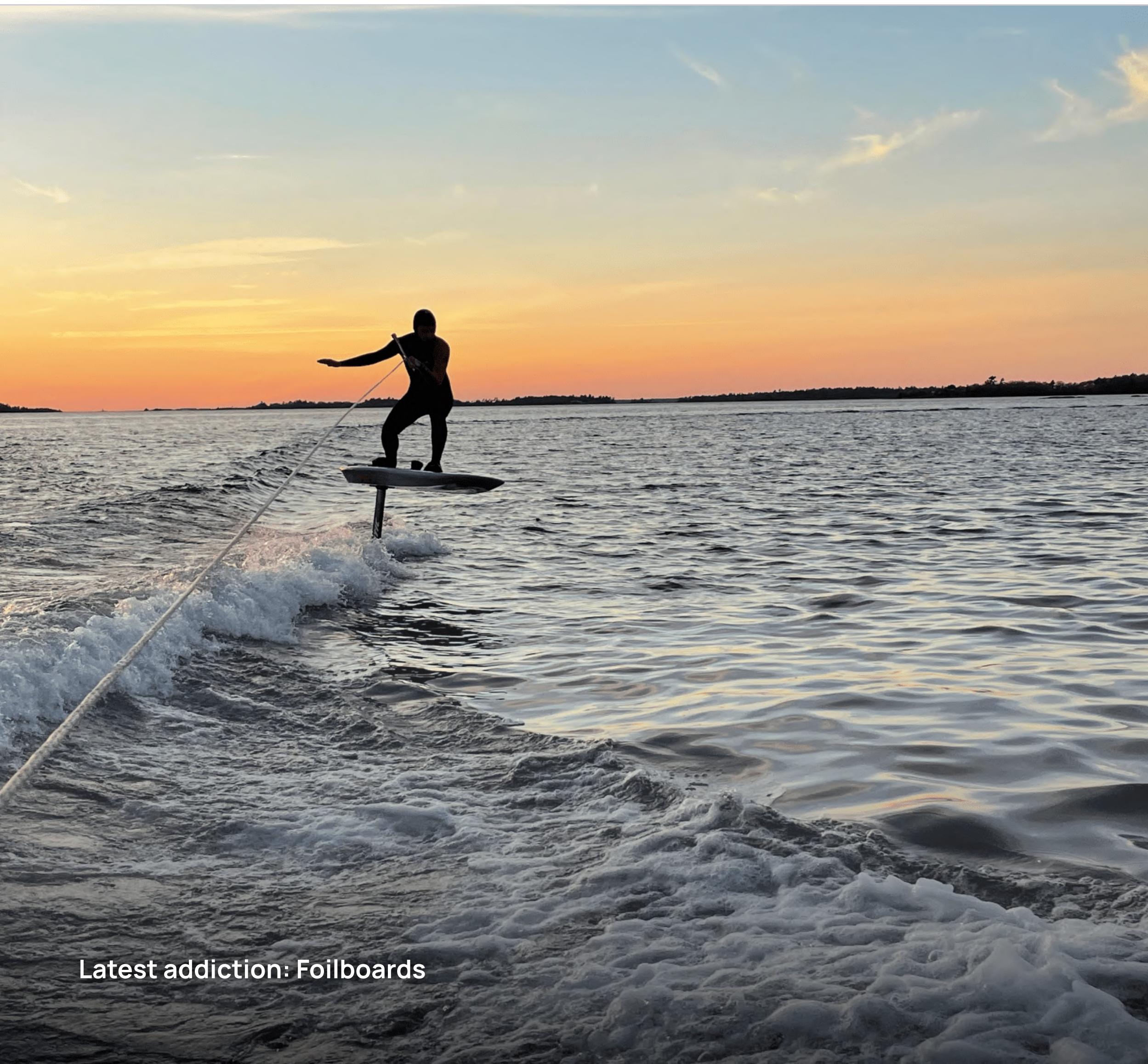
by Benjamin Prigent • [bprigent.com](http://bprigent.com)

# Appenix

About me, Team, Next steps

About

# Four things about me



Latest addiction: Foilboards

## Activities related to water and wind

If I am not designing, I am most likely wearing a wetsuit.

## Lived and worked in 6 countries

France, USA, Cambodia, Korea, Switzerland, Canada

## Founded a startup, raised a pre-seed

I often take matters into my own hands to build solutions.

## Active in the design community

Open source projects, Medium articles, Office hours

Learn more on  
[bprigent.com/about](http://bprigent.com/about)

Team

# Who did I work with?



Ravi  
Operations



Jason  
Sales



Me!  
Product

# Next steps

## What areas of collaboration could we improve further?

