

Ping, a digital wholesaler of local products

for Kraft Heinz • 2020, 12-week project

Project Mission

**Help KHC enter
the healthy food
business**



KraftHeinz

Client based in Chicago

Context

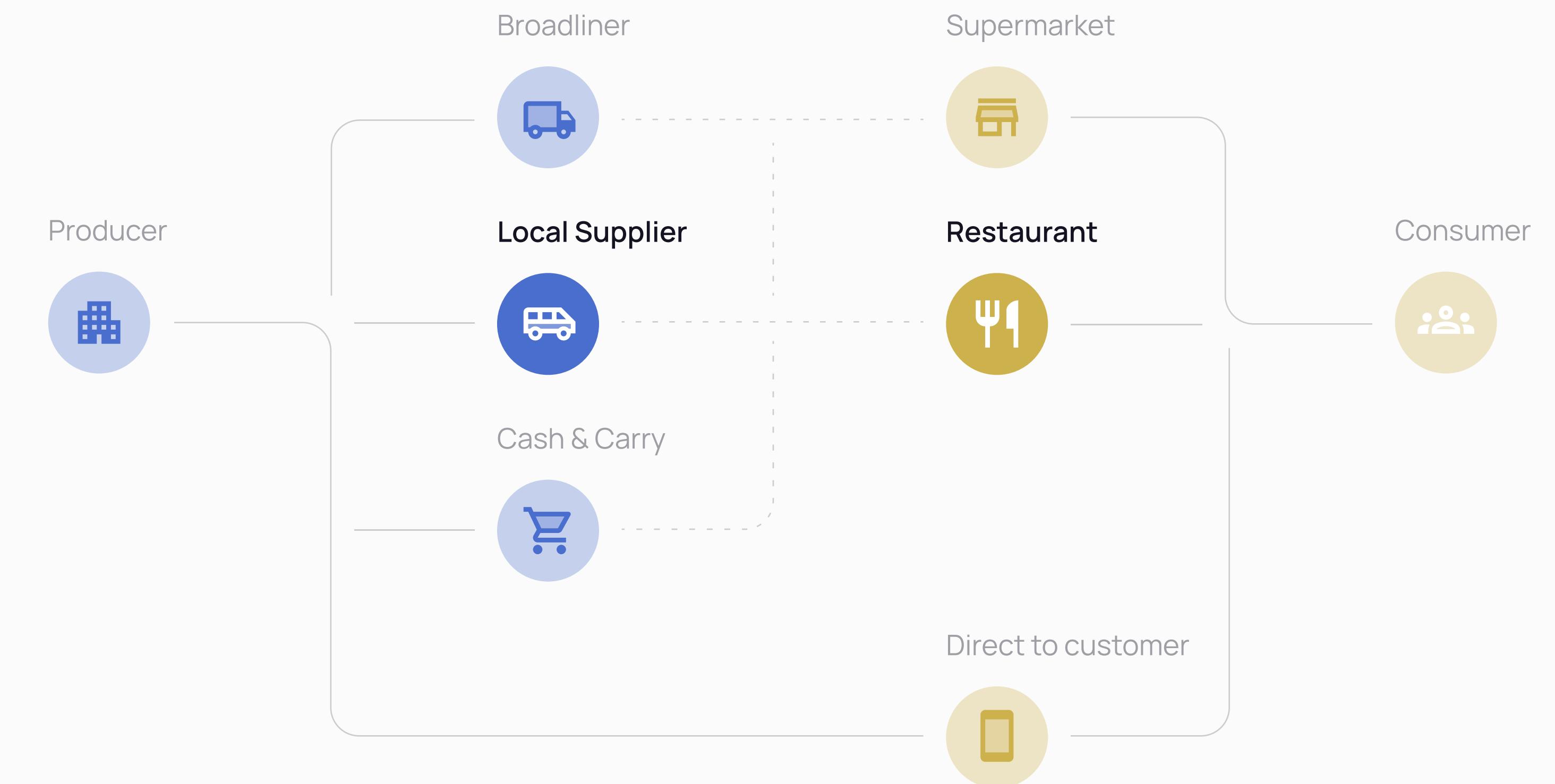
An industry with many actors

Initial ideas

Many B2B and B2C opportunities were explored

Selected idea

Restaurant-Supplier relationship was selected



Initial Research

Local Food Suppliers

Company

10-20
people team

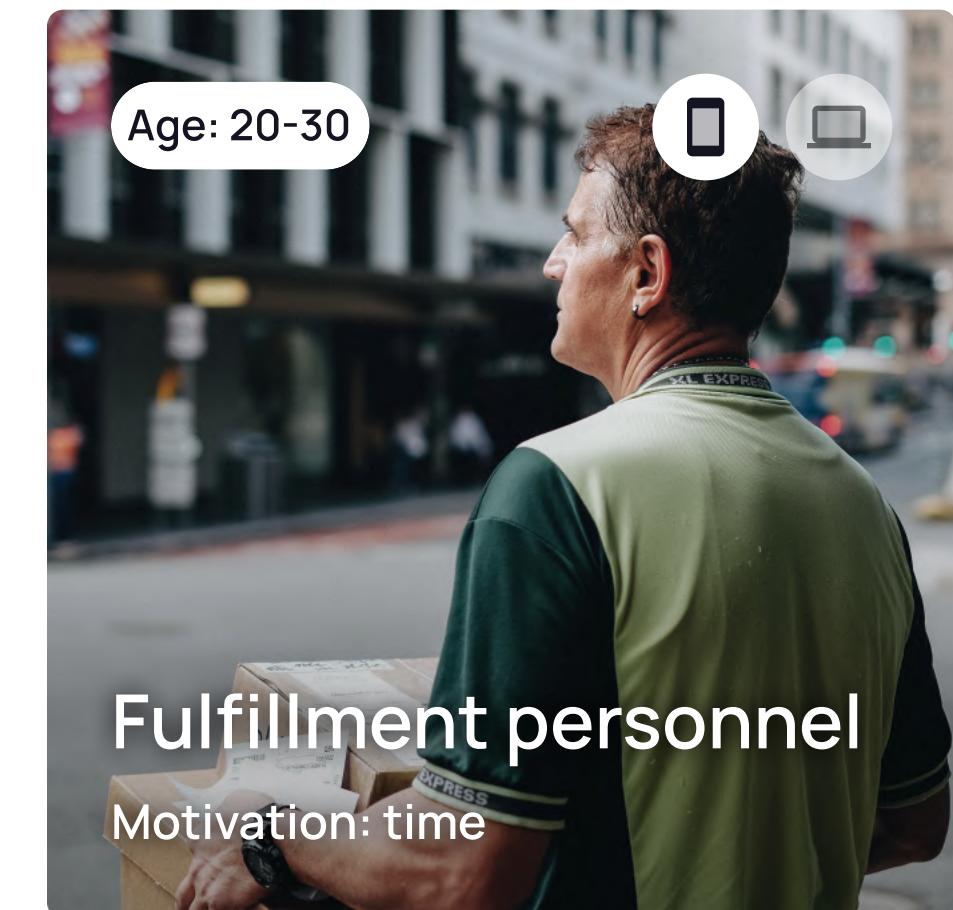
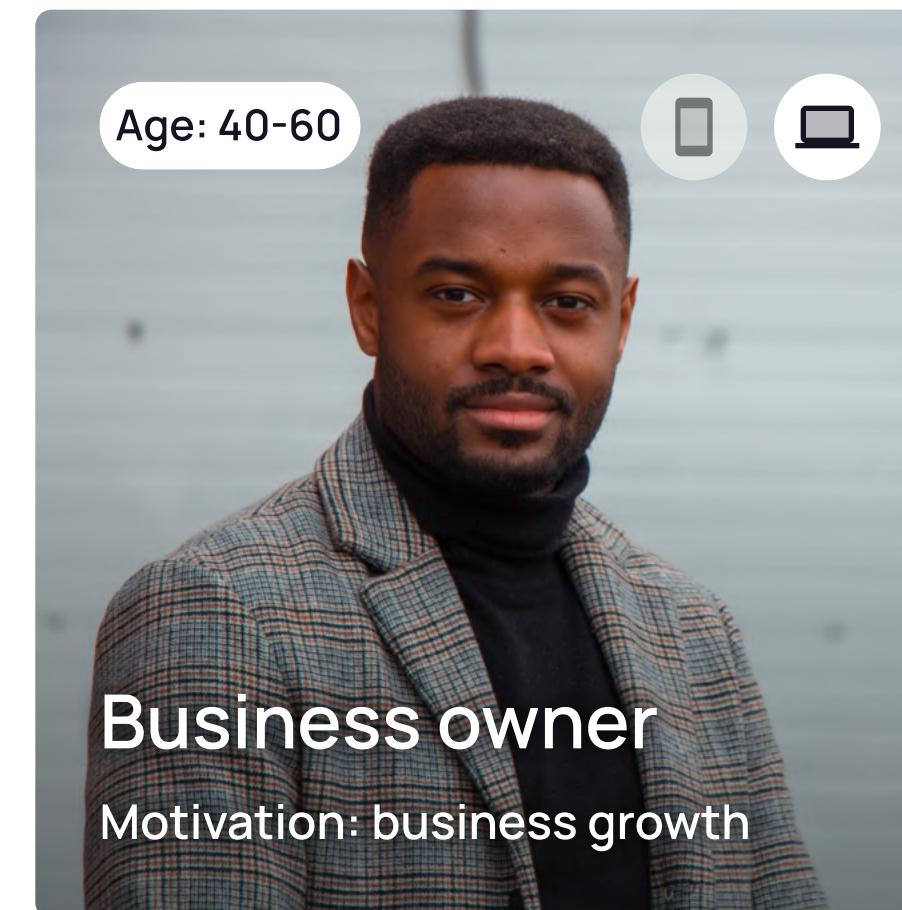
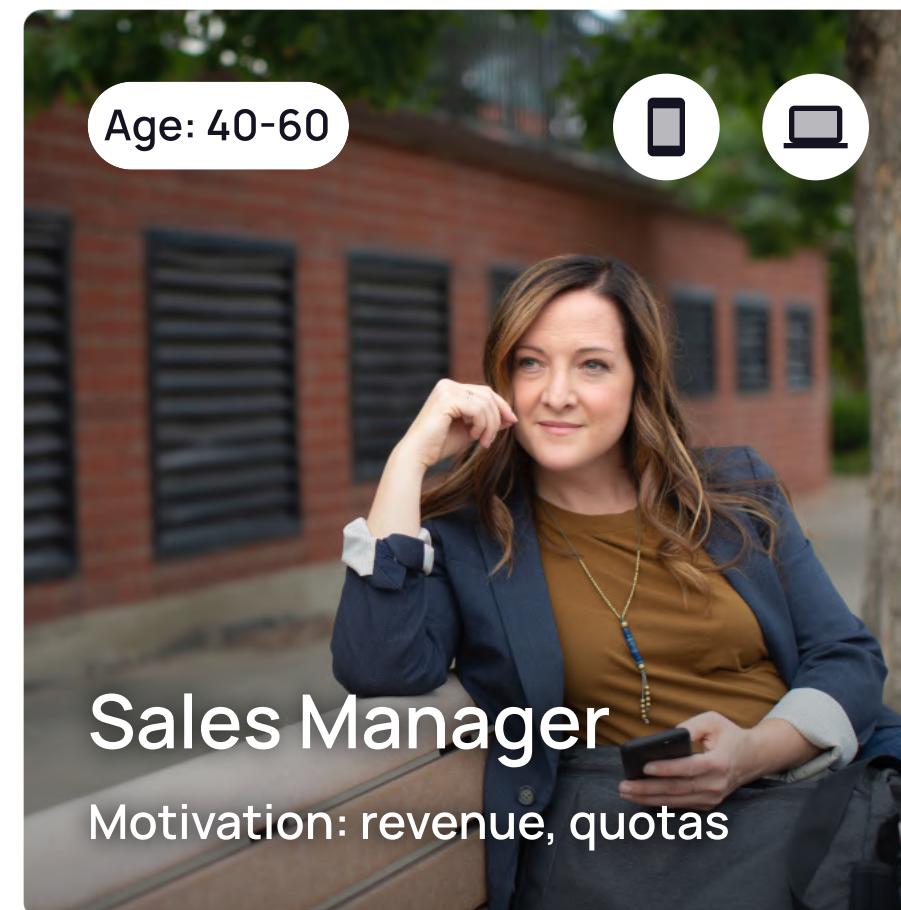
Lowest
price point

Best
quality

1
food category

1
local zone

People



Journey



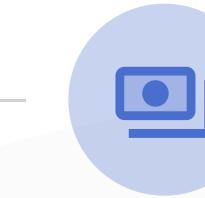
Acquiring new business
Deprioritized



Taking orders
Repetitive, Errors



Updating prices
Manual



Payment
Practicality / Fees



Prep & Fulfillment
Communication, Errors

Initial Research

Independent Restaurants

Company

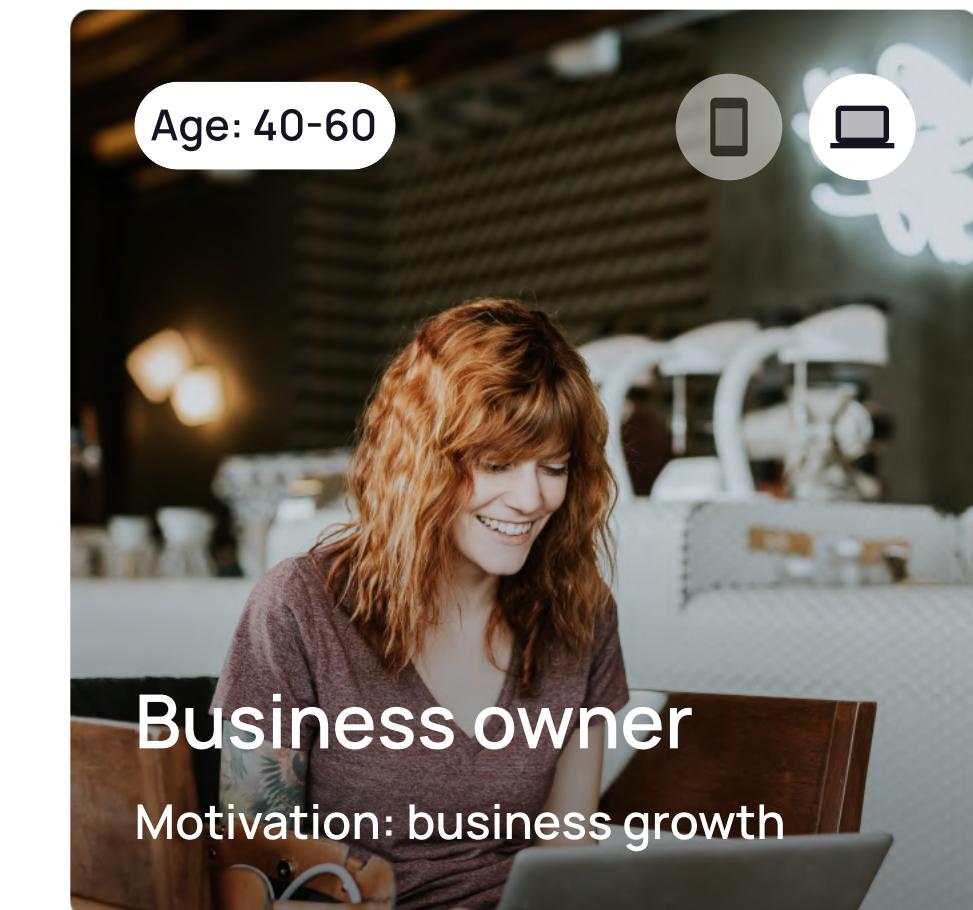
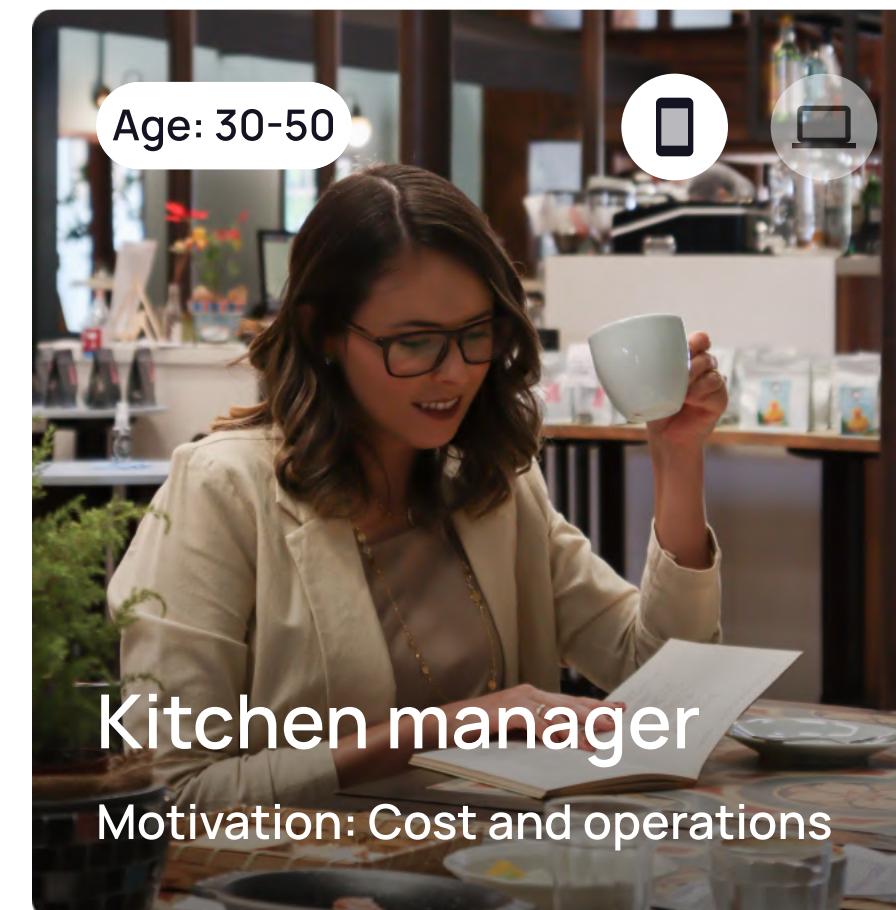
\$2k
weekly order

30%
of total costs

5h
on procur.

Costs
drive business

People



Journey



Discovery
Fragmented



Ordering
Manual



Re-ordering
Repetitive



Payment
Cashflow / Fees



Delivery coordination
Unreliable

Four areas of collaboration

People goals

Restaurants

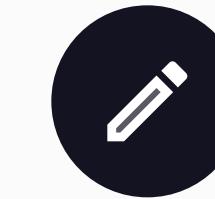
How might we centralize the **price-shopping** experience?

Suppliers

How might we automate catalogue & pricing **requests**?



Discovery



Ordering



Payment



Delivery

How might we **facilitate** orders and re-orders?

How might we help with **cash flow** and keep fees down?

How might we increase delivery **reliability**?

How might we help **process** orders and re-orders without errors?

How might we automate payments and keep **fees** down?

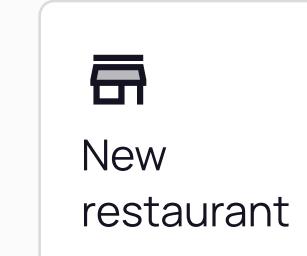
How might we act as a **facilitator** during deliveries?

Business goals

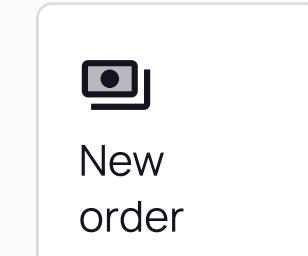
Beta with 10+ restaurants in 4 months



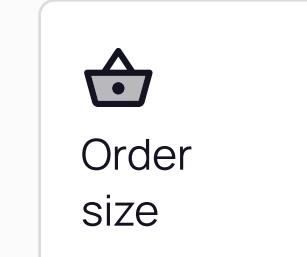
Restaurant KPIs



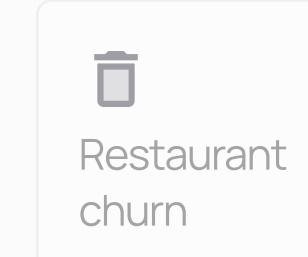
New restaurant



New order



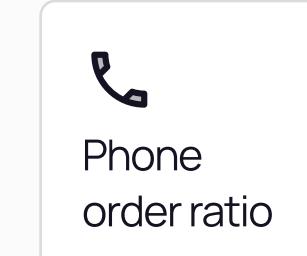
Order size



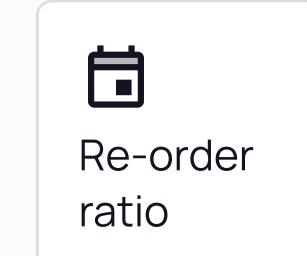
Restaurant churn



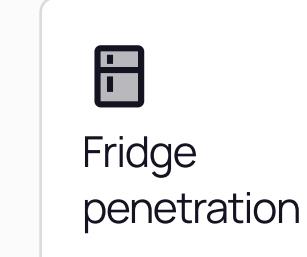
Product KPIs



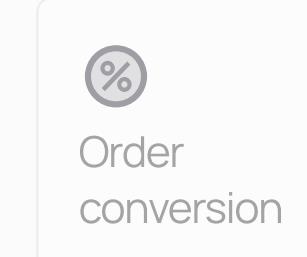
Phone order ratio



Re-order ratio



Fridge penetration



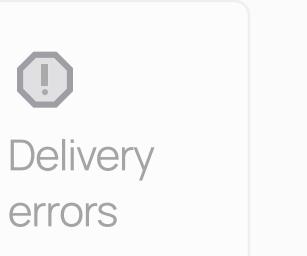
Order conversion



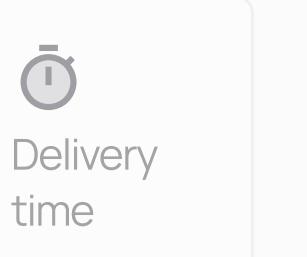
Supplier KPIs



New supplier



Delivery errors



Delivery time

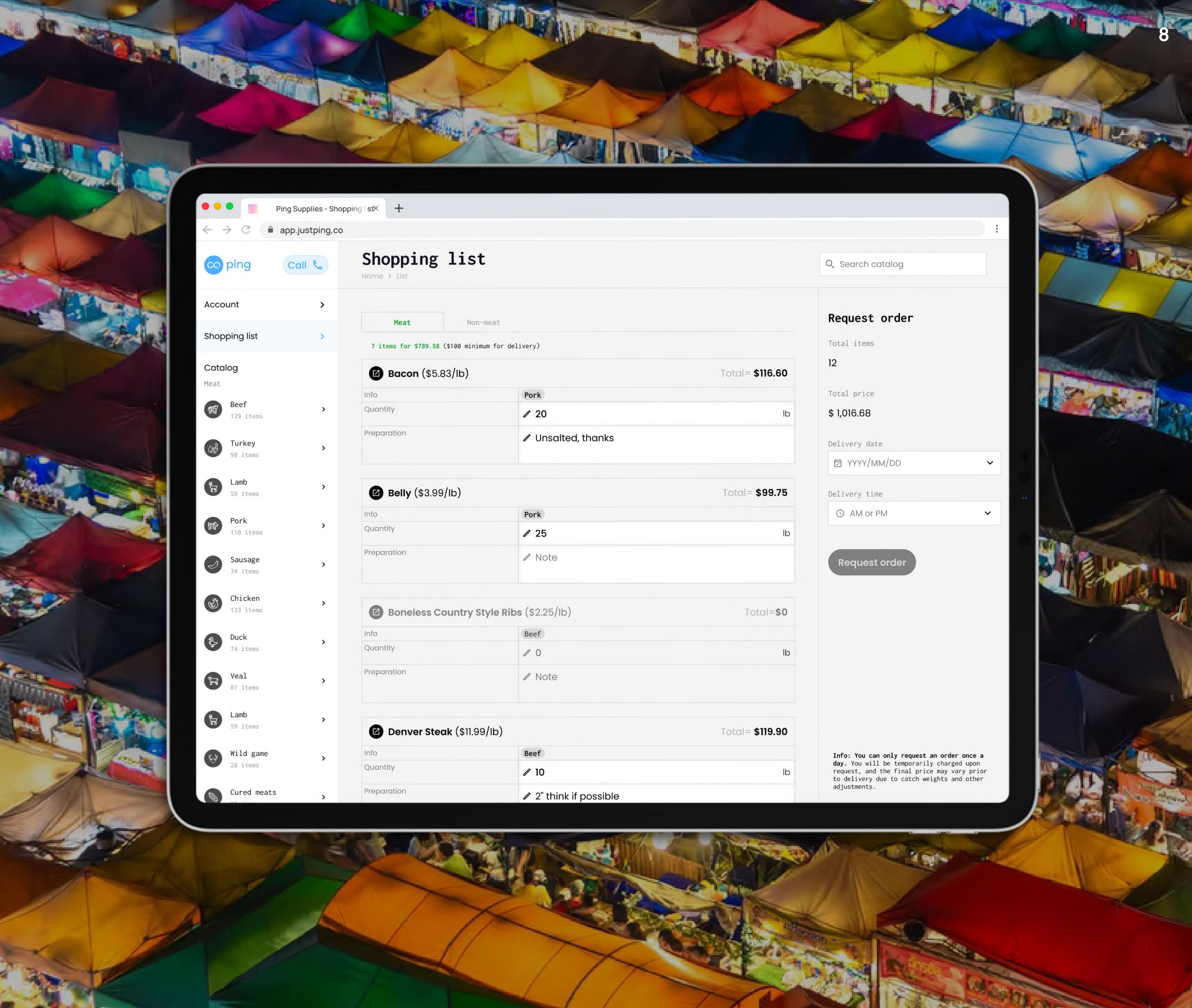
*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

Solution

Ping, a digital wholesaler of local products

Restaurant Journey

1. Browse 2000+ local products
2. Create shopping list
3. Request quotes
4. Pay online
5. Weekly deliveries, text updates

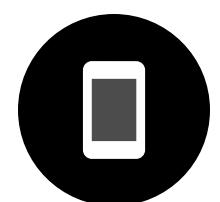


Timeline

Four iterations in four months

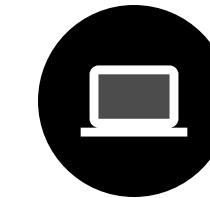
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



Timeline

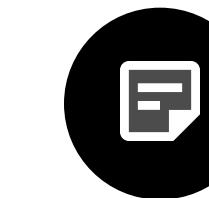
New mental model: shop lists

V3 • June



Shop lists improvements

V4 • July



Version 1

Objectives

Barebone product: order meat and produce from mobile

Success

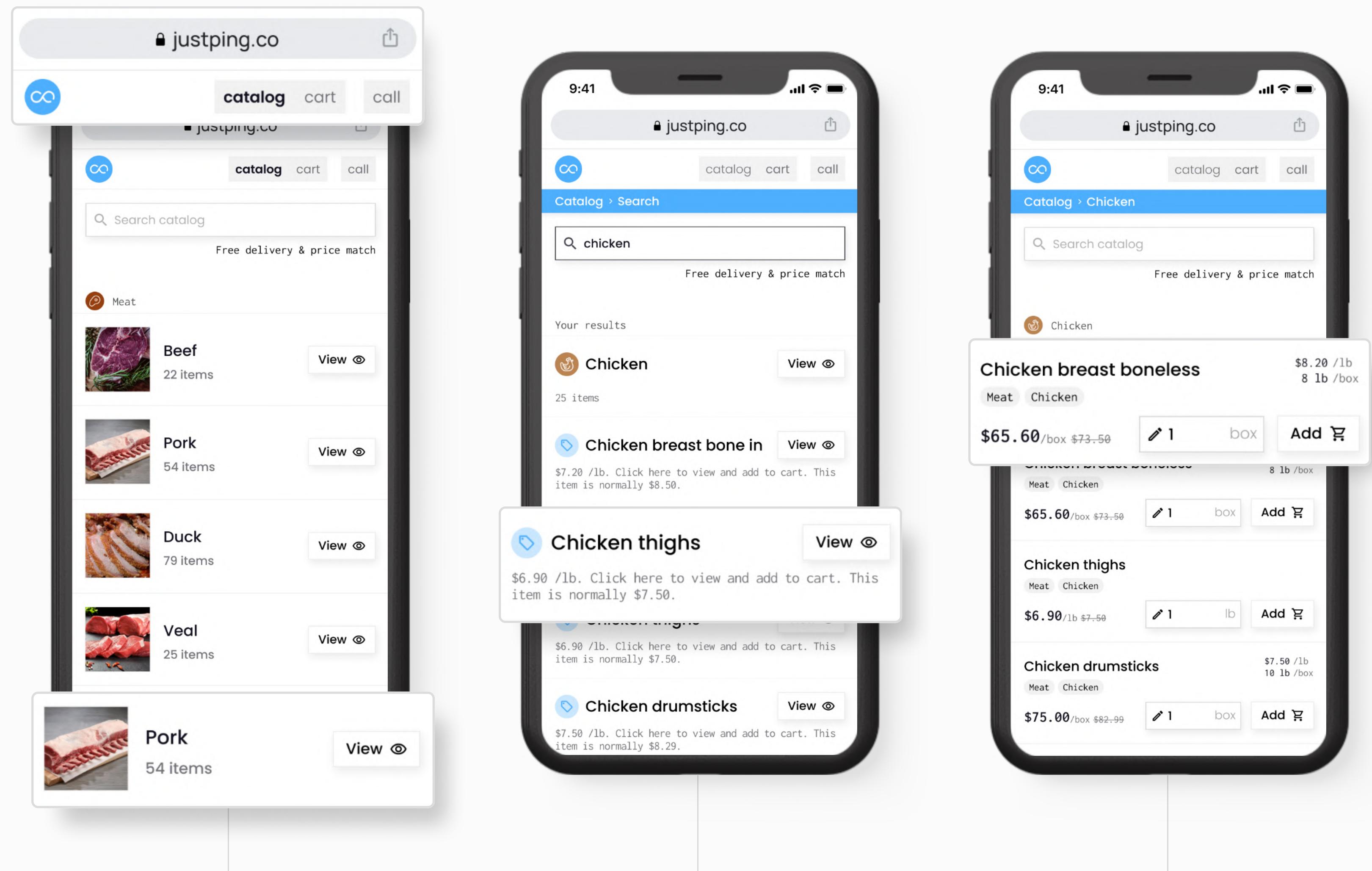
Get a couple of restaurants to buy, gather feedback

Results

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

Metrics

Restaurants	2	Orders /m	2.5
New orders	5	Re-order rate	62%
New sales	\$4,000	Phone order ratio	40%
Order size		\$800	



Home

User needed to easily search, browse, and call.

Search

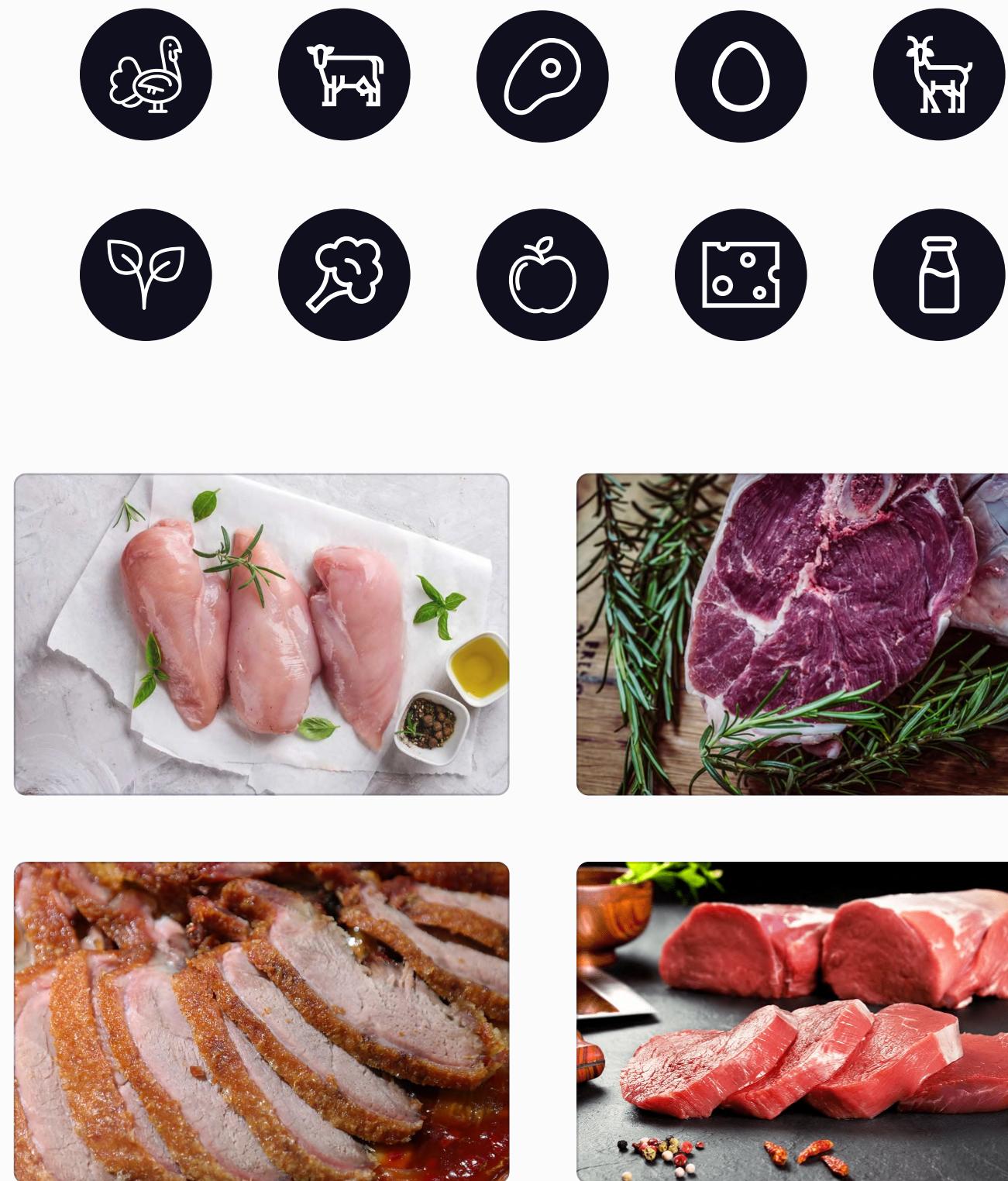
People know what they want. Search was important.

Collection

Metadata: no image, no description. Added order input

Version 1

Building: 3 weeks Testing: 1 week

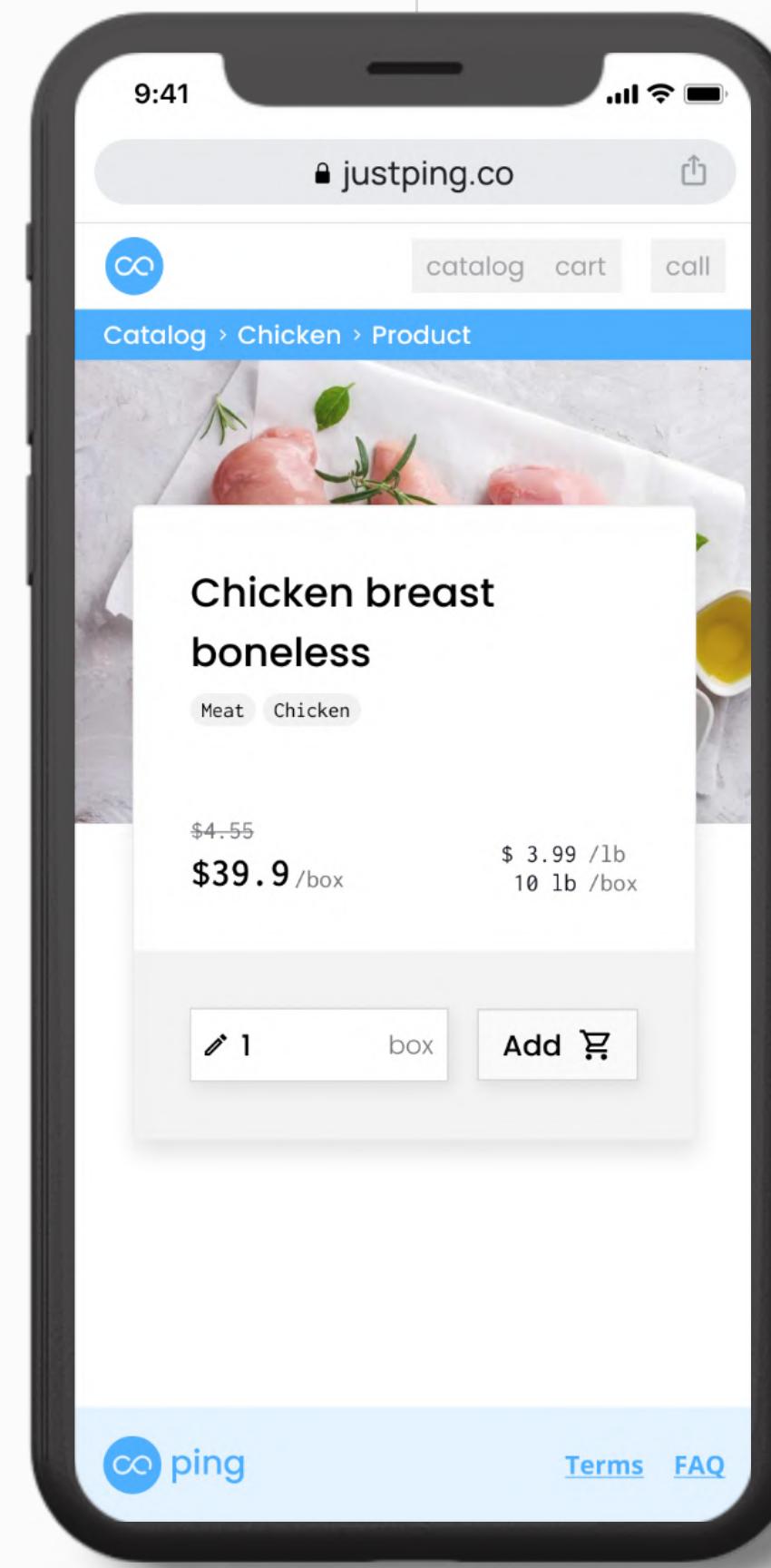


Imagery and Iconography

Attempts at compensating for the amount of text

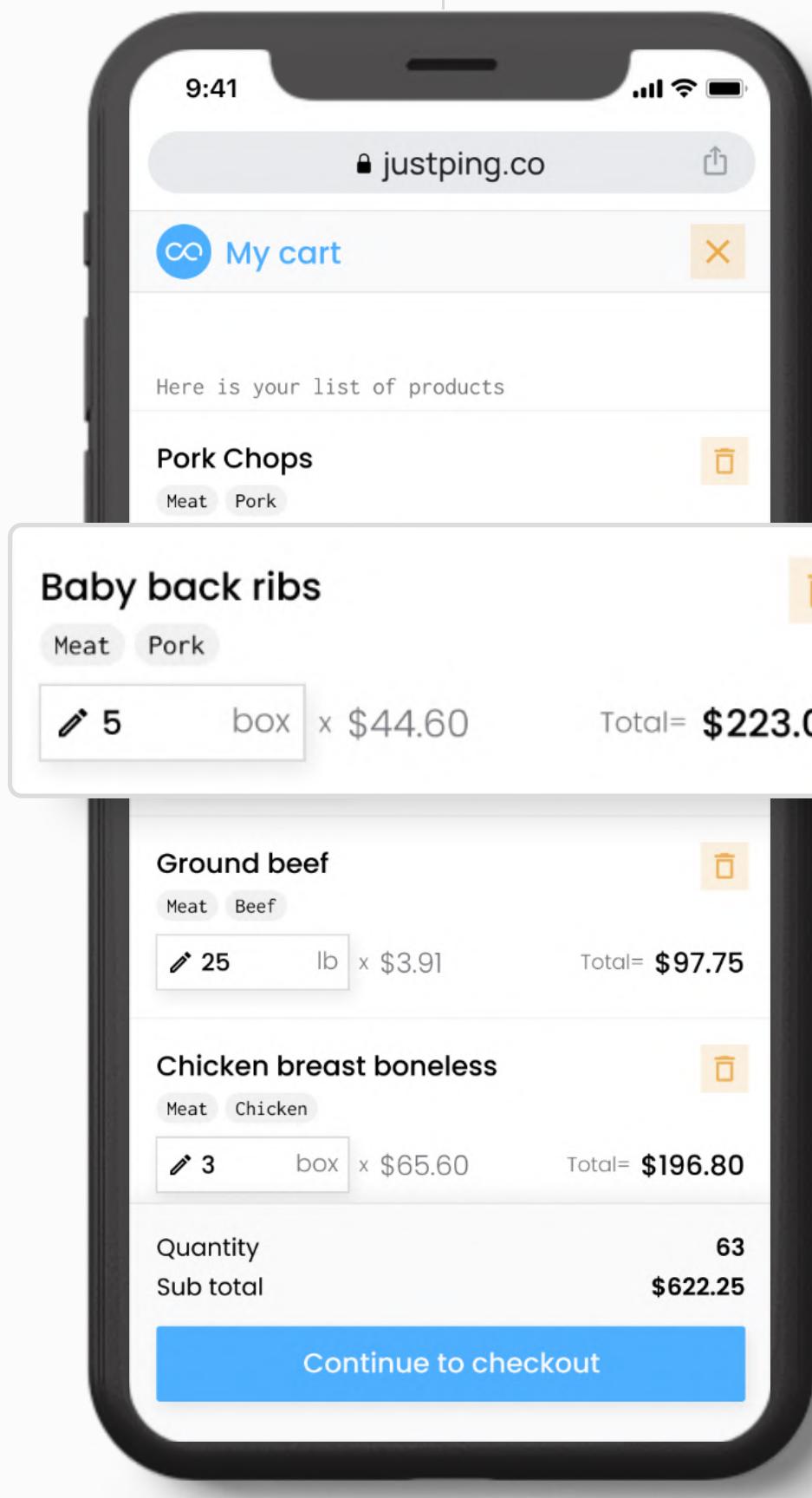
Product page

Modal design to spread limited amount of content.



Cart

Where the budgeting interactions took place.



Checkout

Long and redundant checkout.

justping.co

Checkout

Delivery contact
An email we can reach in case for order coordination.

Email address

Delivery Address
We only deliver to business addresses in the **Chicago** area. We are unable to deliver to residential addresses.

Name of person accepting delivery

Street Address

City

State / Province

ZIP code

Country

Delivery Scheduling
Weekday delivery window: 9am to 3pm. Next day delivery available for orders processed before 3pm.

Delivery Date

Version 2

Objectives

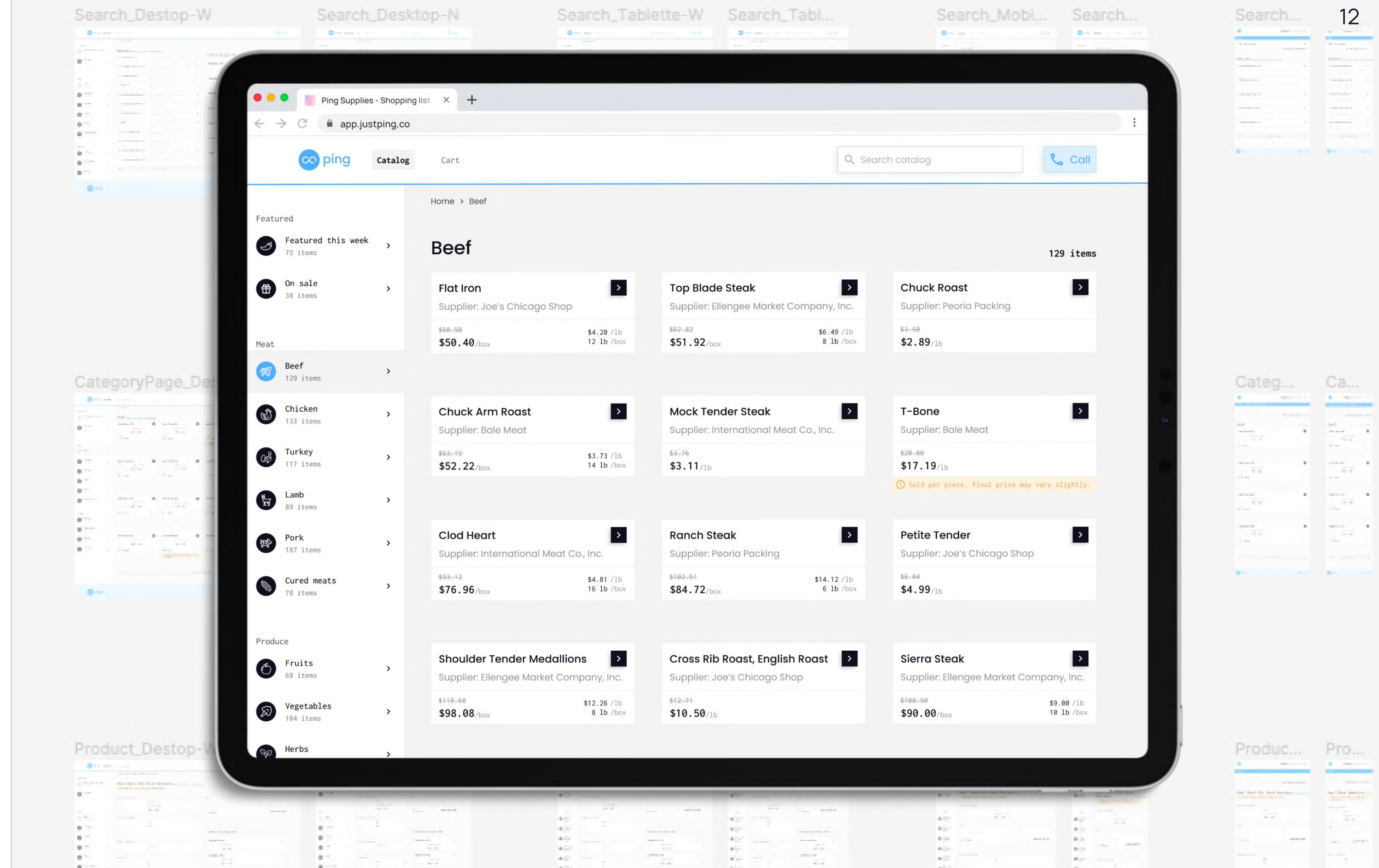
Larger devices will increase conversion & recurrence.
Products can be recommended.

Success

Reach 10 monthly orders. Improve order rate. One recommended product ordered

Results

- 😊 Responsive experience
- 😊 Choice
- 😢 Unable to save info
- 😢 Changes after quote



Metrics

Restaurants	↗ 5	Orders /m	↗ 3.2
New orders	↗ 16	Re-order rate	↗ 80%
New sales	↗ \$13,000	Phone order ratio	↘ 31%
Order size			→ \$813

Responsiveness

Designed each extremes of each breakpoint, used symbols to go faster.

Product Card

Removed the add-to-cart input because it wasn't used.

Version 2

Building: 2 weeks Testing: 1 week

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

We improved the schema to reflect how users purchased

Short Rib Chuck Boneless

General

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

Diets

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

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

Preparation

Skinless	No
Boneless	Yes

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$4.55
\$3.99/lb

! Sold per piece, final price may vary slightly.

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$4.55
\$3.99/lb

! Sold per piece, final price may vary slightly.

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$23.88
\$19.9 /box

\$ 1.99 /lb
10 lb /box

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

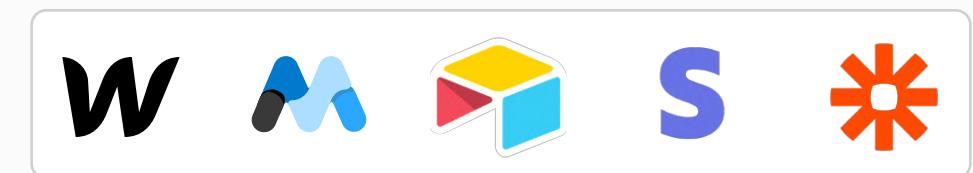
- 😊 Shopping lists
- 😊 Request a quote
- 😊 Add instructions
- 😢 Search and filter experience

Metrics

Restaurants	↗ 11	Orders /m	→ 3.2
New orders	↗ 35	Re-order ratio	→ 79%
New sales	↗ \$37,000	Phone order ratio	↘ 22%
Order size	↗	\$1057	

No code tools

Combining no code tools so users can request quotes.



New technology

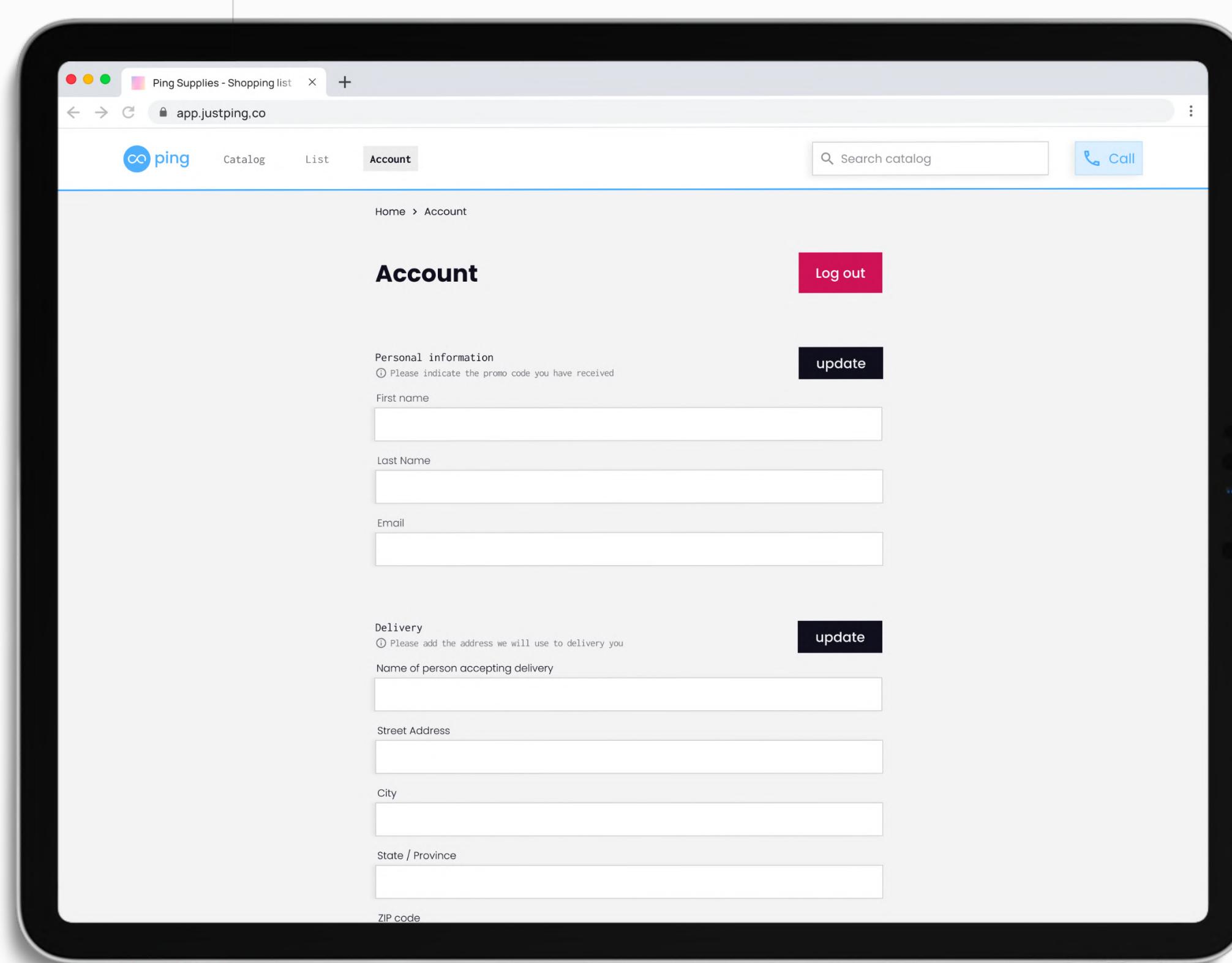
New stack enable to improve budgeting and facilitate the ordering process.

Version 3

Building: 3 weeks Testing: 1 week

Storing relevant info

Saving delivery and payment info



New mental model > new design

From add-to-cart to save-to-list. Quantity input not yet possible but not crucial.

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 shown to users but not launched.

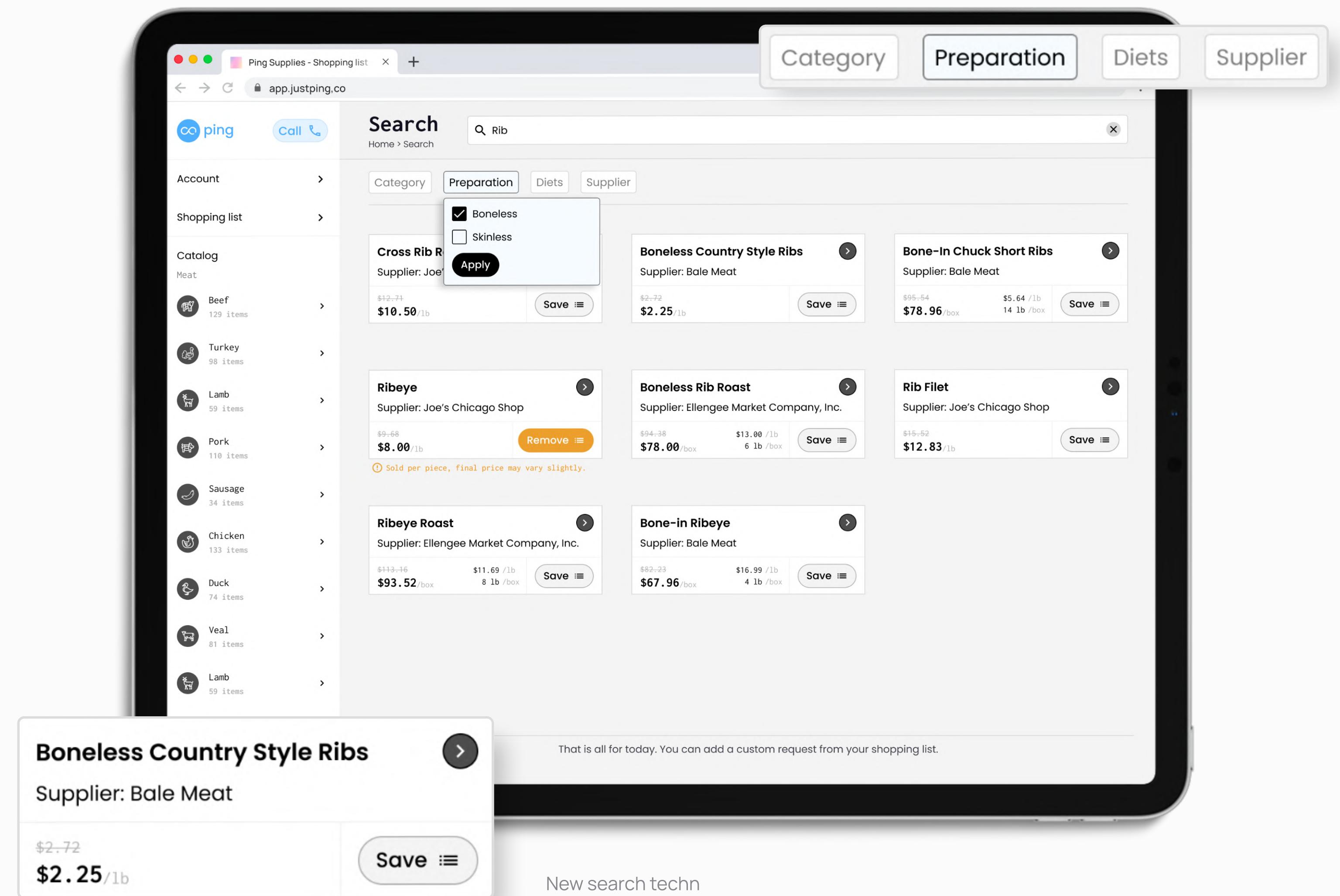
- 😊 Loved the search and filters
- 😊 Thought the CTA on card already existed
- 😐 Did not see a change between old/new nav.

Metrics

Restaurants	↗ 16	Orders /m	↗ 3.8
New orders	↗ 61	Re-order ratio	↗ 95%
New sales	↗ \$65,000	Phone order ration	↘ 18%
Order size		→ \$1066	

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

Building: 2 weeks Testing: 1 week

Updated navigation

Easier for users to go from list to catalogue

The mobile application interface illustrates the navigation flow between the Shopping list and the Catalog.

Shopping list screen:

- Header: ping, Call icon.
- Navigation bar: Account, Shopping list, Catalog.
- Content area:
 - Section: Meat (highlighted), Non-meat.
 - Item: Tomato, Better boy (\$1.89/lb) - Total \$56.70. Includes info, quantity (30 lb), preparation (Note), and a checkbox.
 - Item: French green beans (\$2.13/lb) - Total \$42.60. Includes info, quantity (20 lb), preparation (Note), and a checkbox.
 - Item: Apple, Granny Smith (\$1.32/lb) - Total \$26.40. Includes info, quantity (20 lb), preparation (Note), and a checkbox.
 - Special meat order section: Need something outside our catalog? (checkbox).

Catalog screen:

- Header: ping, Call icon.
- Navigation bar: Account, Shopping list, Catalog.
- Content area:
 - Section: Meat (highlighted).
 - Items listed under Meat category: Beef (129 items), Turkey (98 items), Lamb (59 items), Pork (110 items), Sausage (34 items), Chicken (133 items), Duck (74 items), Veal (81 items), Lamb (59 items), Wild game (28 items), Cured meats (1 item).

The desktop application interface displays the Catalog and a detailed view of a product card.

Catalog screen:

- Header: ping, Call icon.
- Navigation bar: Account, Shopping list, Catalog.
- Content area:
 - Section: Meat (highlighted).
 - Items listed under Meat category: Breast whole, Breast, skinless, Tenders, Tenders, boneless, Leg x1, Leg x2, Drumstick, Thigh, bone in, Thigh, skinless, Wing, Wing, skinless, Winglet.

Product card for Thigh, skinless:

- Header: ping, Call icon.
- Section: Thigh, skinless.
- Text: Supplier: Joe's Chicago Shop.
- Price: \$4.01/lb.
- Buttons: Save, Remove.

CTA added to product card

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

Results

How far did we take this

Re-order ratio (client satisfaction)

Monthly orders per restaurant with goal of 4/m

+52% 95%

Phone order ratio (interface performance)

Orders by phone compared to online

-55% 18%

Fridge penetration ratio (offering quality)

Ping sales per 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

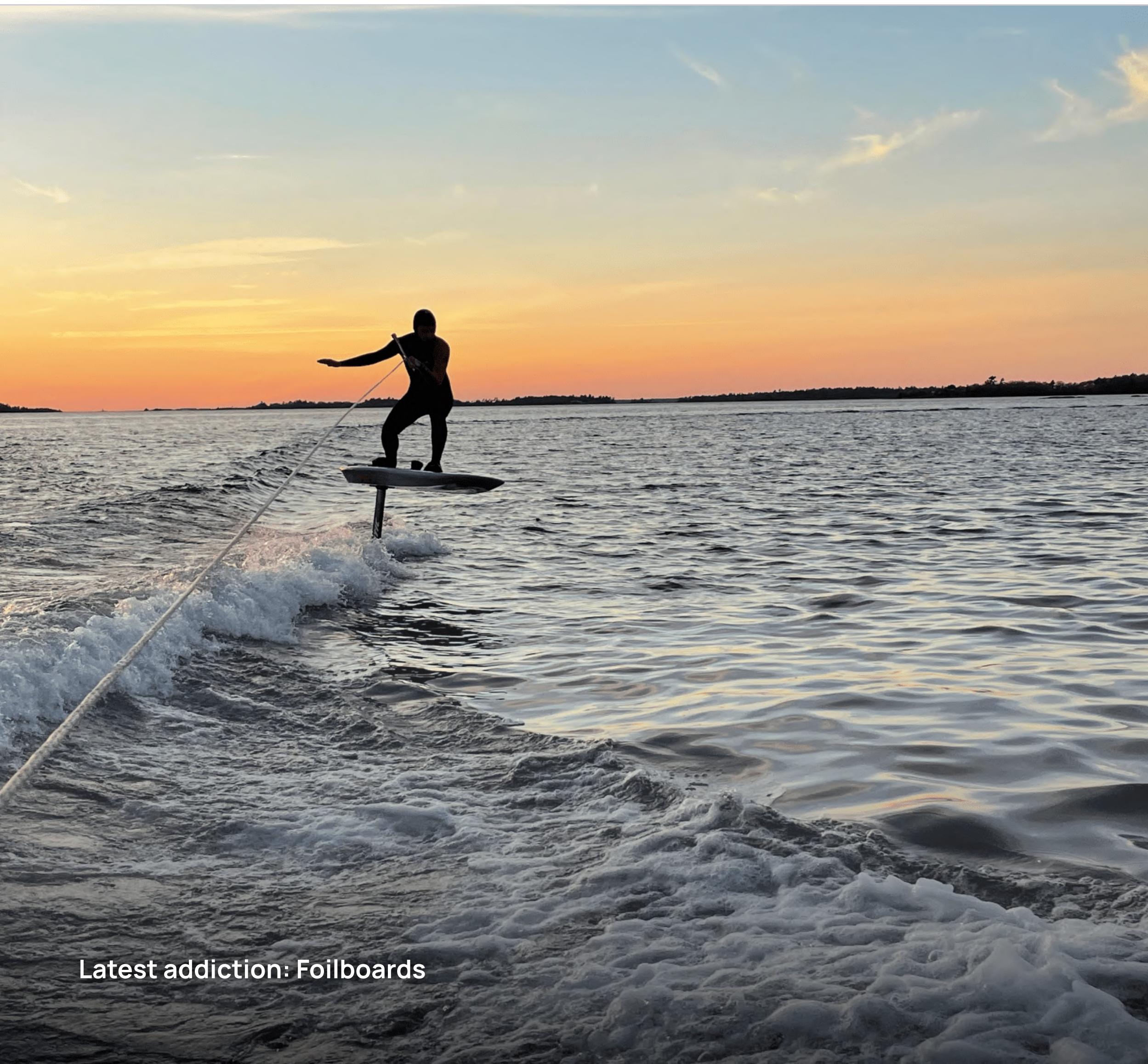
by Benjamin Prigent • bprigent.com

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

Team

Who did I work with?



Ravi
Operations



Jason
Sales



Me!
Product

Next steps

What areas of collaboration could we improve further?

