

# Ping, a digital wholesaler of local products

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for Kraft Heinz • 2020, 12-week project

## Initial Research

# Independent US Restaurants

### Company

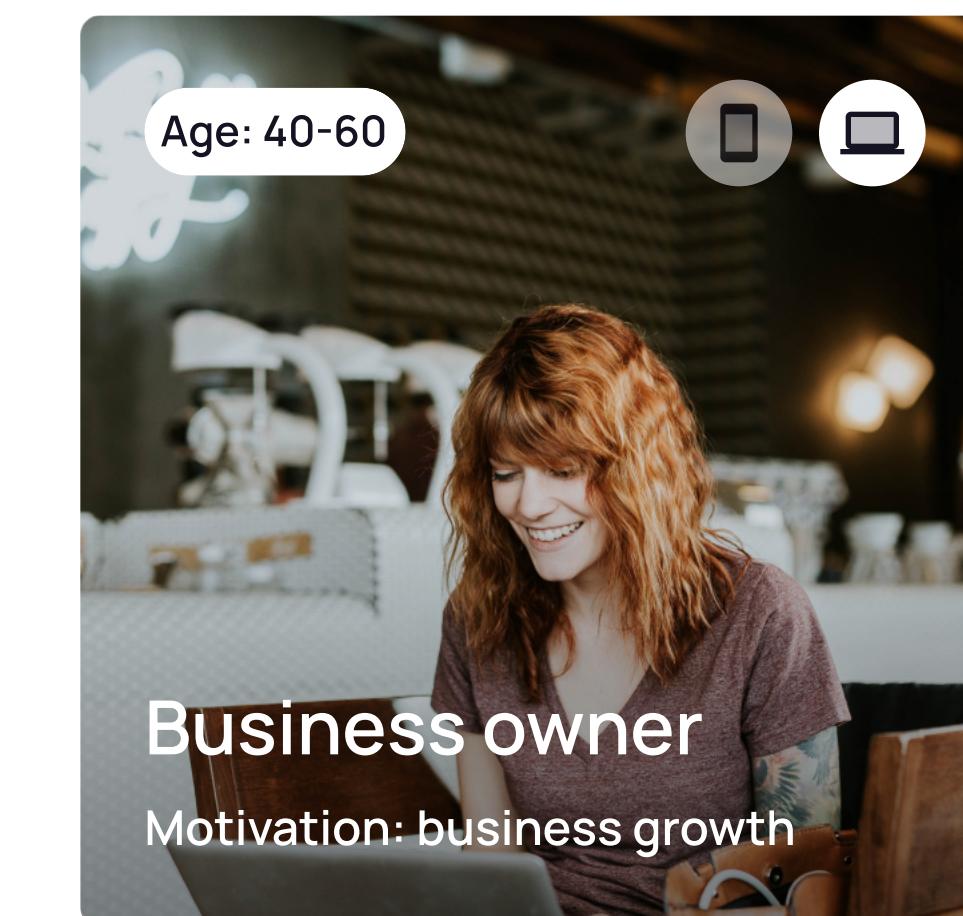
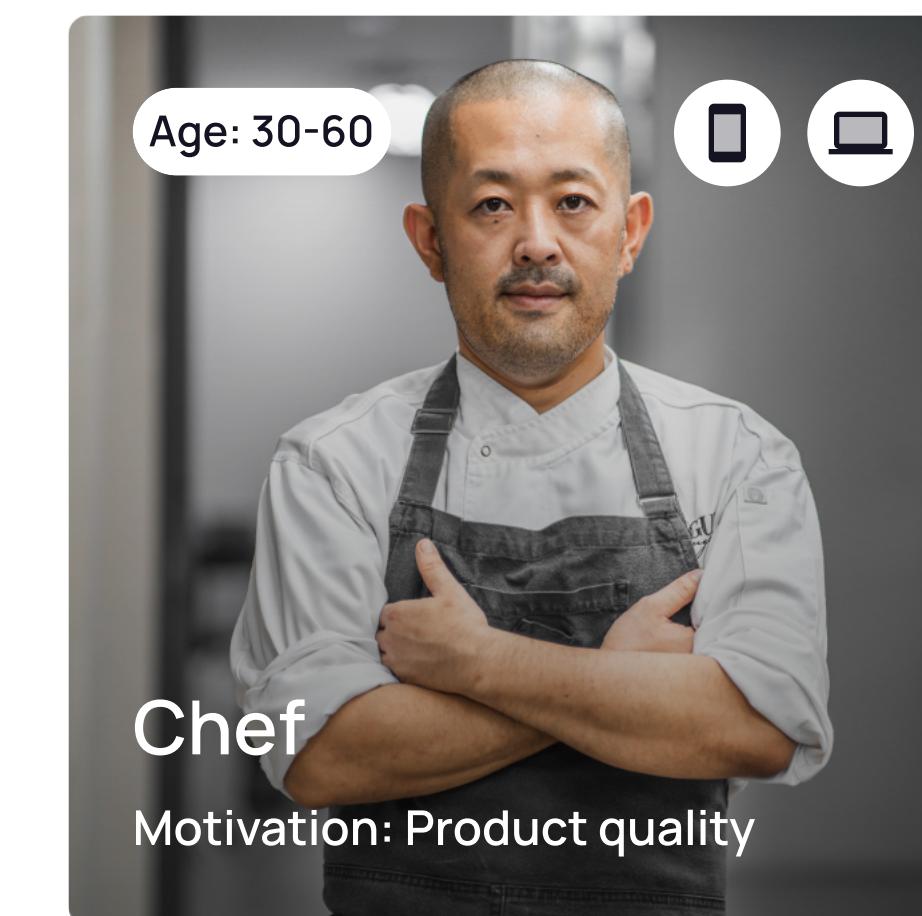
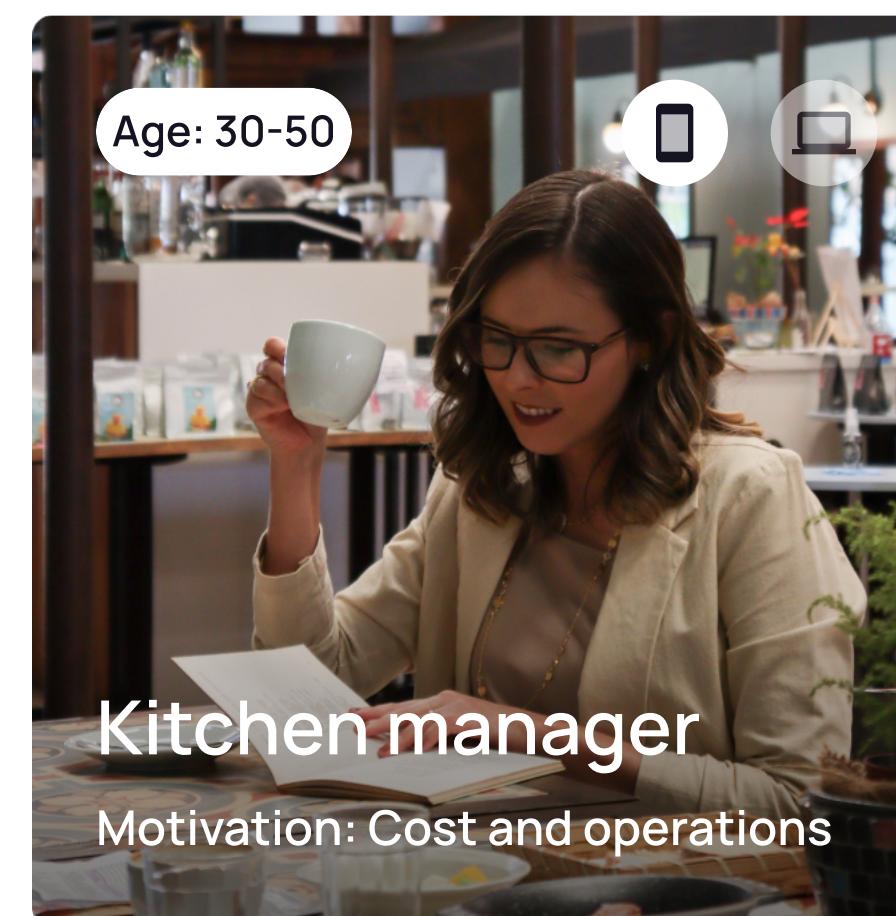
**\$2k**  
weekly order

**30%**  
of total costs

**Costs**  
drive business

**5h**  
on procur.

### People



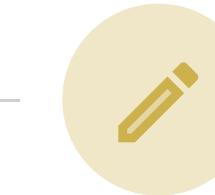
### Journey



**Discovery**  
Fragmented



**Ordering**  
Manual



**Re-ordering**  
Repetitive



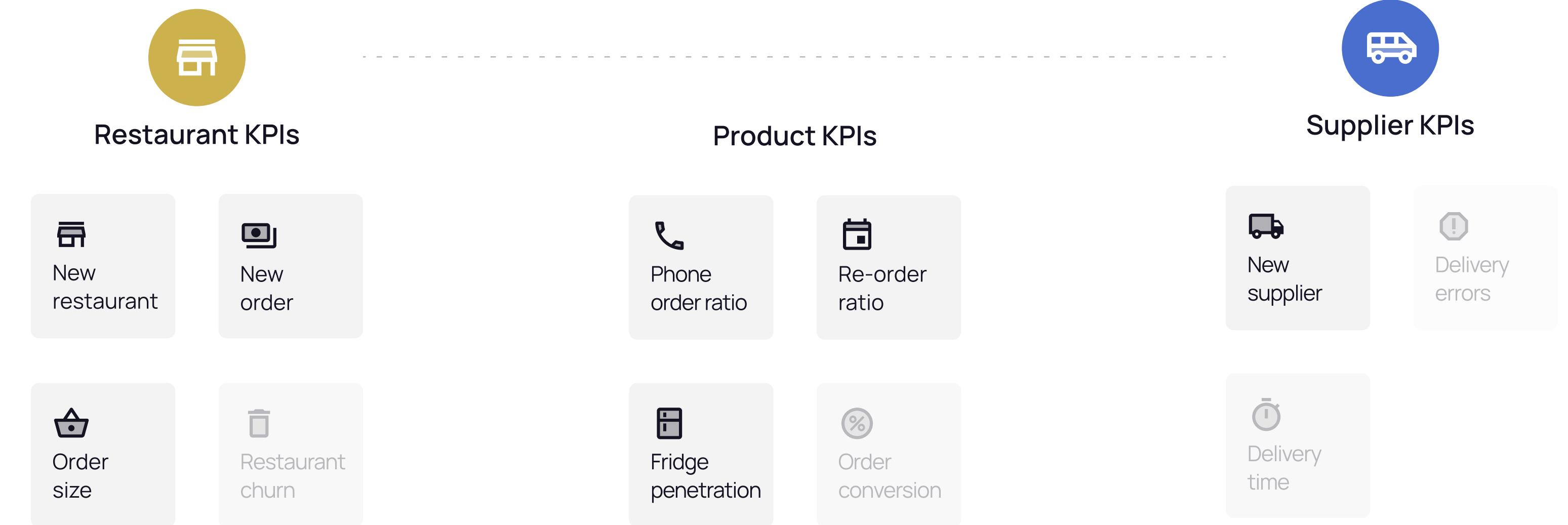
**Payment**  
Cashflow / Fees



**Delivery coordination**  
Unreliable

# Beta with 10+ restaurants in 4 months

Business goals



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

## Timeline

# Four major iterations

**Ravi Pilla**

Operations

**Jason Huertas**

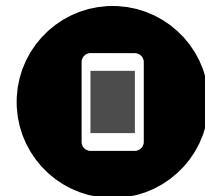
Sales

**Me!**

Product

**V1 - Mobile web app**

April '20

**V2: Switched to desktop and tablet**

May '20

**V3: New mental model: shopping lists**

June '20

**V4: Improved shopping lists**

July '20



# Version 1

## Objectives

Barebone product: order meat and produce from mobile

## Success

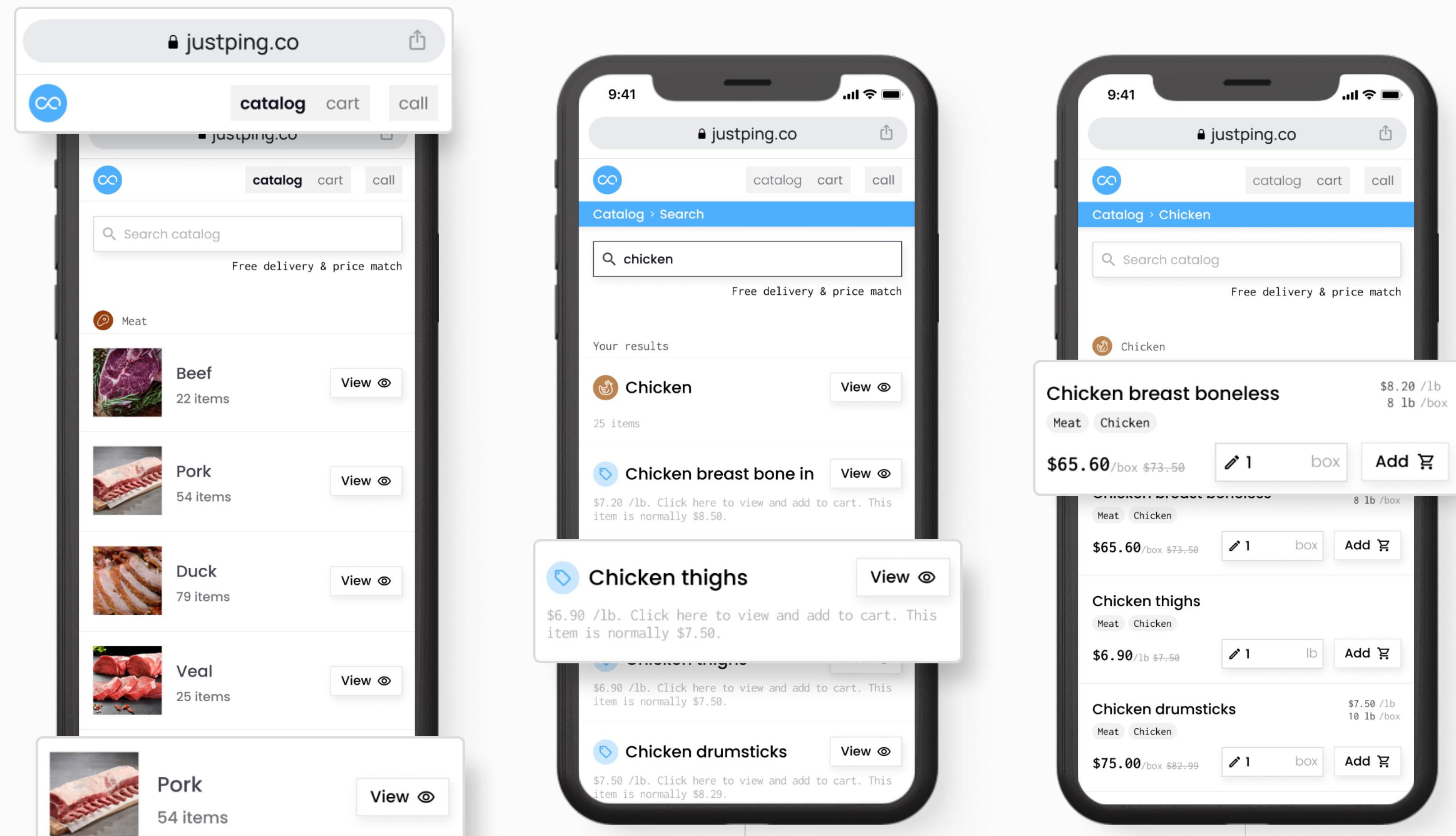
Get a couple of restaurants to buy, gather feedback

## Results

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

### Metrics

|             |          |                   |     |
|-------------|----------|-------------------|-----|
| Restaurants | 2        | Catalogue to cart | ~~  |
| New orders  | 5        | Search to cart    | ~~  |
| New sales   | \$ 4,000 | Cart to quote     | ~~  |
| Order size  | \$ 800   | Re-order rate     | 62% |
| Orders /m   | 2.5      | Phone order ratio | 40% |



### Home

Added most important categories first

### Search

500+ products, search important

### Collection

Product schema: no image, no description, numbers