

Ping, the app that helps restaurants buy their supplies locally.

for Kraft Heinz • 2020, 12-week project

Mission

**Help KHC enter
the health food
business**



KraftHeinz

Client based in Chicago

Context

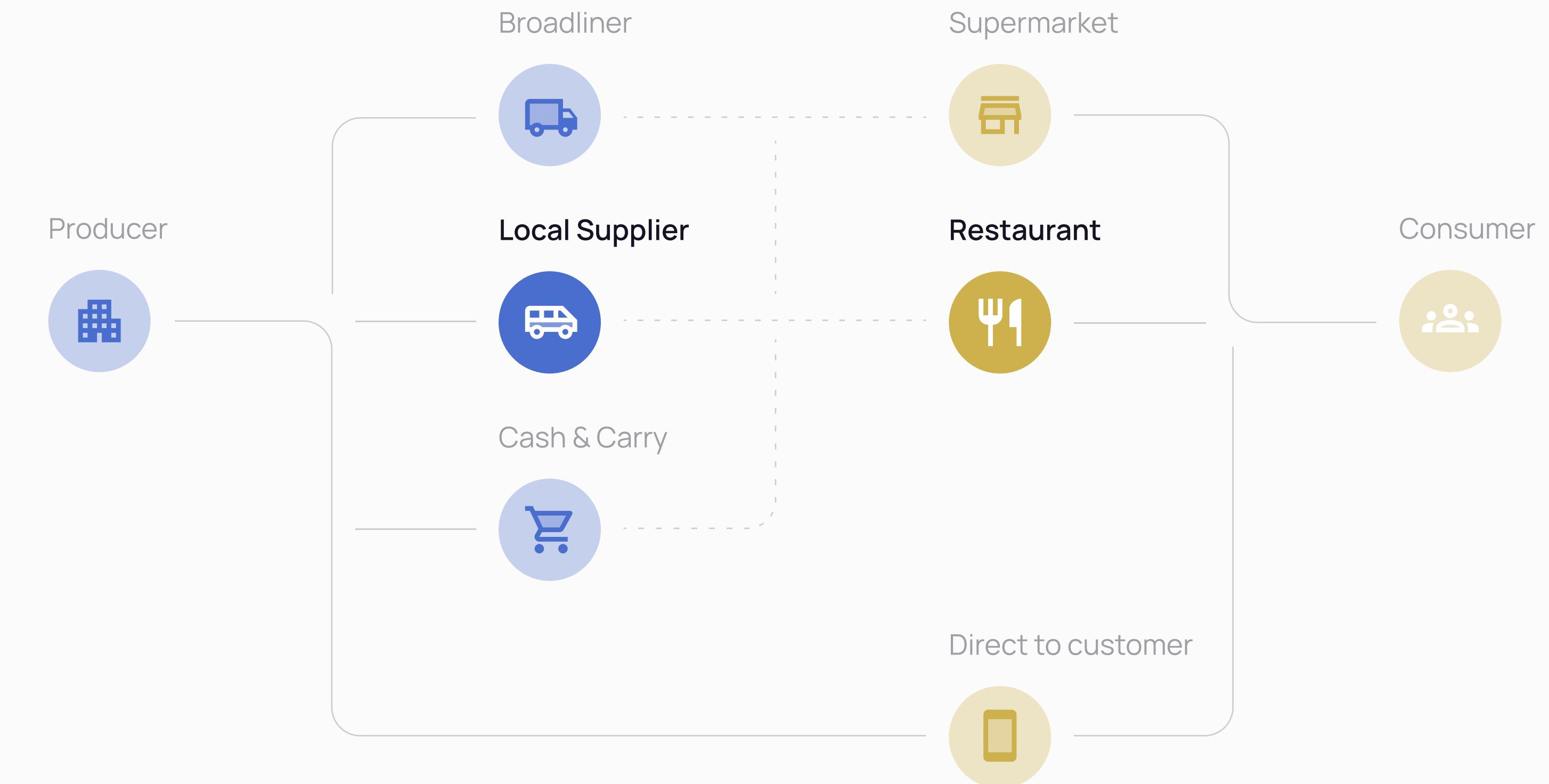
Exploring an industry with many actors

Initial ideas

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

Selected opportunity

The Restaurant-Supplier relationship



Initial Research

Local Food Suppliers

Company

10-20
people team

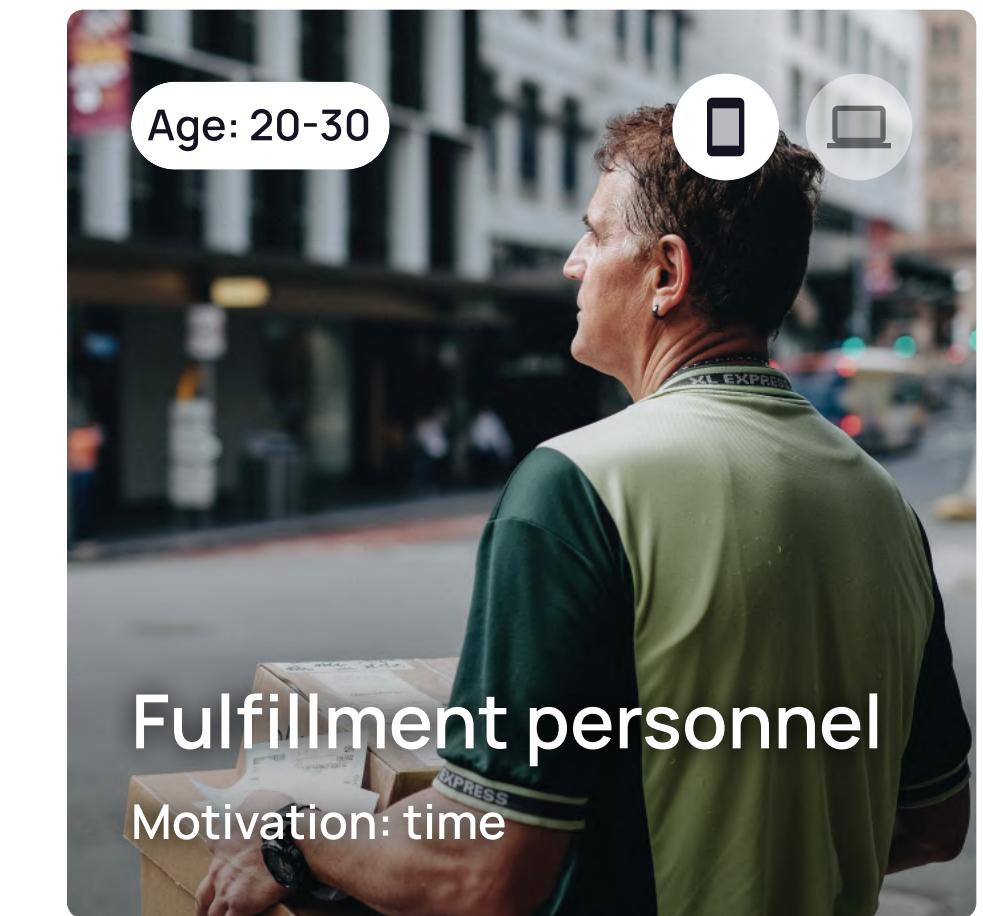
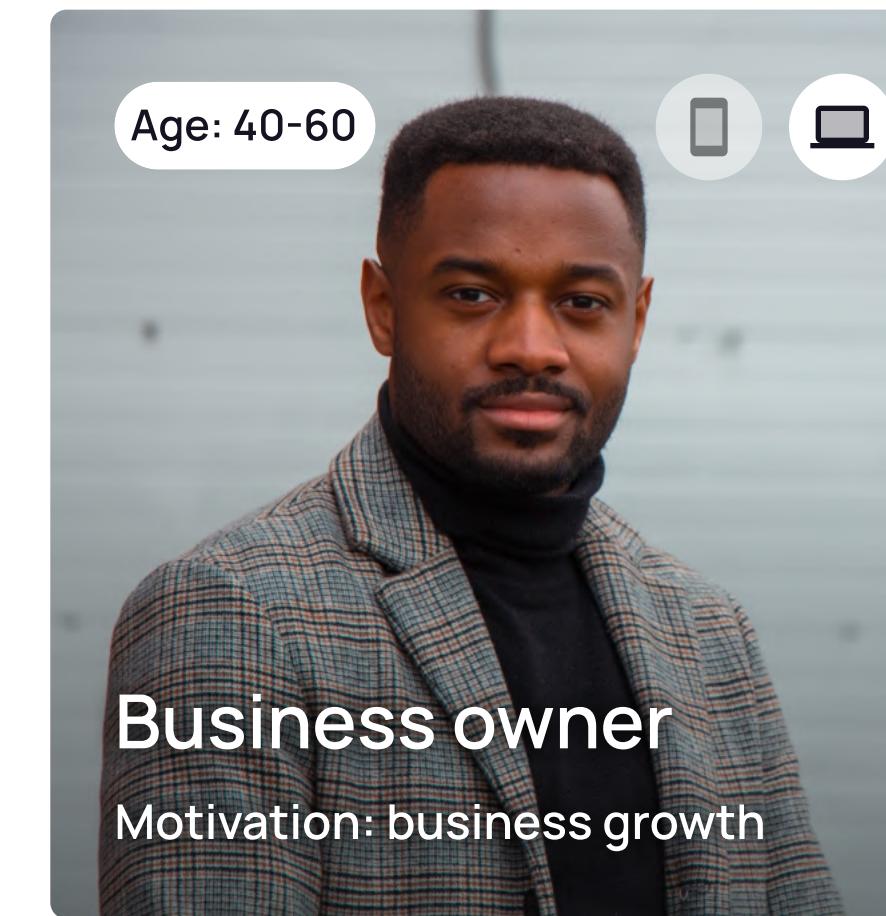
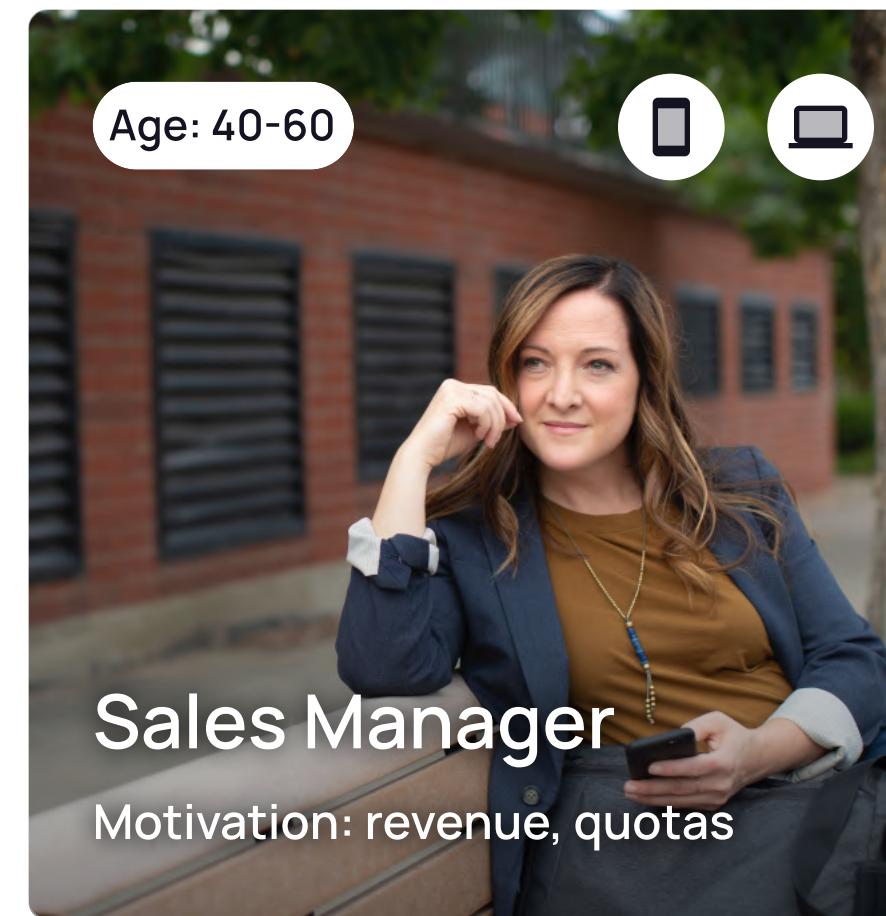
1
food category

1
local zone

20%
lower prices

Higher
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

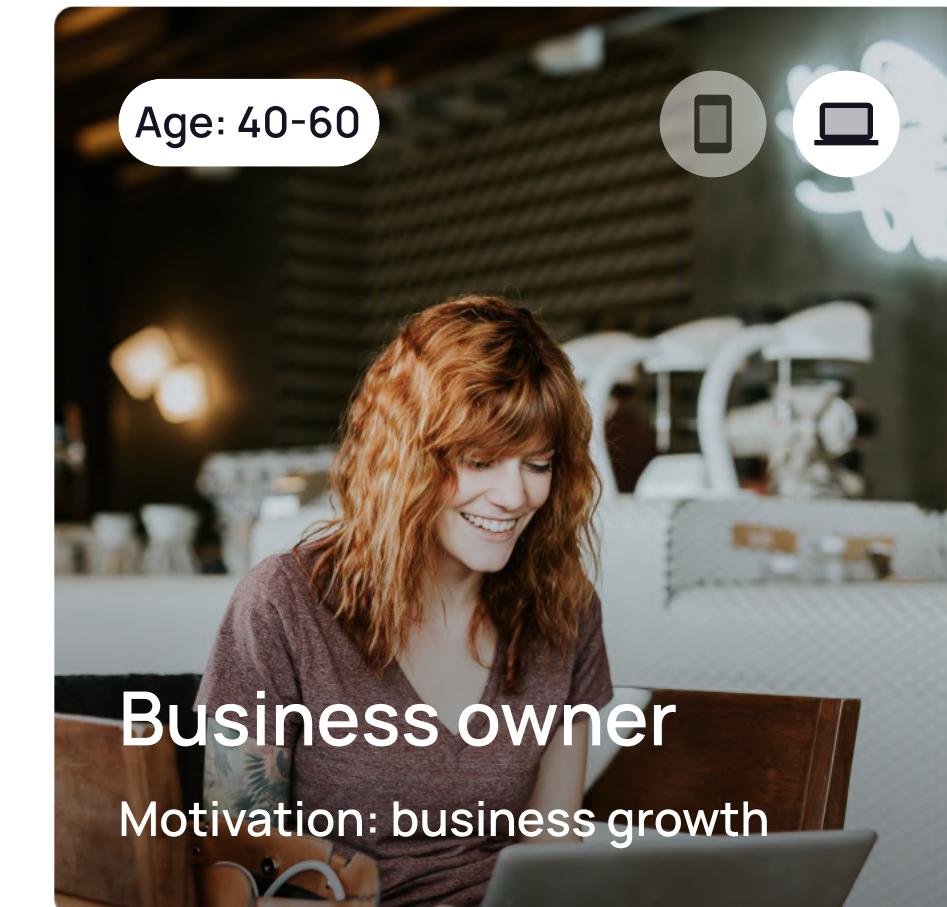
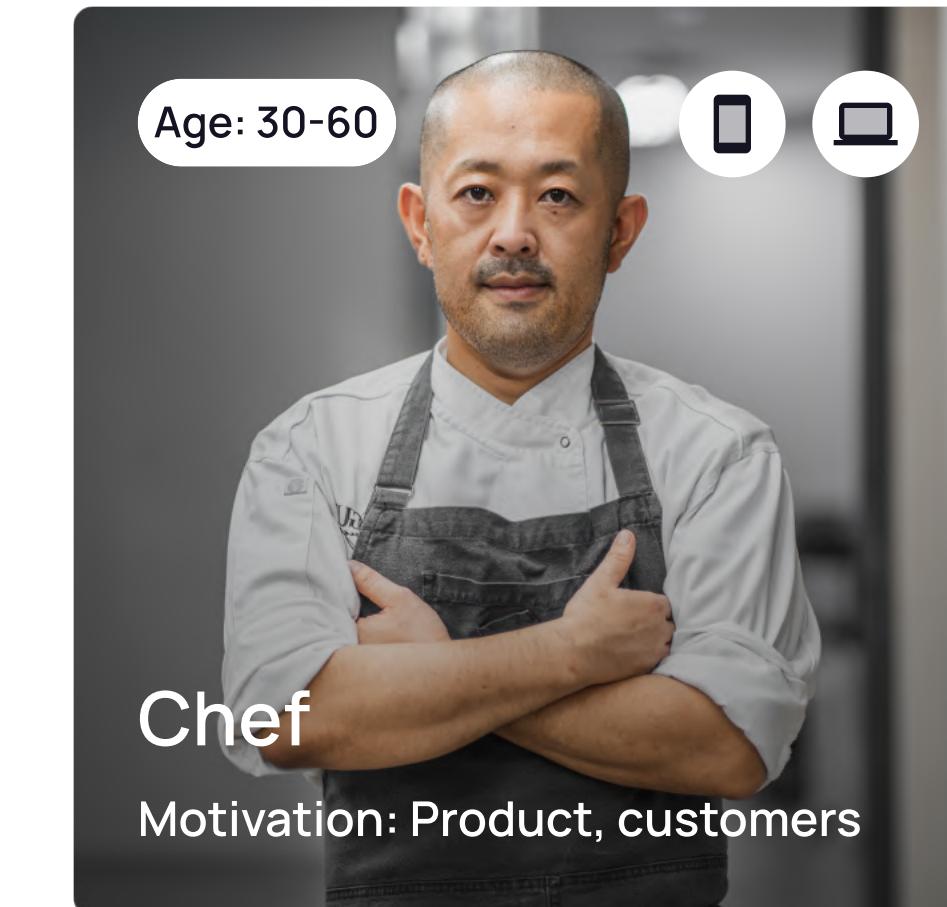
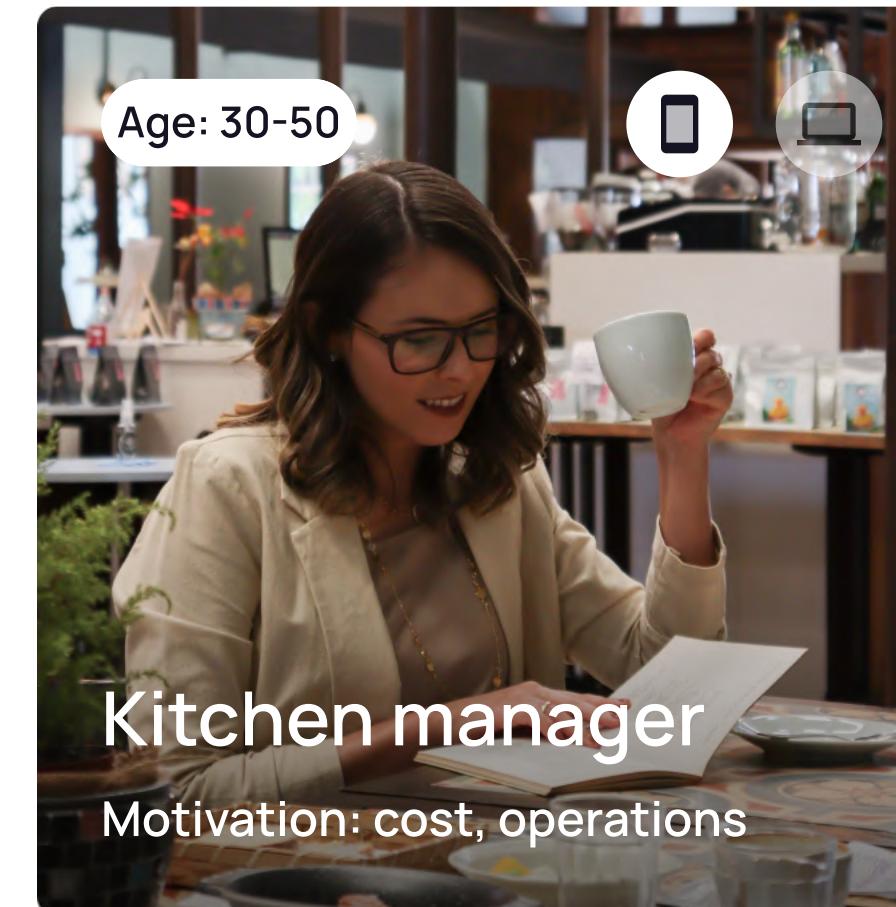
30%
of total costs

\$2k
weekly order

5h
on procur.

Costs
driven

People



Journey



Supply discovery

Fragmented price-shopping



Ordering

Decentralized



Re-ordering

Repetitive



Payment

Focus on cashflow

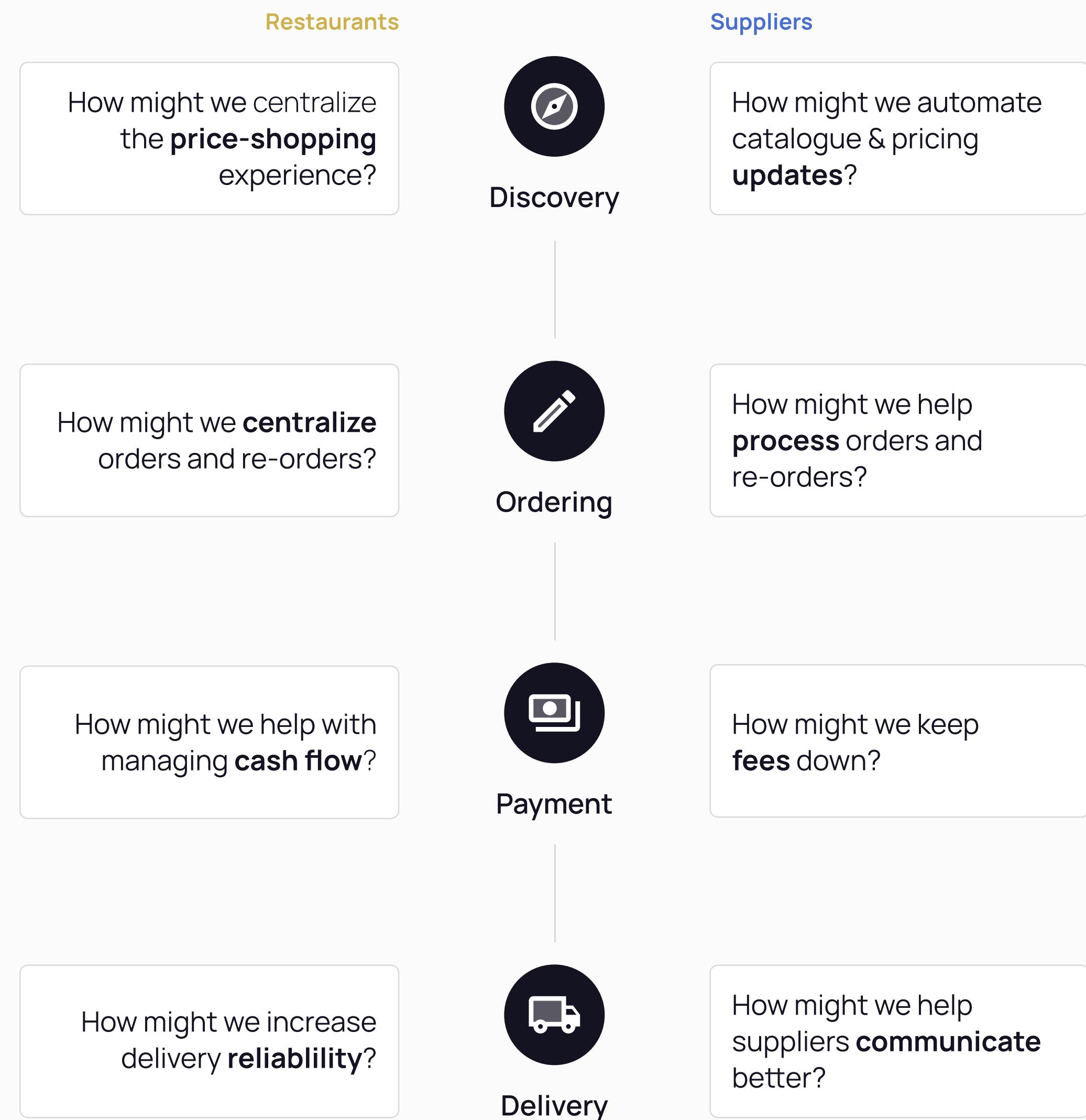


Delivery

Unreliable, large windows

Four areas of collaboration

People goals

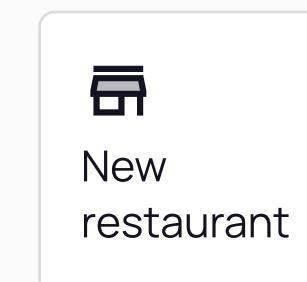


Business goals

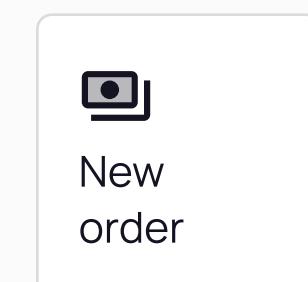
Beta with 10+ restaurants in 4 months



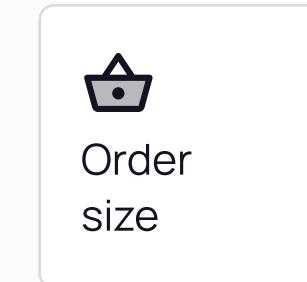
Restaurant KPIs



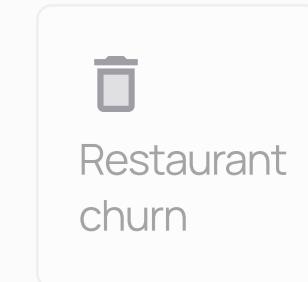
New restaurant



New order



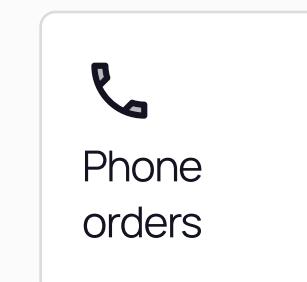
Order size



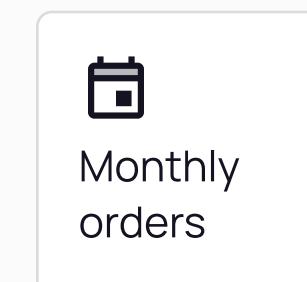
Restaurant churn



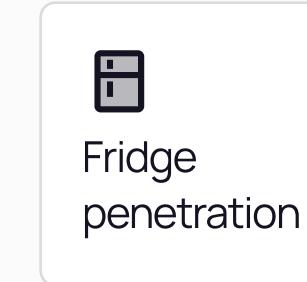
Product KPIs



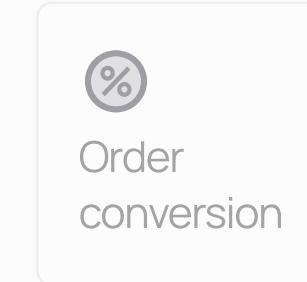
Phone orders



Monthly orders



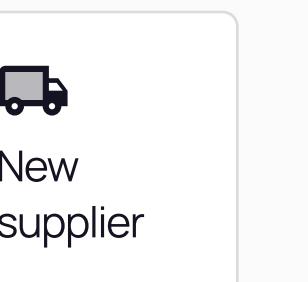
Fridge penetration



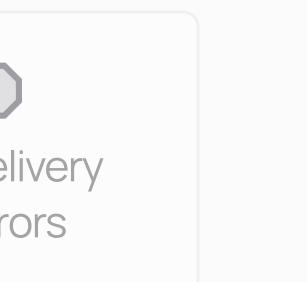
Order conversion



Supplier KPIs



New supplier



Delivery errors

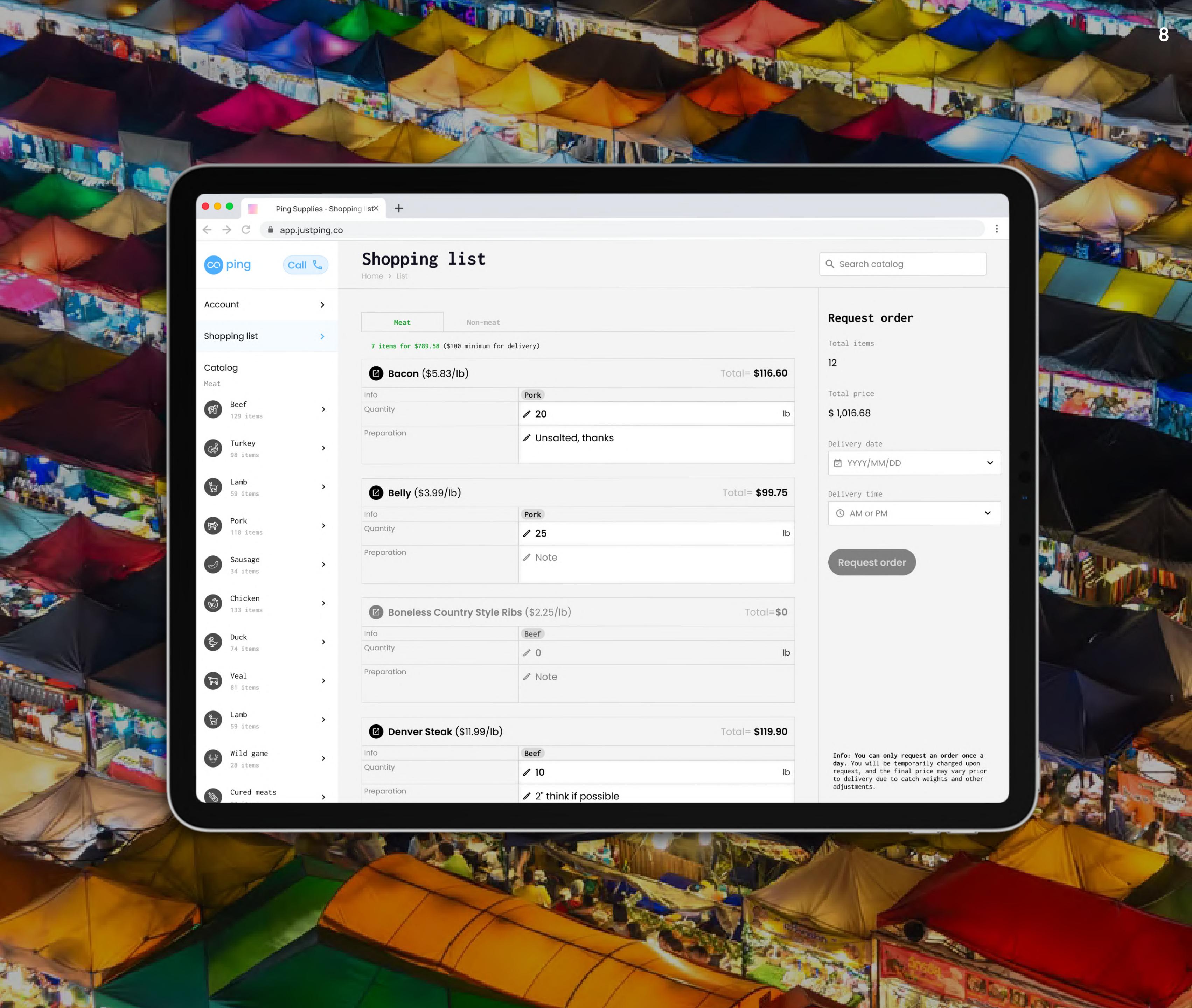
*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

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

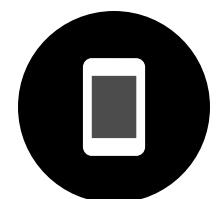


Timeline

Four iterations in four months

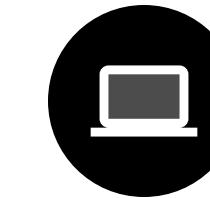
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



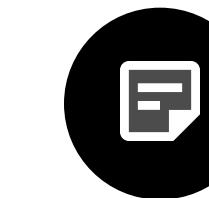
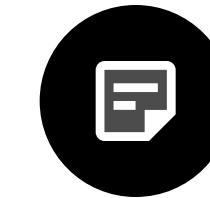
New mental model: shop lists

V3 • June



Shop lists improvements

V4 • July



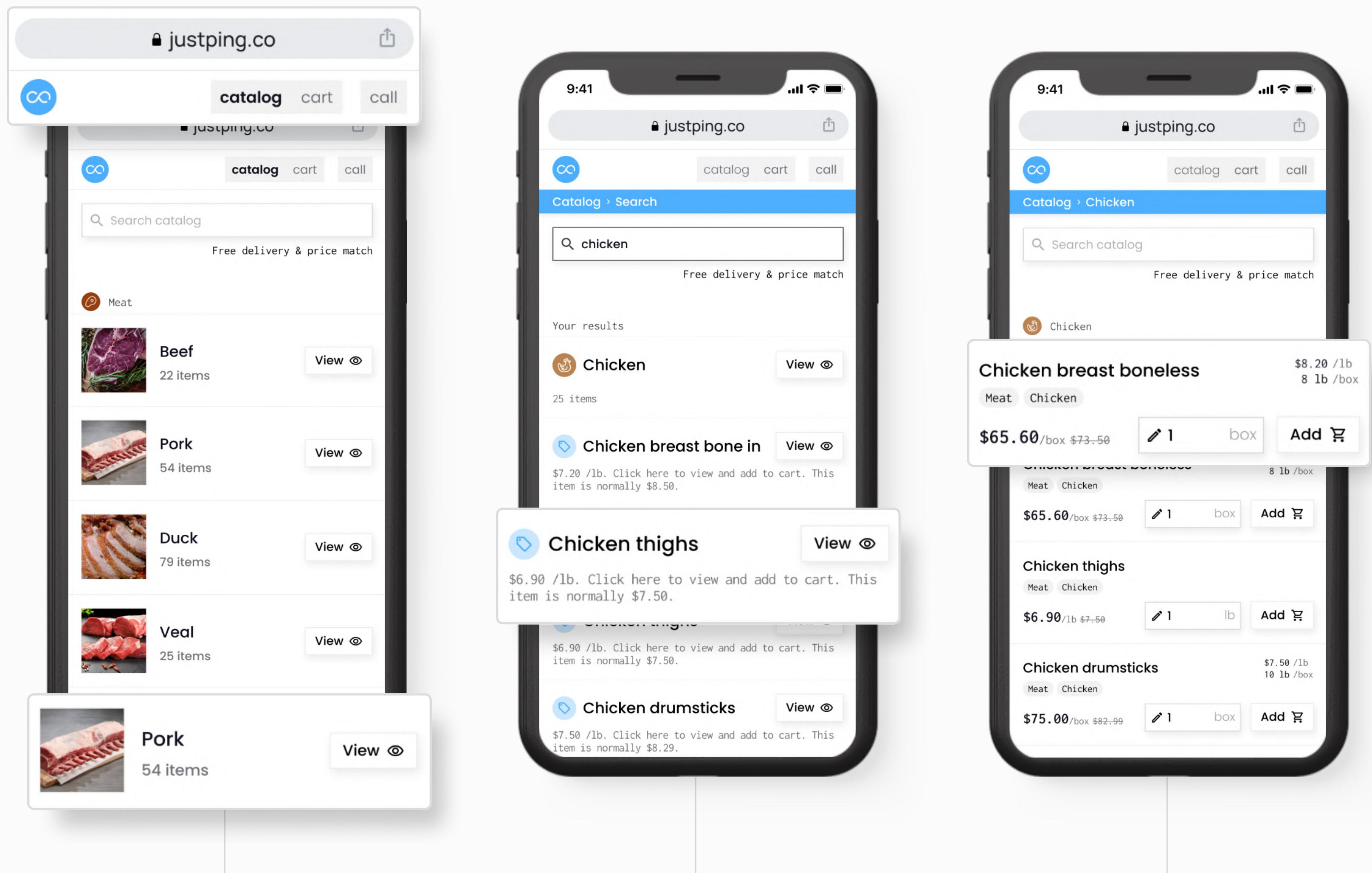
Version 1

Objectives

Barebone product: order supply from your mobile

Success

Get a couple of restaurants to buy, gather feedback



Home

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

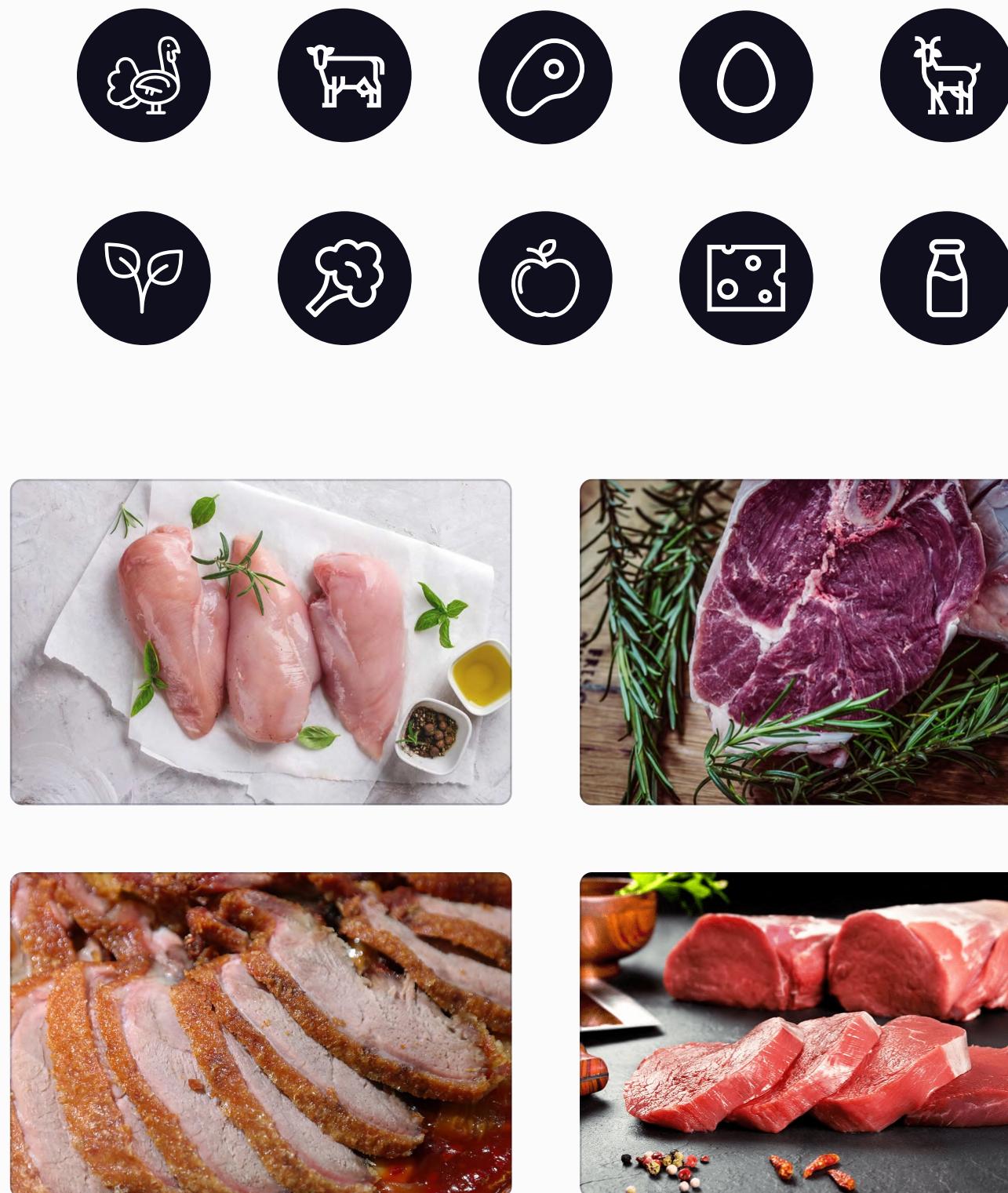
Search

People know what they want therefore search was important.

Category

No product image or description. Added order input.

Version 1

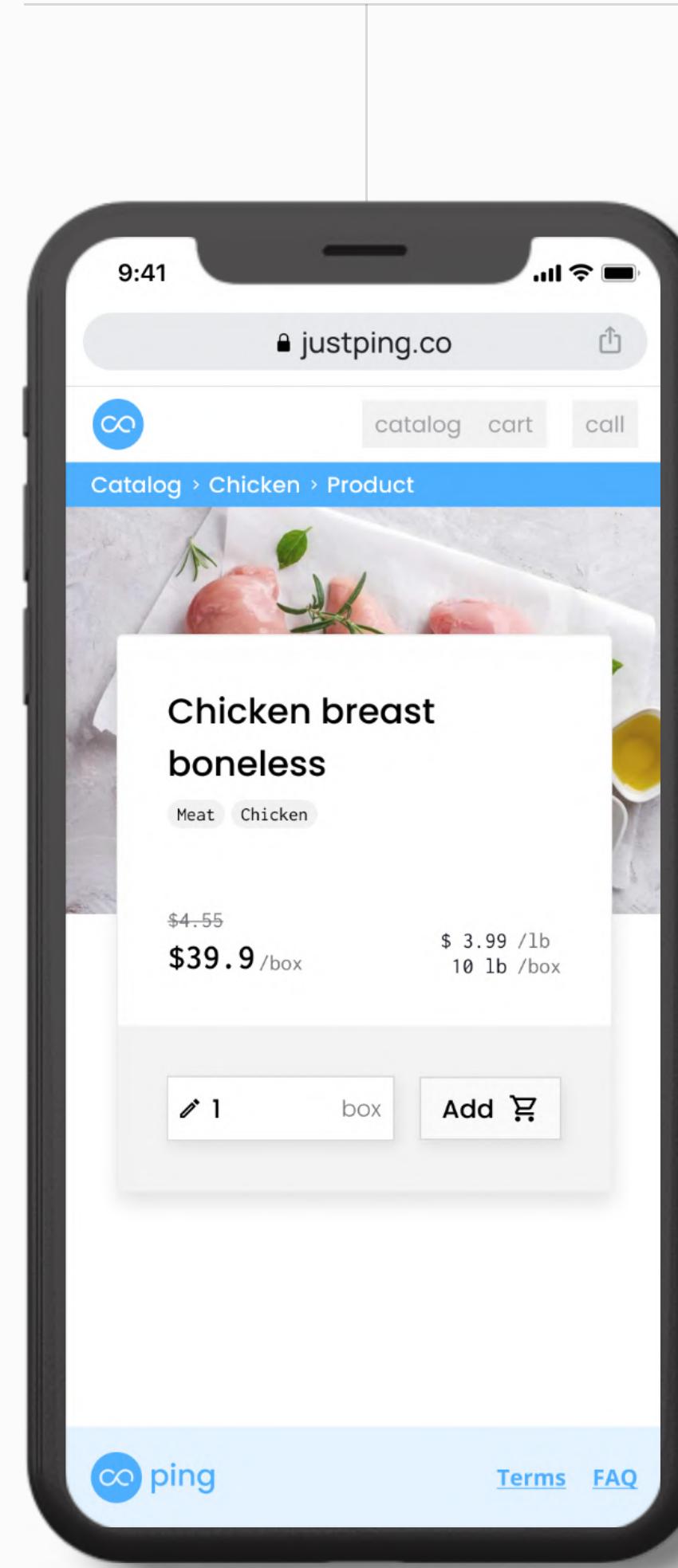


Imagery and Iconography

Compensating for the lack of product images

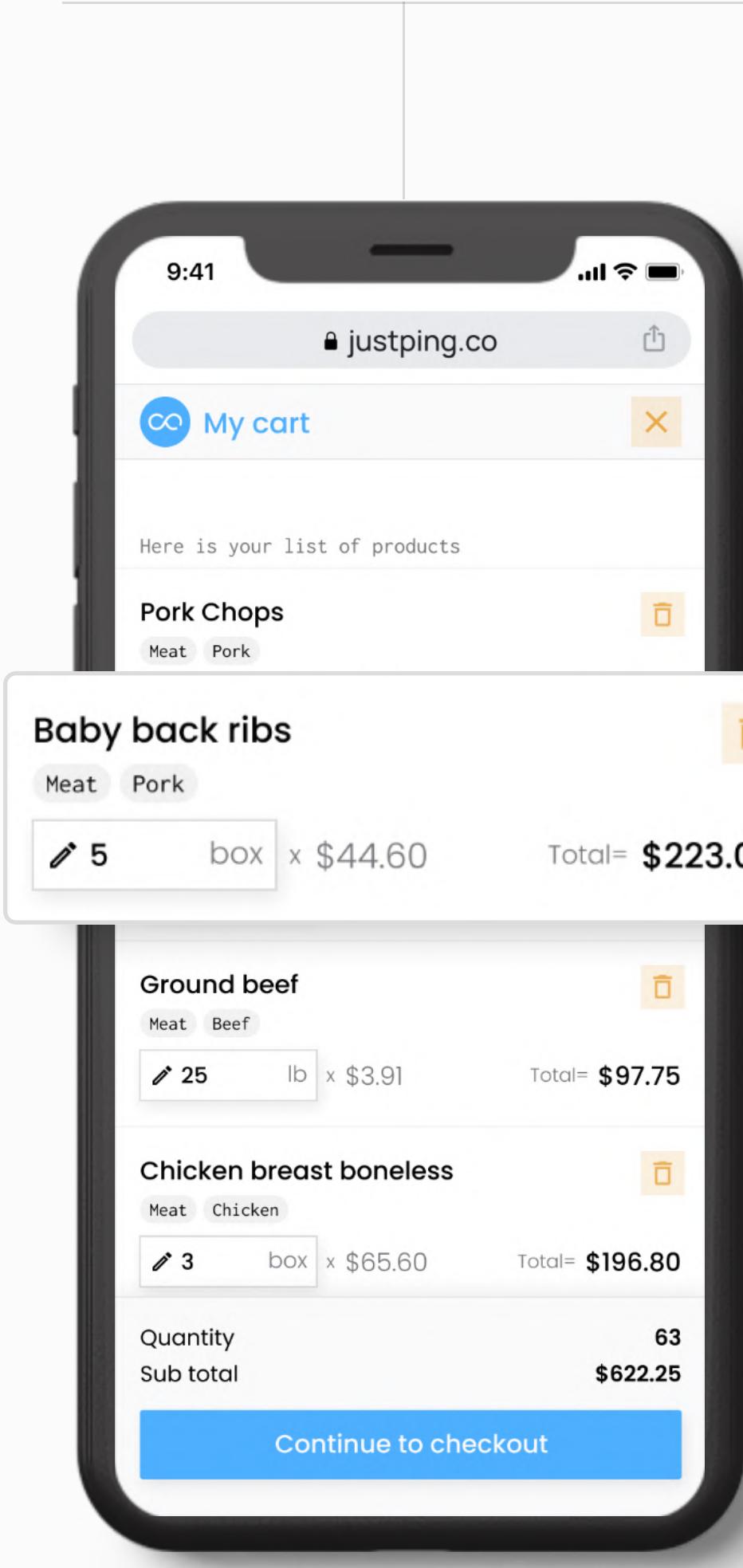
Product page

Modal design to bring CTA closer to thumb-zone



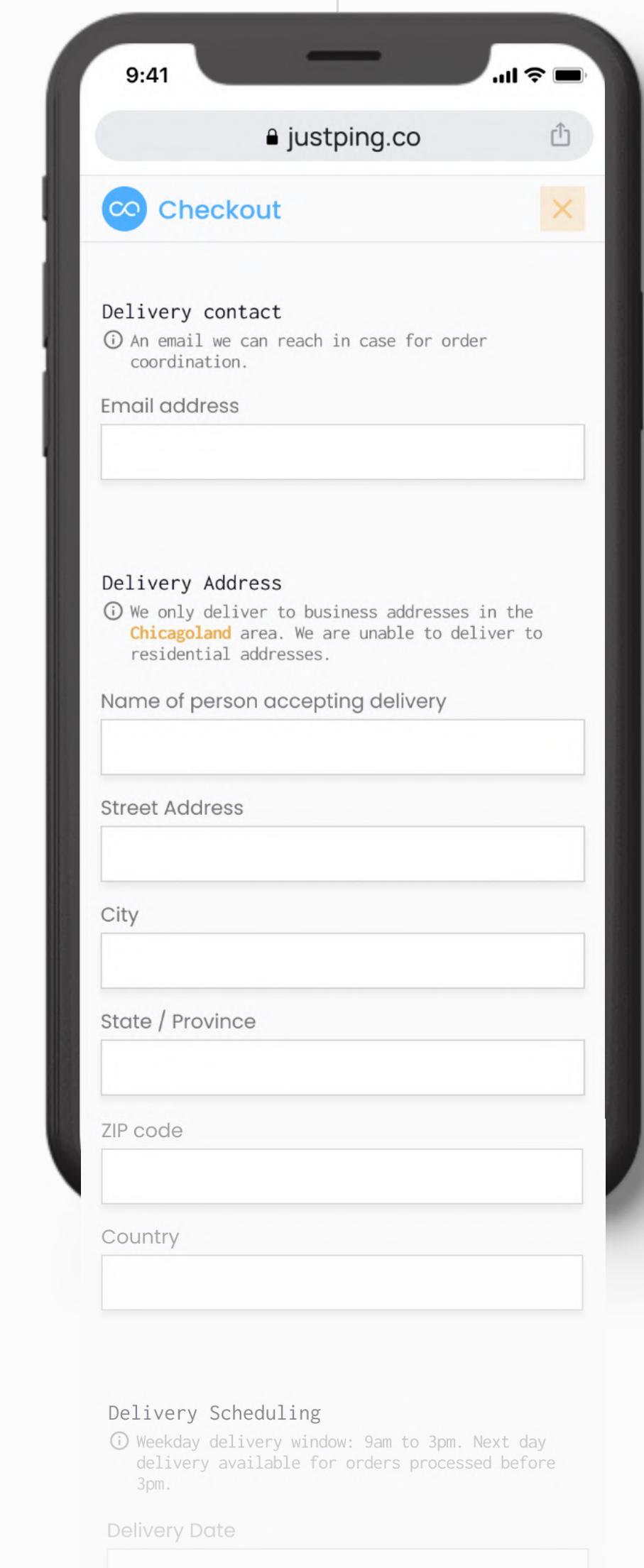
Cart

Designed the cards to enable easy budgeting

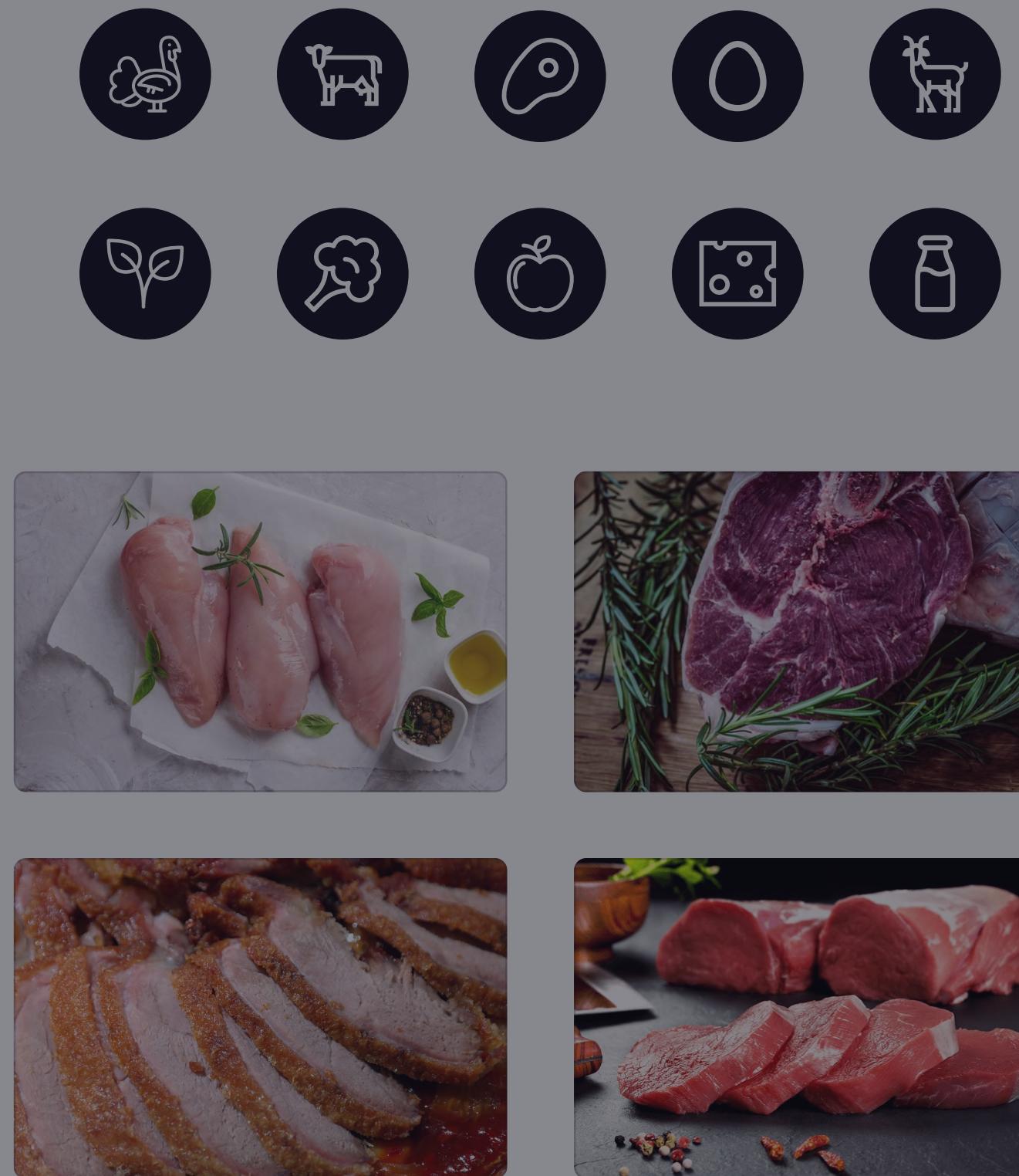


Checkout

Long checkout with information not saved for next time



Version 1



Imagery and Iconography

Compensating for the lack of product images

Product page

Modal design to bring CTA closer to thumb-zone

Cart

Designed the cards to enable easy budgeting

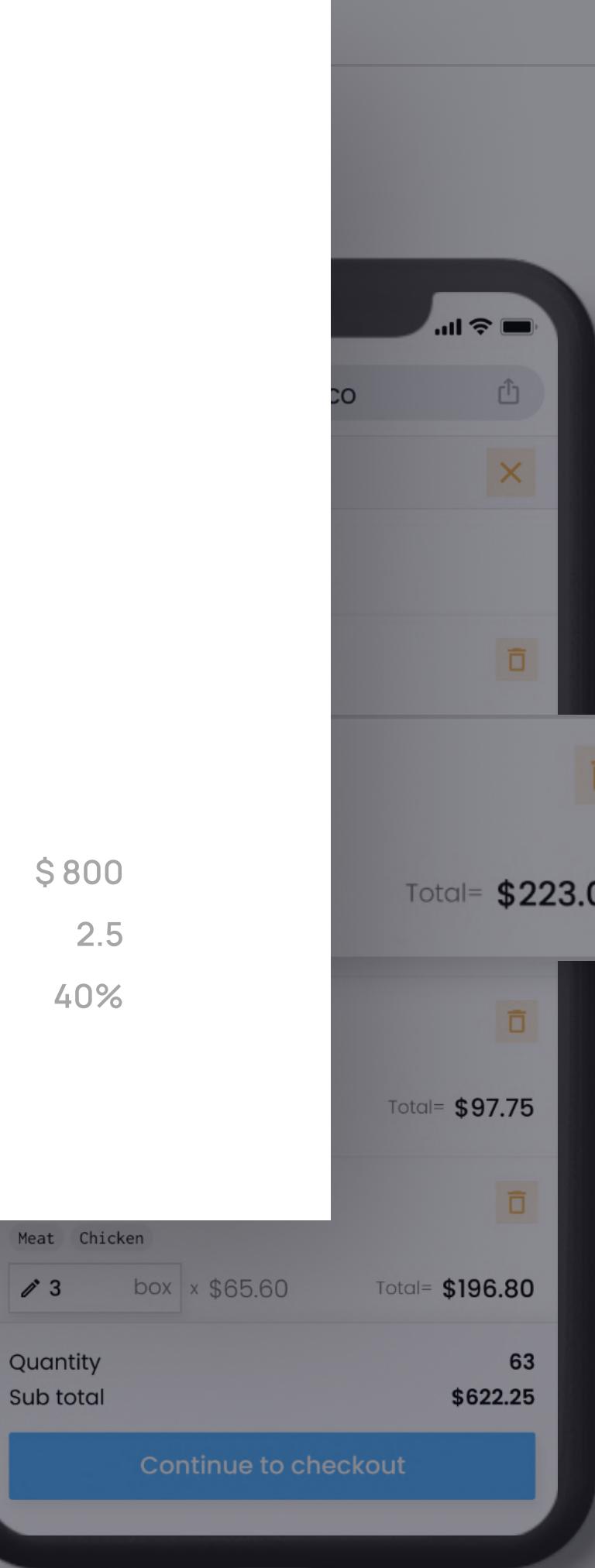
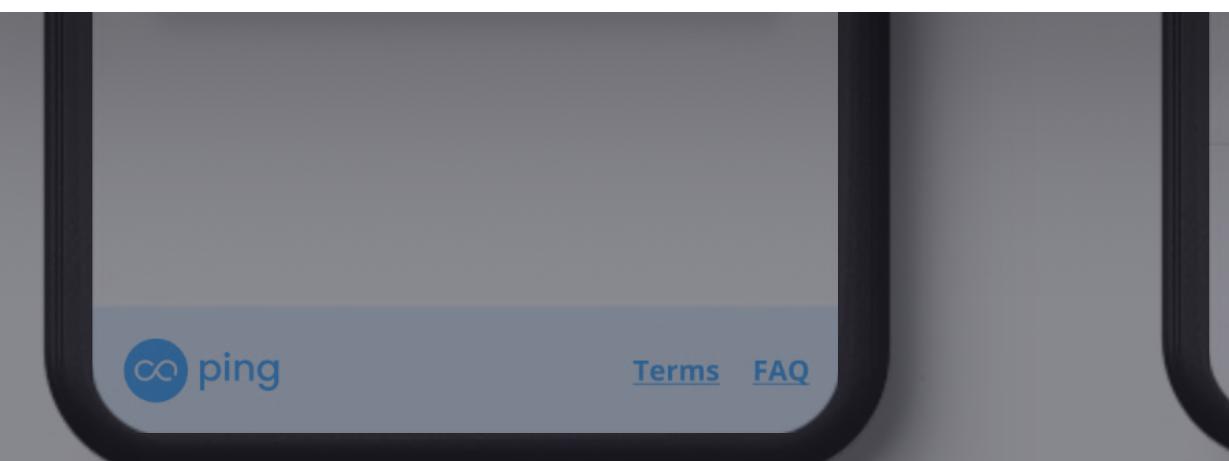
Results

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%



Checkout

Long checkout with information not saved for next time

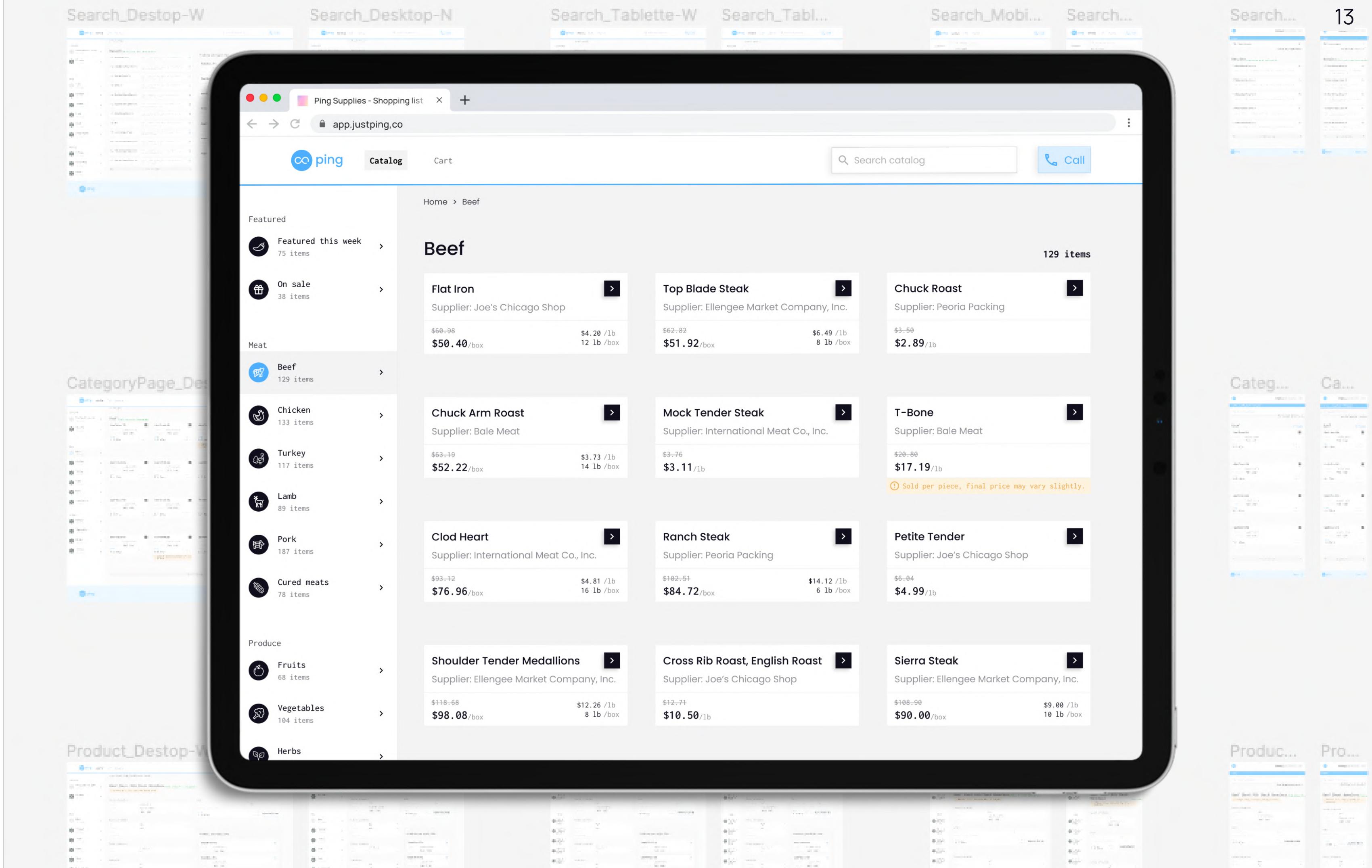
Version 2

Objectives

Larger devices will improve conversion & monthly orders

Success

Reach 3 monthly orders and improve conversion rate



Responsiveness

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

Product Card

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

Version 2

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

! Sold per piece, final price may vary slightly.

Product schema

Card design needed to reflect how people buy

Missing values

Our imperfect database impacted the page design

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.

Preparation

Skinless	No
Boneless	Yes

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	

! Sold per piece, final price may vary slightly.

Version 2

Beef Short Rib Chuck Boneless >

Supplier: Joe's Chicago Shop

\$4.55

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Beef Short Rib Chuck Boneless >

Supplier: Joe's Chicago Shop

\$4.55

\$3.99/lb

! Sold per piece, final price may vary slightly.

Product schema

Card design needed to reflect how people buy

Missing values

Our imperfect database impacted the page design

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%

Search catalog > Call

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	

1 box Add to cart

! Sold per piece, final price may vary slightly.

Preparation

Skinless	No
Boneless	Yes

68 items

Vegetables 104 items

Herbs

68 items

Vegetables 104 items

Herbs

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.

No code tools

Combining no code tools so users can request quotes.



Sub-total = \$330.12 (\$100 minimum for delivery)

Meat Other

Sub-total = \$330.12 (\$100 minimum for delivery)

<input checked="" type="checkbox"/> Mock Tender Steak	total=\$108.85
Unit price	\$3.11
Quantity	<input type="text"/> 35 lb
Preparation	<input type="checkbox"/> any preparation needed?

<input checked="" type="checkbox"/> Denver Steak	total=\$119.90
Unit price	\$11.99
Quantity	<input type="text"/> 10 lb
Preparation	<input type="checkbox"/> any preparation needed?

<input checked="" type="checkbox"/> Ribeye	total=\$0.00
Unit price	\$8.00
Quantity	<input type="text"/> 0 box
Preparation	<input type="checkbox"/> any preparation needed?

<input checked="" type="checkbox"/> Tenders	total=\$115.80
Info	60 lb per box - \$ 3.30 per lb
box	

Request a quote

Items: 27
total: \$ 637.12
Delivery date: YYYY/MM/DD
Delivery time: 9am - 12pm

Request a Quote

Delivery Info: 6pm cutoff for next day delivery. We deliver on weekdays, and the delivery date may vary per supplier.

Payment Info: You will be temporarily charged upon request, and the final price may vary prior to delivery due to catch weights and other adjustments. You will be notified of any price adjustment.

Delivery date: YYYY/MM/DD

Delivery time: 9am - 12pm

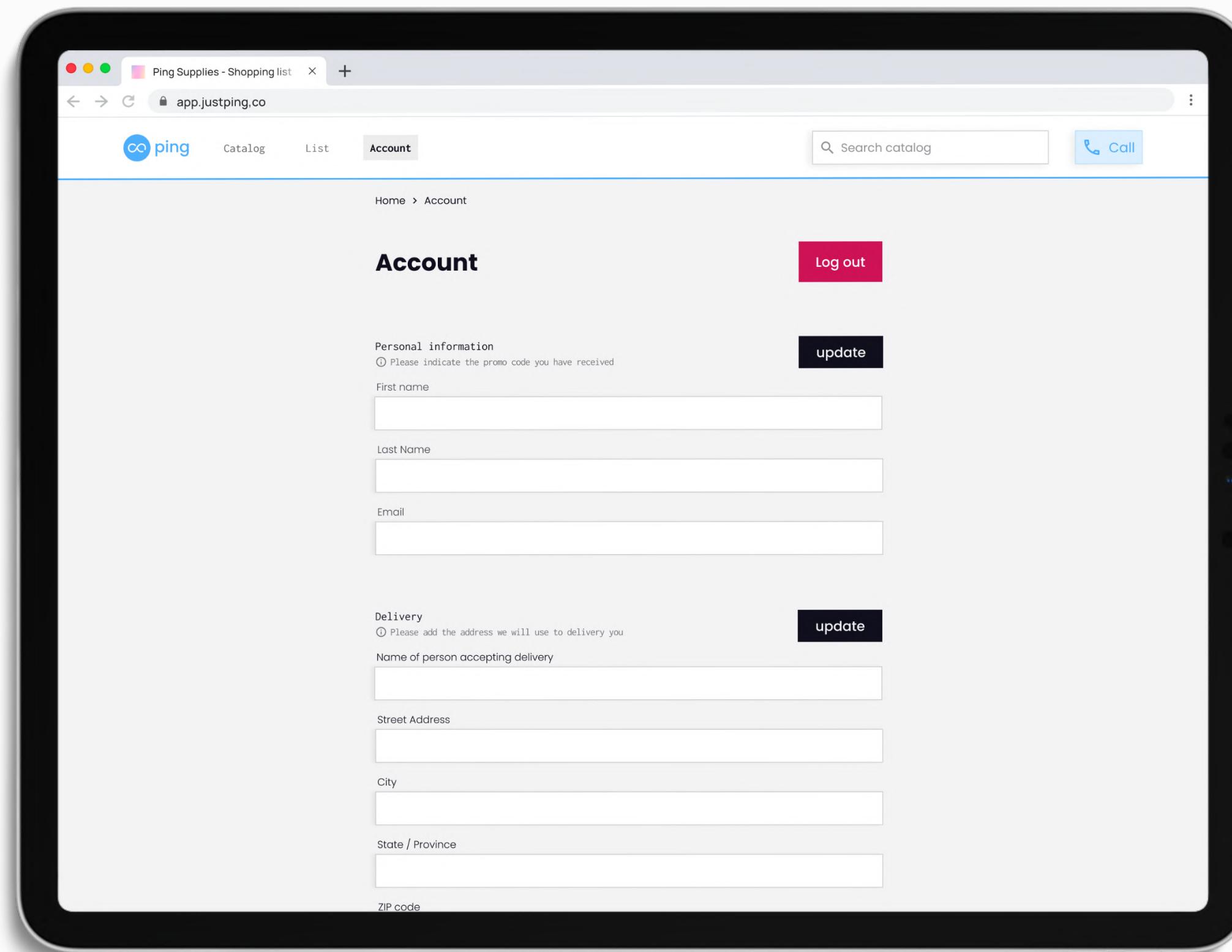
New technology

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

Version 3

Account capabilities

Saving delivery and payment info at the account level



Short Rib Chuck Boneless

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

Diets	
Allall	Yes
Kosher	No
Vegan	N. A.
Vegetarian	N. A.

Preparation	
Skinless	No
Boneless	Yes

Order	
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

Note: Sold per piece, final price may vary slightly.

Save to list

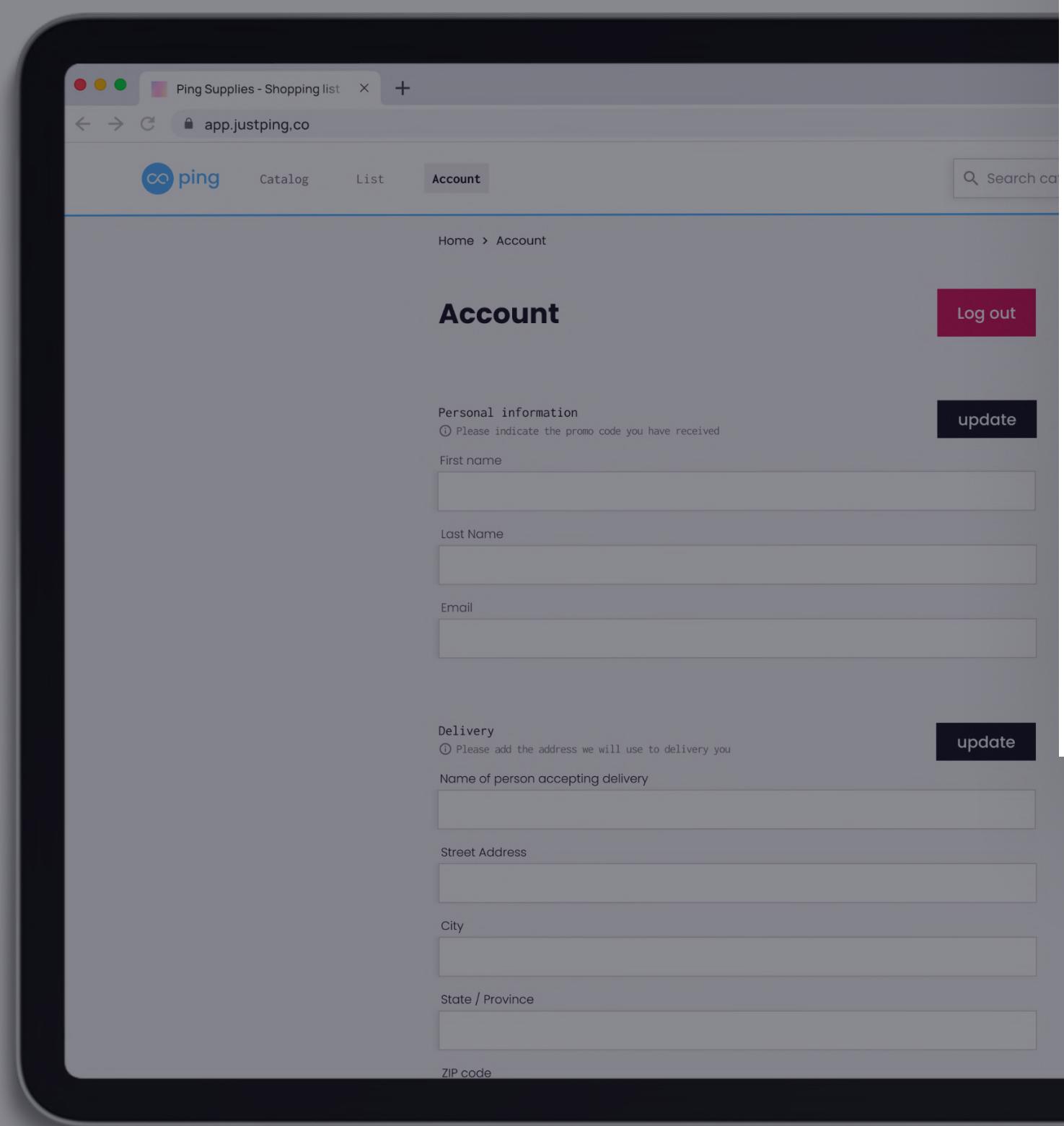
New mental model > new design

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

Version 3

Account capabilities

Saving delivery and payment info at the account level



Results

qual

Shopping lists

Request a quote

Search and filter experience

quant

Restaurants ↗ 11

New orders ↗ 35

New sales ↗ \$37,000

Order size ↗ \$1057

Monthly orders → 3.2

Phone orders ↘ 22%

New mental model > new design

Add-to-cart became Save-to-list.

Quantity was input too long to code.

Order			
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.

Save to list

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.

Search page

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

Category Preparation Diets Supplier

Search Home > Search

Account >

Shopping list >

Catalog Meat

- 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

Boneless Country Style Ribs Supplier: Bale Meat

\$2.25/lb Save

Ribeye Supplier: Joe's Chicago Shop

\$8.00/lb Remove

Boneless Rib Roast Supplier: Ellengee Market Company, Inc.

\$78.00/box Save

Rib Filet Supplier: Joe's Chicago Shop

\$12.83/lb Save

Bone-in Ribeye Supplier: Bale Meat

\$67.96/box Save

That is all for today. You can add a custom request from your shopping list.

New search techn

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

Version 4

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

Non-meat

5 items for \$205.80 (\$100 minimum for delivery)

Request order

Total items: 13

Total price: \$1,029.13

Delivery date: 2021/03/21

Delivery time: 9am - 12pm

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.

Version 4

Chicken

- Breast whole Supplier: Joe's Chicago Shop \$3.18/lb
- Breast, skinless Supplier: Ellengee Market Company, Inc. \$20.94/box
- Tenders Supplier: Peoria Packing \$3.49/lb
- Tenders, boneless Supplier: Bale Meat \$24.60/box
- Leg x1 Supplier: Bale Meat \$1.54/lb
- Drumstick Supplier: Bale Meat \$1.84/lb
- Thigh, bone in Supplier: International Meat Company, Inc. \$3.99/lb
- Thigh, skinless Supplier: Joe's Chicago Shop \$4.01/lb
- Wing Supplier: Ellengee Market Company, Inc. \$4.60/lb

Thigh, skinless
Supplier: Joe's Chicago Shop

\$4.85
\$4.01/lb

Save

CTA added to product card

Quantity manager removed from shopping list, so added CTA on product card

Results

V4 was built and tested but not launched

qual

Loved the search and filters

Did not see 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%

catalogue

Request order

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

Item	Quantity	Unit
Vegetable	↗ 30	lb
Vegetable	↗ 20	lb
Vegetable	↗ 20	lb

Request order

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.

Shopping list

Catalog

Meat

- Beef 129 items
- Turkey 98 items
- Lamb 59 items

Special meat order
Need something outside our catalog?

Results

How far did we take this

Monthly orders (client satisfaction)
Number of orders per month per restaurant

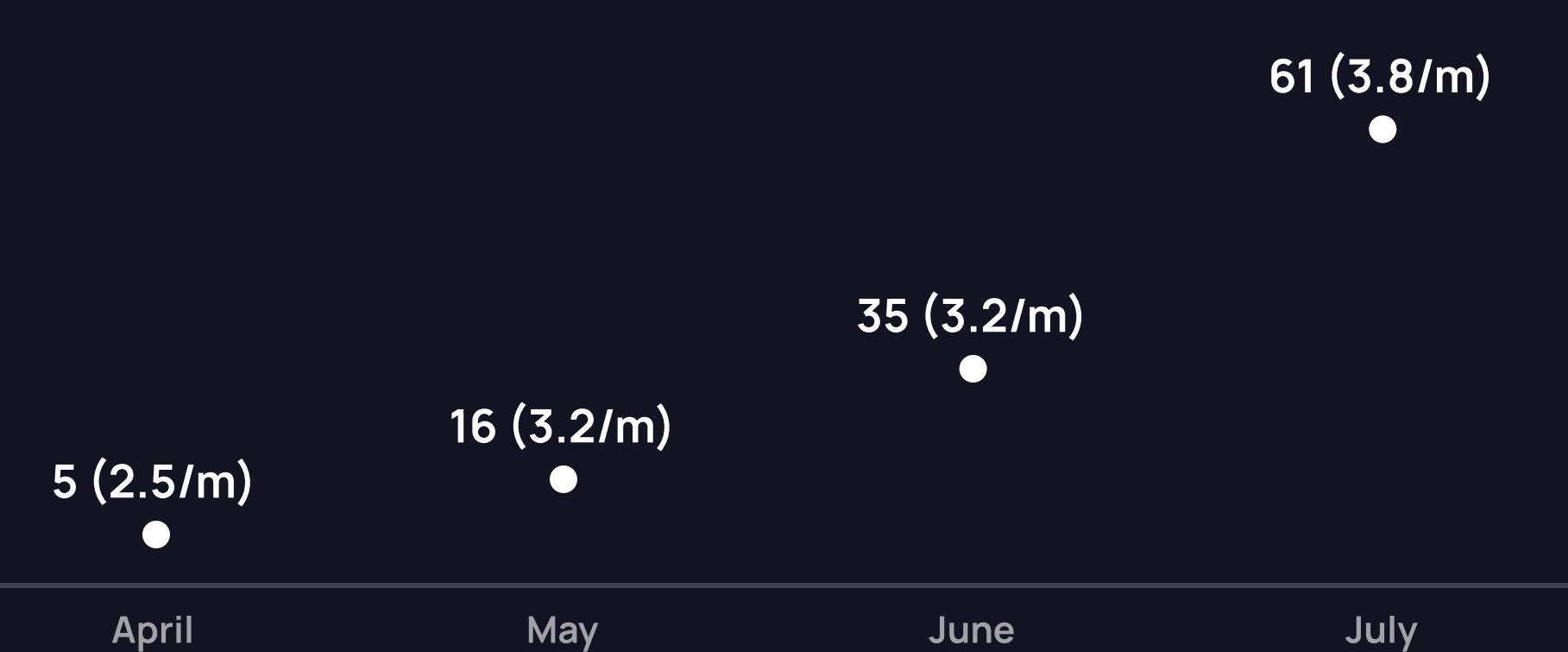
+52%

Phone orders (interface performance)
Orders by phone compared to online orders

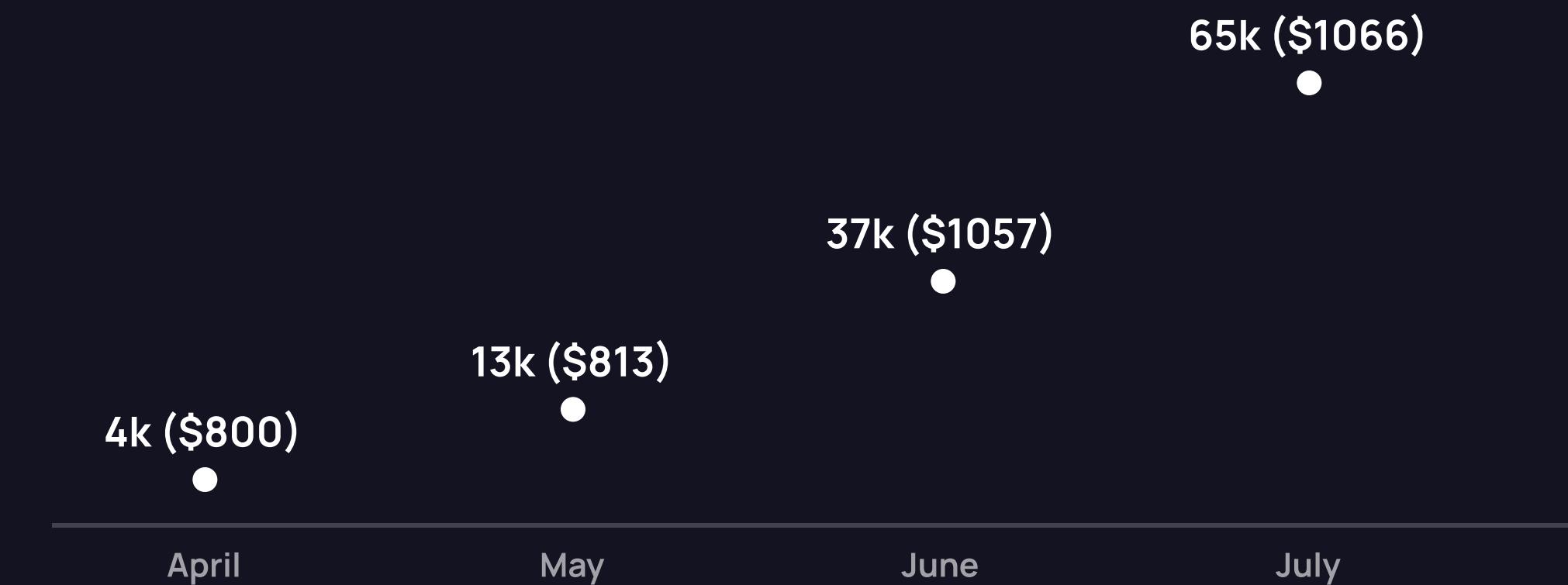
-55%

Fridge penetration (offering quality)
Average order size compared to total food costs

+33%



New orders
Total = 117



Revenue
Total = \$119k



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?

