

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

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for Kraft Heinz • 2020, 12-week project

Mission

**Help KHC enter  
the healthy food  
business**



KraftHeinz

Client based in Chicago

Context

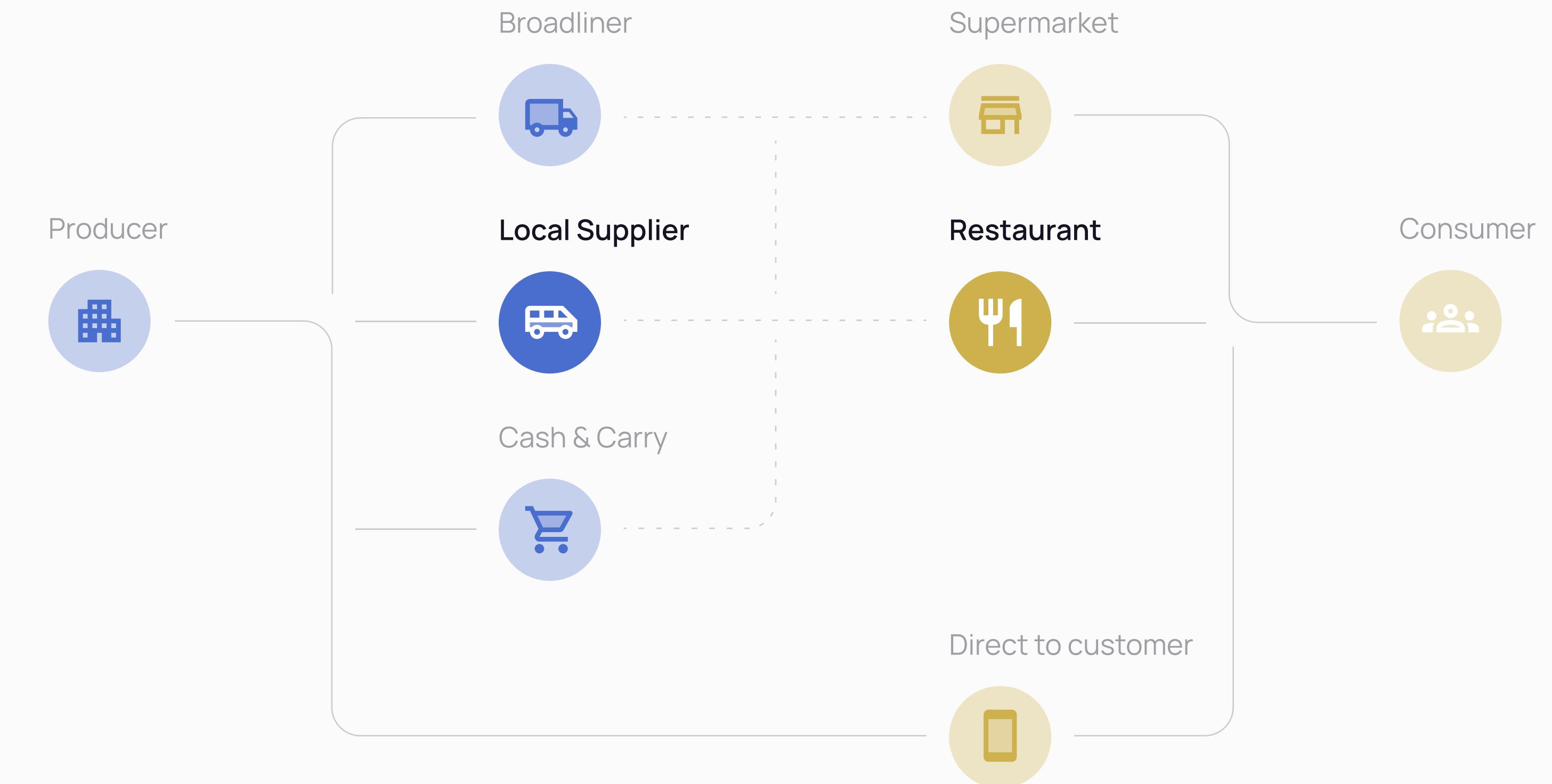
# Exploring an industry with many actors

## Initial ideas

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

## Selected idea

The Restaurant-Supplier relationship



## Initial Research

# Local Food Suppliers

## Company

10-20  
people team

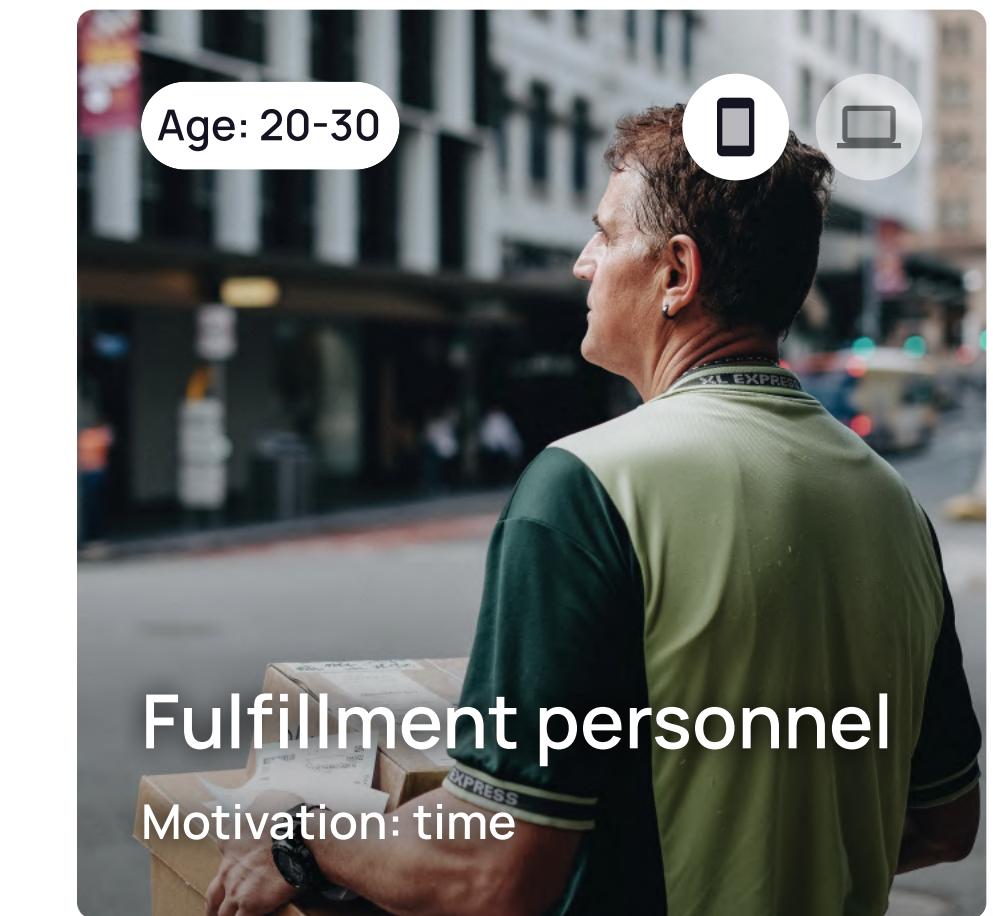
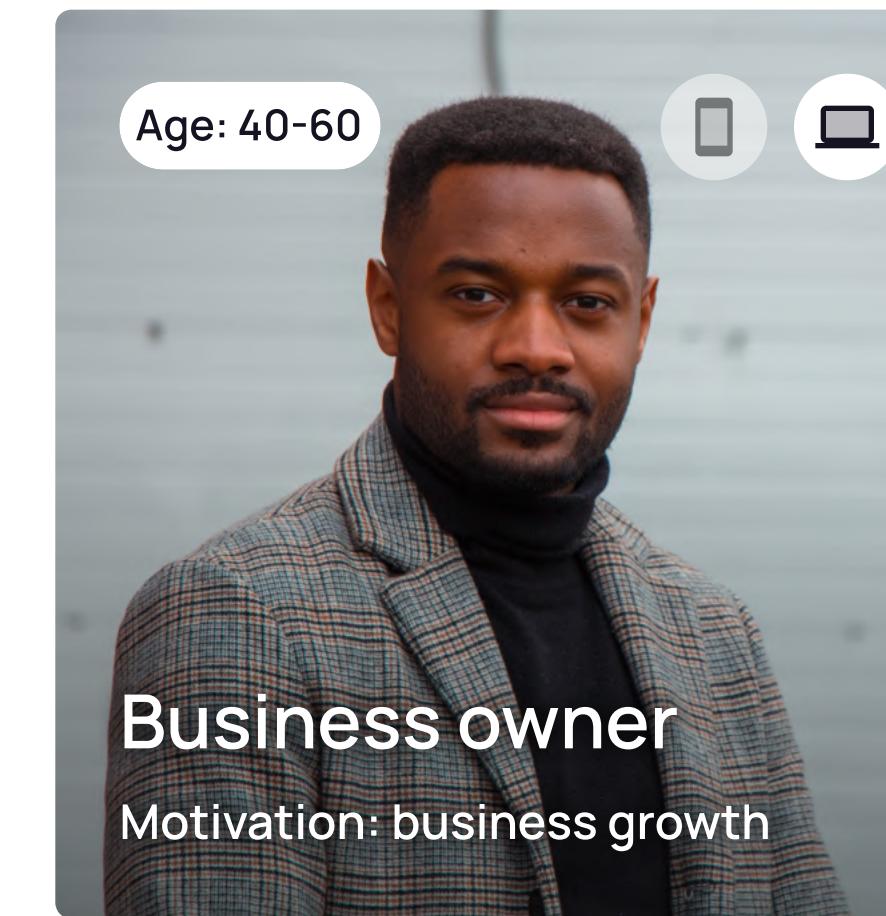
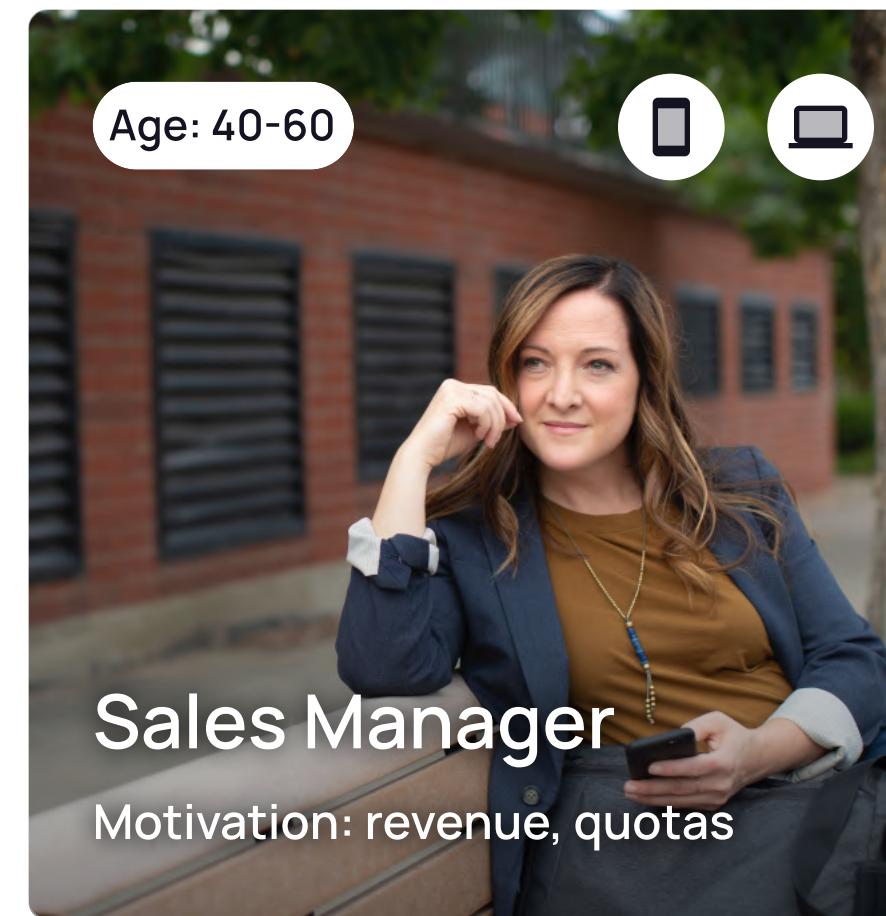
1  
food category

1  
local zone

20%  
lower prices

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

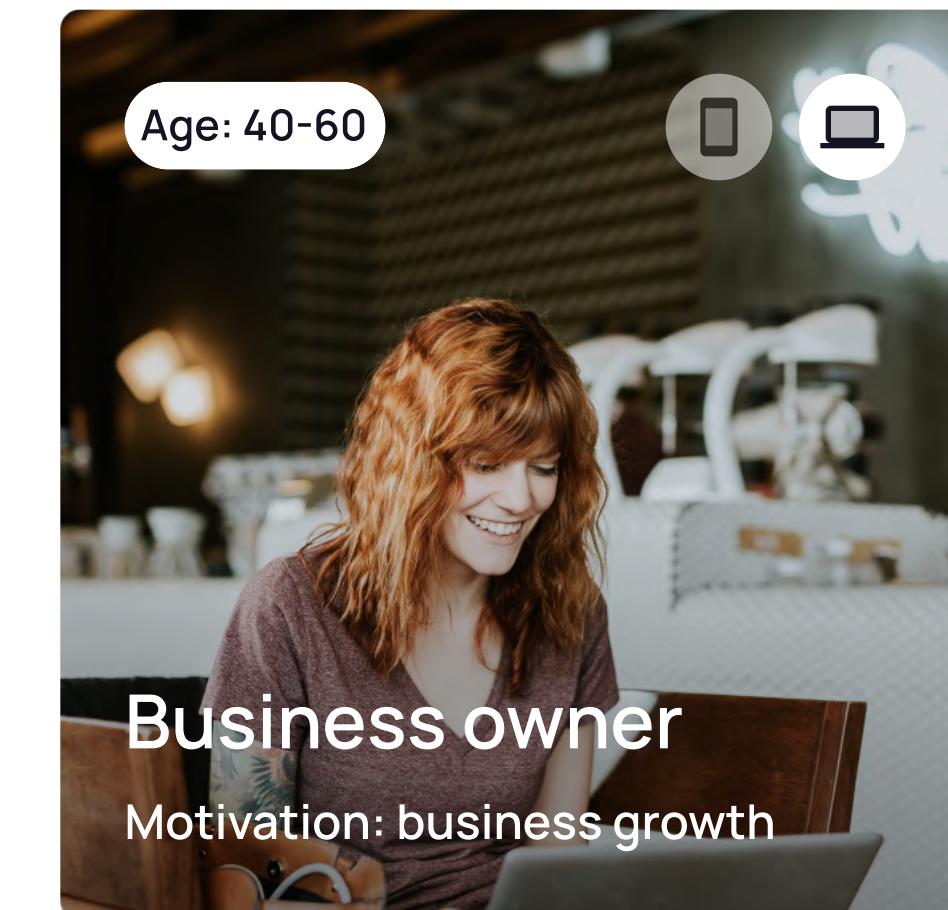
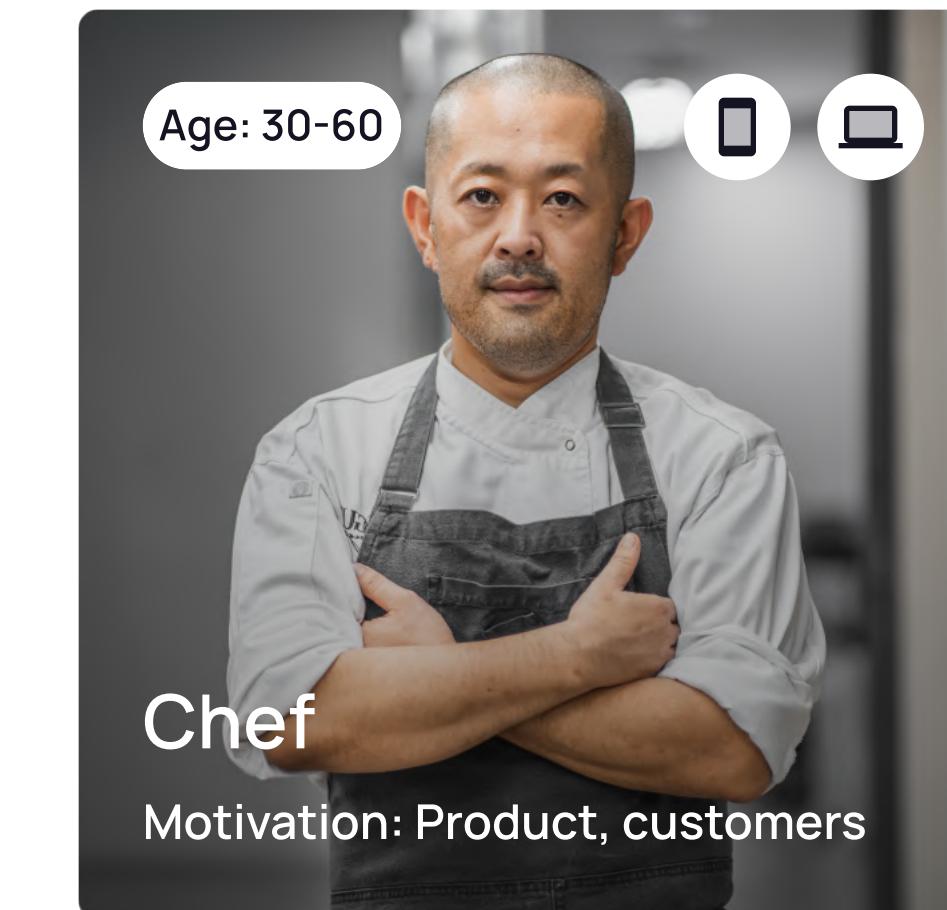
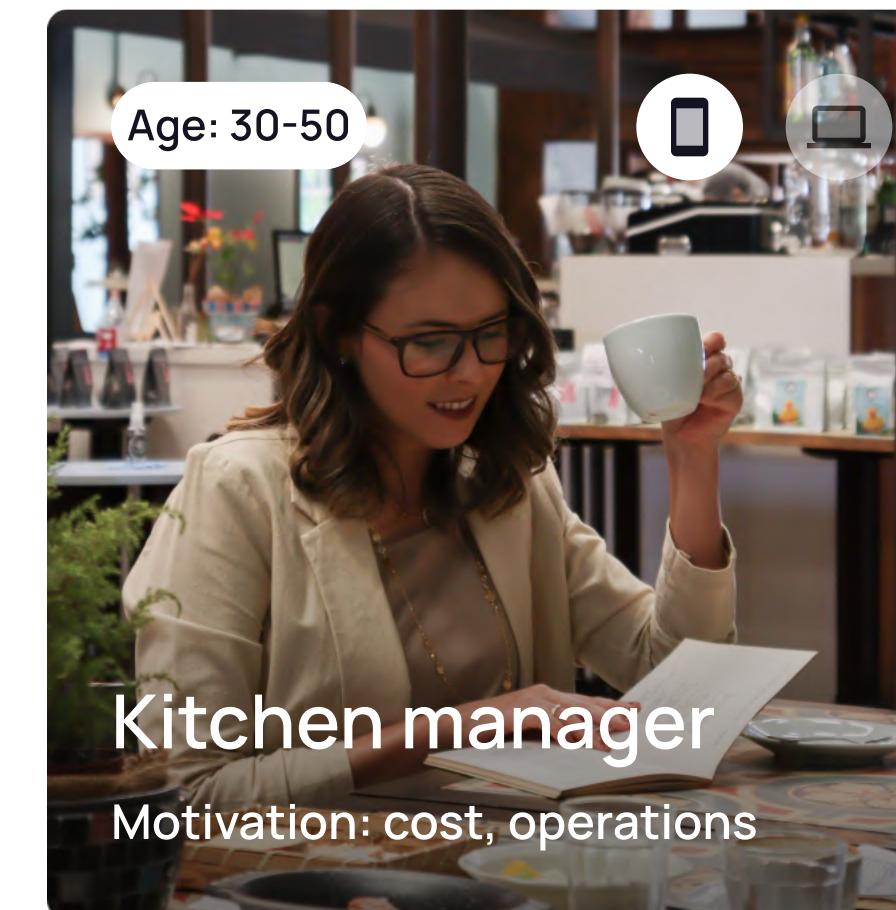
**30%**  
of total costs

**\$2k**  
weekly order

**5h**  
on procur.

**Costs**  
driven

### People



### Journey



**Supply discovery**

Fragmented price-shopping



**Ordering**

Decentralized



**Re-ordering**

Repetitive



**Payment**

Focus on cashflow

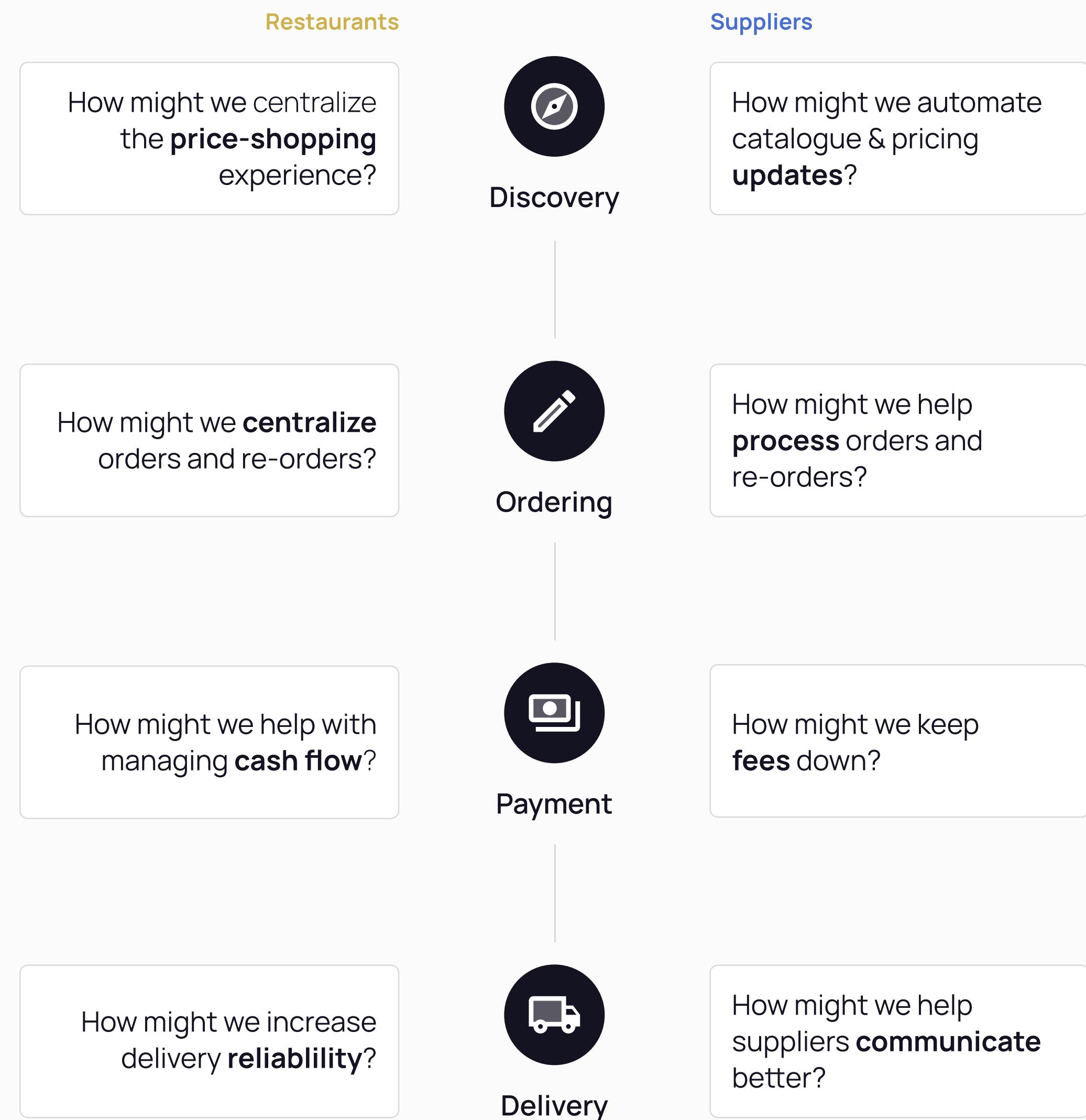


**Delivery**

Unreliable, large windows

# Four areas of collaboration

People goals

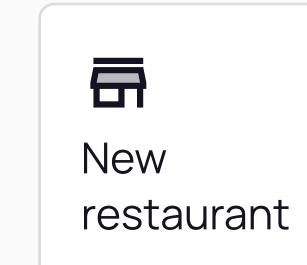


Business goals

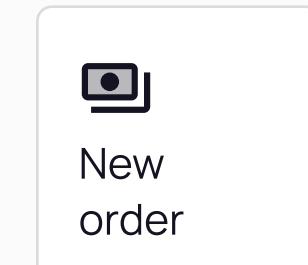
# Beta with 10+ restaurants in 4 months



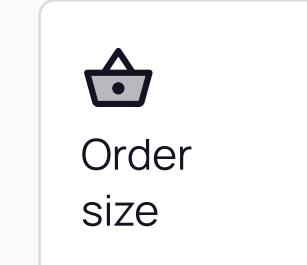
Restaurant KPIs



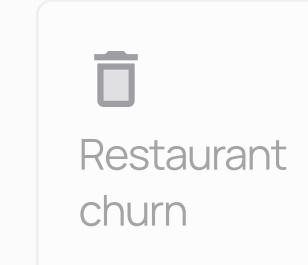
New restaurant



New order



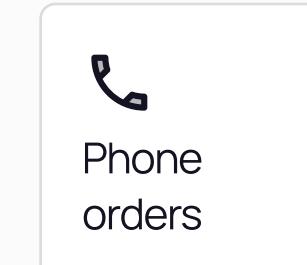
Order size



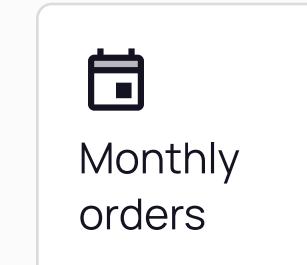
Restaurant churn



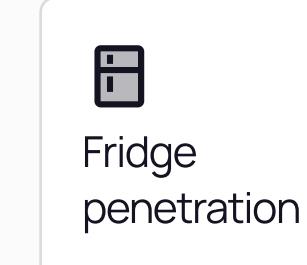
Product KPIs



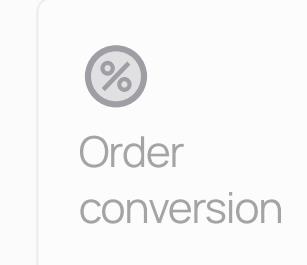
Phone orders



Monthly orders



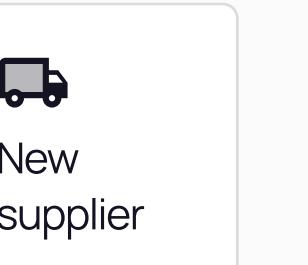
Fridge penetration



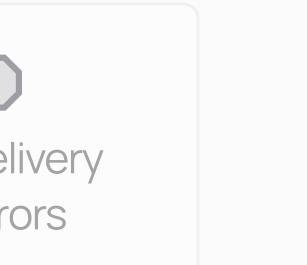
Order conversion



Supplier KPIs



New supplier



Delivery errors

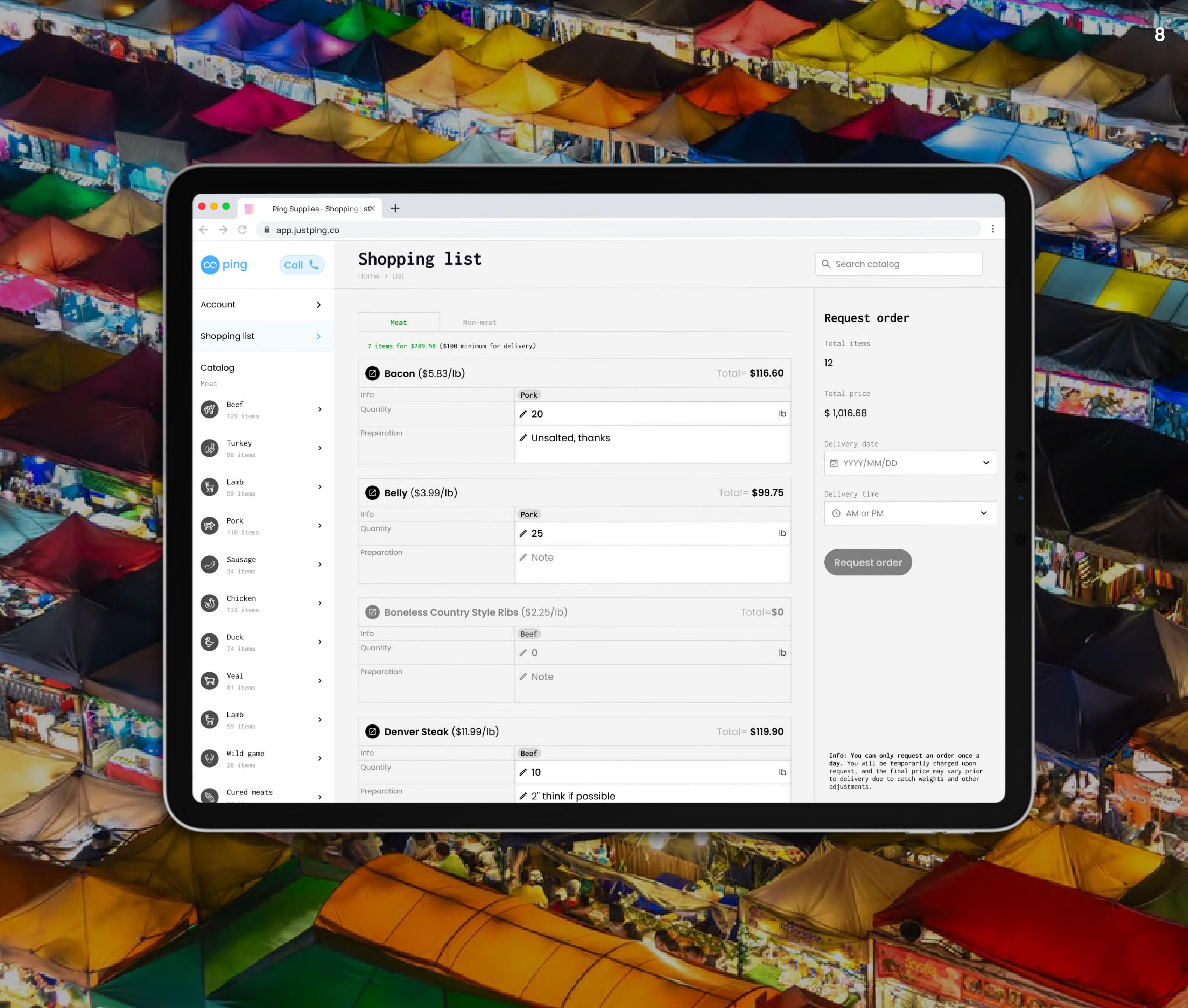
\*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

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

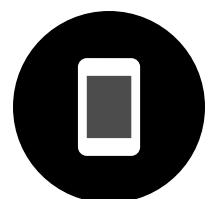


Timeline

# Four iterations in four months

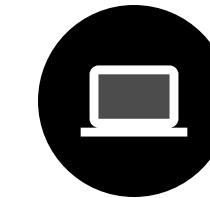
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



Timeline

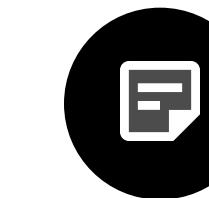
New mental model: shop lists

V3 • June



Shop lists improvements

V4 • July



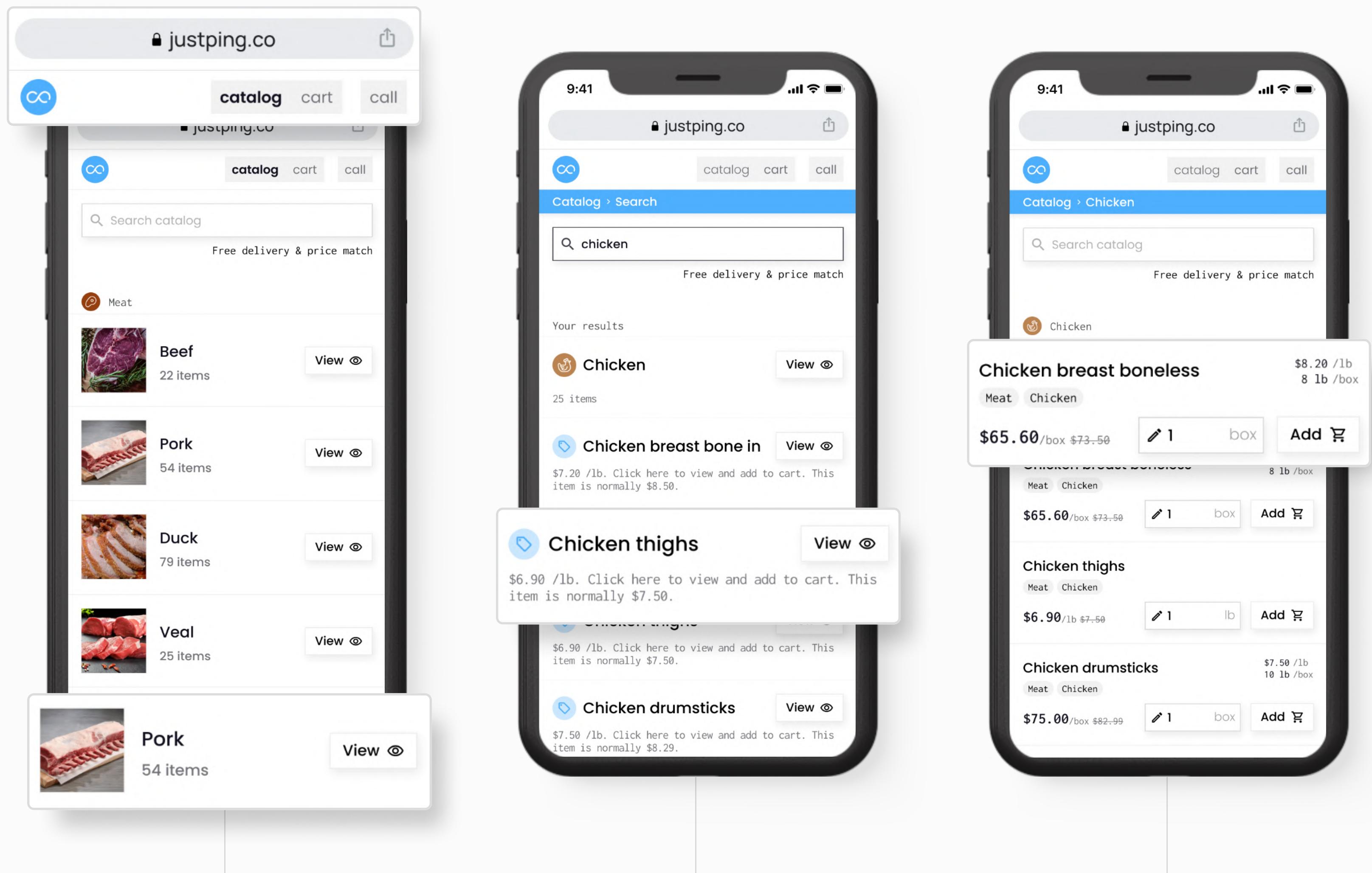
# Version 1

## Objectives

Barebone product: order supply from your mobile

## Success

Get a couple of restaurants to buy, gather feedback



Home

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

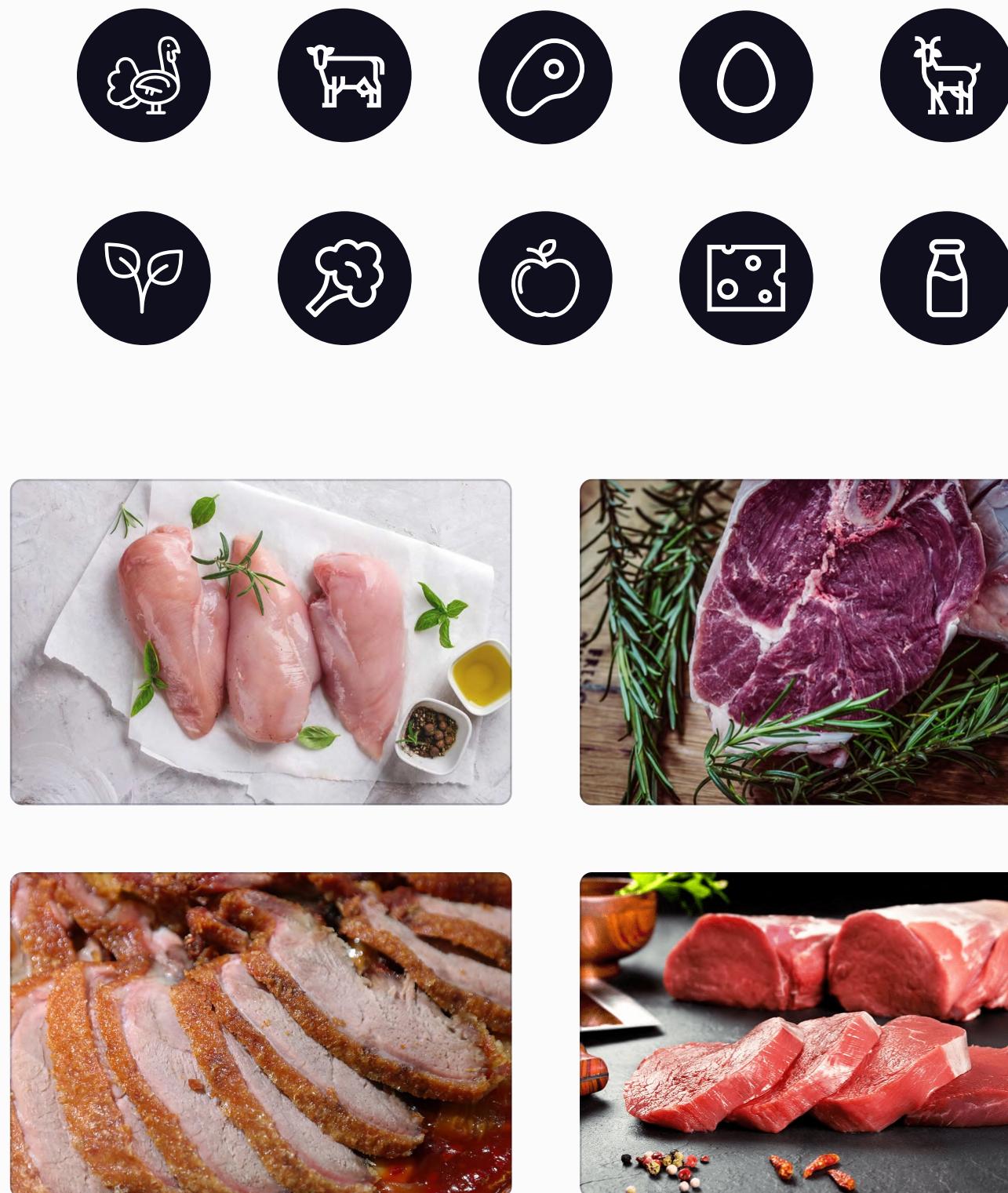
Search

People know what they want so search was important.

Category

No product image or description. Added order input.

# Version 1

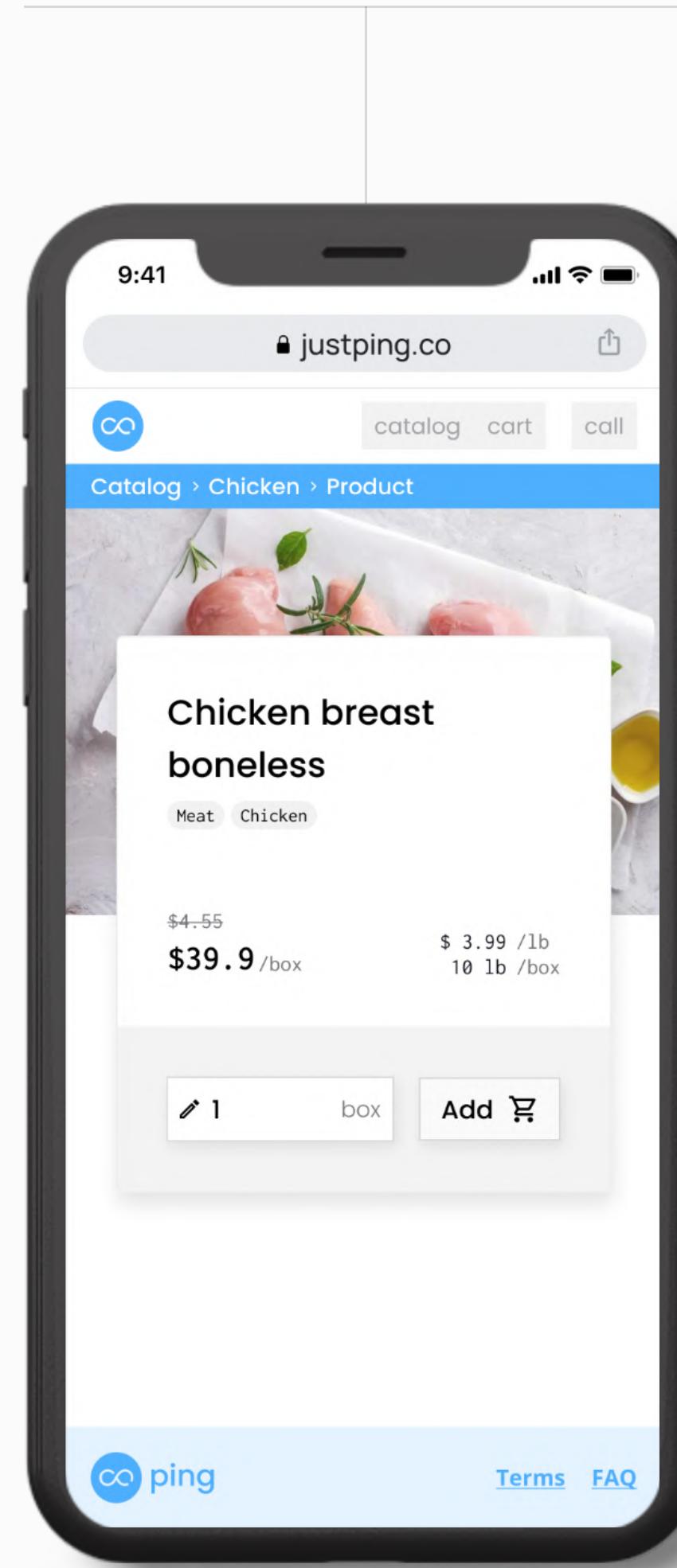


Imagery and Iconography

Compensating for the lack of product images

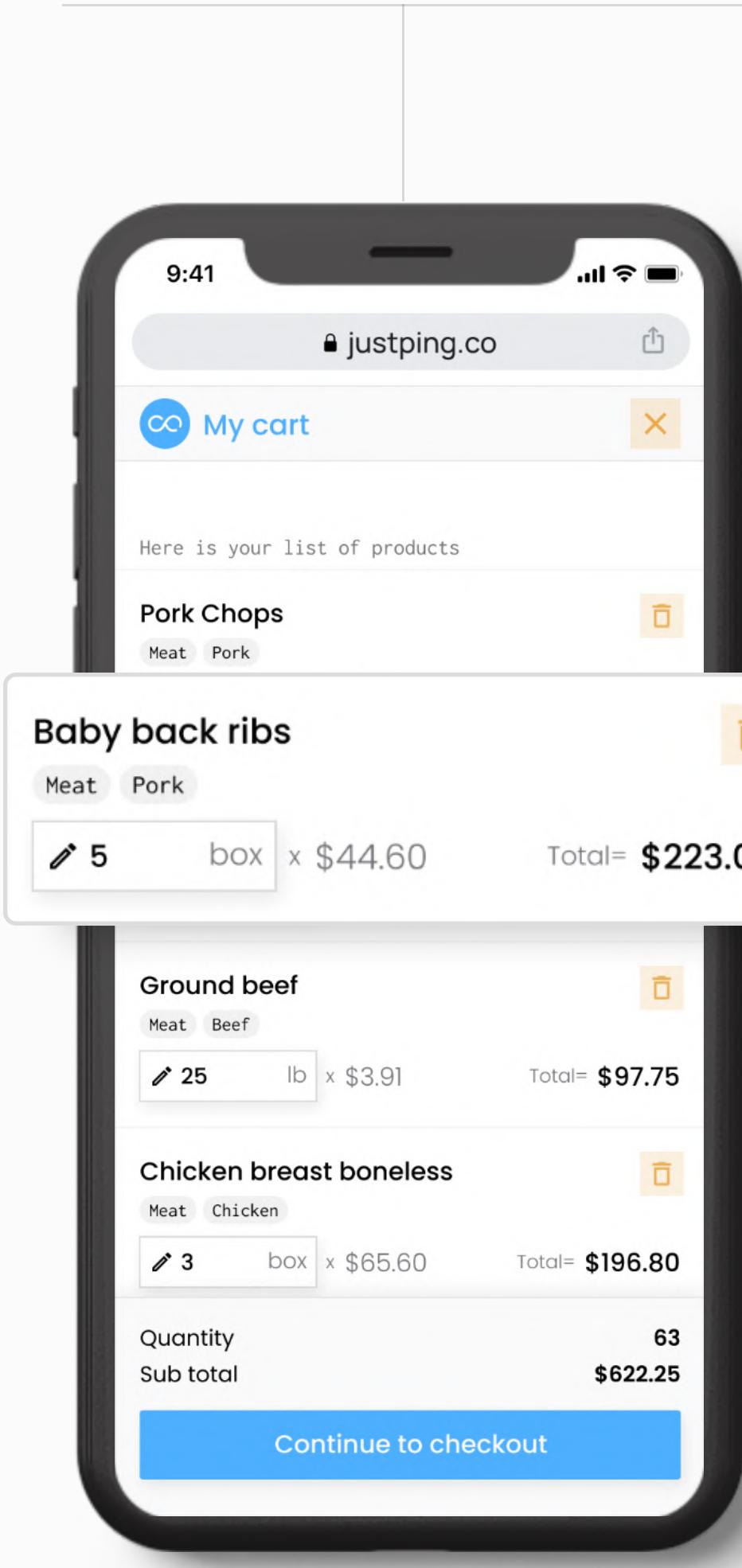
Product page

Modal design to bring CTA closer to thumb-zone



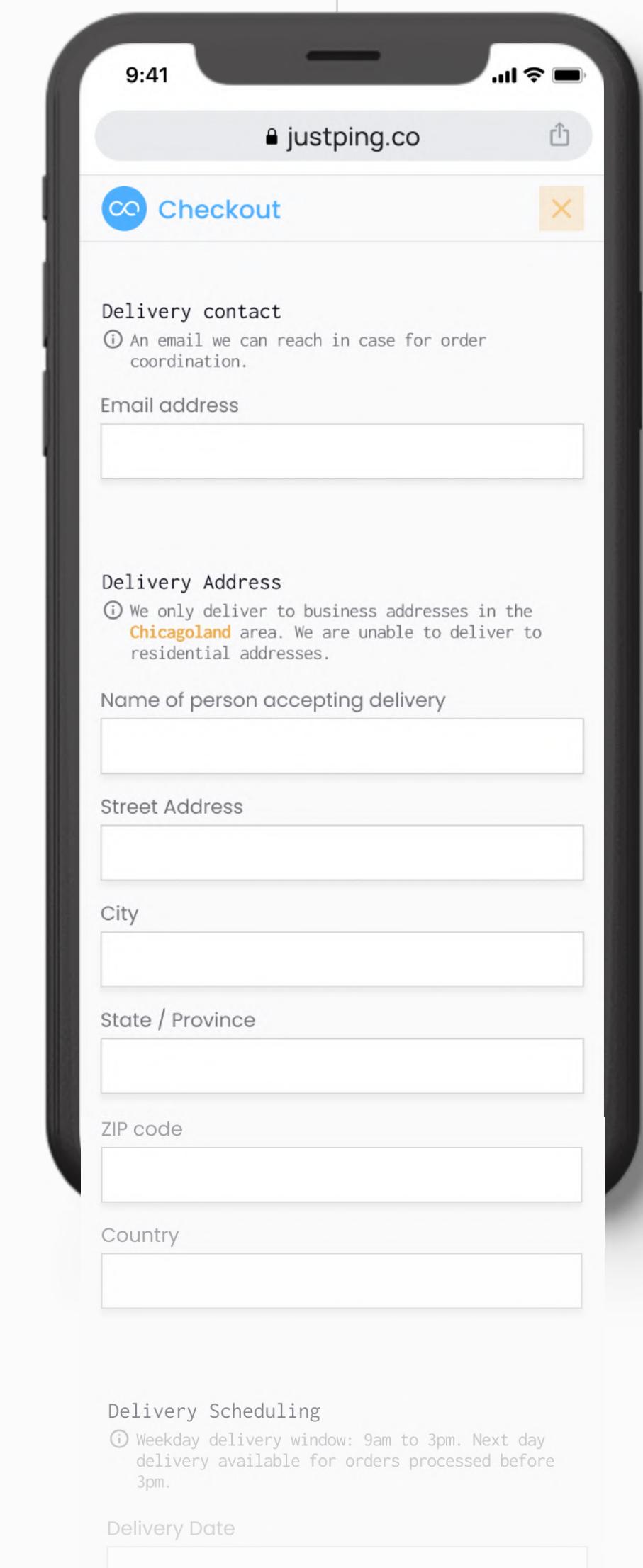
Cart

Designed the cards to enable easy budgeting

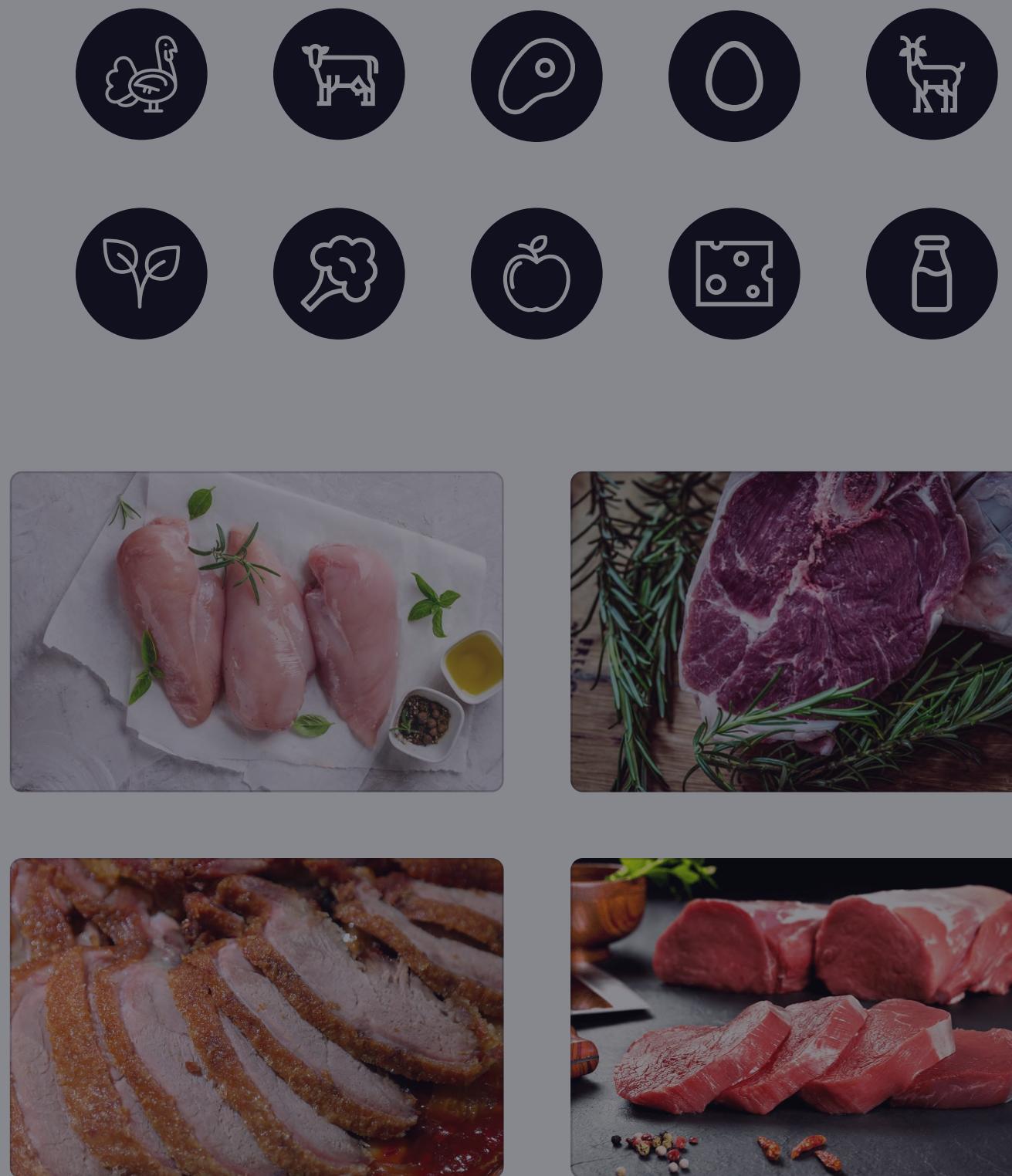


Checkout

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

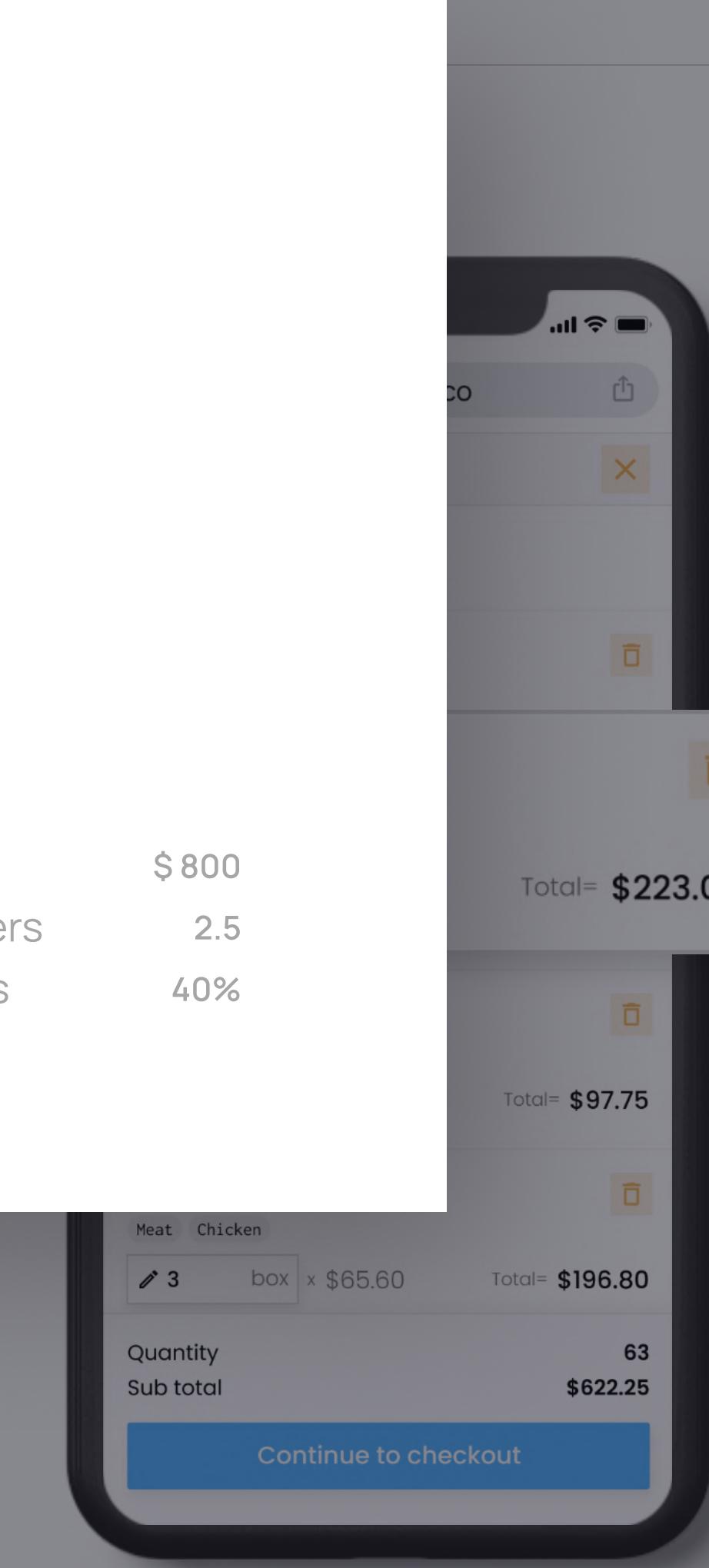
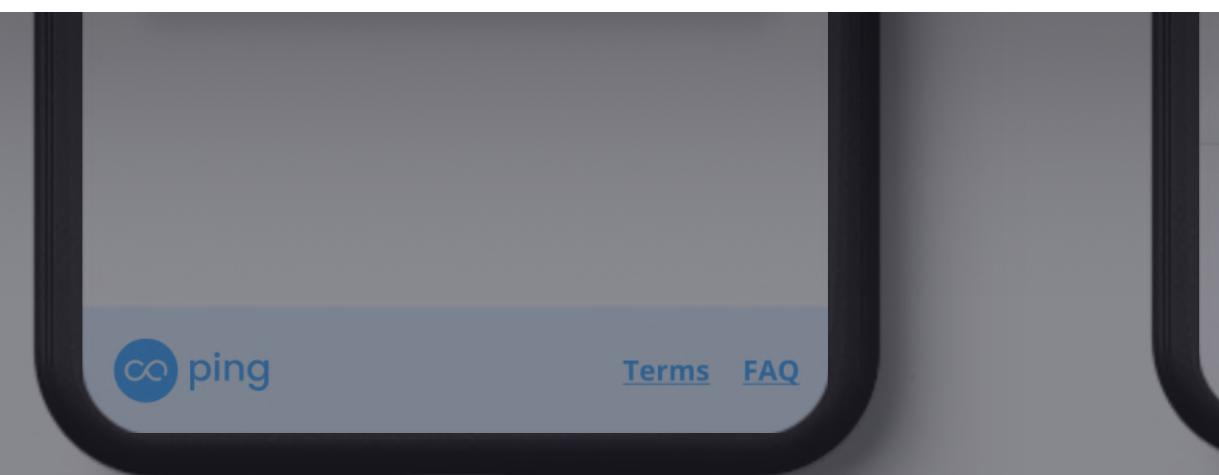
## Results

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

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

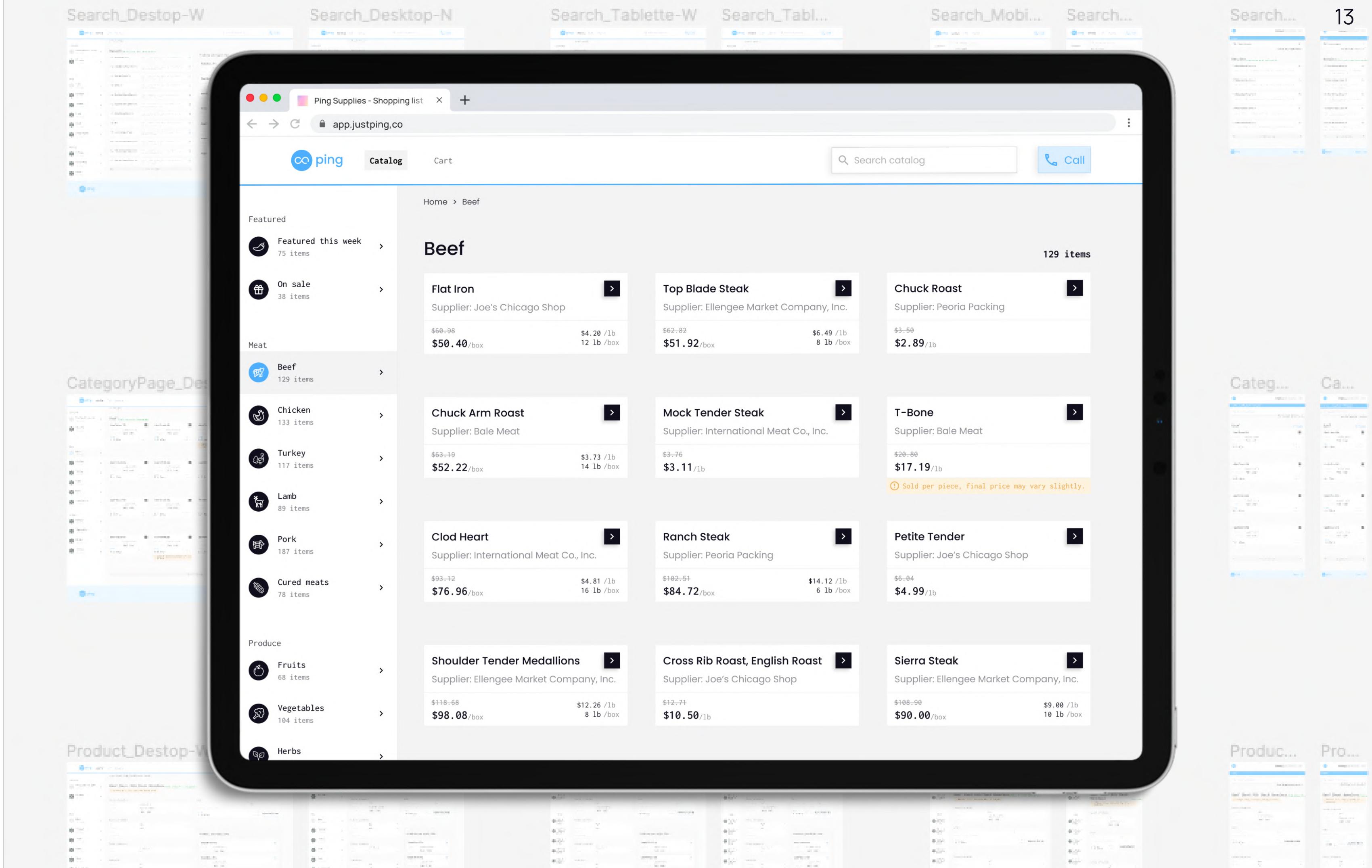
# Version 2

## Objectives

Larger devices will 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

**\$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

## Results

qual

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

quant

Restaurants	↗ 5	Order size	→ \$ 813
New orders	↗ 16	<b>Monthly orders</b>	↗ 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)**

**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

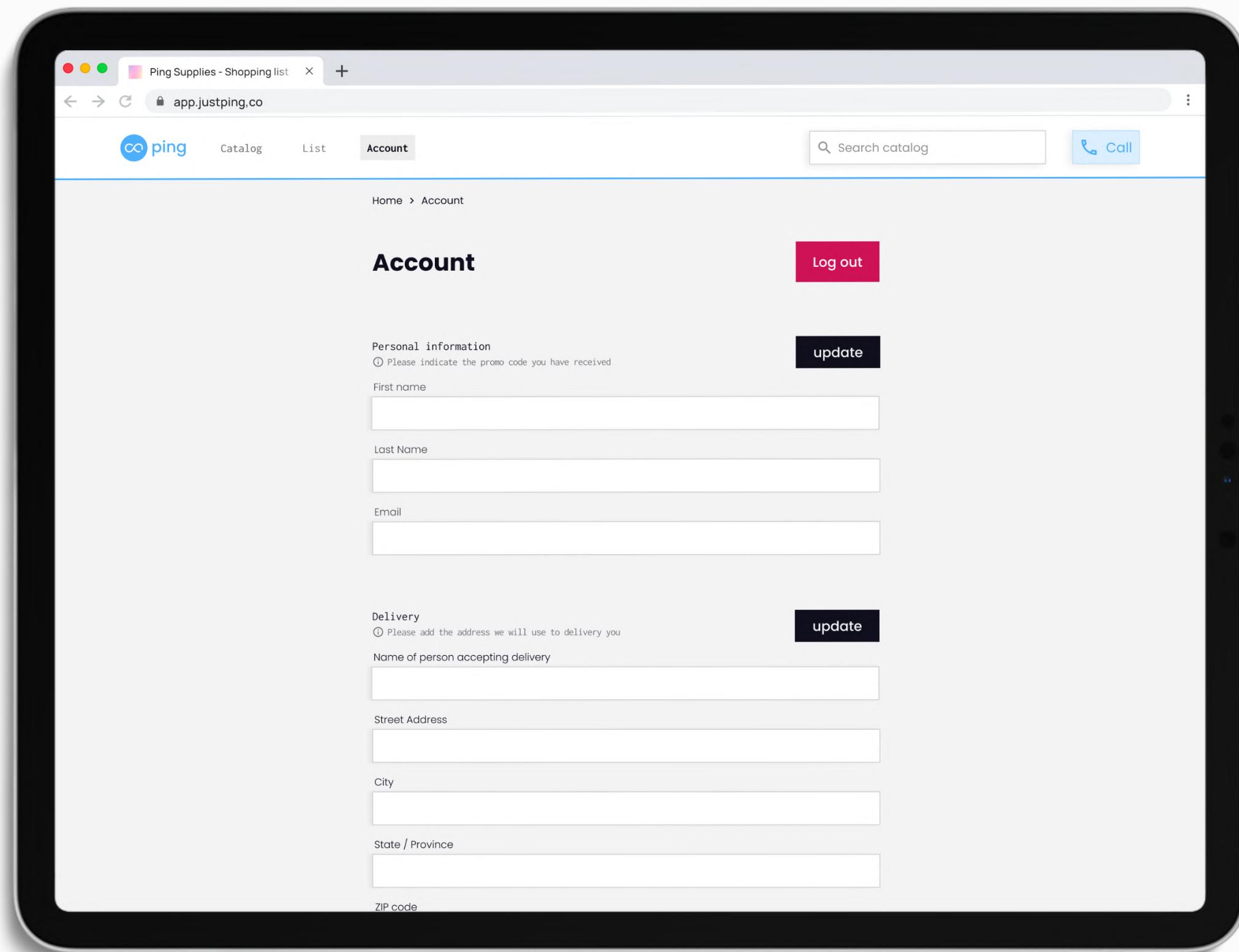
New technology

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

# Version 3

Account capabilities

Saving delivery and payment info at the account level

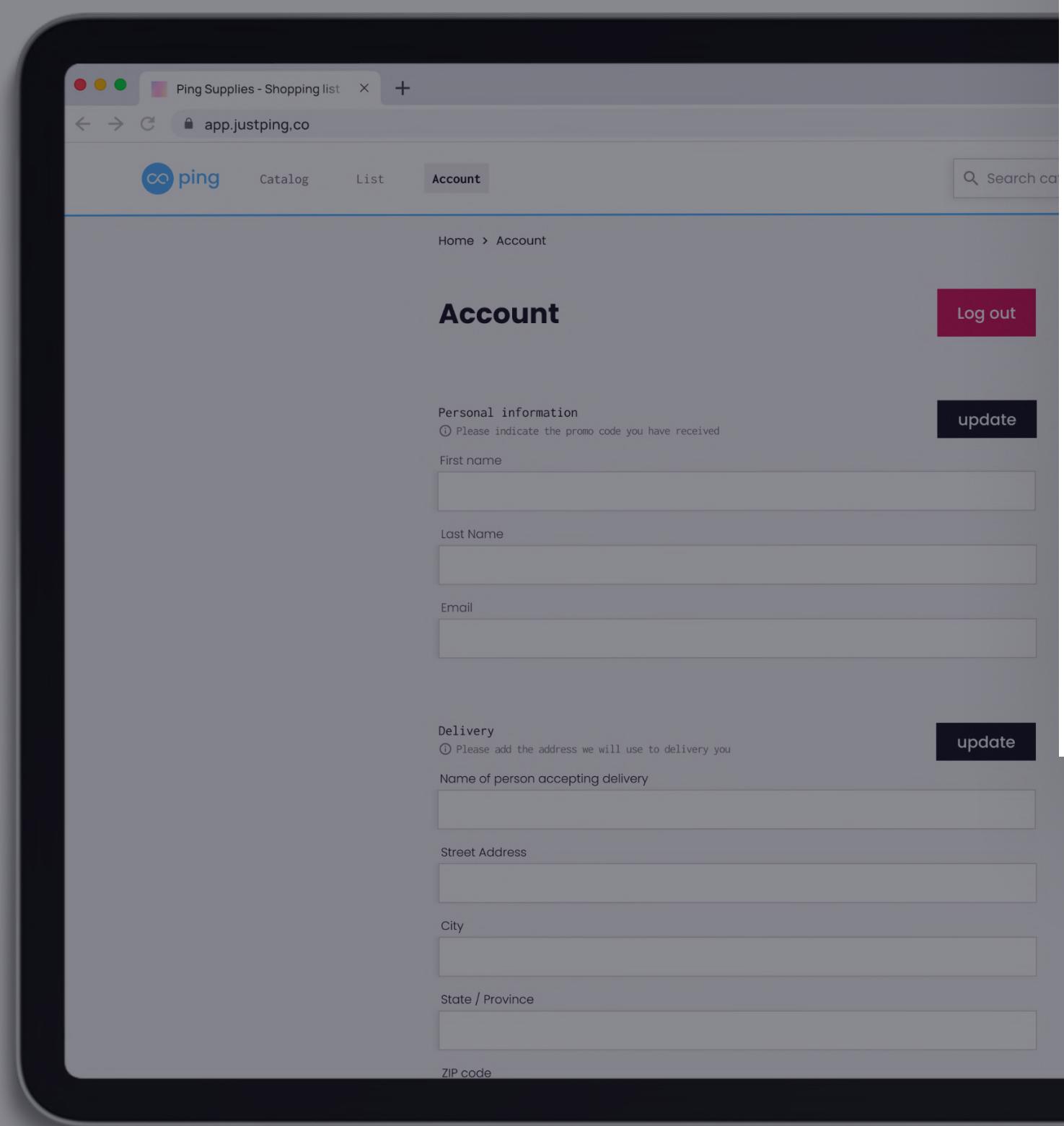


New mental model > new design  
Add-to-cart became Save-to-list.  
Quantity was input too long to code.

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

New mental model > new design

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

The screenshot shows the 'Catalog' screen of the Ping app. It displays a product detail page for 'Beef Short Rib Chuck Boneless'. The product image is partially visible. Below it, there is a summary table:

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

A note below the table states: "① Sold per piece, final price may vary slightly." A 'Save to list' button is located at the bottom right of the summary area.

# 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

**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	Order size	→ \$1066
New orders	↗ 16	<b>Monthly orders</b>	↗ 3.8
New sales	↗ 61	Phone orders	↘ 18%
	↗ \$65,000		

CTA added to shopping list, so added CTA on product card

catalogue

Request order

Total items: 13  
Total price: \$1,029.13

Delivery date: 2021/03/21  
Delivery time: 9am - 12pm

Request order

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
- Wild game: 59 items

Special meat 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.

## 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%





# 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?

