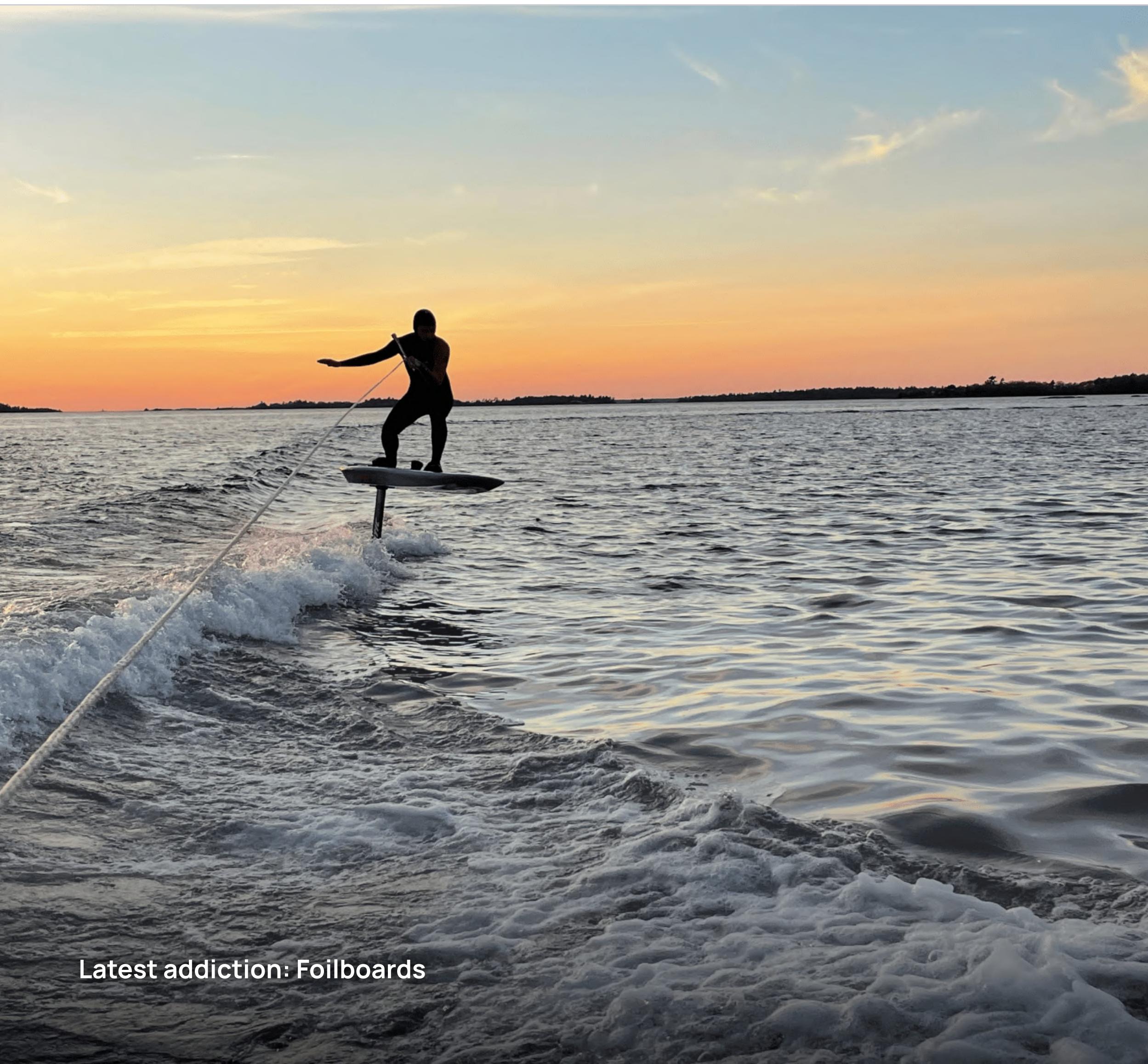


About

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

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

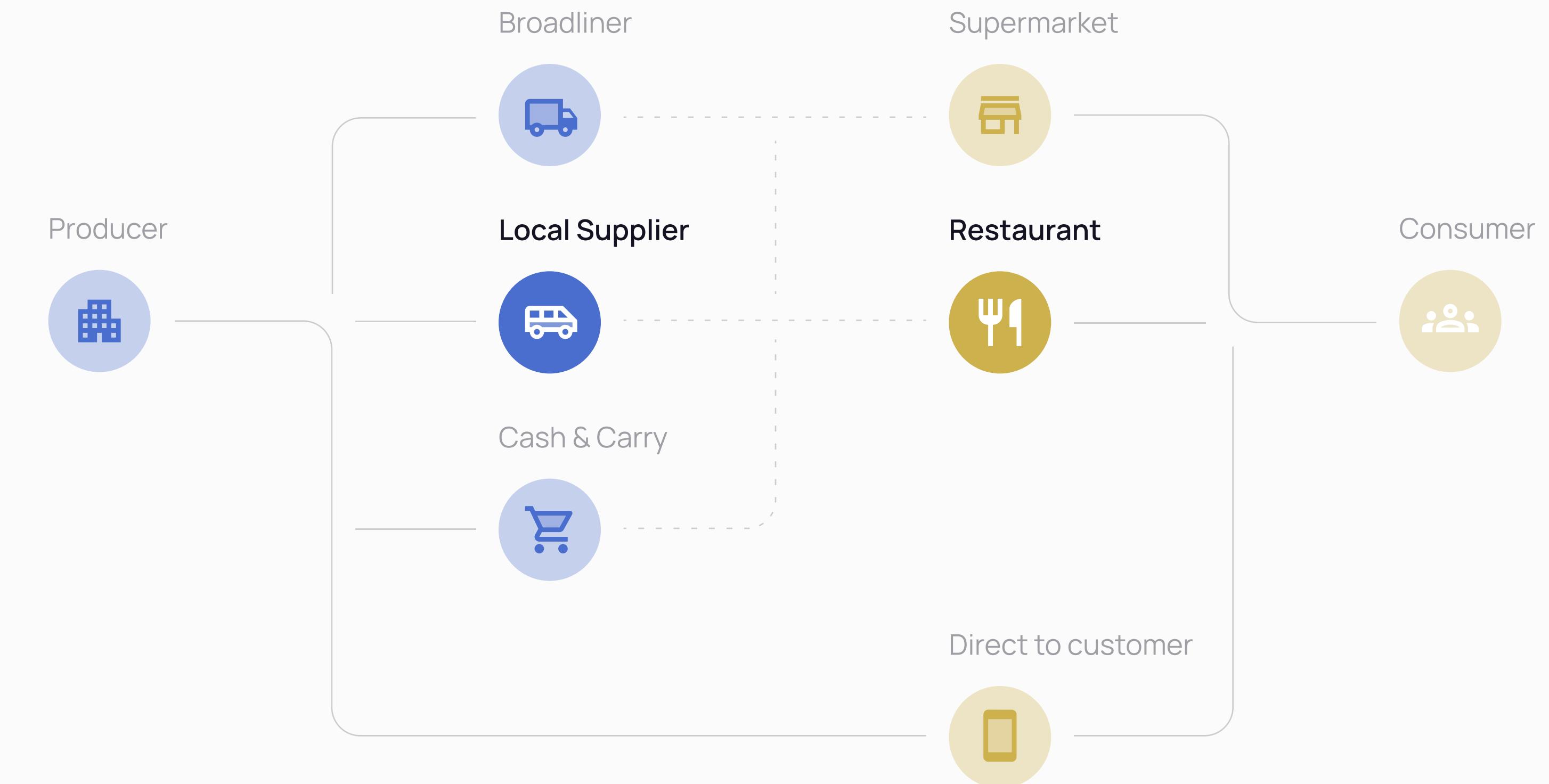
An industry with many actors

Initial ideas

Complex market, multiple B2B and B2C opportunities

Selected idea

The restaurant-supplier relationship



Initial Research

Local US Food Suppliers

Company

10-20
people team

Lowest
price point

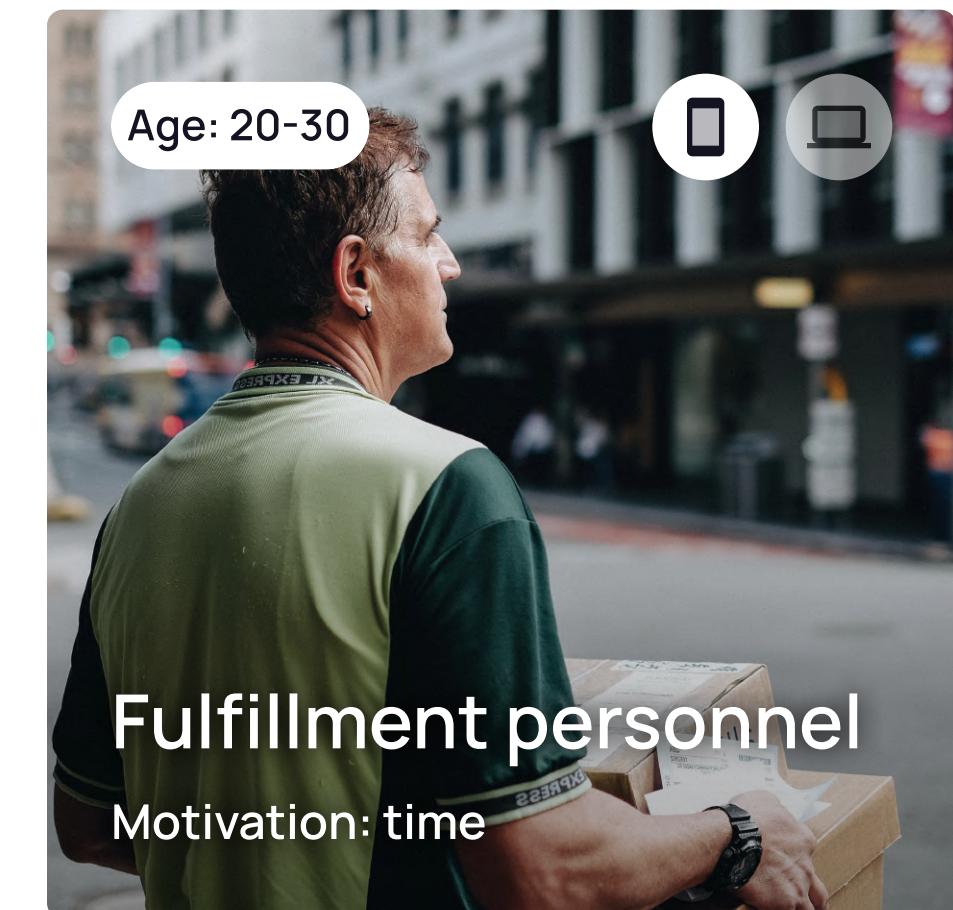
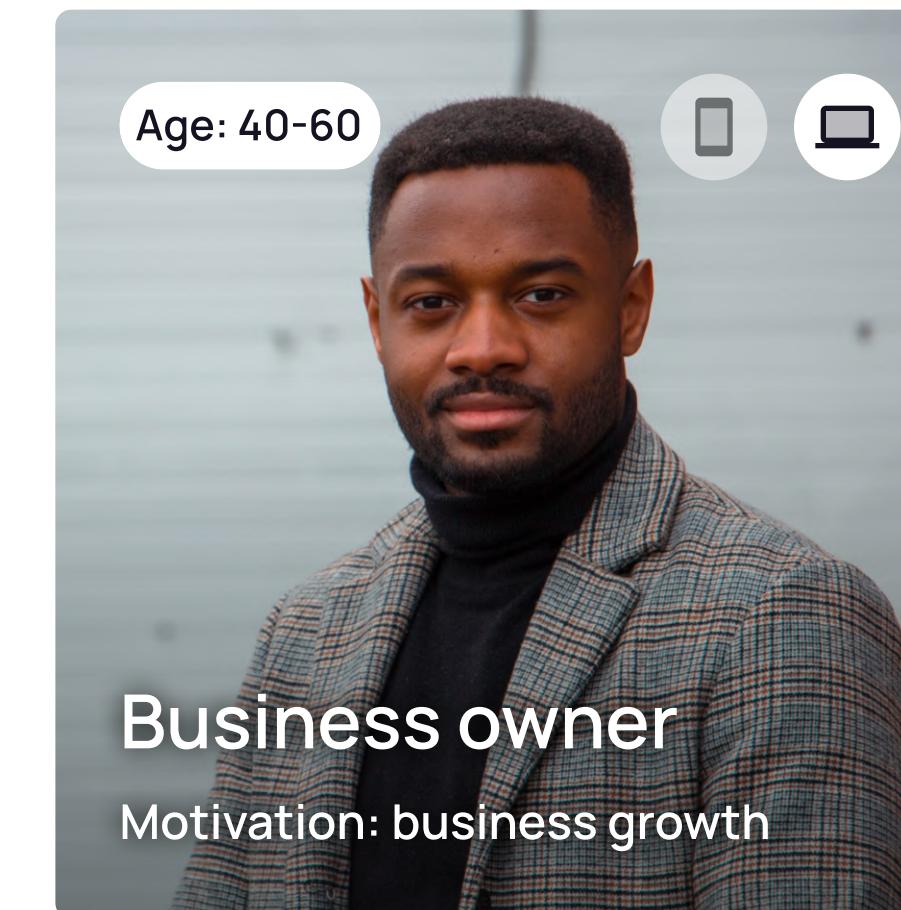
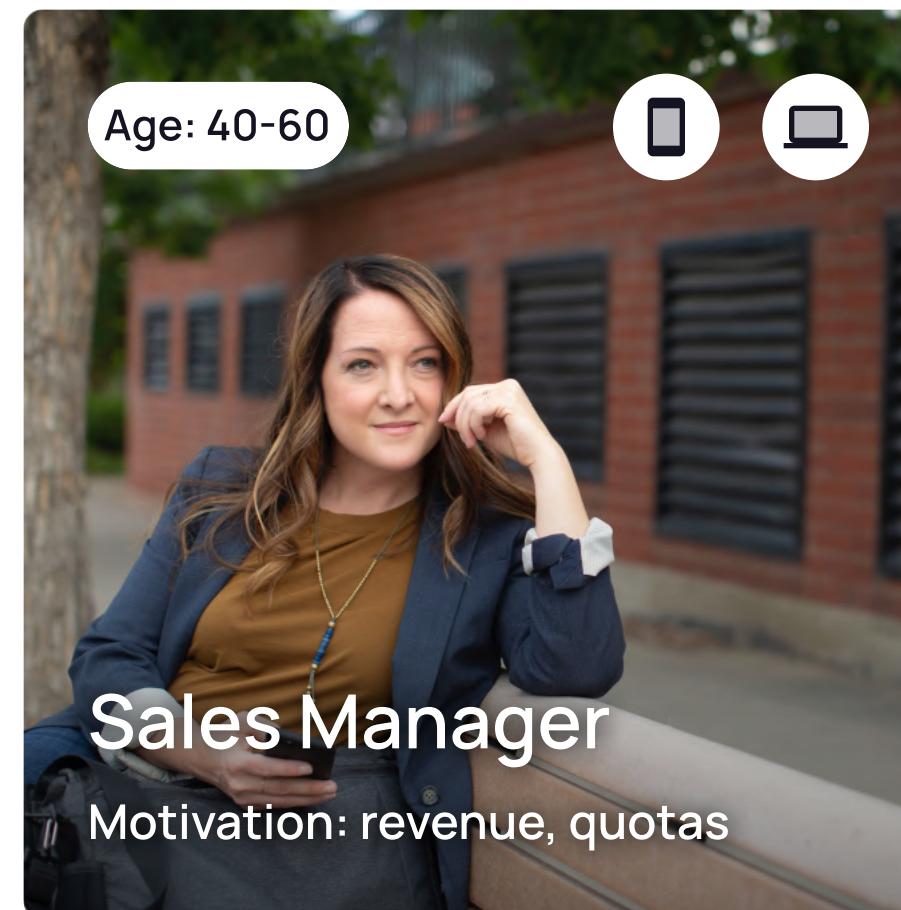
Best
quality

1
food category

1
local zone

49%
market is local

People



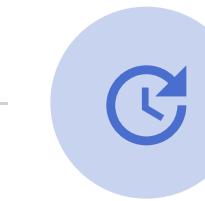
Journey



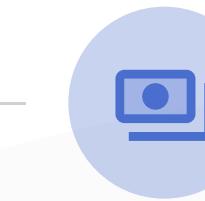
Acquiring new business
Deprioritized



Taking orders
Repetitive, Errors



Updating prices
Manual



Payment
Practicality / Fees



Prep & Fulfillment
Communication, Errors

Initial Research

Independent US Restaurants

Company

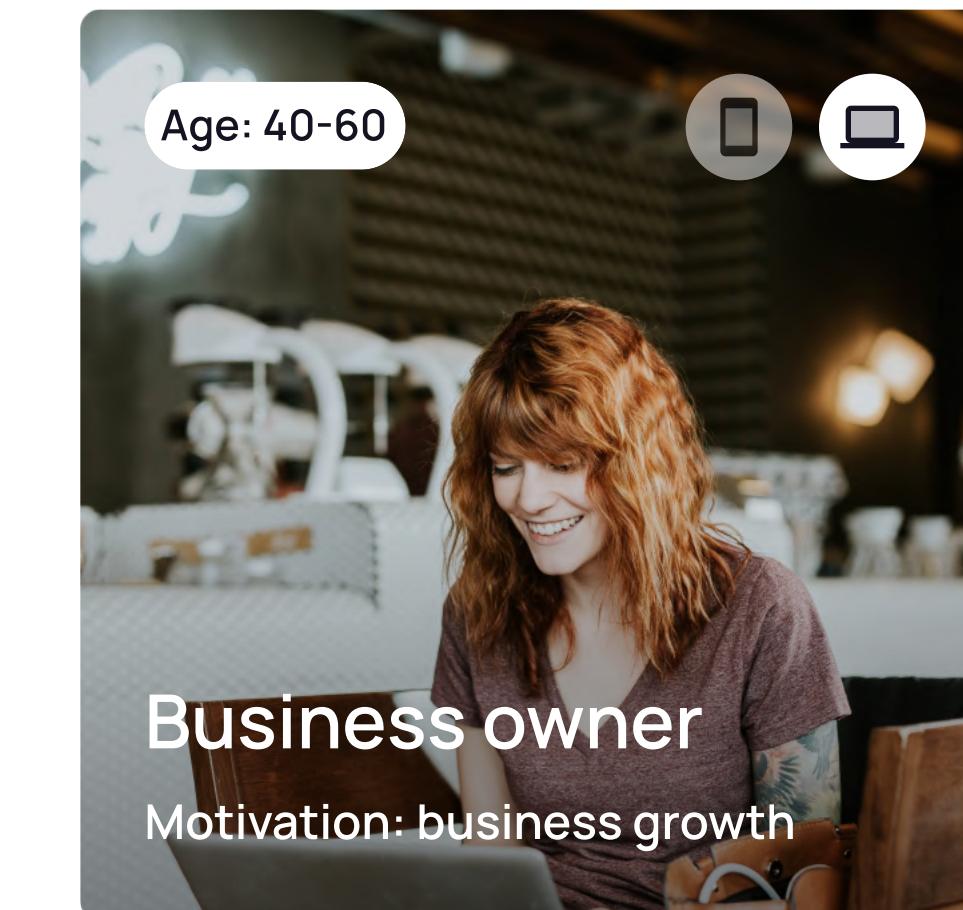
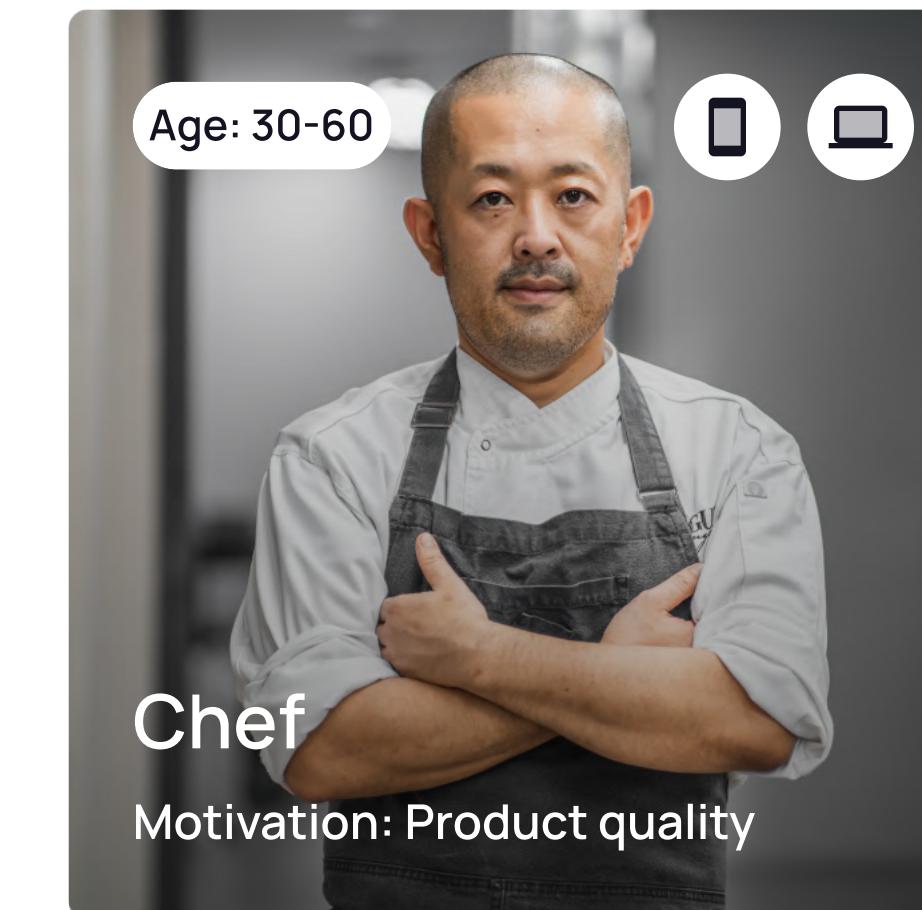
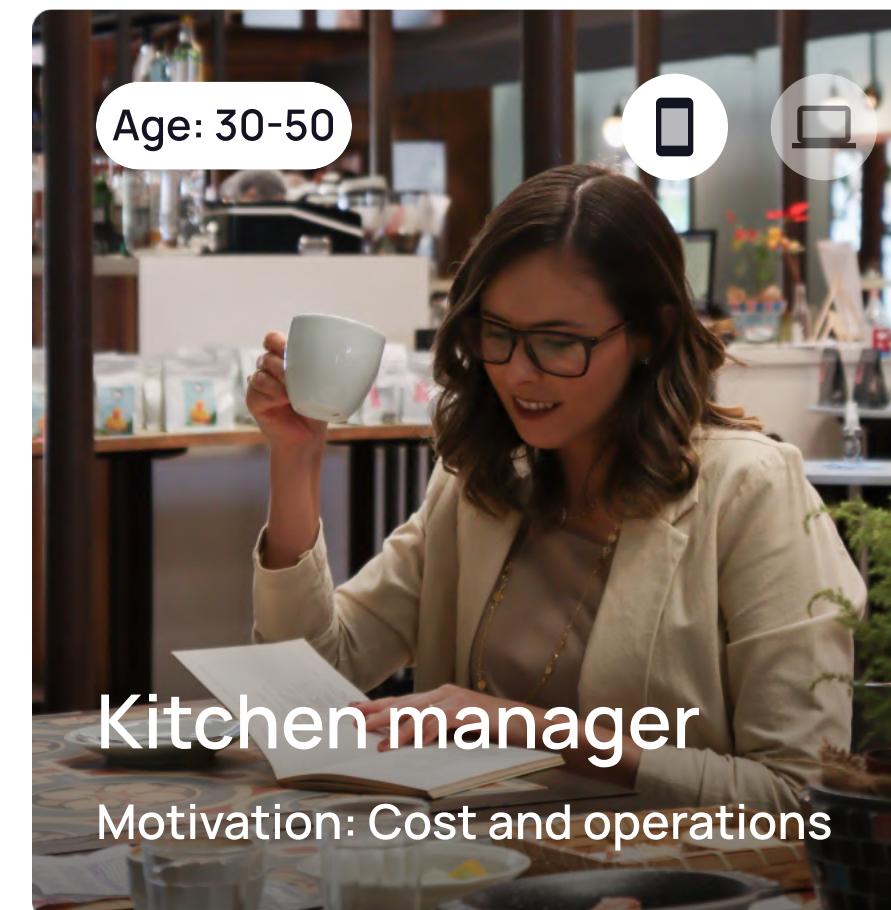
\$2k
weekly order

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

Four areas of collaboration

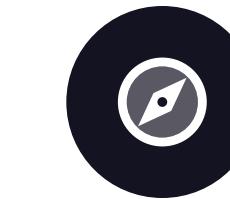
People goals

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**?

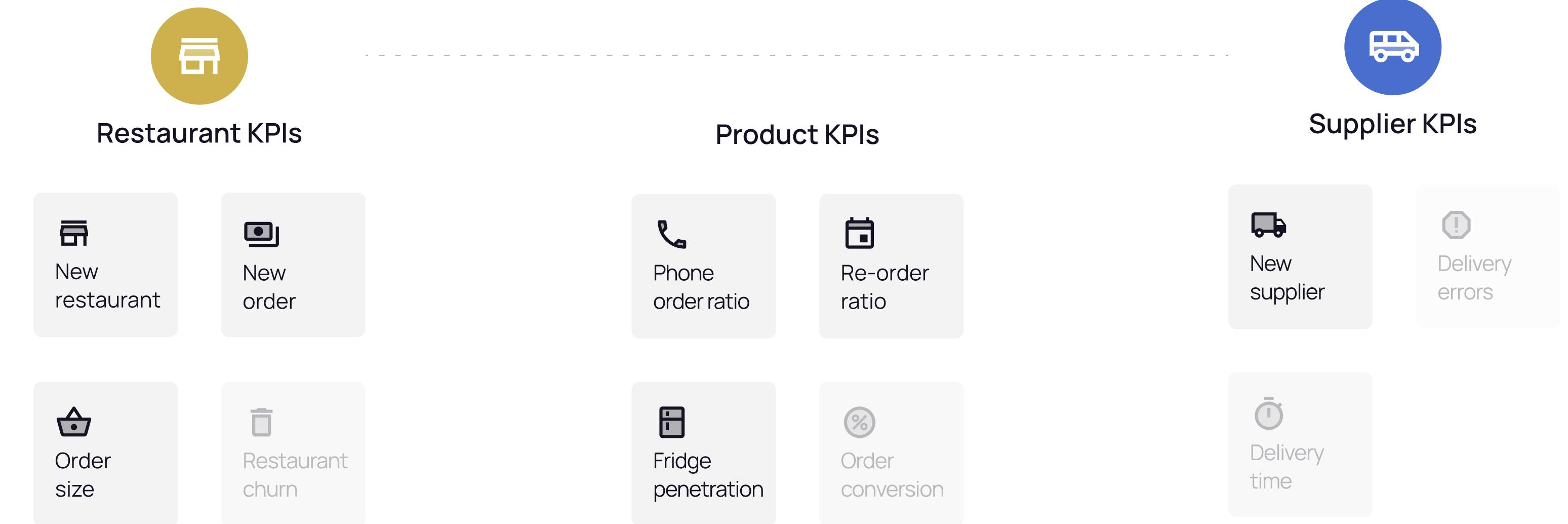
How might we help **process** orders and re-orders without errors?

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



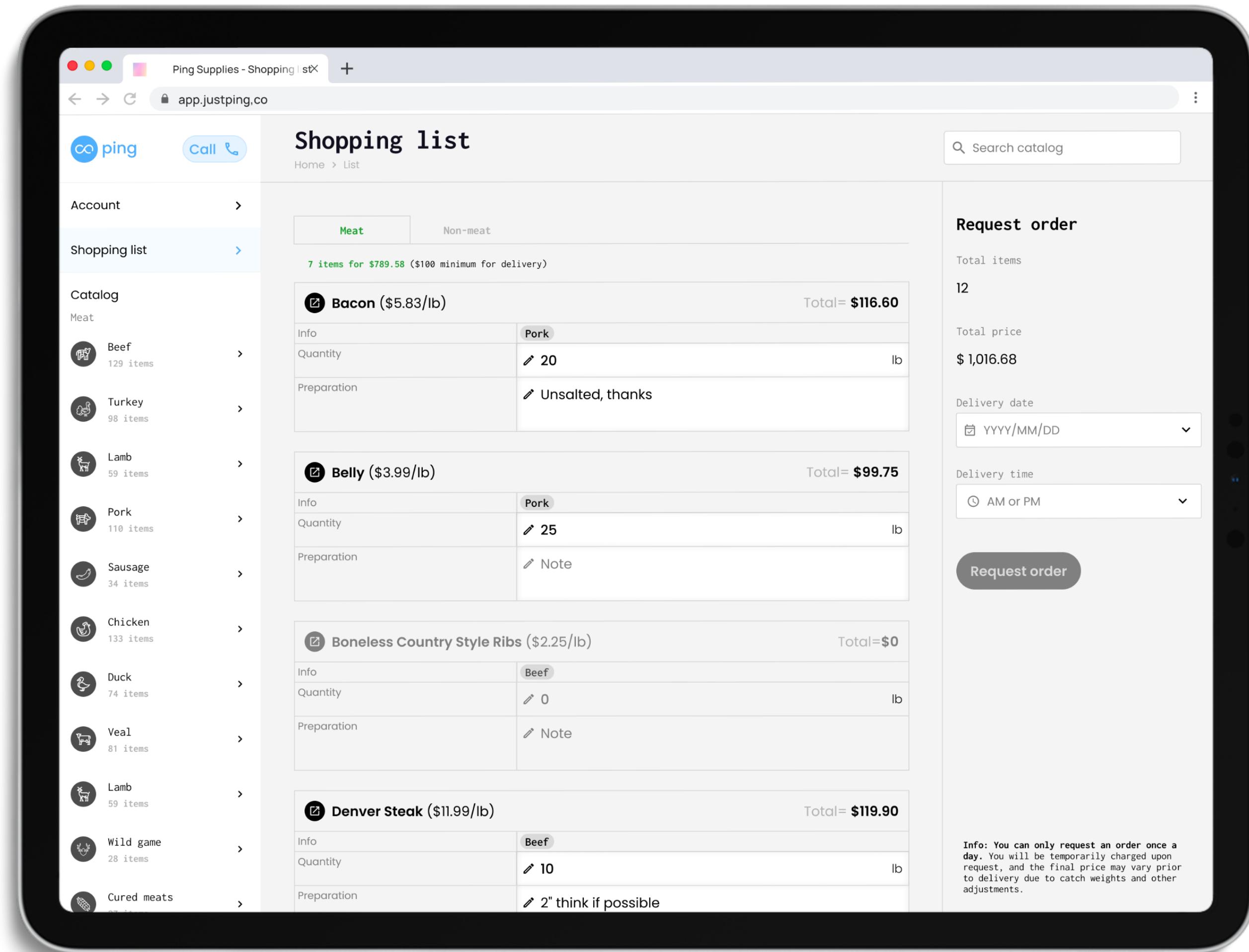
*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

Solution

Ping, a digital wholesaler of local products

Restaurants

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



Suppliers

- Onboarding**
Sends catalogue & business info
- Pricing updates**
Updates prices by email
- Quote validation**
Receives quote by email, approves
- Order fulfillment**
Fulfils order, updates status

Timeline

Four major iterations

**Ravi Pilla**

Operations

**Jason Huertas**

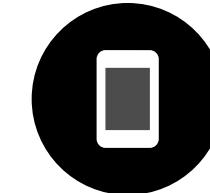
Sales

**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

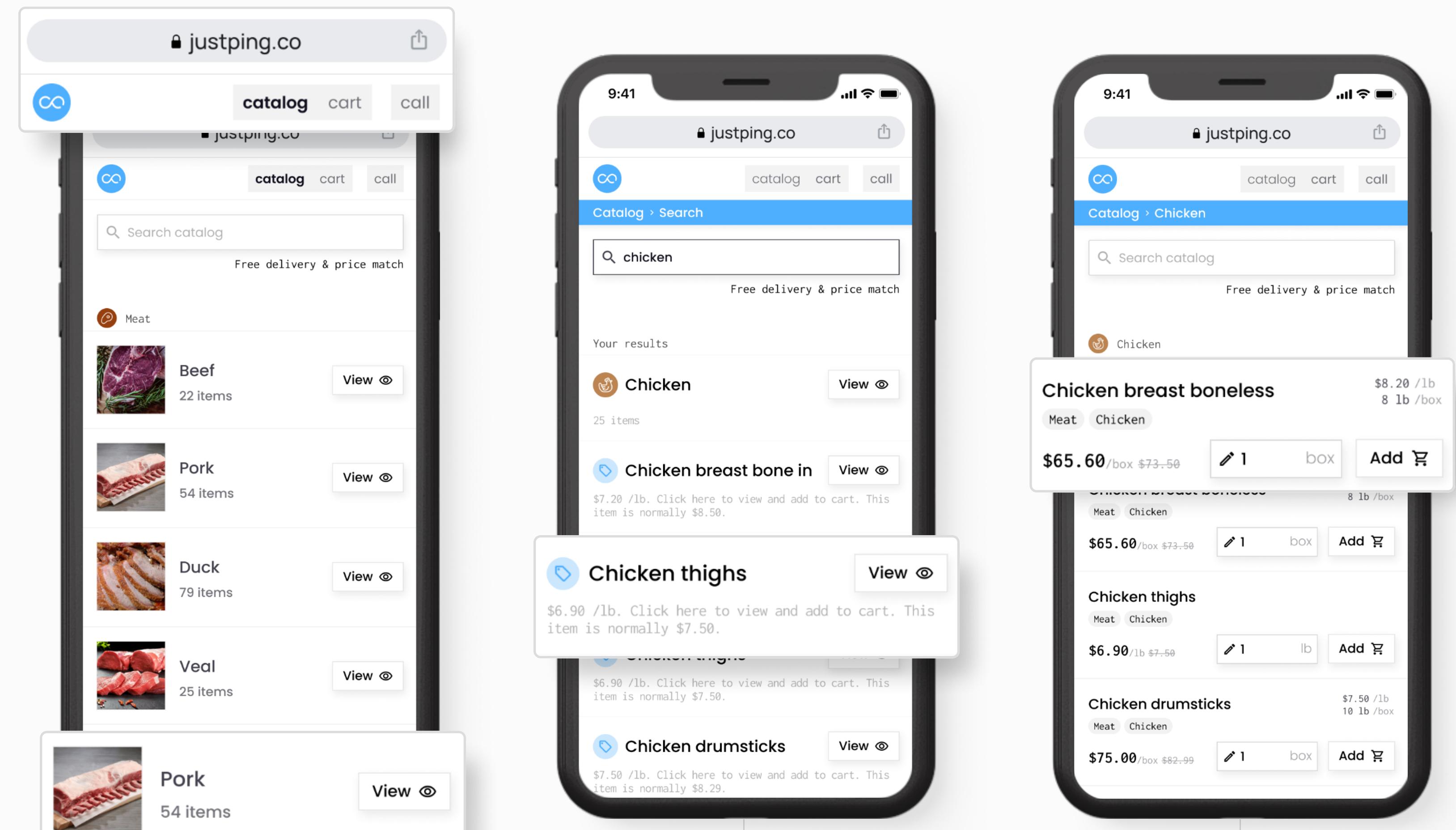
Get a couple of restaurants to buy, gather feedback

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

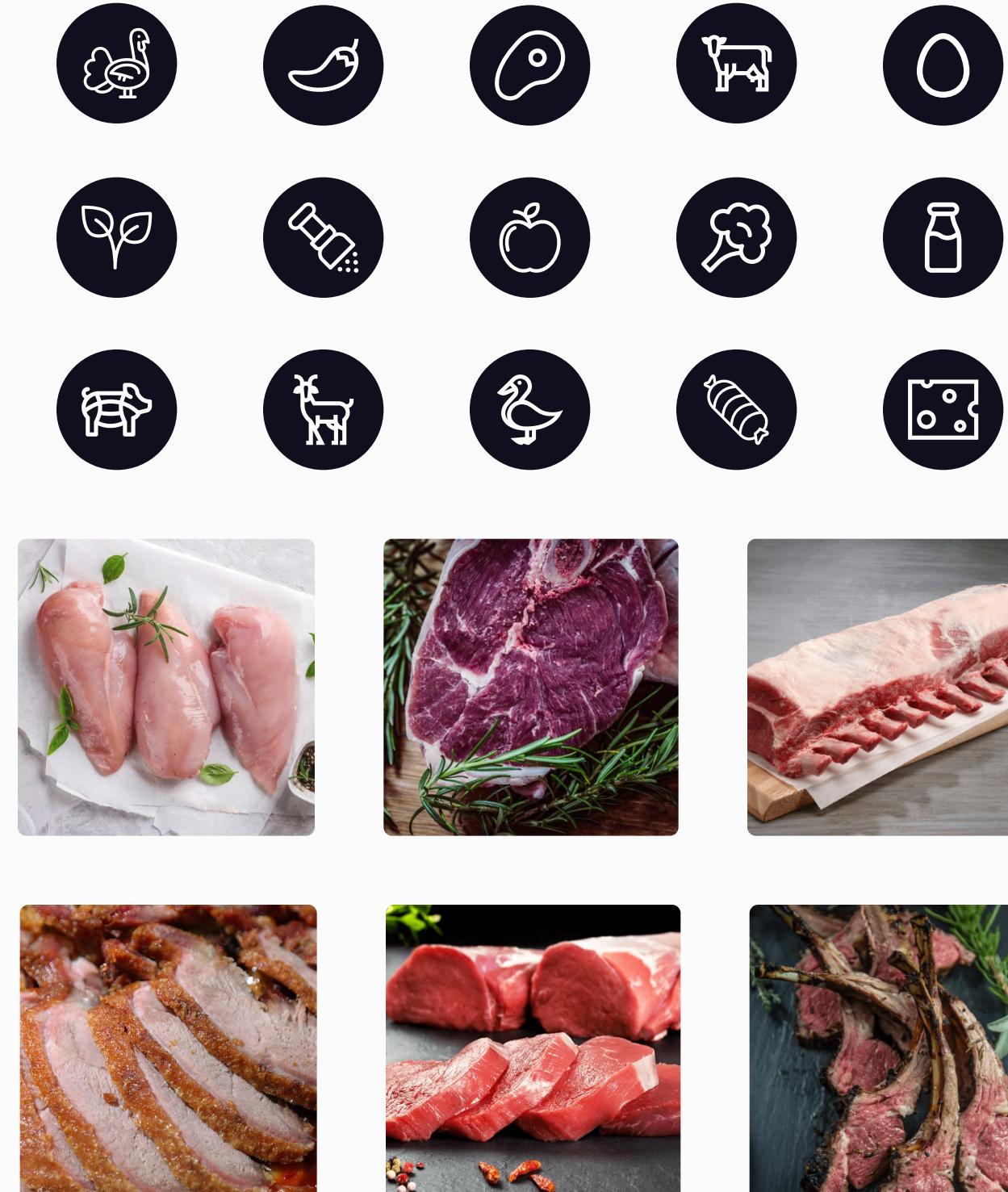
500+ products, search important

Collection

Product schema: no image, no description, numbers

Version 1

Building: 3 weeks Testing: 1 week

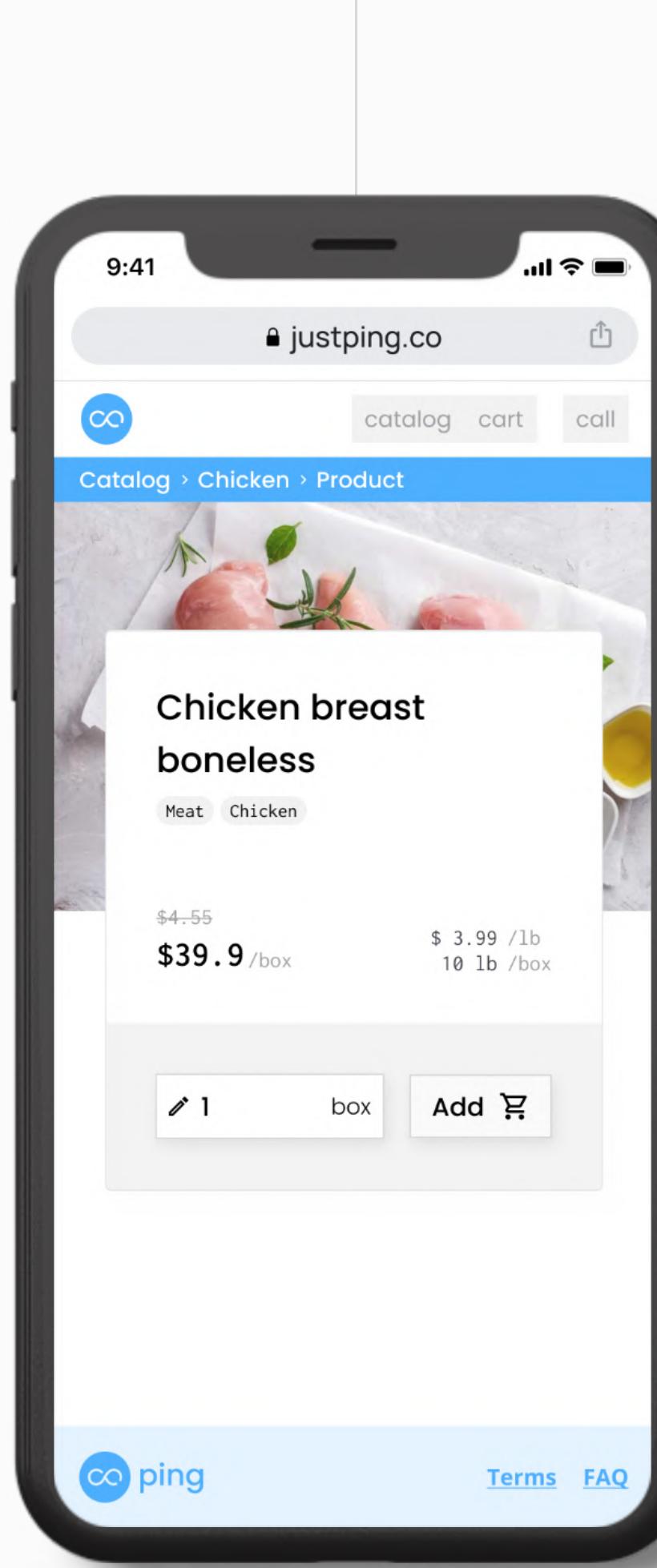


Imagery and Iconography

Attempts at compensating for the amount of text

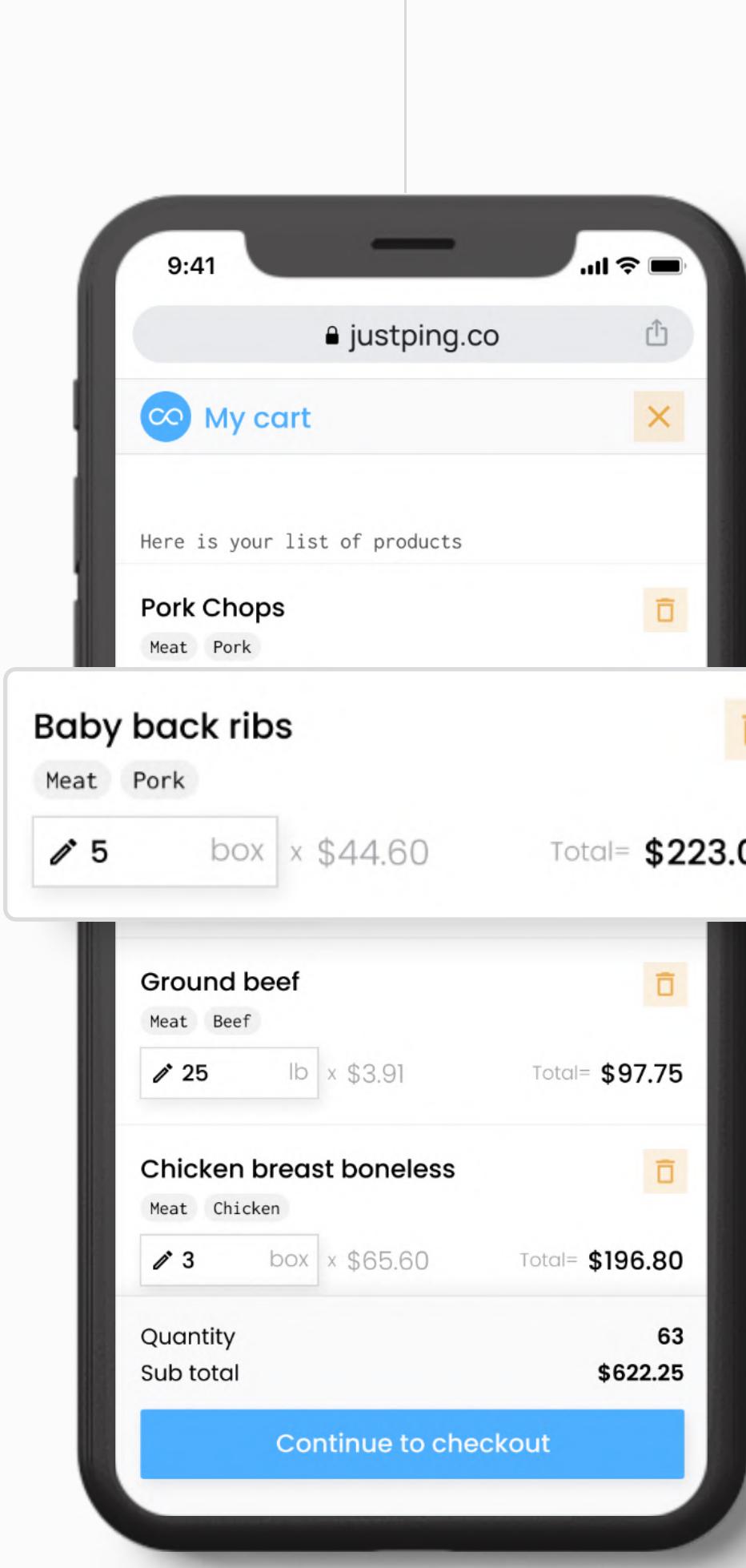
Product page

Modal design for lack of content



Cart

Technical limitations. Far from the real mental model.



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

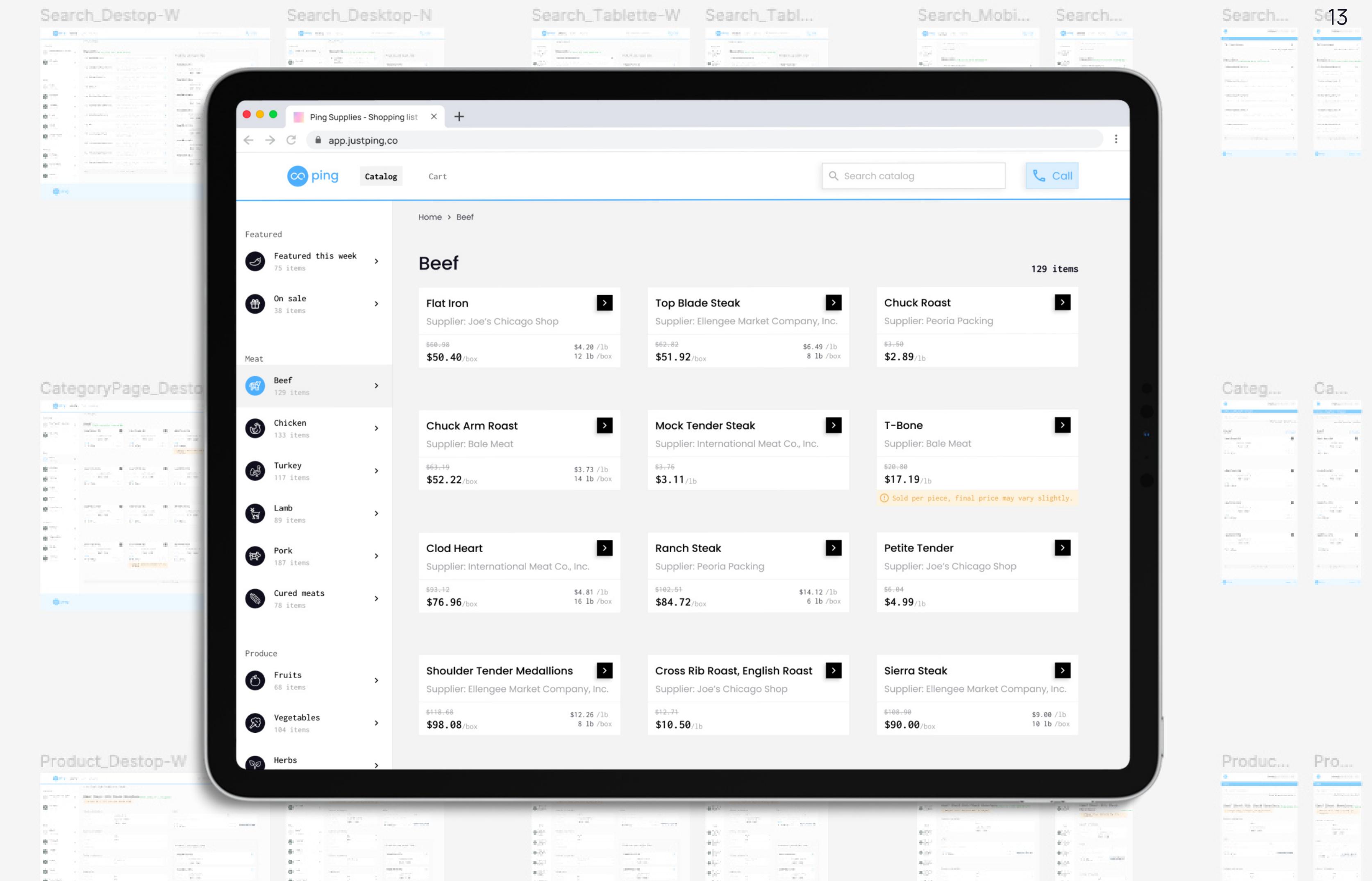
- Reach 10 orders a month
- Improve order rate
- One recommended product ordered

Results

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

Metrics

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



Wireframing

Designed mobile, tablet, and desktop

High fidelity

Designed extremes of each breakpoint

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

Not a success. Seen as a third party.

Adding new categories

Difficult, suppliers have separate systems.

Product schema

We improved the schema to reflect how users purchased

The diagram illustrates the evolution of a product schema across different interface components:

- Mobile App Wireframe:** Shows a navigation bar with 'ping' logo, 'Catalog', and 'Cart' buttons. Below is a search bar and a 'Call' button. The main content area shows a 'Featured' section with 'Featured this week' and 'On sale' items, followed by a 'Meat' category listing 'Beef', 'Chicken', 'Turkey', 'Lamb', 'Pork', and 'Cured meats'. To the right, a detailed product page for 'Short Rib Chuck Boneless' is displayed, showing general information (Supplier: Joe's Chicago Shop, Category: Meat / Beef, Package size: 16" x 20" x 3" inch), dietary preferences (Allial: Yes, Kosher: No, Vegan: N. A., Vegetarian: N. A.), preparation (Skinless: No, Boneless: Yes), and an order summary. A callout box highlights the 'Preparation' section with the values 'Skinless: No' and 'Boneless: Yes'.
- Product Card 1:** Shows a product card for 'Beef Short Rib Chuck Boneless' with supplier 'Joe's Chicago Shop', price '\$3.99/lb', and a note 'Sold per piece, final price may vary slightly.'
- Product Card 2:** Shows a second product card for 'Beef Short Rib Chuck Boneless' with supplier 'Joe's Chicago Shop', price '\$3.99/lb', and a note 'Sold per piece, final price may vary slightly.'
- Product Card 3:** Shows a third product card for 'Beef Short Rib Chuck Boneless' with supplier 'Joe's Chicago Shop', price '\$19.9 /box', and a note '\$1.99 /lb 10 lb /box'.
- Callout Boxes:** Two callout boxes point to specific fields in the product pages. One points to the 'Preparation' section in the main product page, and another points to the price and unit information in the first product card.

Missing values

Imperfect database impacts product page design

Version 3

Objectives

- A quote request system will improve conversion
- Saving restaurant info will increase conversion

Success

- Improve order rate
- Improve conversion: +30% in catalogue/search > cart, +30% in cart > quote

Results

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

Metrics

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

No code tools

Combining no code tools so users can request quotes.

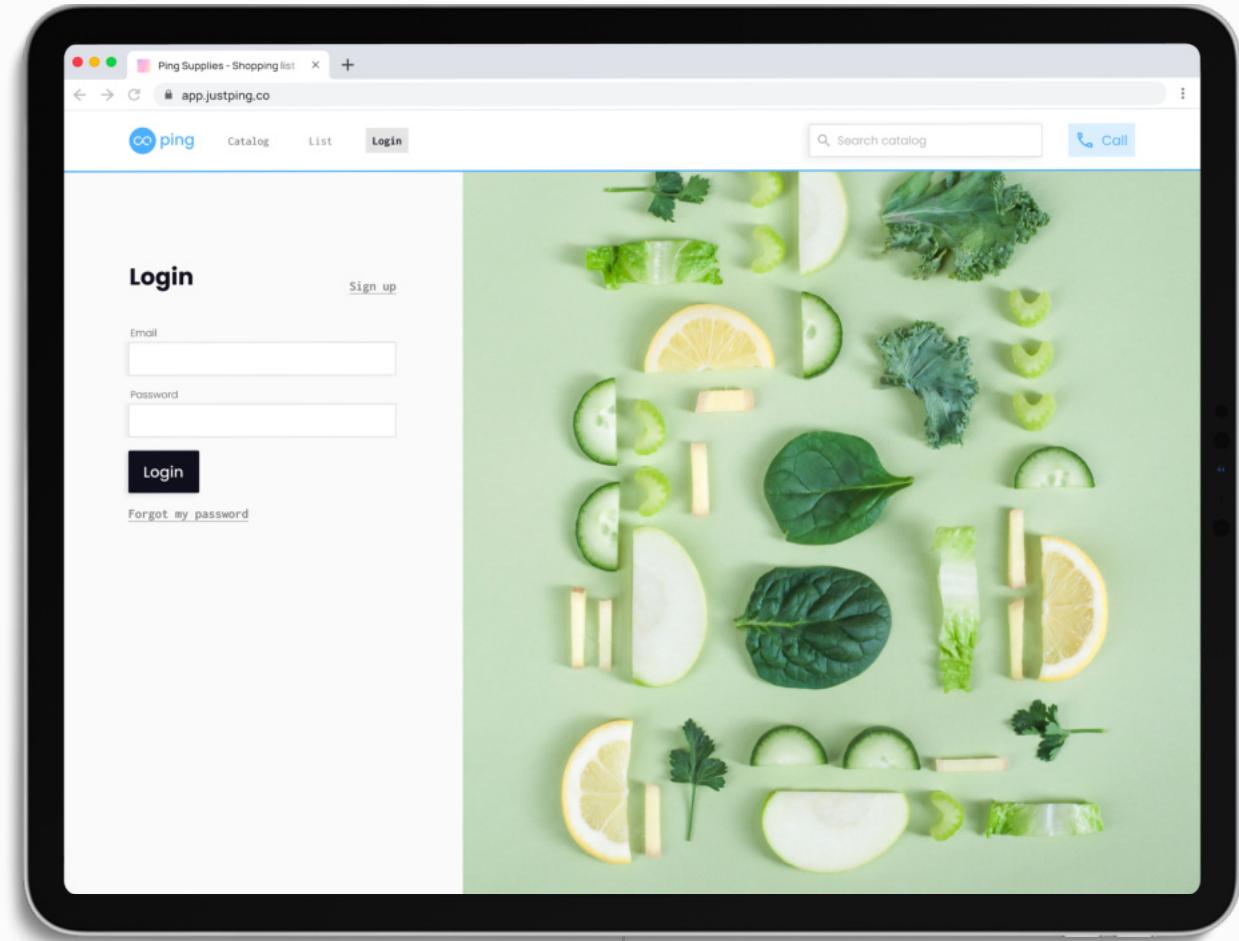


New technology > new design capabilities

Delivery date and time, preparation, categories, ordering zero

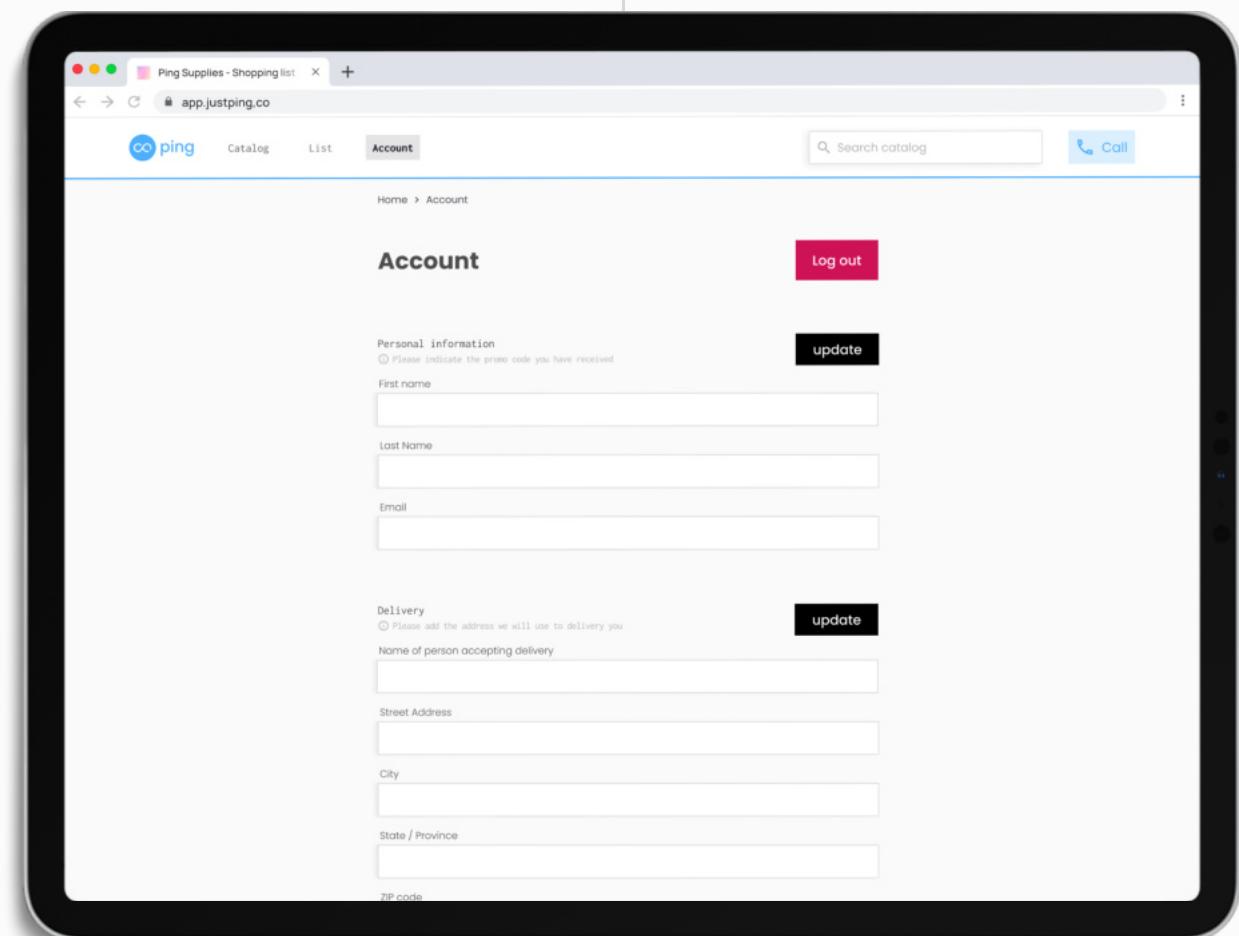
Version 3

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, new navigation, and CTA on product cards

Success

- +20% in search > cart
- +10% in catalogue > cart

Results

V4 was designed, shown to users, but not launched

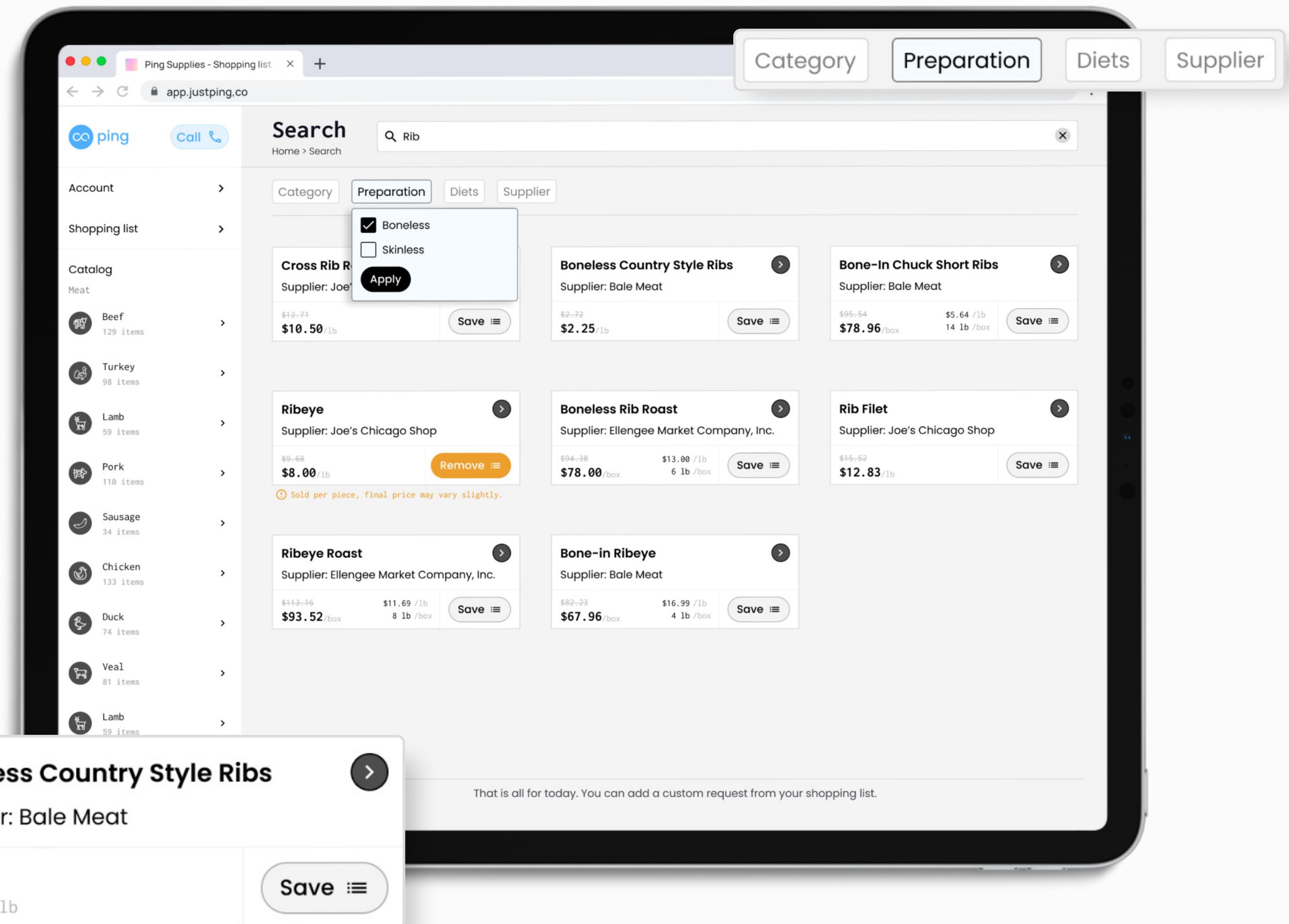
- Loved the search and filters
- Thought the CTA on card already existed
- Did not see a change between old/new nav.

Metrics

Restaurants	16	Catalogue to cart	~~
New orders	61	Search to cart	~~
New sales	\$ 65,000	Cart to quote	~~
Order size	\$ 1066	Re-order ratio	95%
Orders /m	3.8	Phone order ration	18%

Search page

Open source API enabled dynamic search and filtering of products and not pages.



New technology > new design capabilities

Price info, box info, supplier name, CTA

Version 4

Building: 2 weeks Testing: 1 week

Updated navigation

Easier for users to go from list to catalogue

Special request

A way to learn about customer desire

CTA added to product card

Users modifying quantities in the list, so added the CTA on product card

Results

How far did we take this

Re-order ratio

Monthly orders per restaurant - with 4/month avg.

95% +52% (2.5 to 3.8)

Phone order ratio

Orders finalized by phone compared to online

18% -55% (40 to 18%)

Fridge penetration ratio

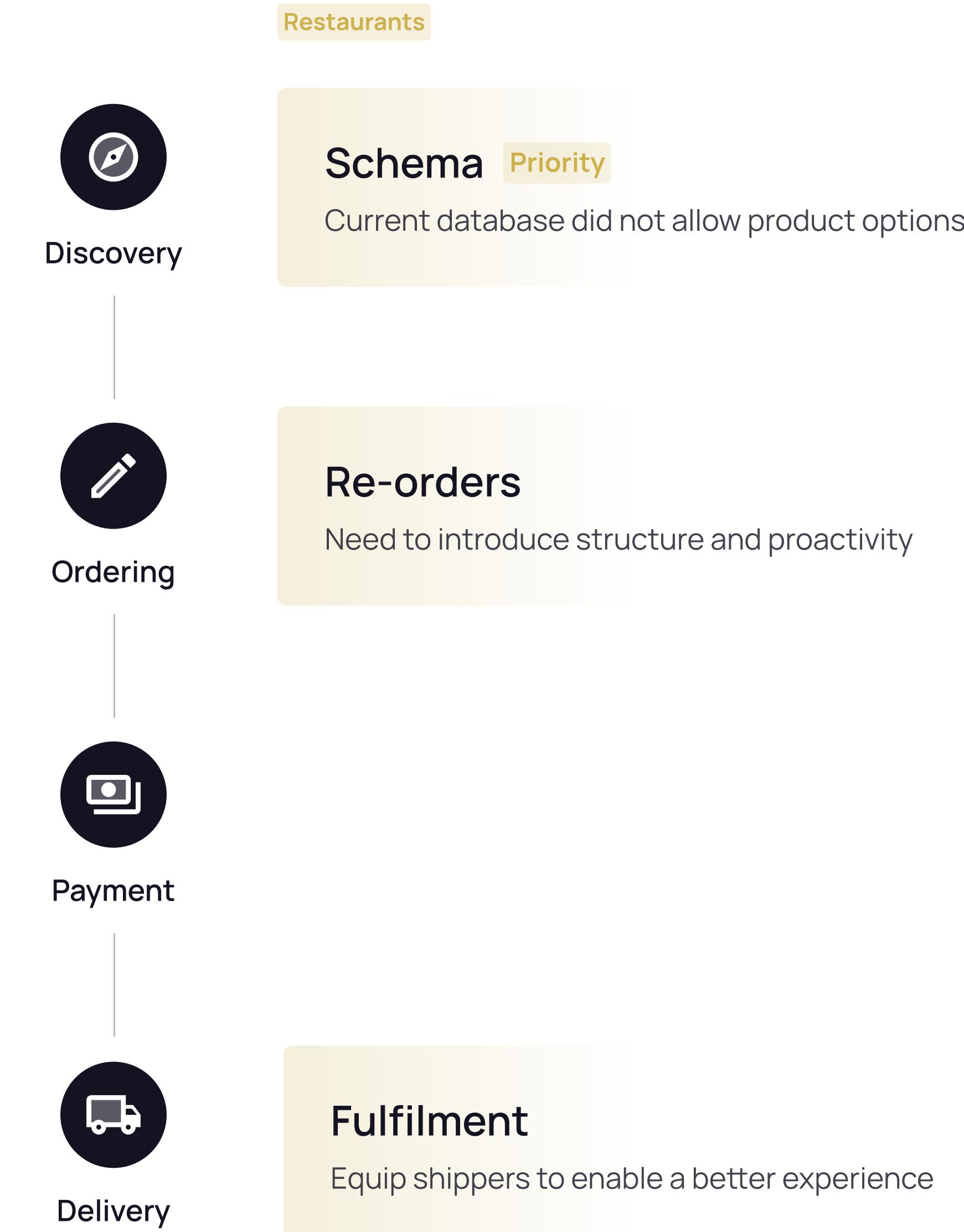
Ping sales per total food costs - with \$3k/m avg.

54% +33% (41 to 54%)



Next steps

What areas of collaboration could we improve further?



Learnings

Execution learning

Familiarity with technological landscape is crucial

Collaboration learning

Developer communication improves design and tech

Strategic learning

Separating design thinking and implementation

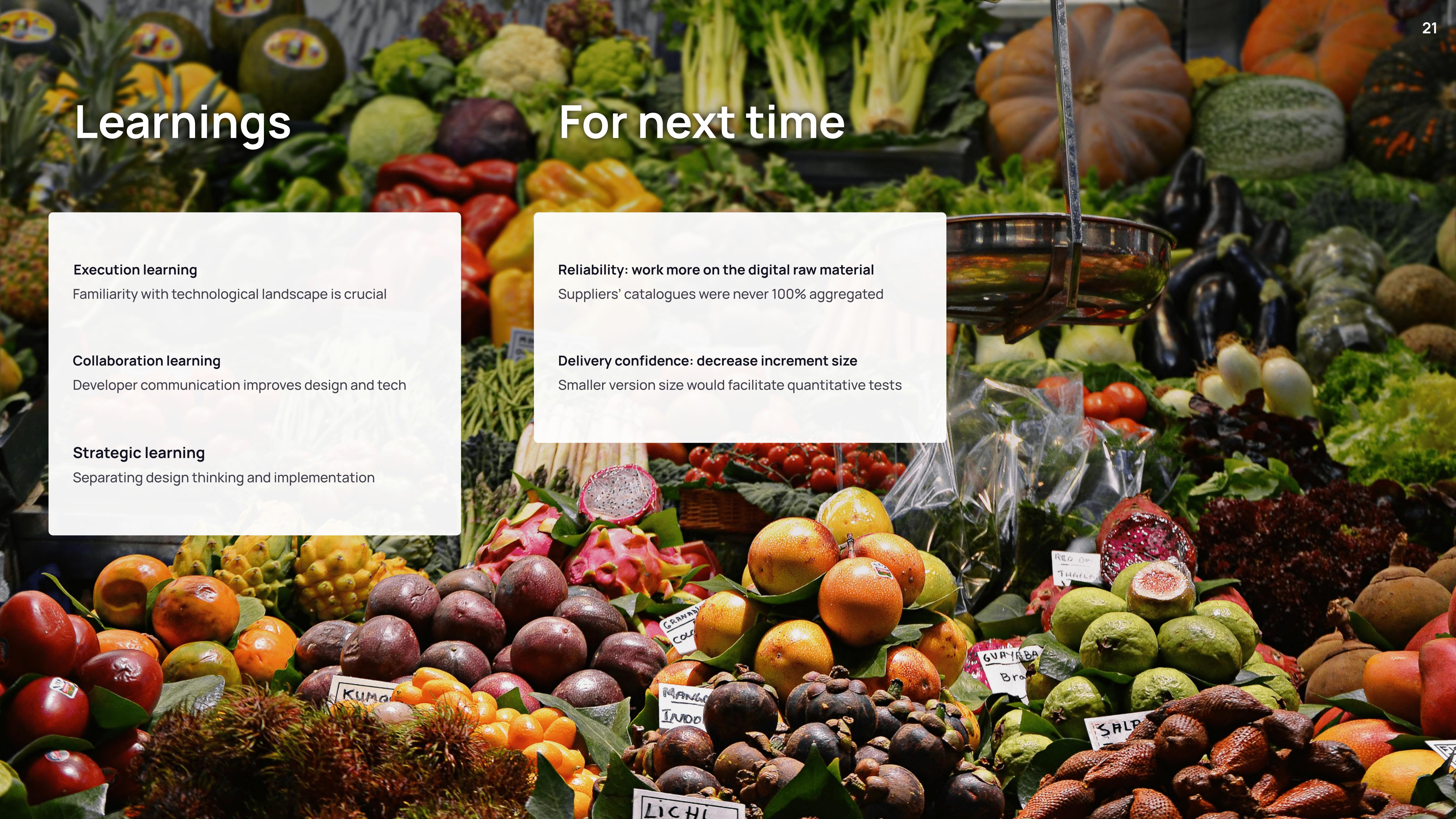
For next time

Reliability: work more on the digital raw material

Suppliers' catalogues were never 100% aggregated

Delivery confidence: decrease increment size

Smaller version size would facilitate quantitative tests



Thank you

by Benjamin Prigent • bprigent.com