

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

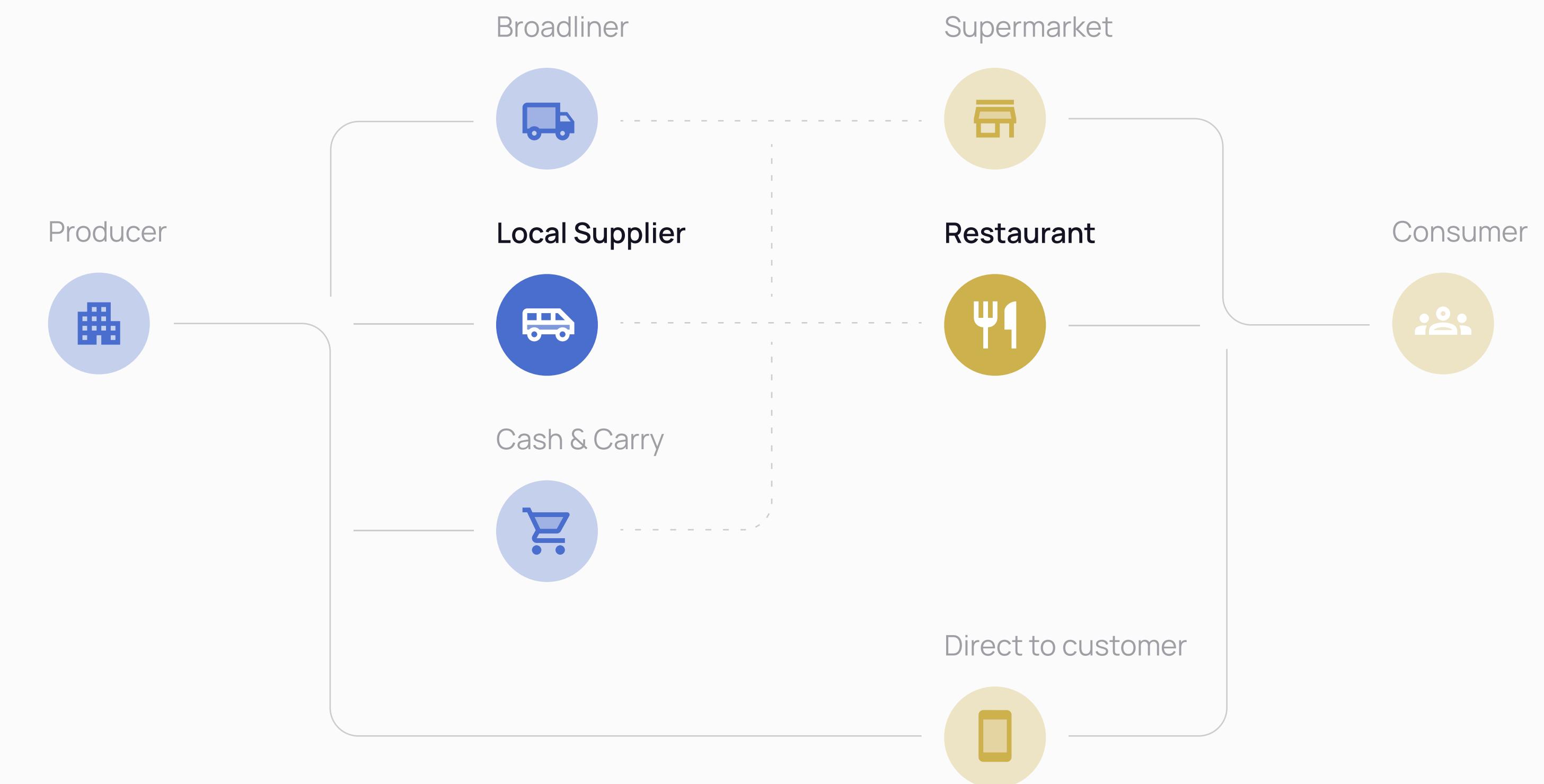
An industry with many actors

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

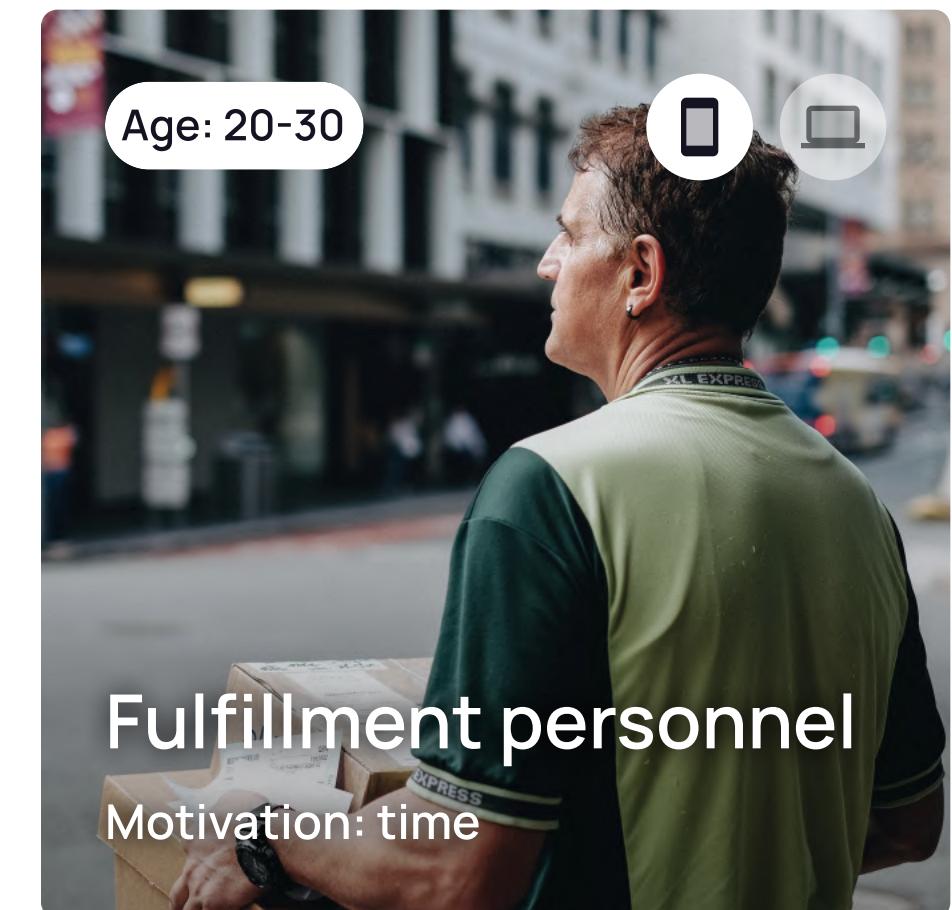
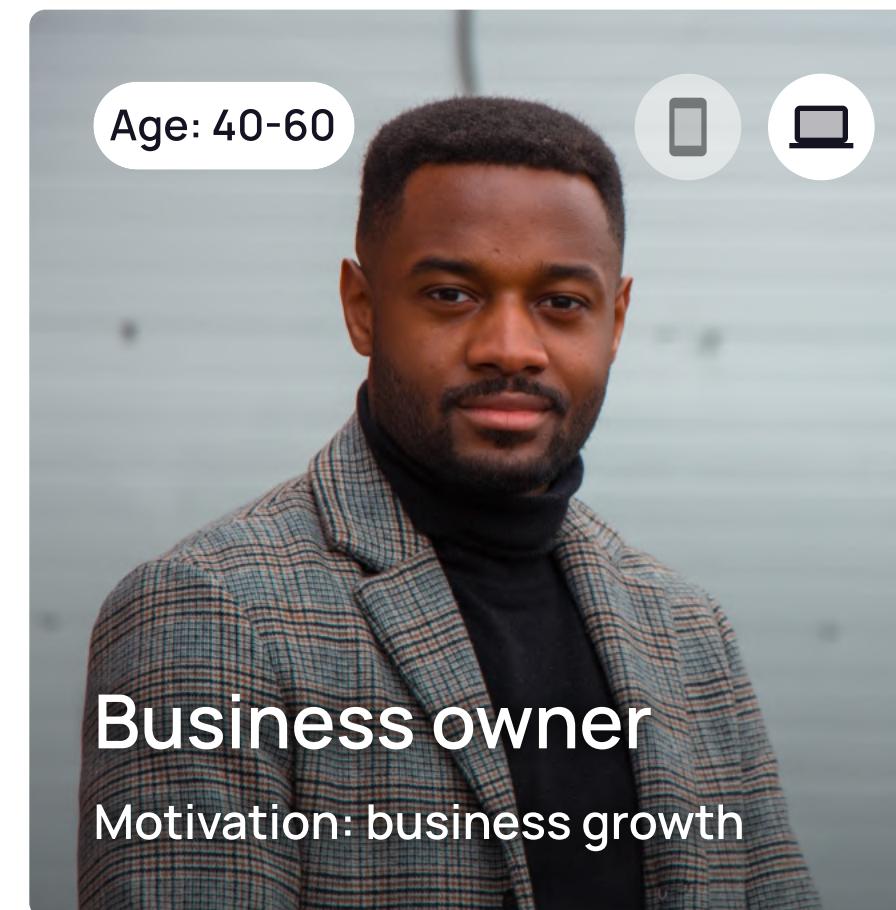
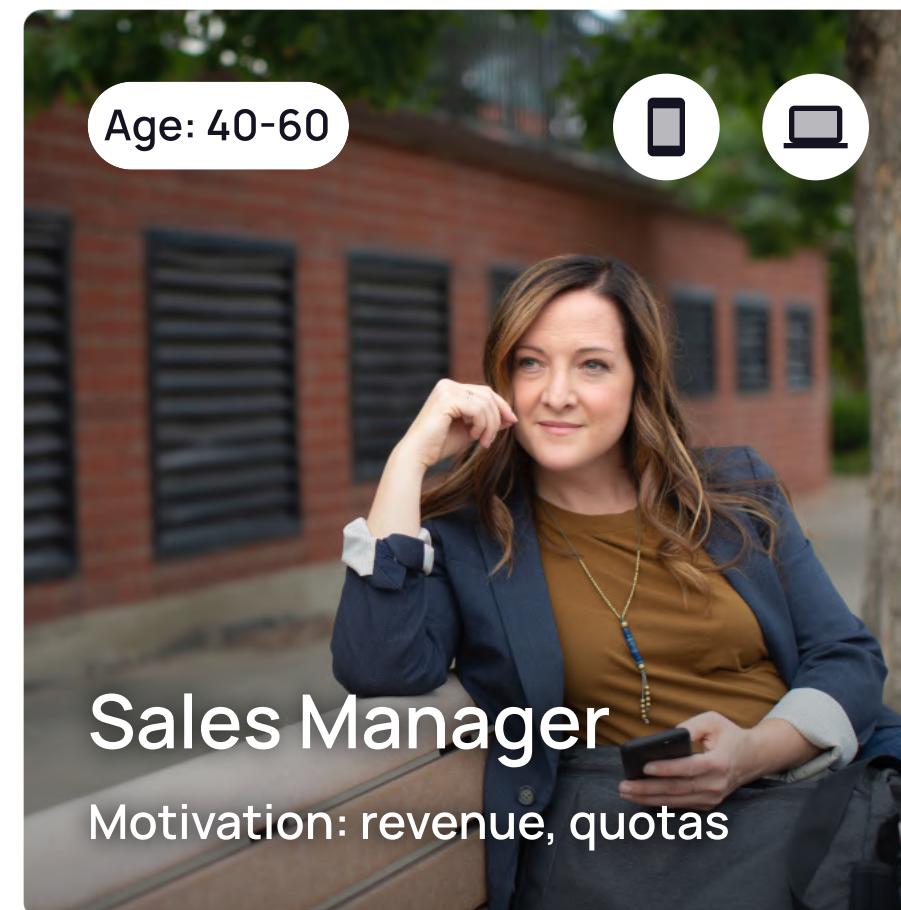
Lowest
price point

Best
quality

1
food category

1
local zone

People



Journey



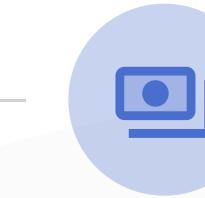
Acquiring new business
Deprioritized



Taking orders
Repetitive, Errors



Updating prices
Manual



Payment
Practicality / Fees



Prep & Fulfillment
Communication, Errors

Initial Research

Independent Restaurants

Company

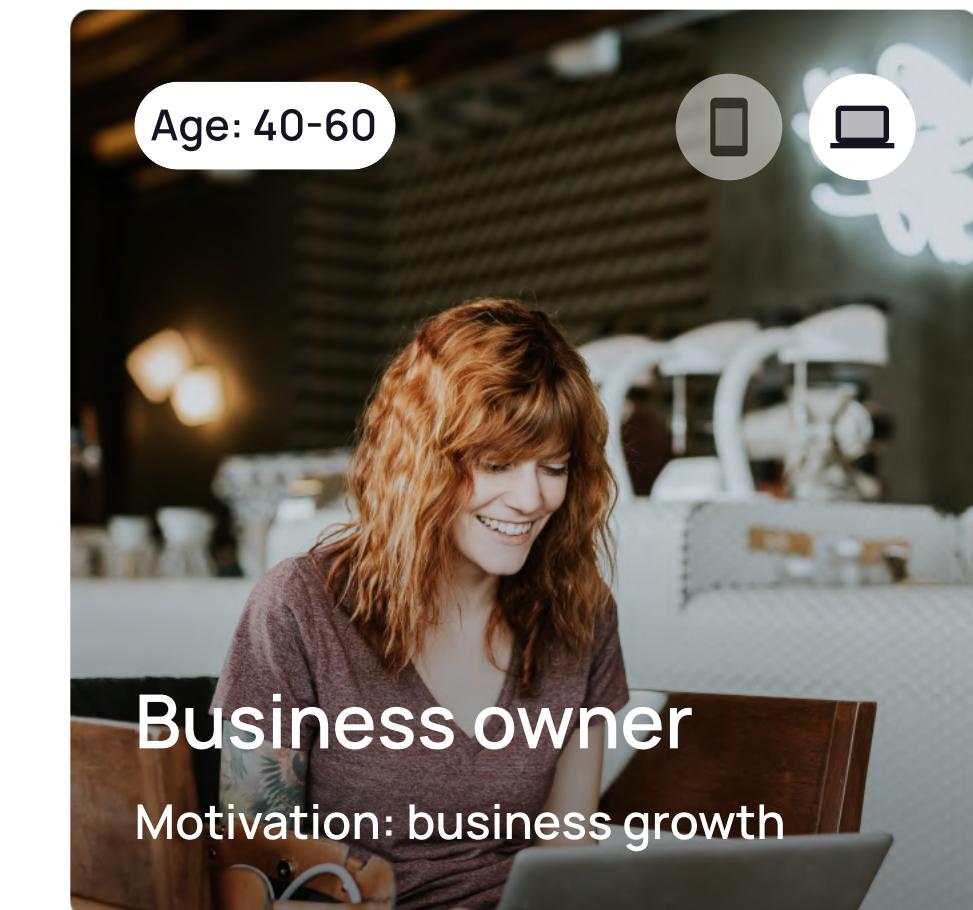
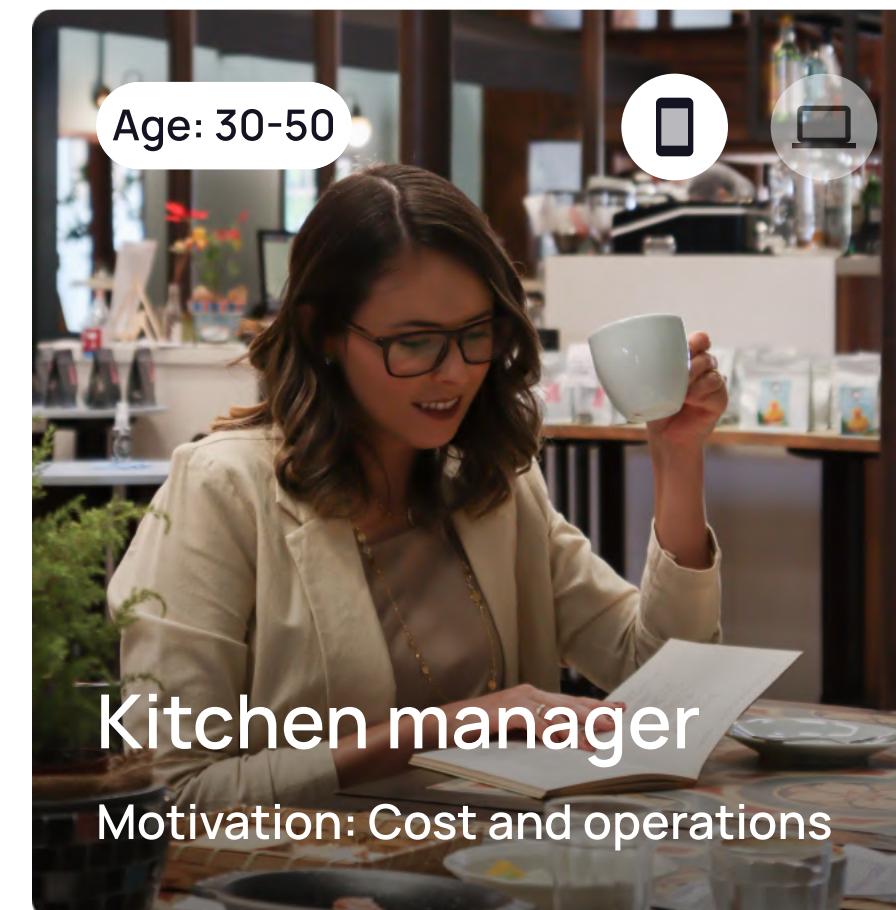
\$2k
weekly order

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

Suppliers

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

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



Discovery

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



Ordering

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



Payment

How might we increase delivery **reliability**?



Delivery

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

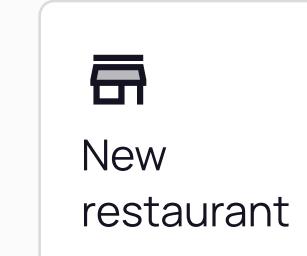
How might we act as a **facilitator** during deliveries?

Business goals

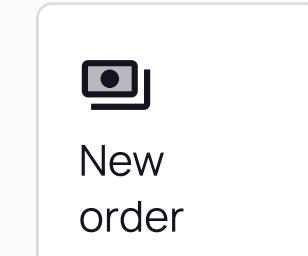
Beta with 10+ restaurants in 4 months



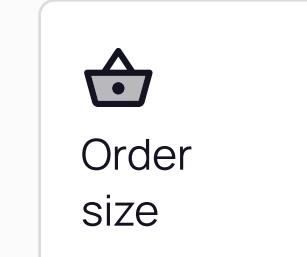
Restaurant KPIs



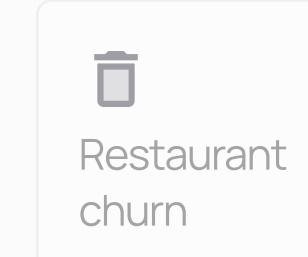
New restaurant



New order



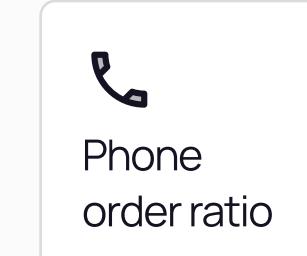
Order size



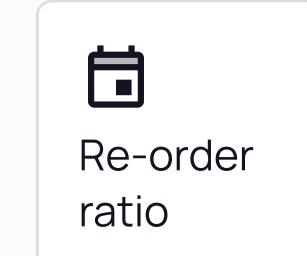
Restaurant churn



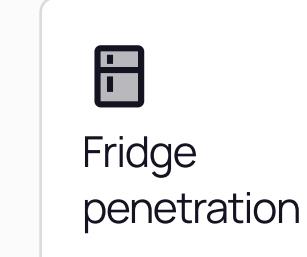
Product KPIs



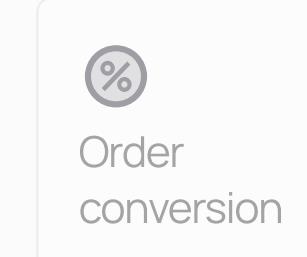
Phone order ratio



Re-order ratio



Fridge penetration



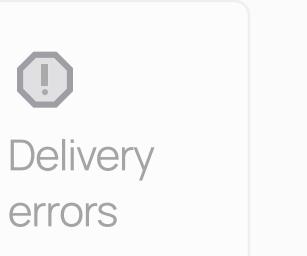
Order conversion



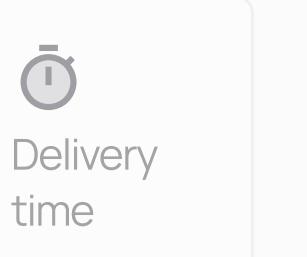
Supplier KPIs



New supplier



Delivery errors



Delivery time

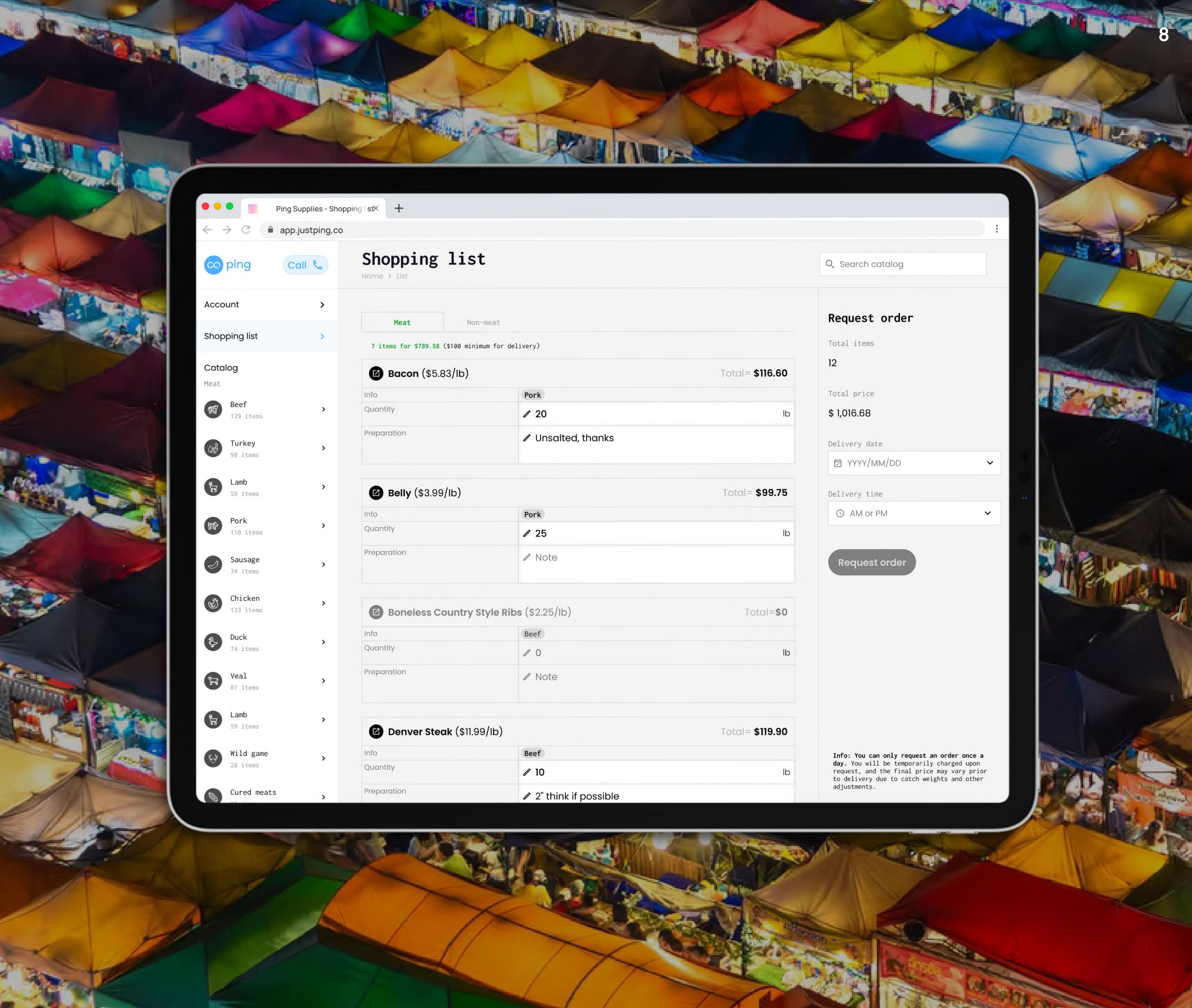
*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

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

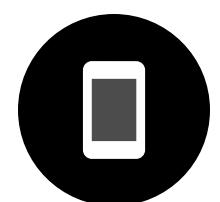


Timeline

Four iterations in four months

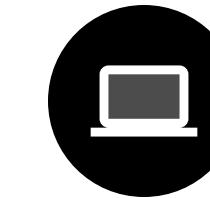
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



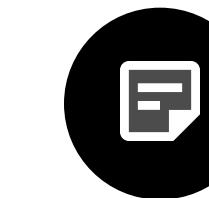
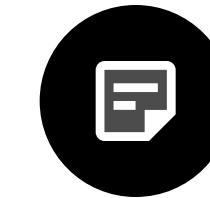
New mental model: shop lists

V3 • June



Shop lists improvements

V4 • July



Version 1

Objectives

Barebone product: order meat and produce from mobile

Success

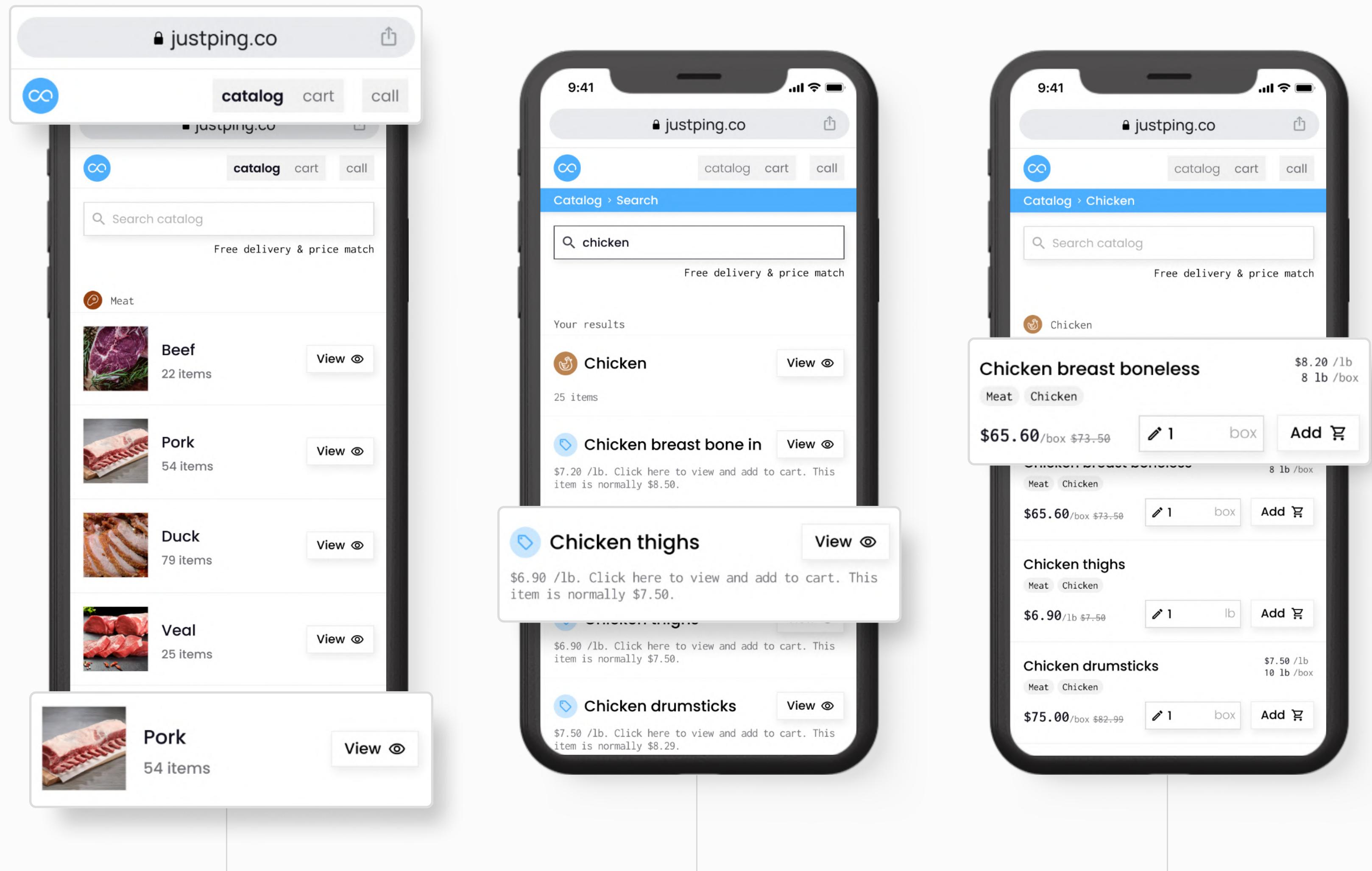
Get a couple of restaurants to buy, gather feedback

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

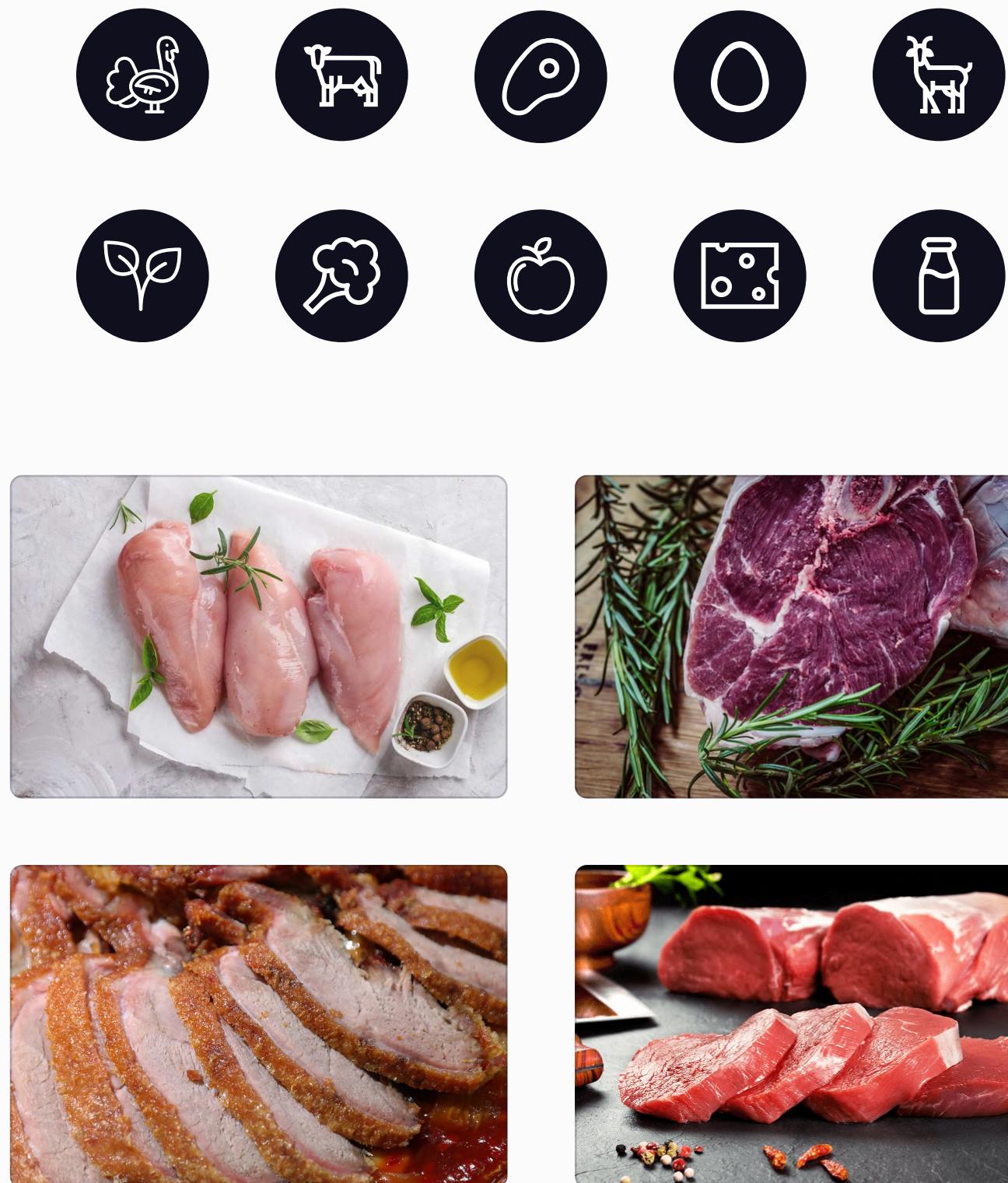
People know what they want. Search was important.

Collection

Metadata: no image, no description. Added order input

Version 1

Building: 3 weeks Testing: 1 week

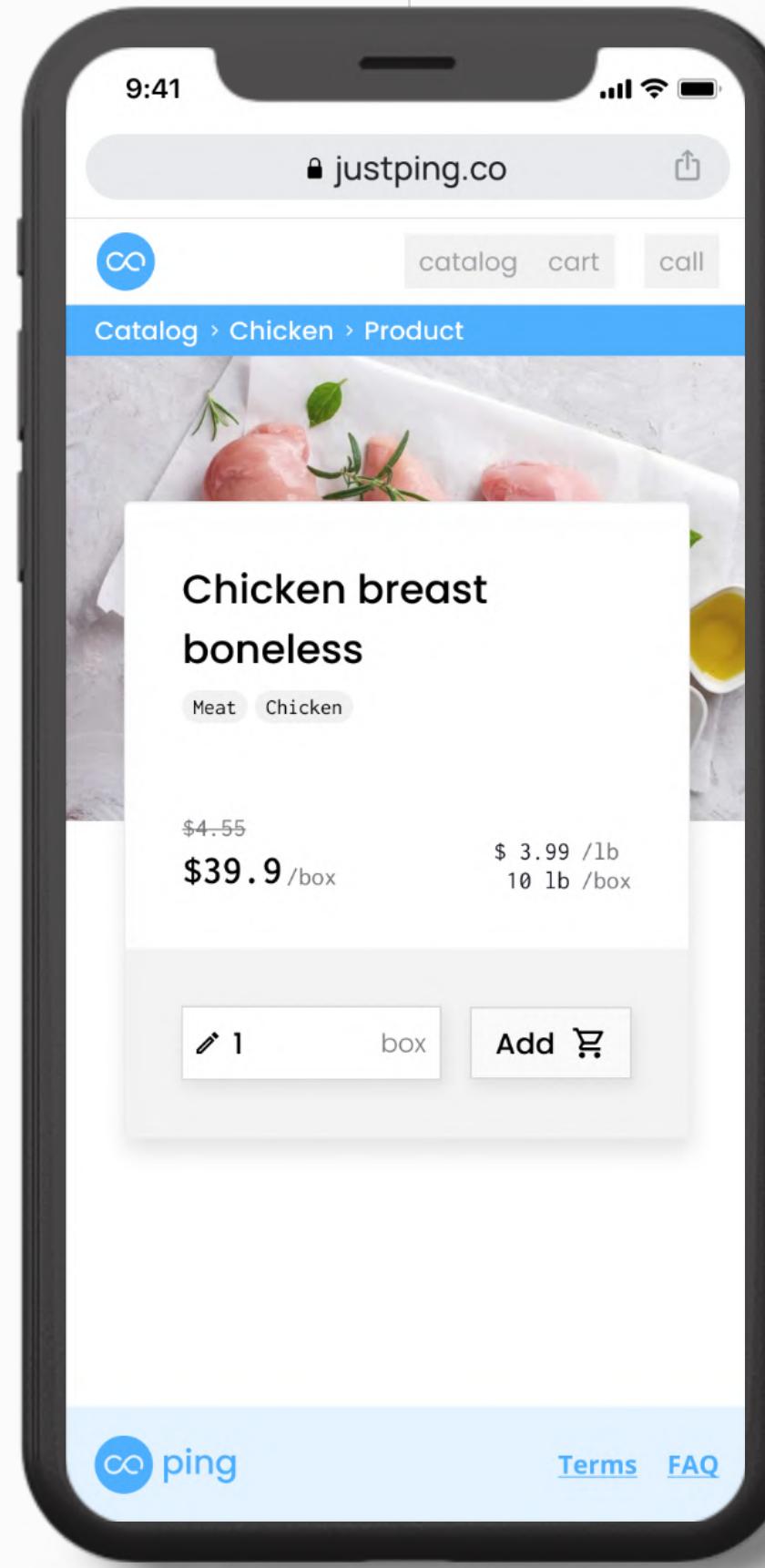


Imagery and Iconography

Attempts at compensating for the amount of text

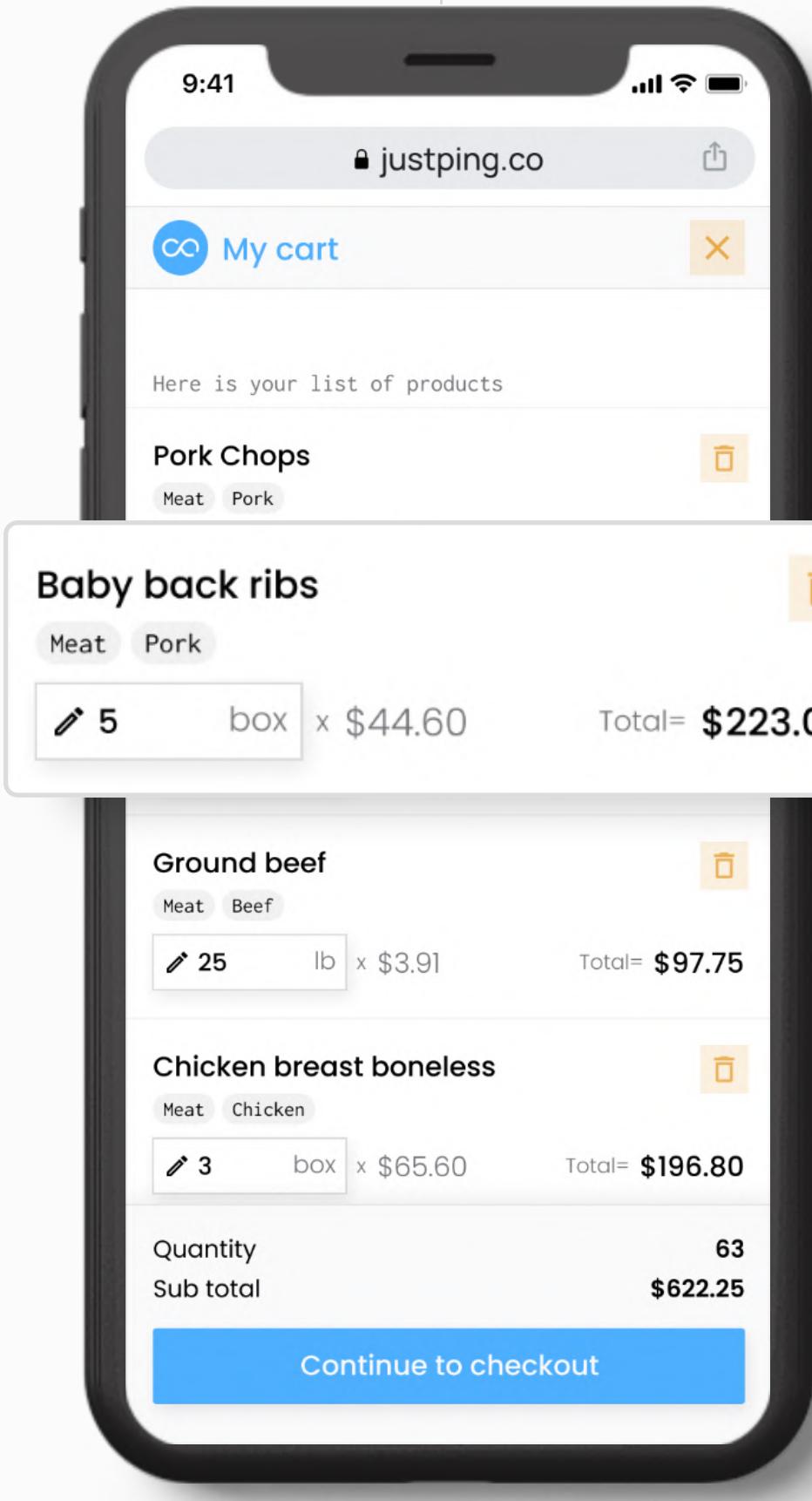
Product page

Modal design to bring CTA closer to thumb-zone



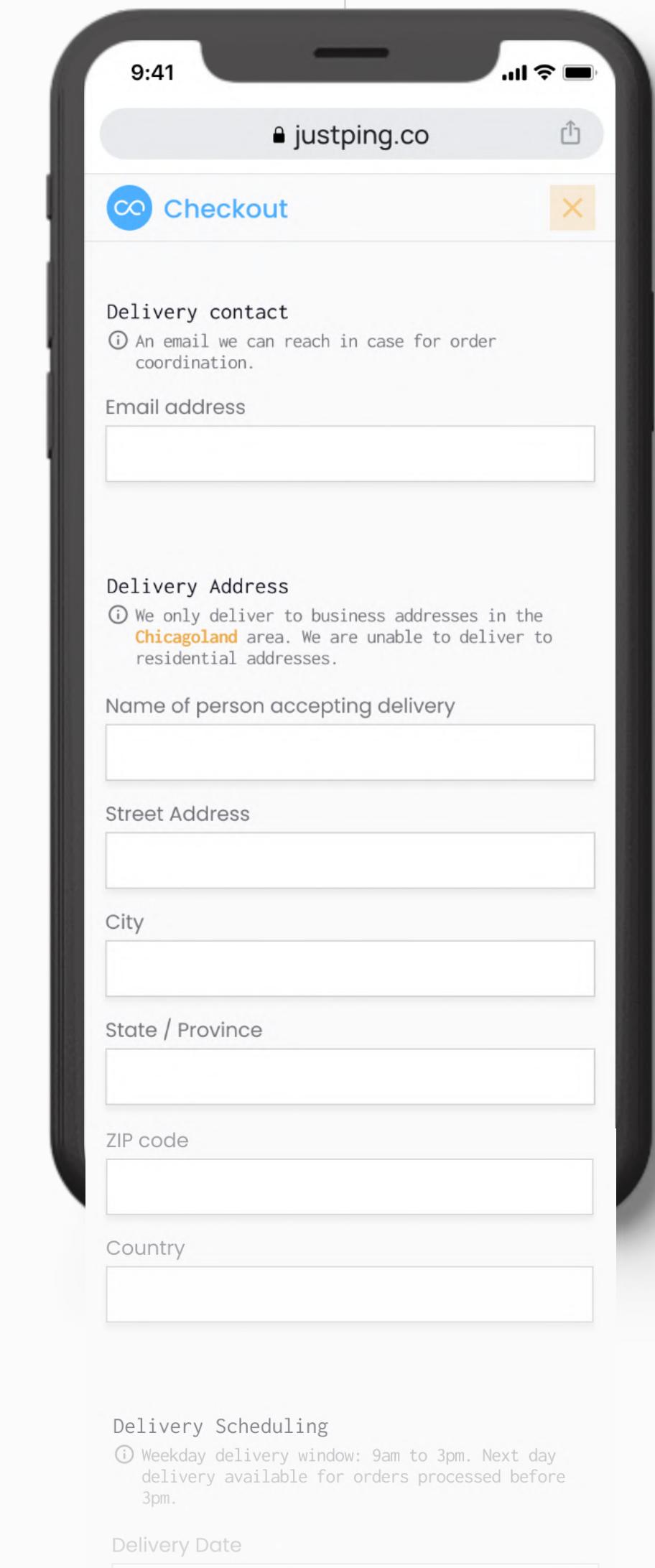
Cart

Designed the cards to enable easy budgeting.



Checkout

Long checkout, we did not save the data.



Version 2

Objectives

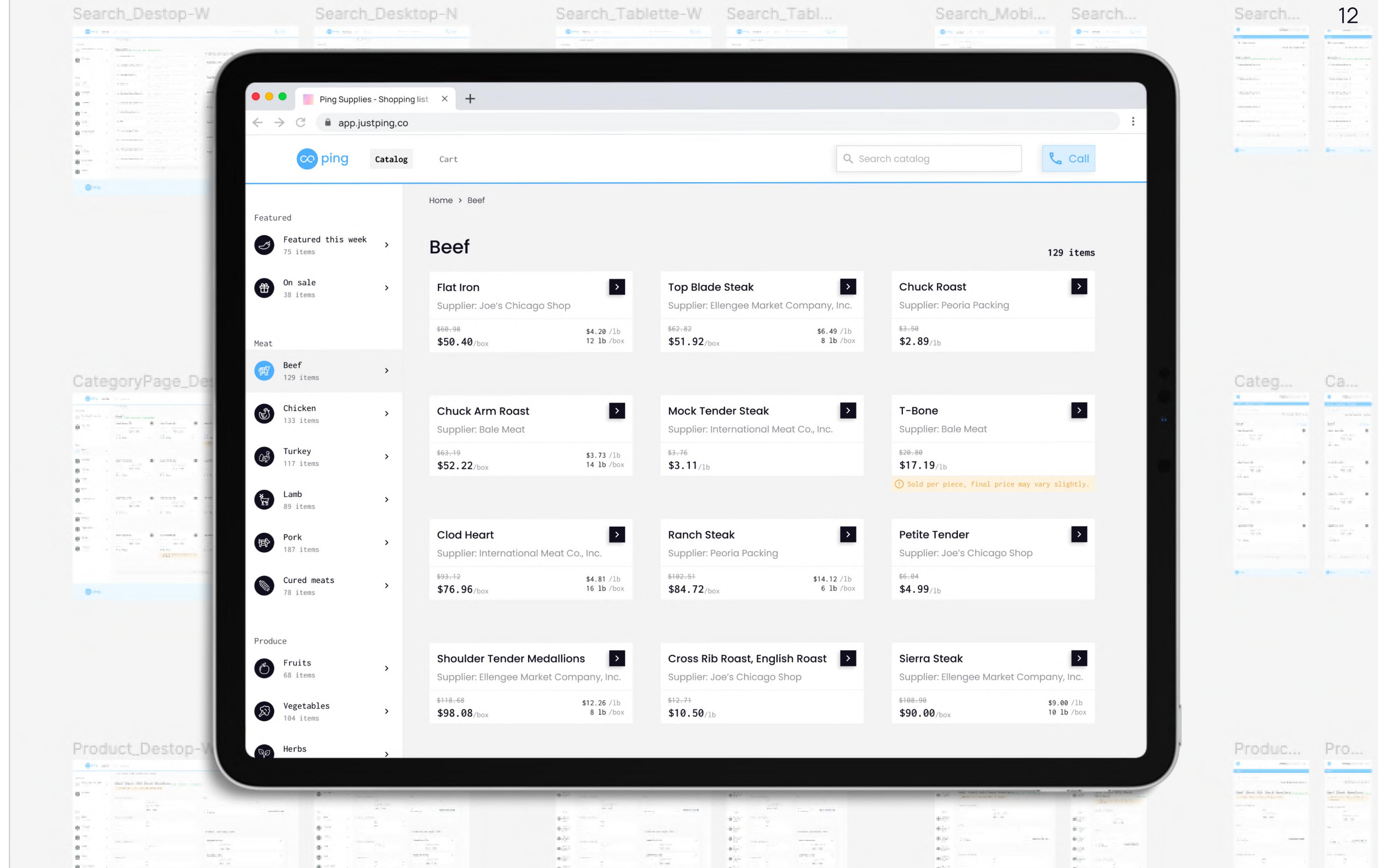
Larger devices will increase conversion & recurrence.
Products can be recommended.

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 to understand the limits of my components.

Product Card

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

Version 2

Building: 2 weeks Testing: 1 week

Featured

- Featured this week >
- On sale >

Meat

- Beef >
- Chicken >
- Turkey >
- Lamb >
- Pork >
- Cured meats >

Produce

- Fruits >

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

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$23.88
\$19.9 /box

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$4.55
\$3.99/lb

! Sold per piece, final price may vary slightly.

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

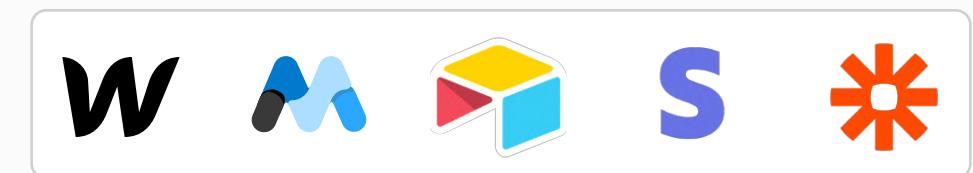
- 😊 Shopping lists
- 😊 Request a quote
- 😊 Add instructions
- 😢 Search and filter experience

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

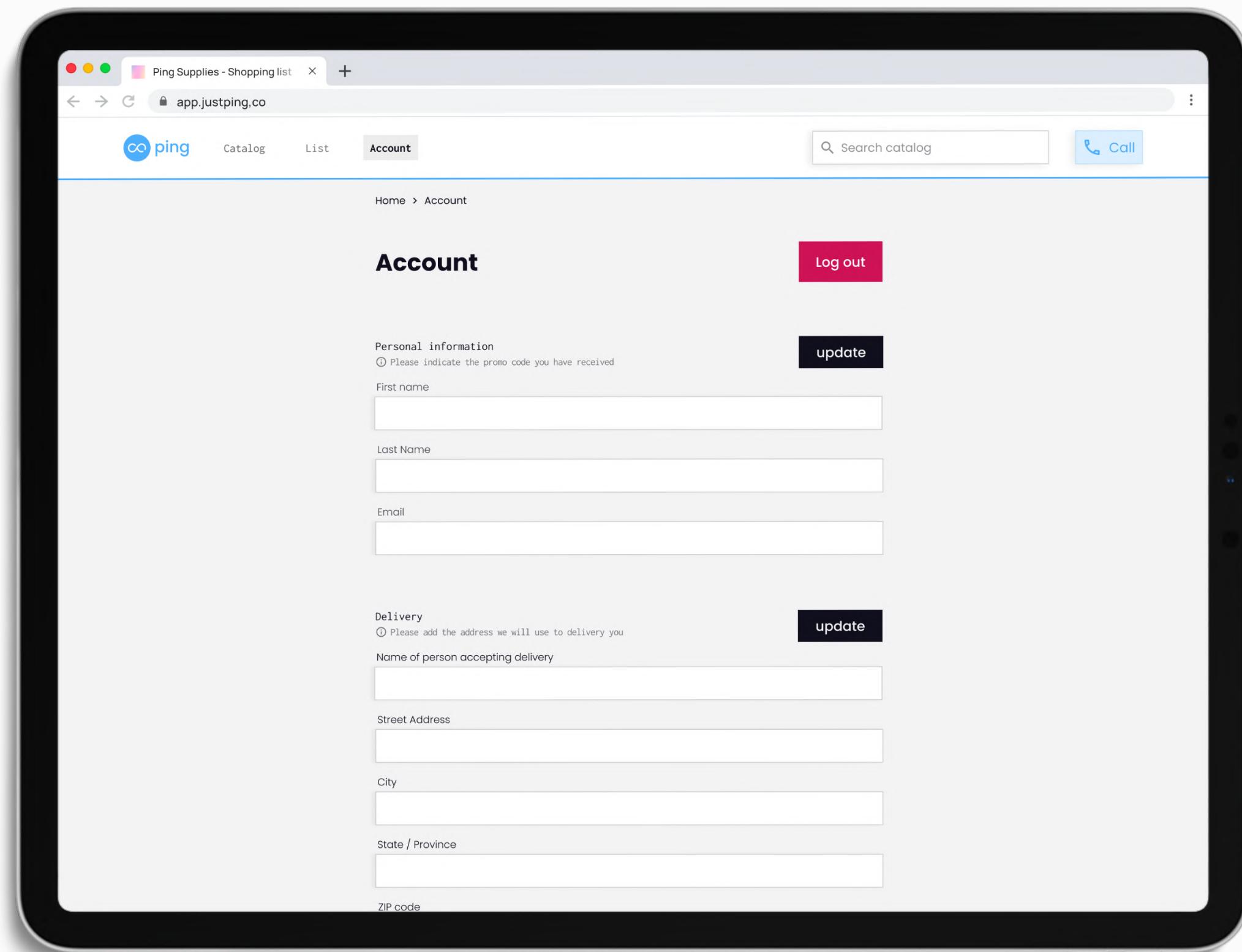
New stack enable to improve budgeting and facilitate the ordering process.

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 too long to code.

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.

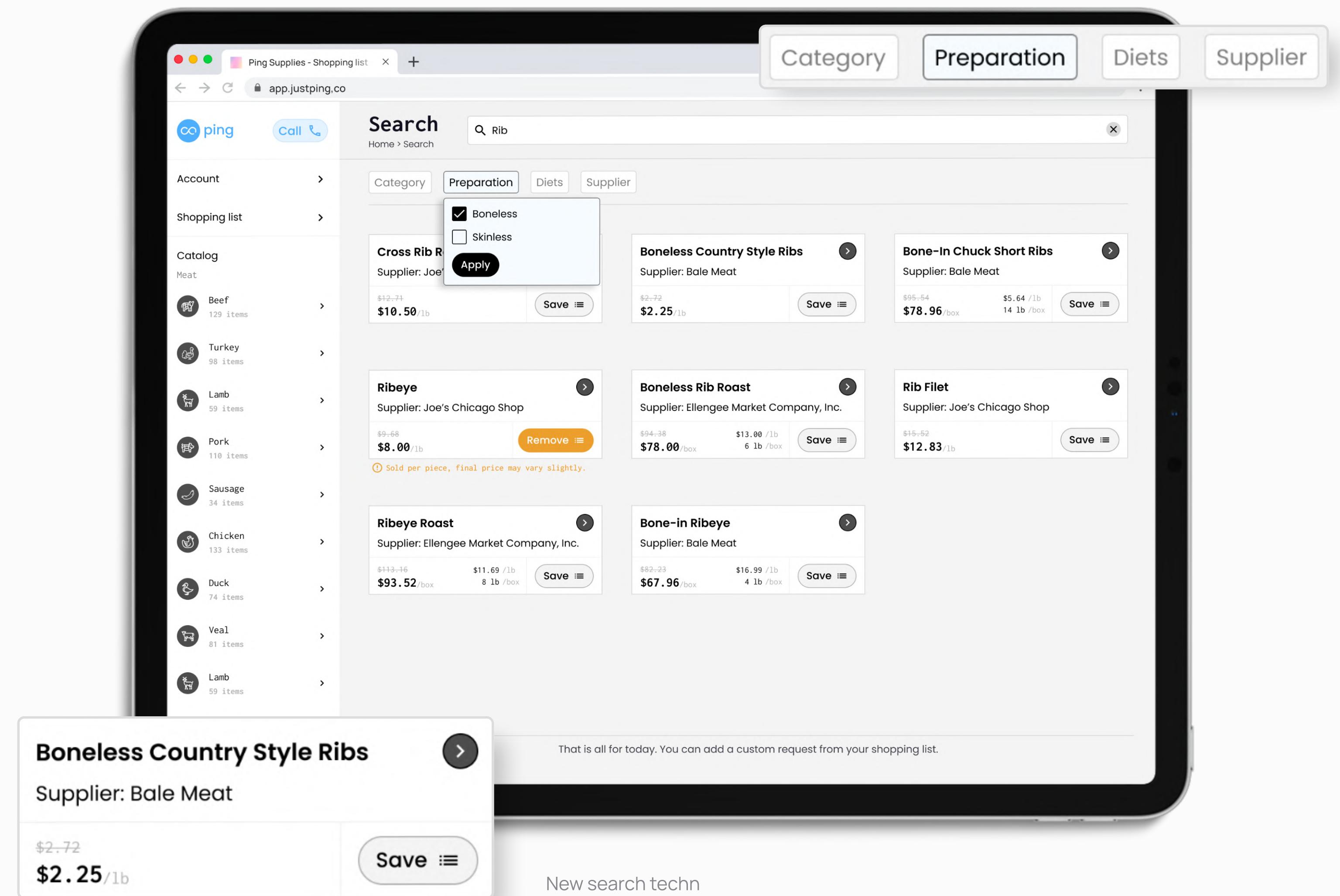
- 😊 Loved the search and filters
- 😊 Thought the CTA on card already existed
- 😐 Did not see a change between old/new nav.

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

Shopping list

Home > List

Request order

Item	Category	Total
Tomato, Better boy (\$1.89/lb)	Non-meat	\$56.70
French green beans (\$2.13/lb)	Vegetable	\$42.60
Apple, Granny Smith (\$1.32/lb)	Fruit	\$26.40

Delivery date: 2021/03/21

Delivery time: 9am - 12pm

Request order

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.

Chicken

Home > Chicken

Search catalog

Product	Supplier	Price
Breast whole	Joe's Chicago Shop	\$3.85 \$3.18/lb
Breast, skinless	Ellengee Market Company, Inc.	\$3.49 \$20.94/box
Tenders, boneless	Bale Meat	\$4.10 \$24.60/box
Leg x1	Bale Meat	\$1.54 \$1.86/lb
Drumstick	Bale Meat	\$1.84 \$2.23/lb
Thigh, bone in	International Meat Company, Inc.	\$3.99 \$4.83/box
Thigh, skinless	Joe's Chicago Shop	\$4.01 \$4.85/lb
Wing	Ellengee Market Company, Inc.	\$4.60 \$5.57/lb
Wing, boneless, skinless	Joe's Chicago Shop	\$4.87 \$5.89/box

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

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

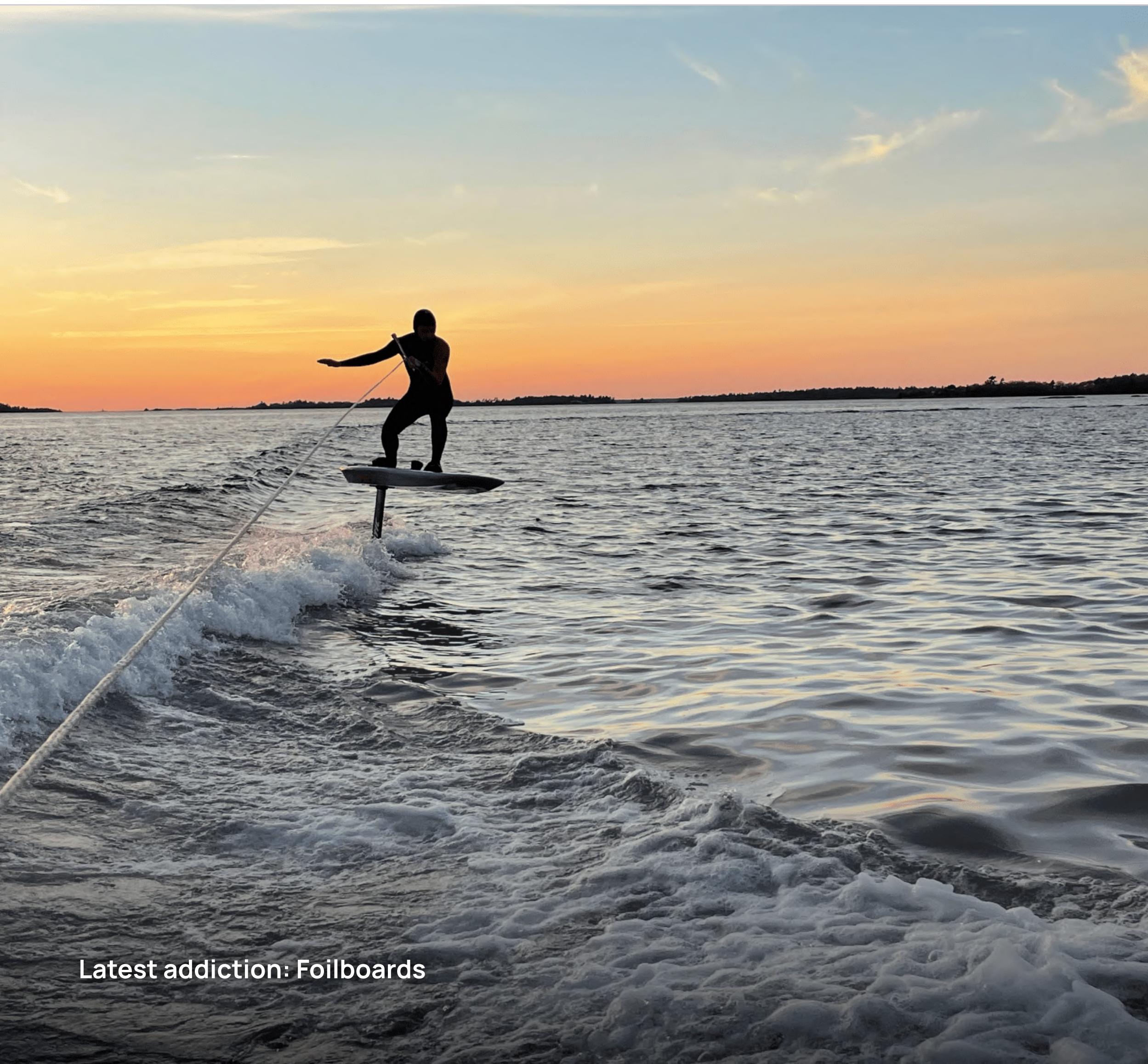
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Appenix

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?

