

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

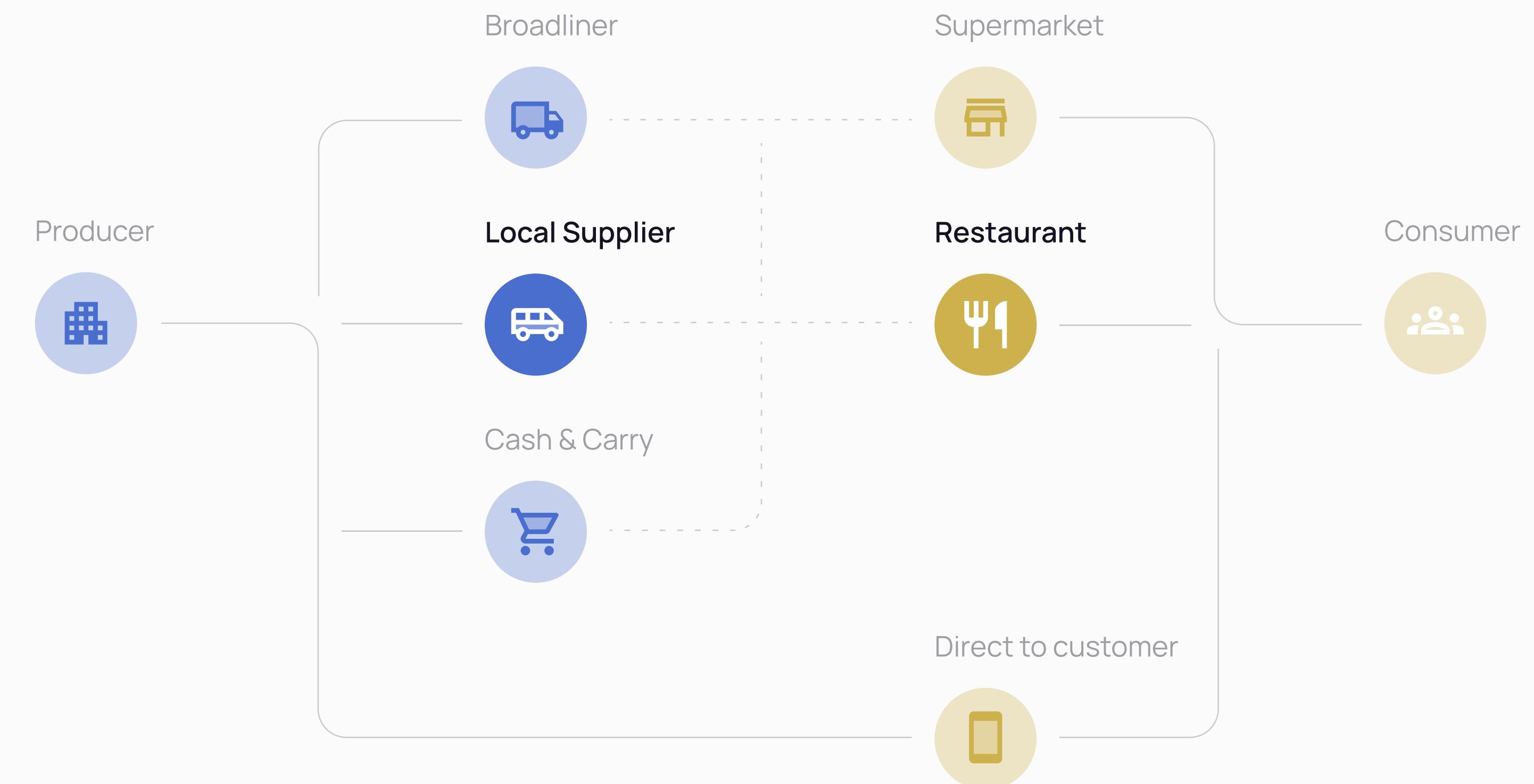
An industry with many actors

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

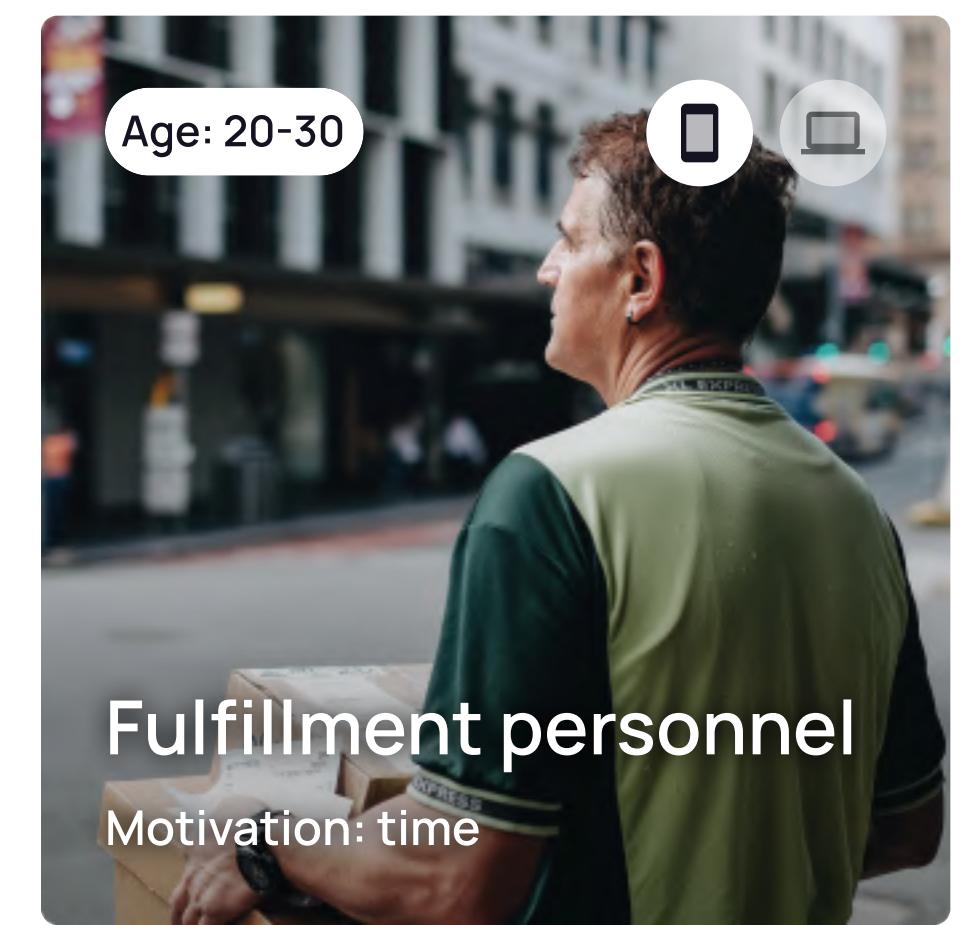
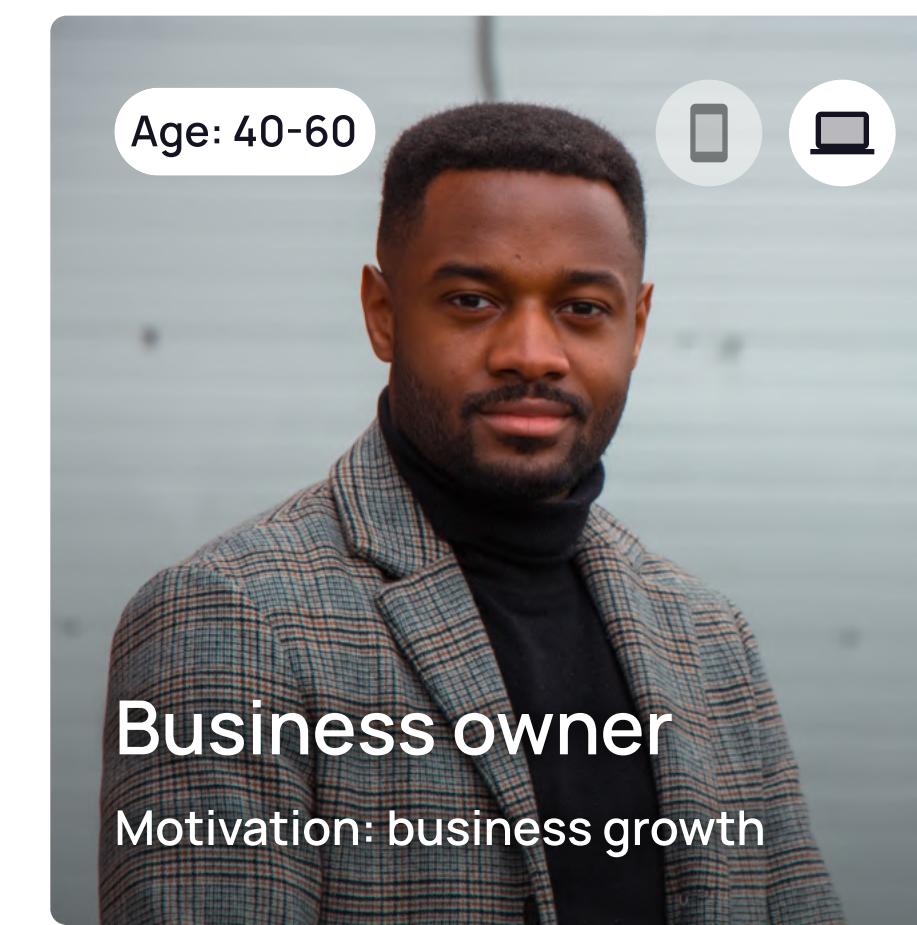
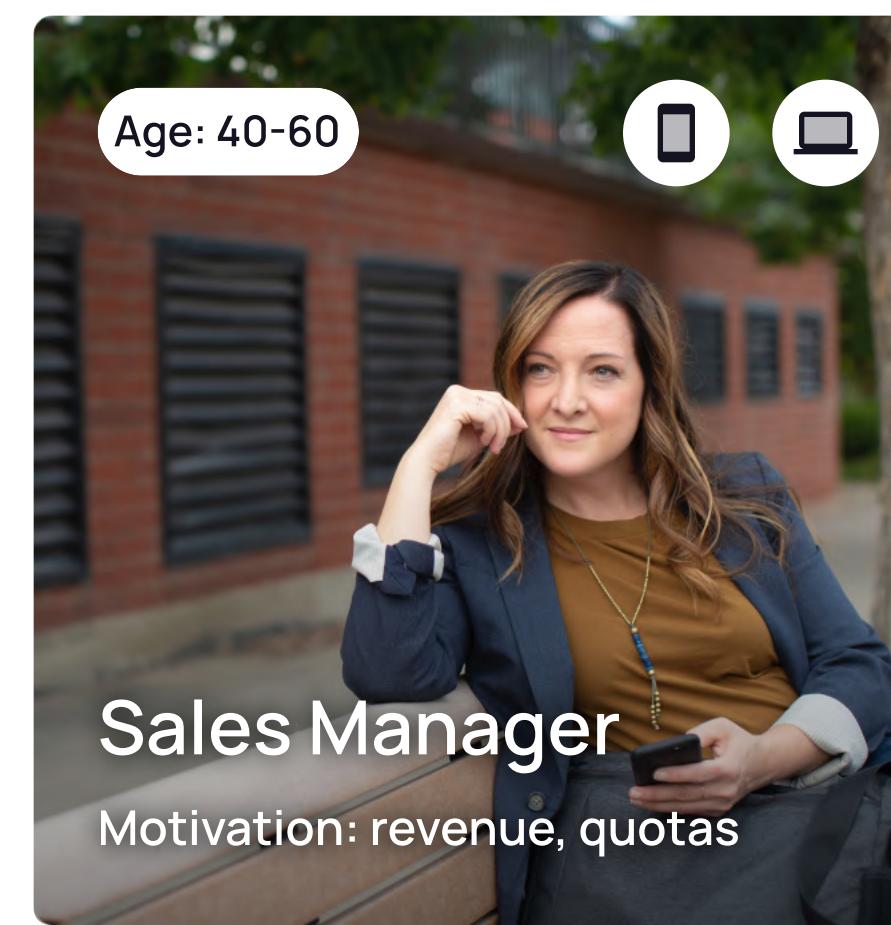
Best
quality

1
food category

1
local zone

49%
market is local

People



Journey



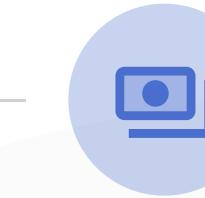
Acquiring new business
Deprioritized



Taking orders
Repetitive, Errors



Updating prices
Manual



Payment
Practicality / Fees



Prep & Fulfillment
Communication, Errors

Initial Research

Independent US Restaurants

Company

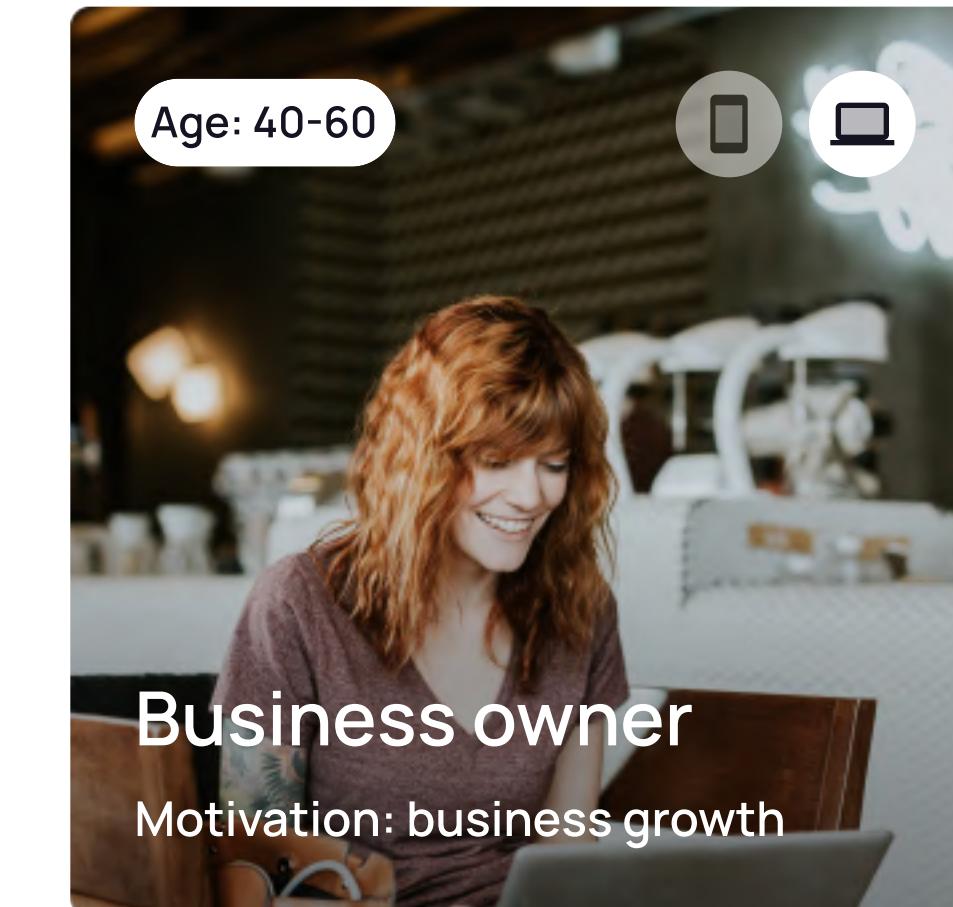
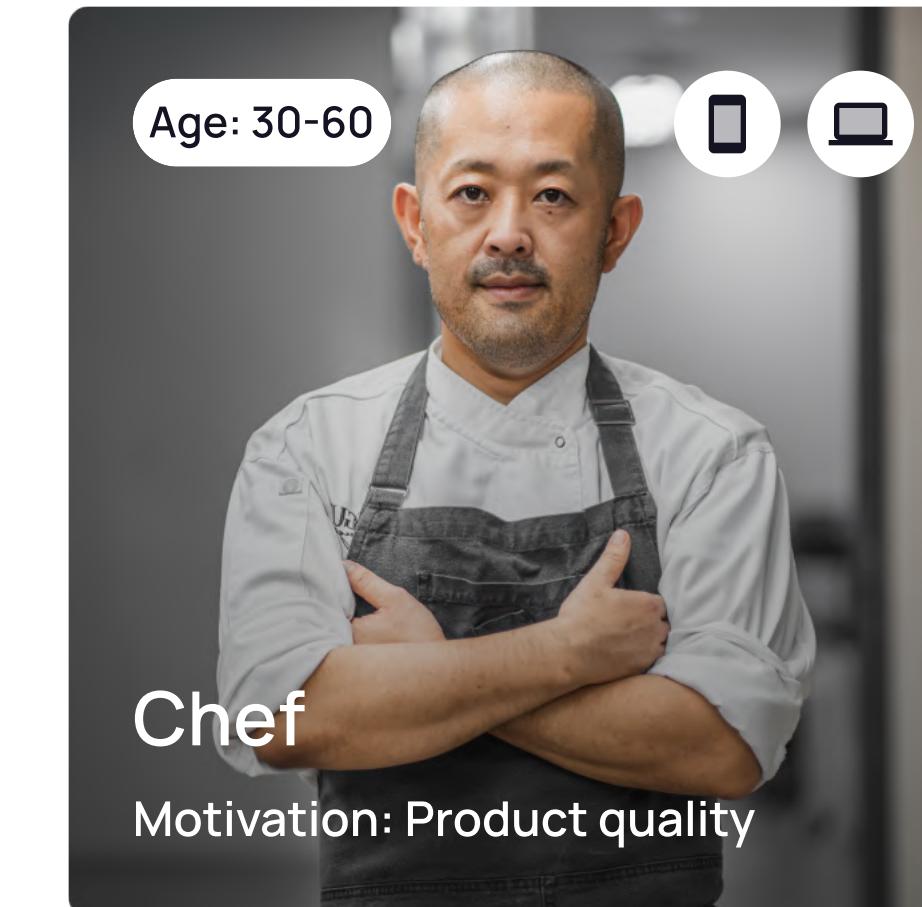
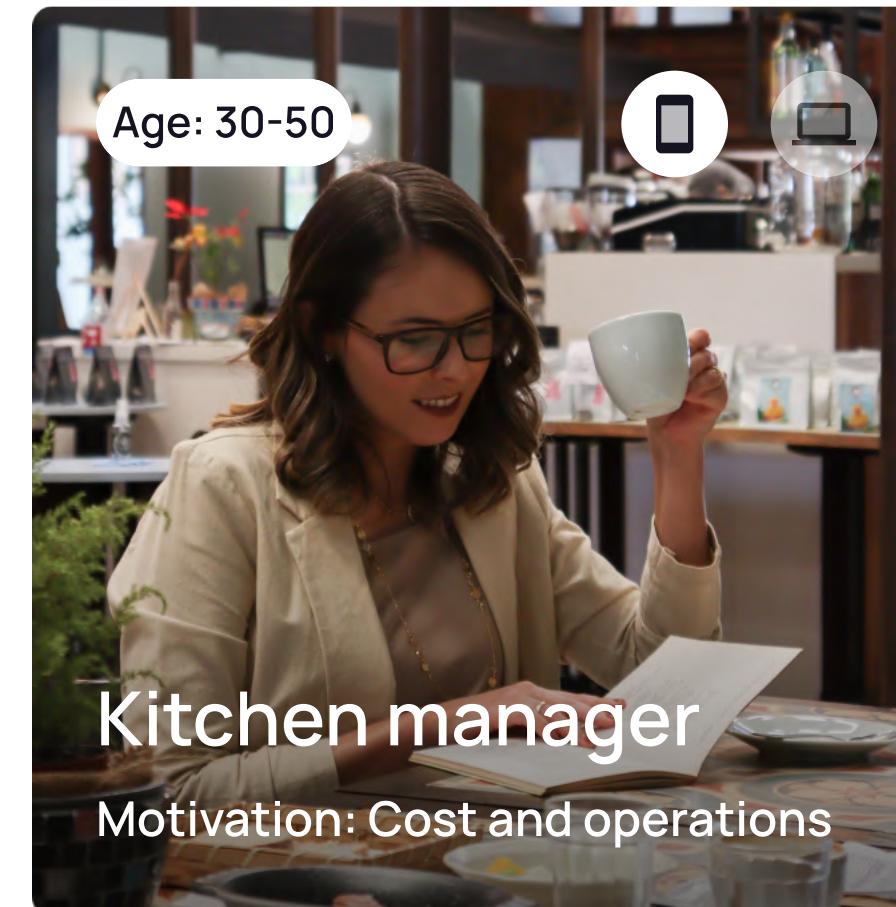
\$2k
weekly order

30%
of total costs

Costs
drive business

5h
on procur.

People



Journey



Discovery
Fragmented



Ordering
Manual



Re-ordering
Repetitive



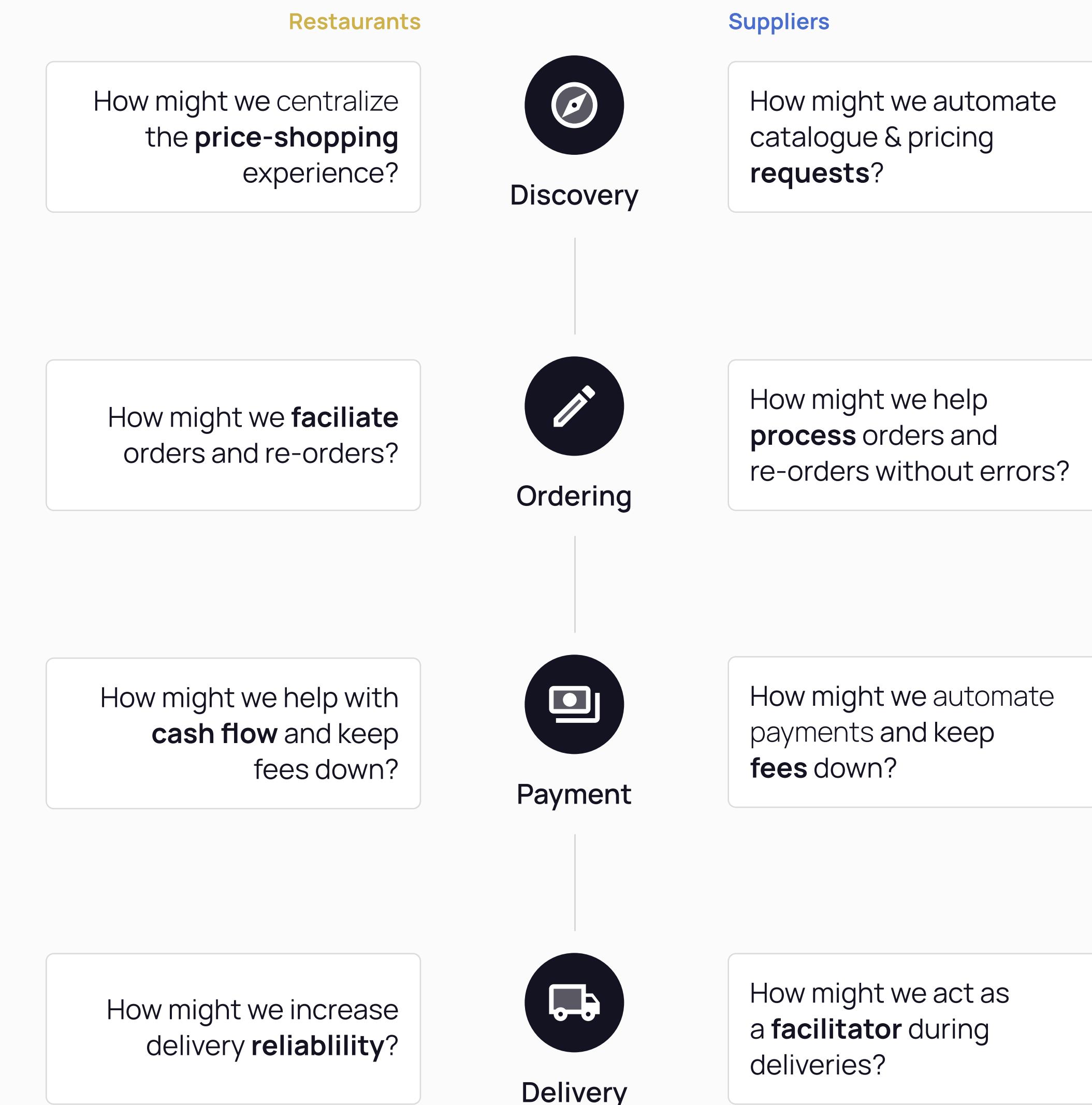
Payment
Cashflow / Fees



Delivery coordination
Unreliable

Four areas of collaboration

People goals

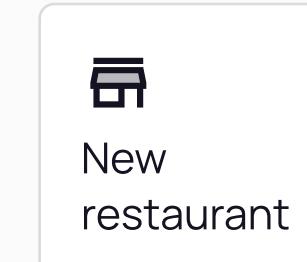


Business goals

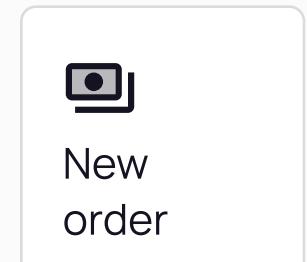
Beta with 10+ restaurants in 4 months



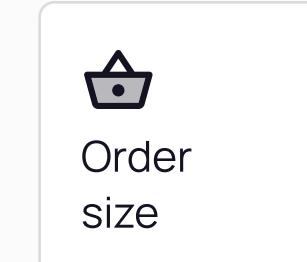
Restaurant KPIs



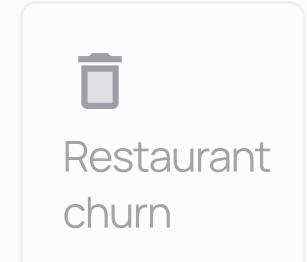
New restaurant



New order



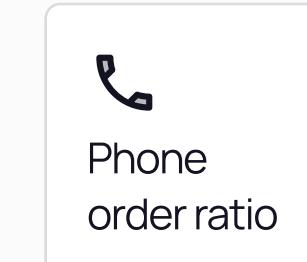
Order size



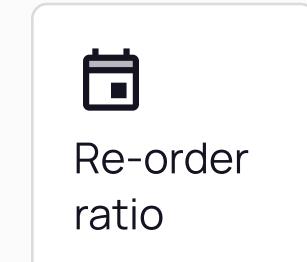
Restaurant churn



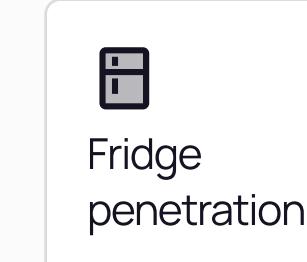
Product KPIs



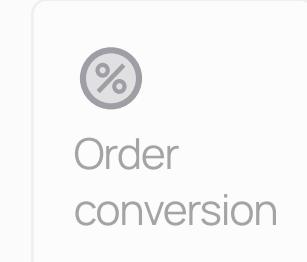
Phone order ratio



Re-order ratio



Fridge penetration



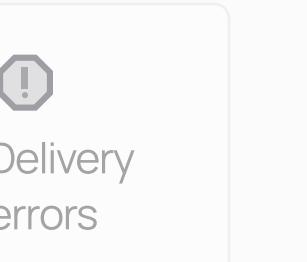
Order conversion



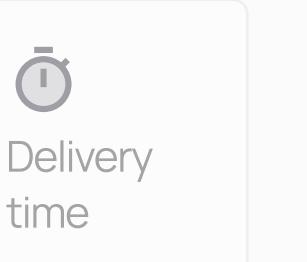
Supplier KPIs



New supplier



Delivery errors



Delivery time

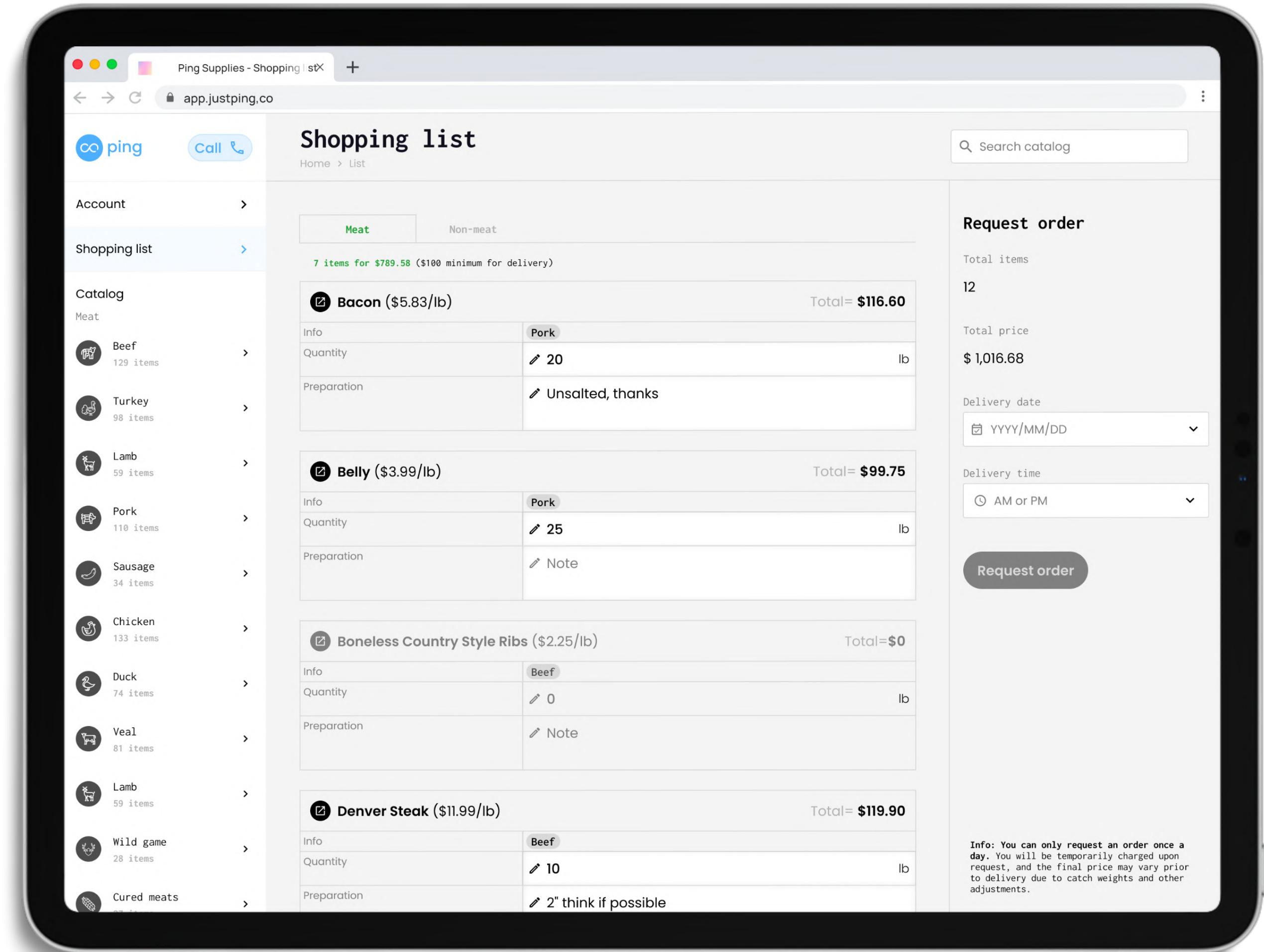
*Grey KPIs: although we were tracking them, I am unable to retrieve the data at this time.

Solution

Ping, a digital wholesaler of local products

Restaurants

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



Suppliers

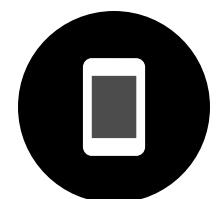
- Onboarding**
Sends catalogue & business info
- Pricing updates**
Updates prices by email
- Quote validation**
Receives quote by email, approves
- Order fulfillment**
Fulfils order, updates status

Timeline

Four iterations in four months

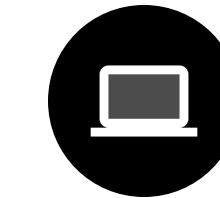
Mobile web app

V1 • April



Switched to desktop & tablet

V2 • May



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New mental model: shop lists

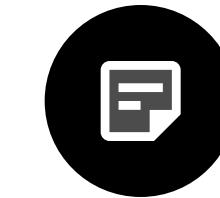
V3 • June



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Shop lists improvements

V4 • July



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Version 1

Objectives

Barebone product: order meat and produce from mobile

Success

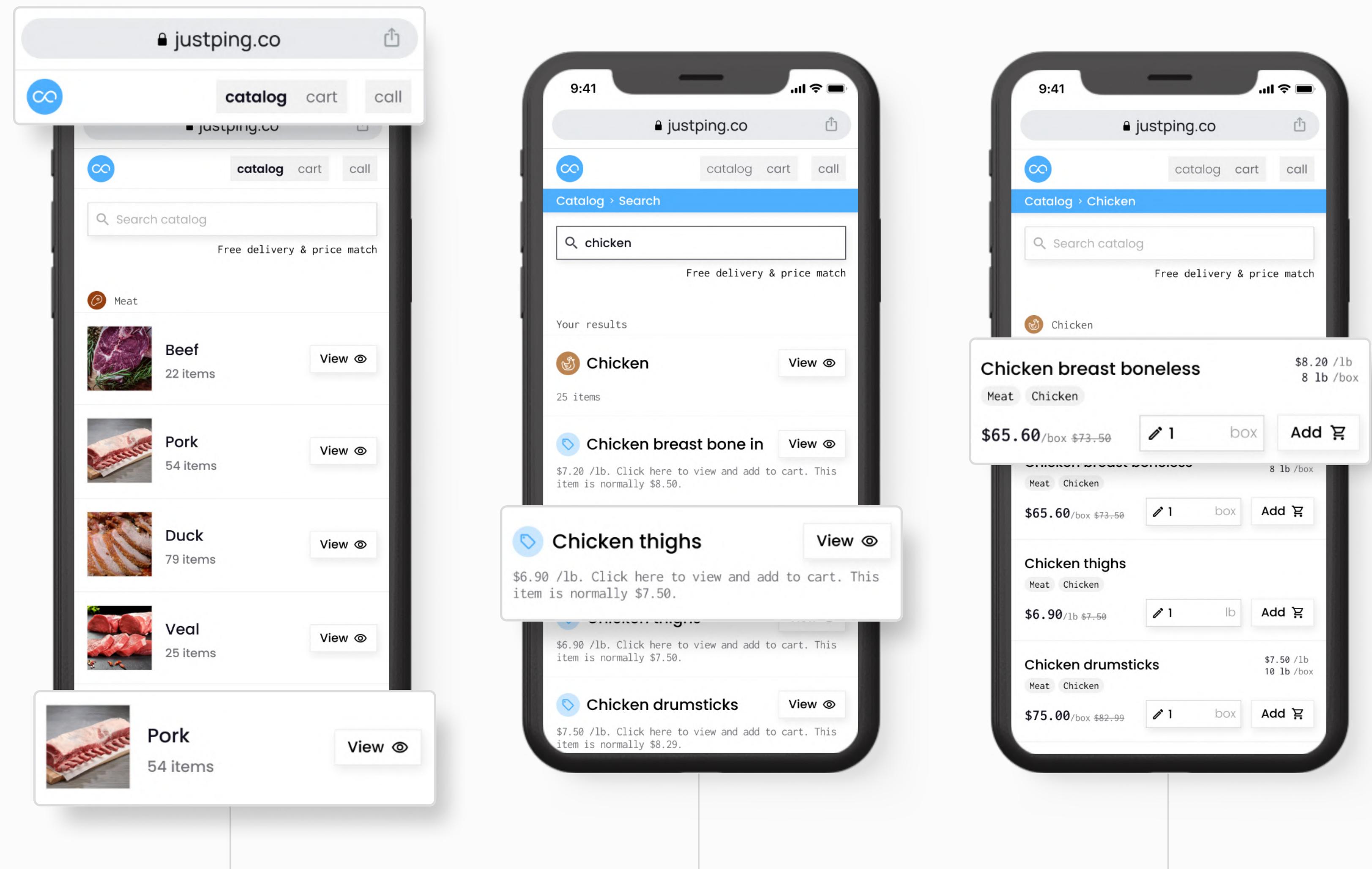
Get a couple of restaurants to buy, gather feedback

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

Added most important categories first

Search

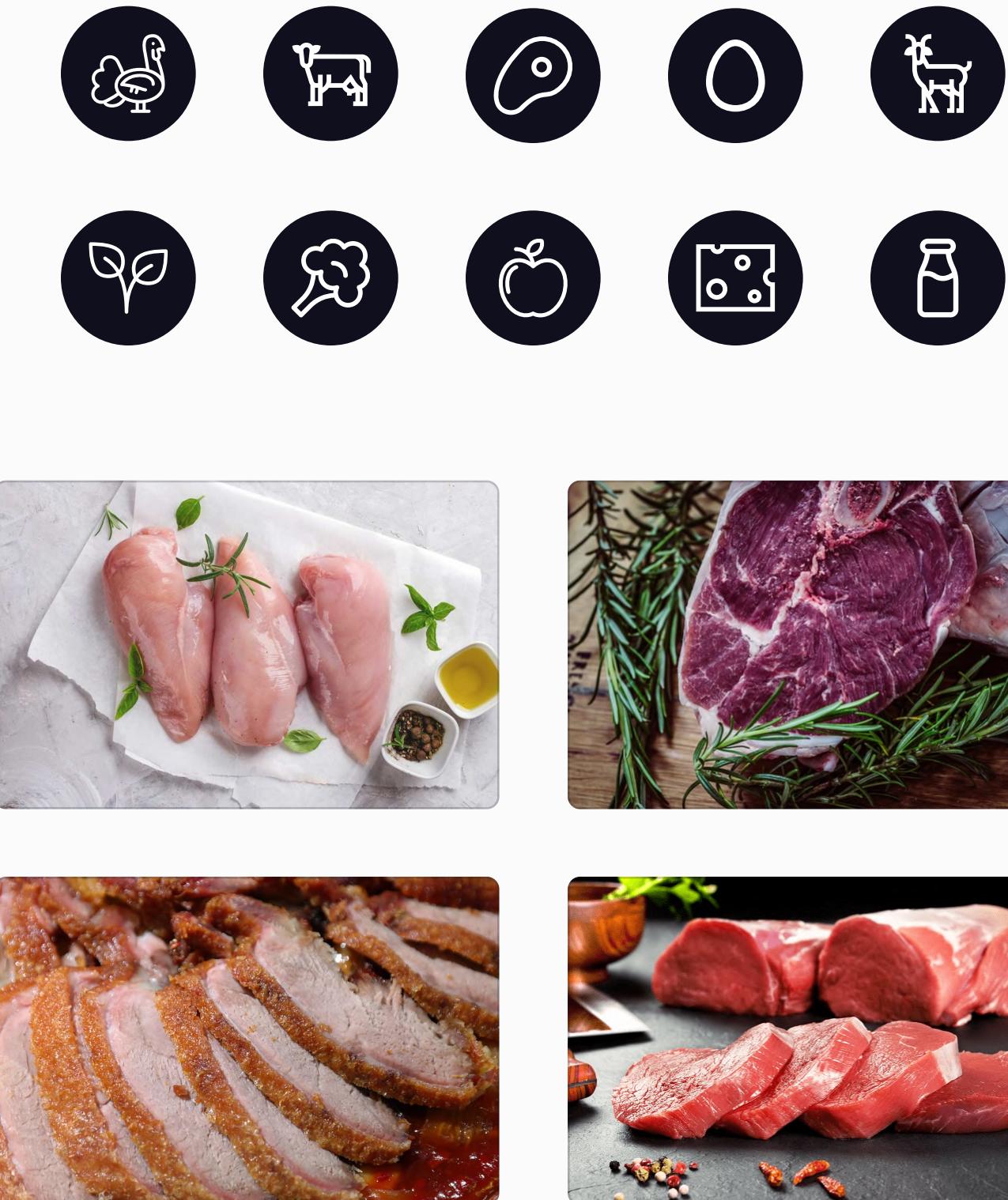
500+ products, search important

Collection

Product schema: no image, no description, numbers

Version 1

Building: 3 weeks Testing: 1 week

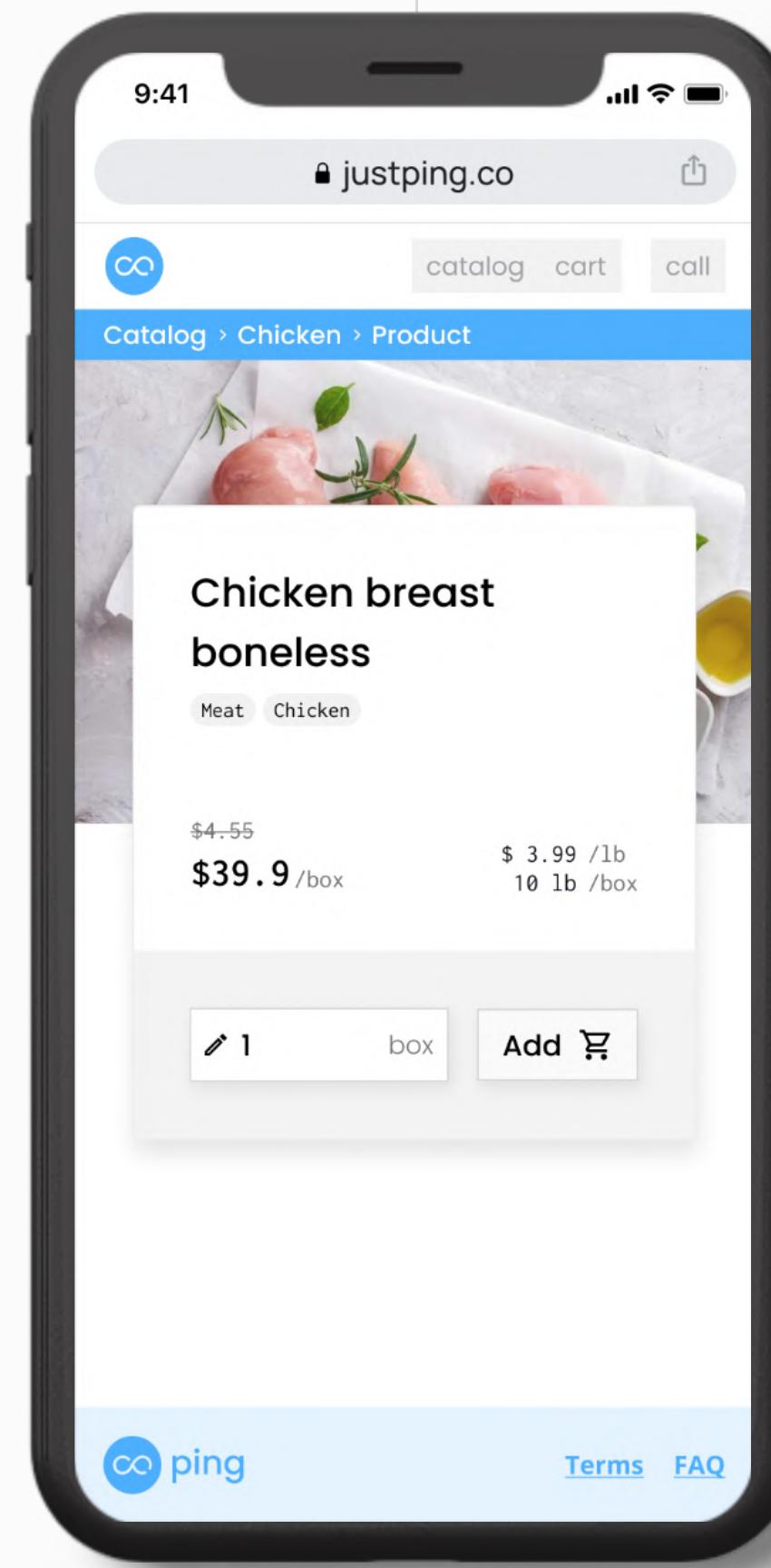


Imagery and Iconography

Attempts at compensating for the amount of text

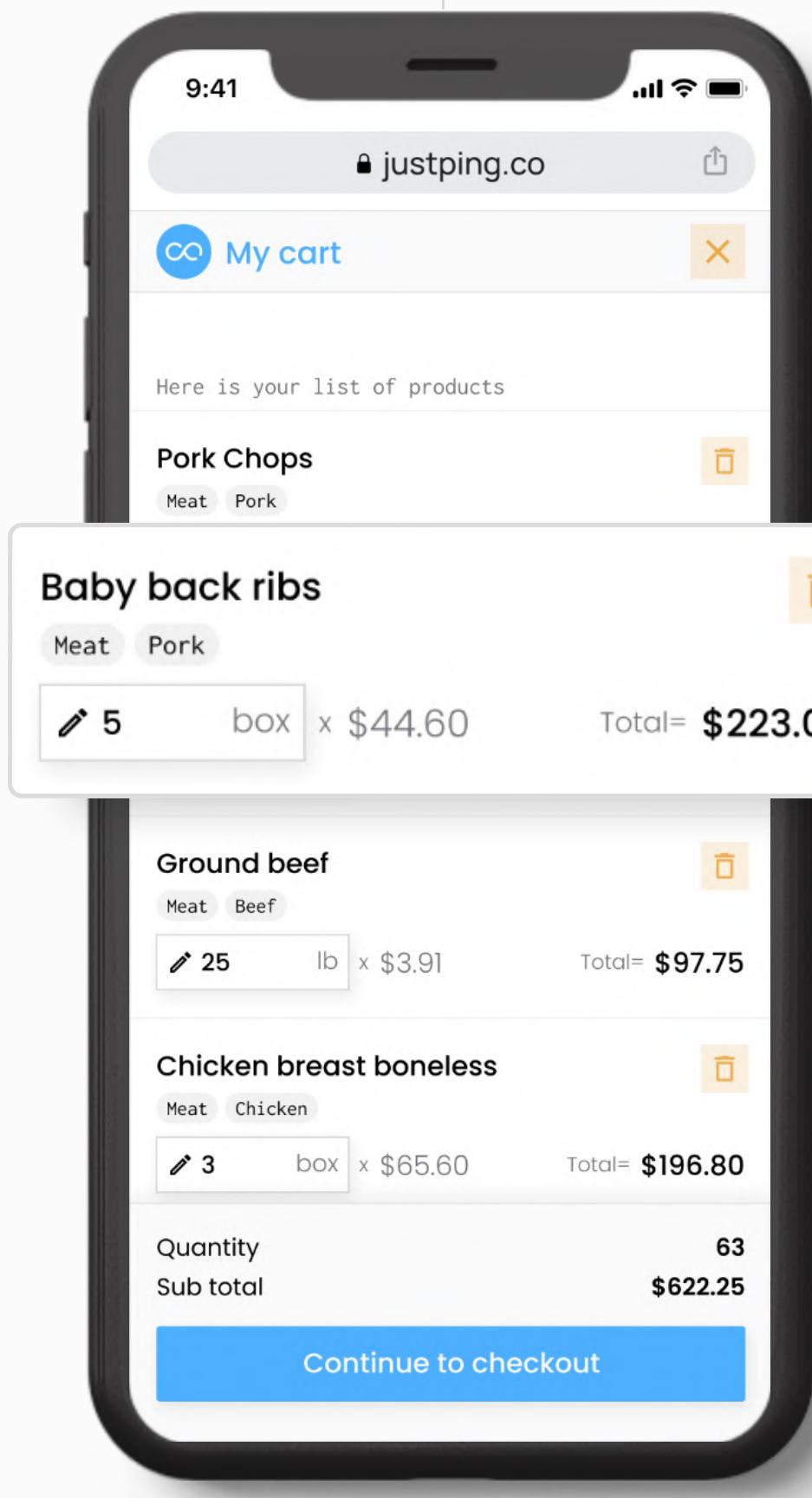
Product page

Modal design for lack of content



Cart

Technical limitations. Far from the real mental model.



Checkout

Long and redundant checkout.

9:41 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

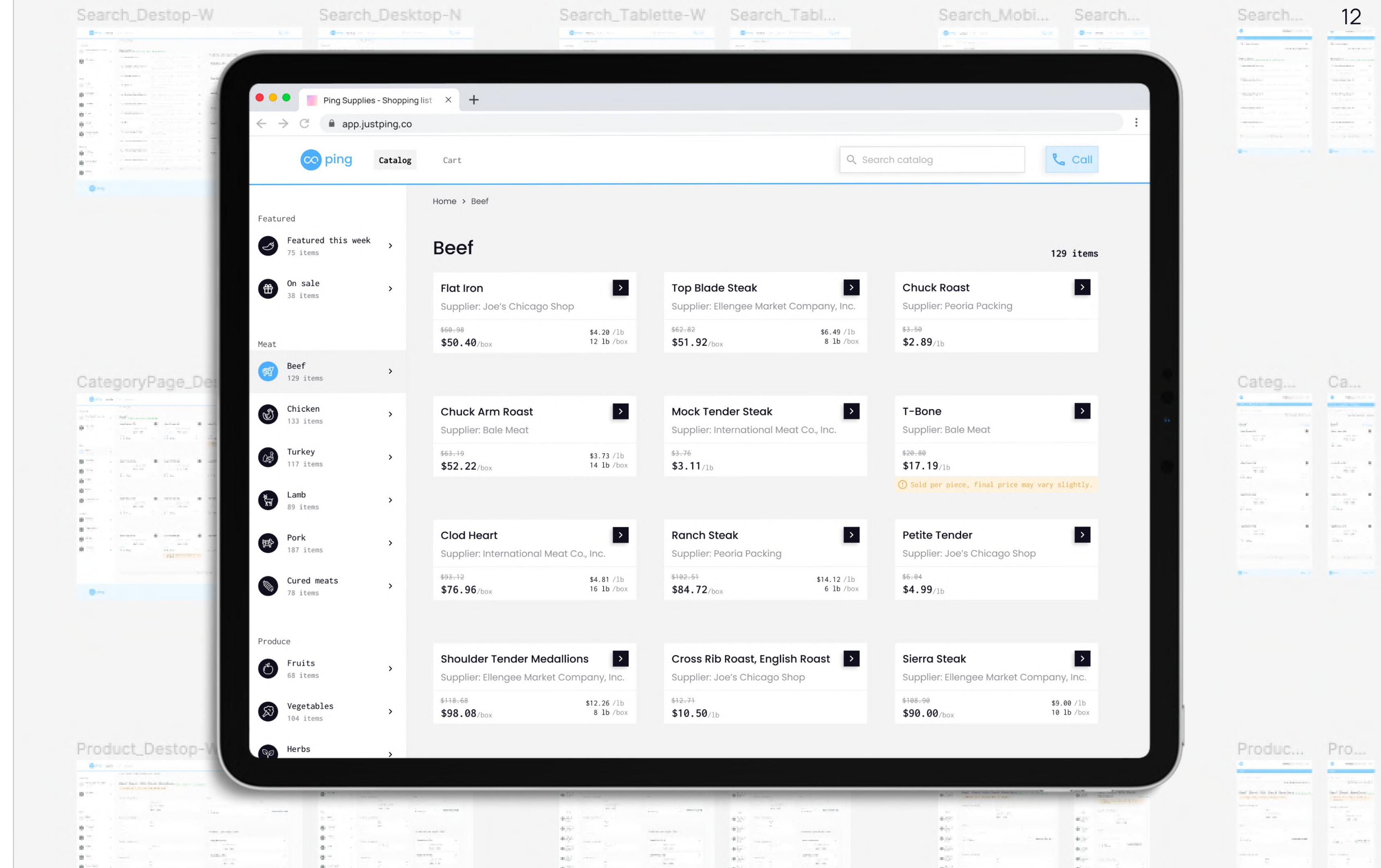
Larger devices will increase conversion & recurrence.
Products can be recommended.

Success

Reach 10 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, used symbols.

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

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

Short Rib Chuck Boneless

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

Order	Value
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

Quantity: 1 box Add to cart

Diets:

Allai	Yes
Kosher	No
Vegan	N. A.
Vegetarian	N. A.

Preparation:

Skinless	No
Boneless	Yes

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$4.55
\$3.99/lb

! Sold per piece, final price may vary slightly.

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$4.55
\$3.99/lb

! Sold per piece, final price may vary slightly.

Beef Short Rib Chuck Boneless

Supplier: Joe's Chicago Shop

\$23.88
\$19.9 /box

\$ 1.99 /lb
10 lb /box

Version 3

Objectives

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

Success

Order rate improvement. Conversion improvement:
+30% in catalogue/search > cart, +30% in cart > quote.

Results

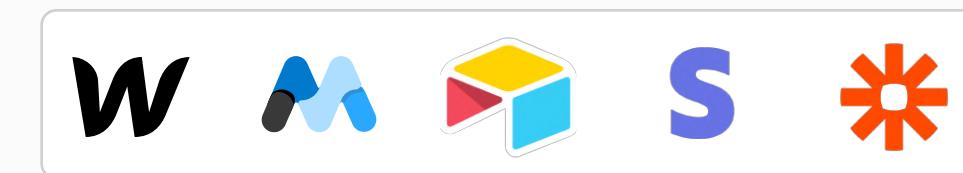
- 😊 Shopping lists
- 😊 Request a quote
- 😊 Add instructions
- 😢 Search and filter experience

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.



The screenshot shows a user interface for a shopping list application. The main page is titled "My Shopping List". On the left, there's a sidebar with sections for "Featured", "Meat" (selected), and "Produce". Under "Meat", there are sub-sections for Beef, Chicken, Turkey, Lamb, Pork, Cured meats, and a summary for "Ribeye". Under "Produce", there are sub-sections for Fruits and Vegetables. The main content area displays a shopping list with items like "Mock Tender Steak" (total \$108.85), "Denver Steak" (total \$119.90), "Ribeye" (total \$0.00), and "Tenders" (total \$115.80). Each item has fields for "Unit price", "Quantity", and "Preparation". A modal window titled "Request a quote" is open, showing fields for "Items" (27), "Delivery date" (YYYY/MM/DD), and "Delivery time" (9am - 12pm). The bottom of the modal has a note about delivery info and payment info. The URL in the browser bar is "app.justping.co".

New technology > new design capabilities

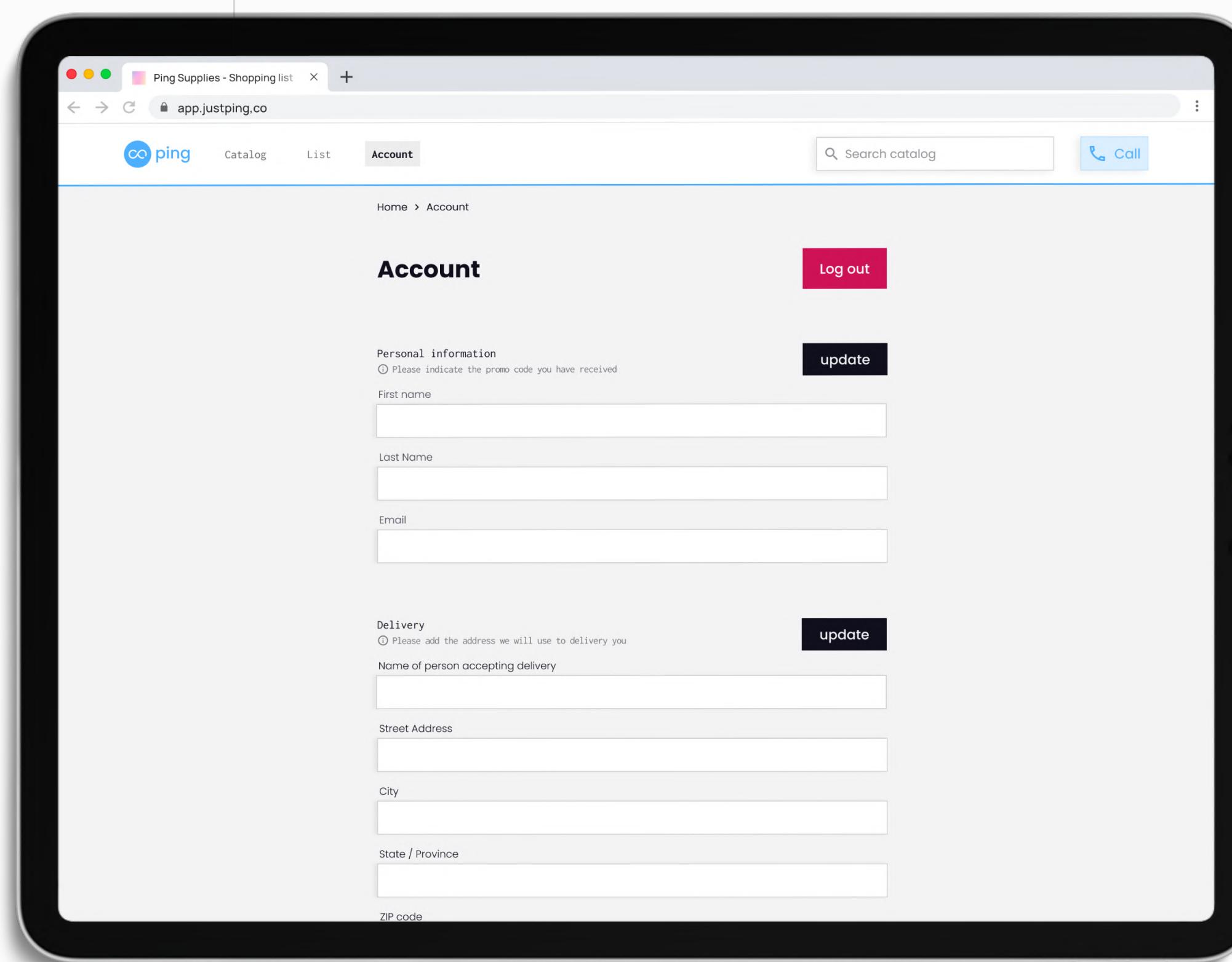
Delivery date and time, preparation, categories, ordering zero

Version 3

Building: 3 weeks Testing: 1 week

Storing relevant info

Saving delivery and payment info



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.

New mental model > new design

From add-to-cart to save-to-list. Quantity input not yet possible but not crucial.

Version 4

Objectives

Imporve conversion with search and filters, new navigation, and CTA on product cards.

Success

+20% in search > cart, and +10% in catalogue > cart.

Results

V4 was designed, shown to users, but not launched

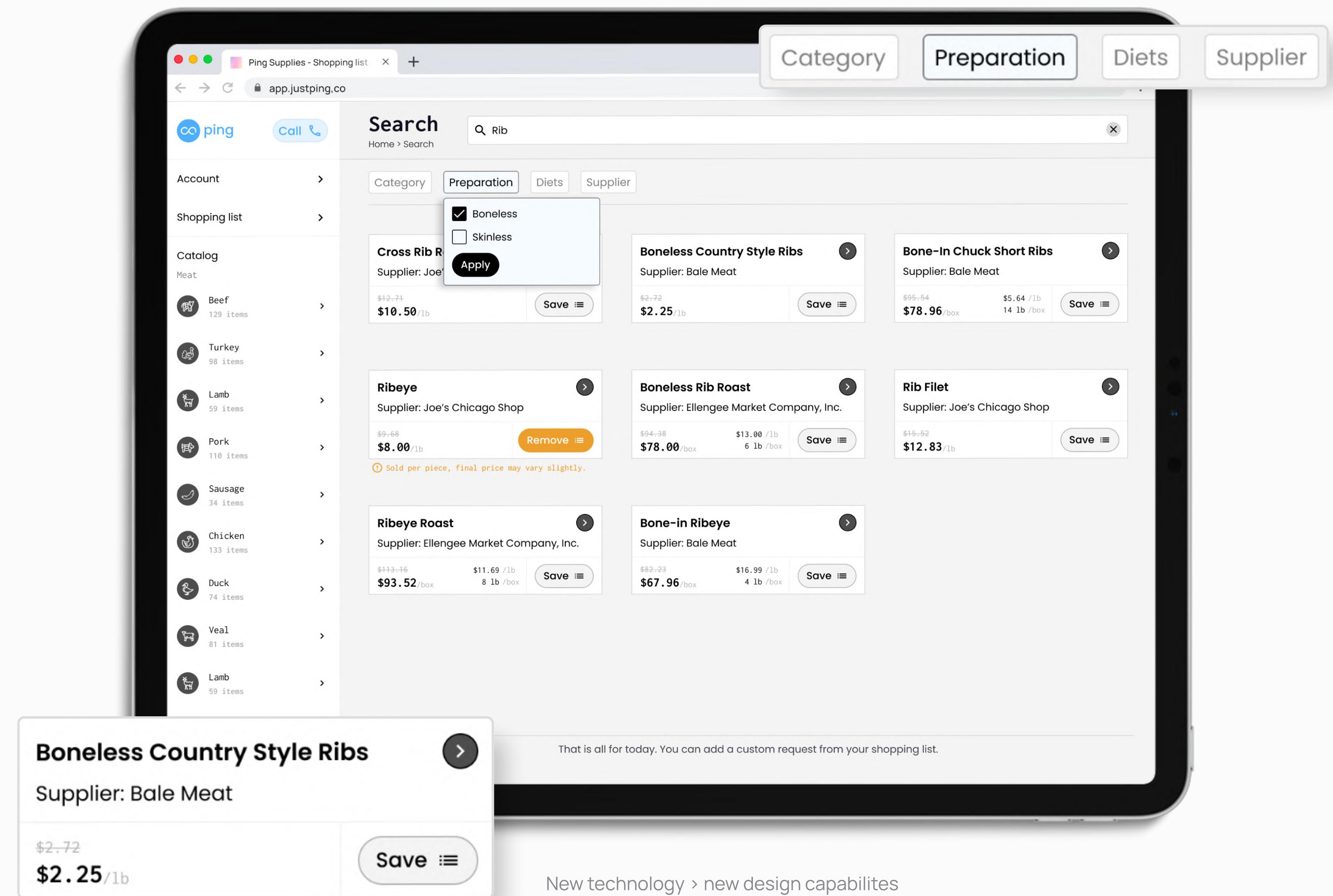
- 😊 Loved the search and filters
- 😊 Thought the CTA on card already existed
- 😐 Did not see a change between old/new nav.

Metrics

Restaurants	↗ 16	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 API enabled dynamic search and filtering of products (not pages).



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

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%

Phone order ratio

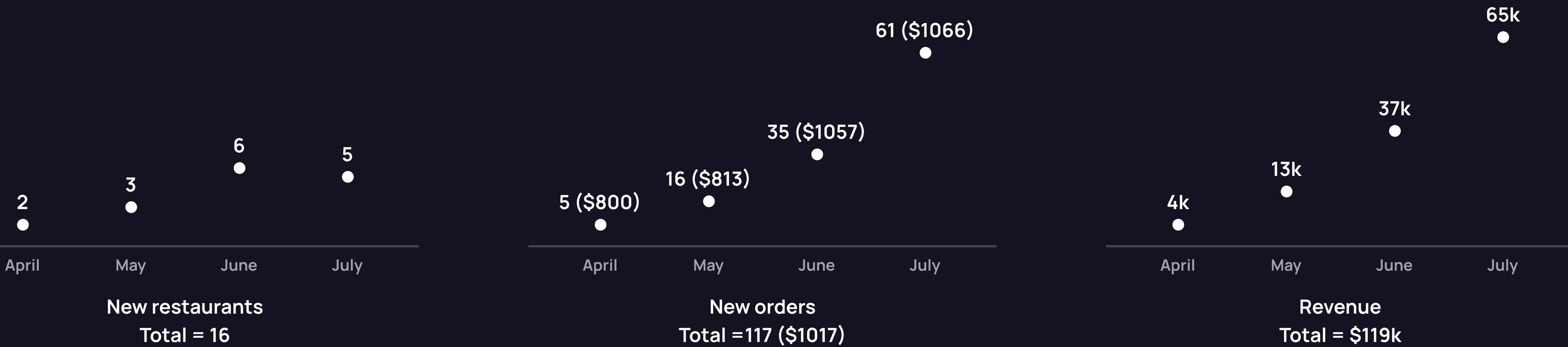
Orders finalized by phone compared to online

18% -55%

Fridge penetration ratio

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

54% +33%



Learnings

Execution learning

Familiarity with technological landscape is crucial

Collaboration learning

Developer communication improves design and tech

Strategic learning

Separating design thinking and implementation

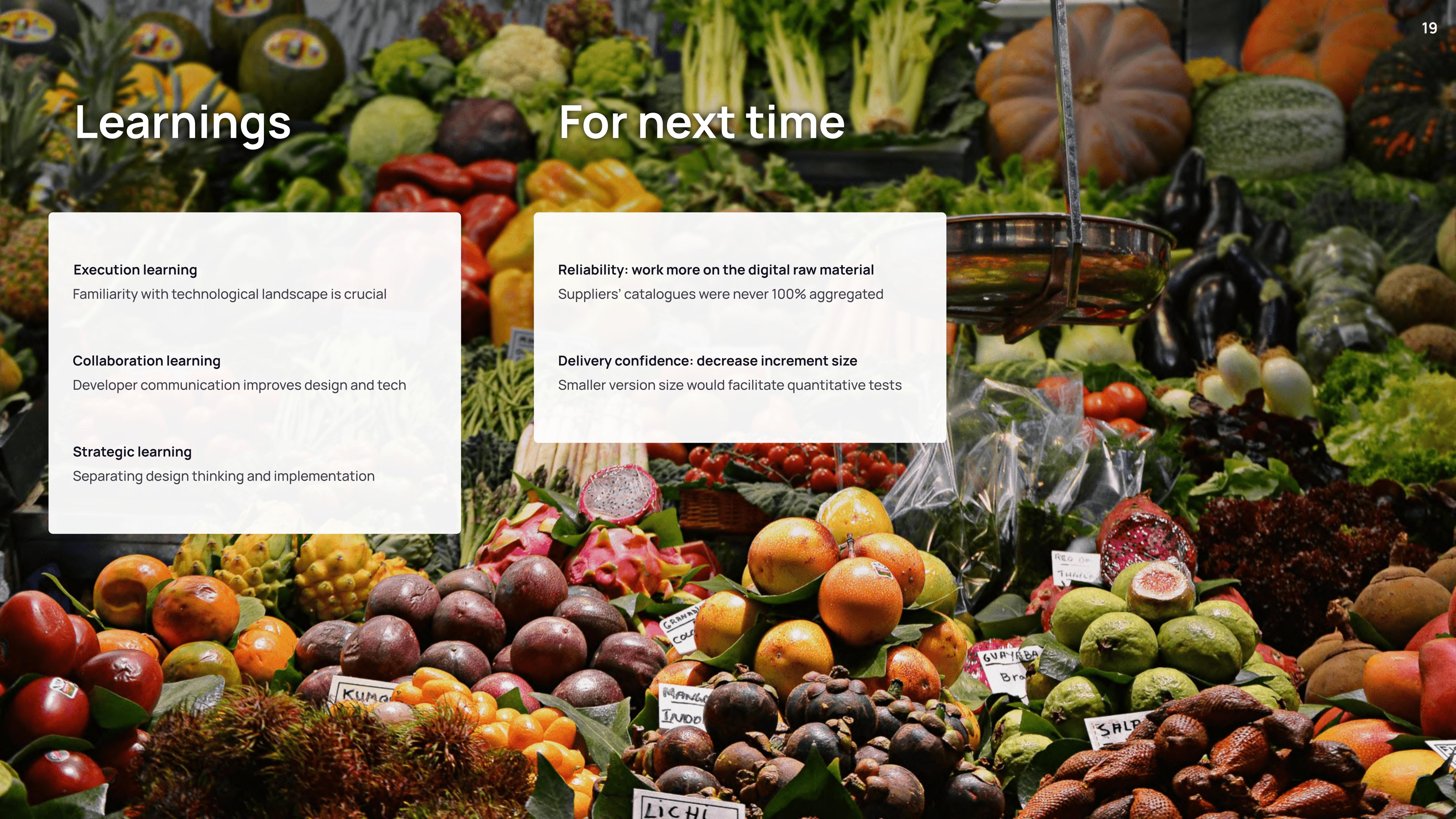
For next time

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

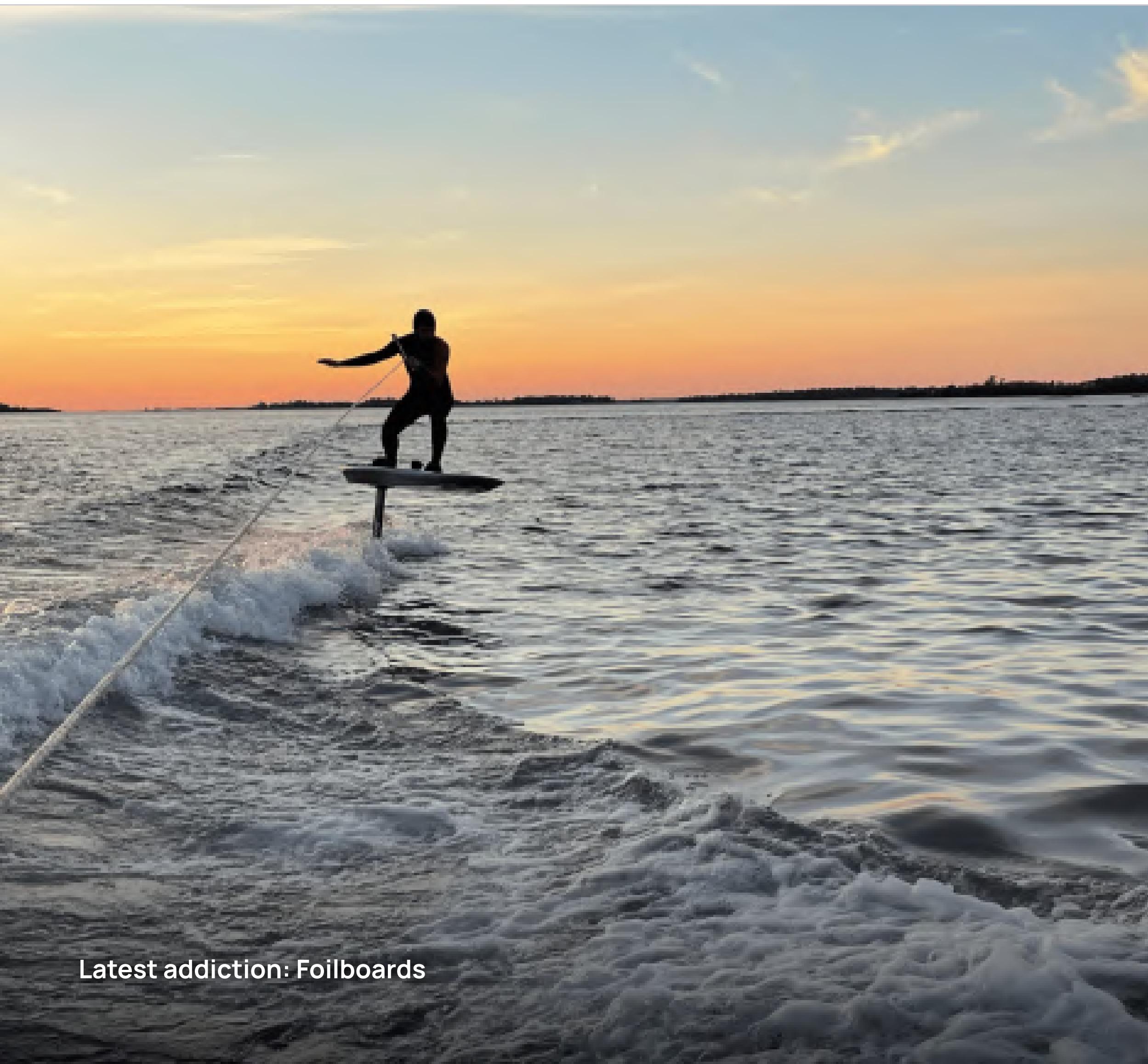
by Benjamin Prigent • bprigent.com

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?

