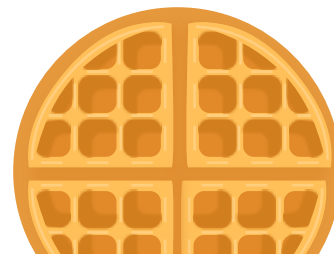
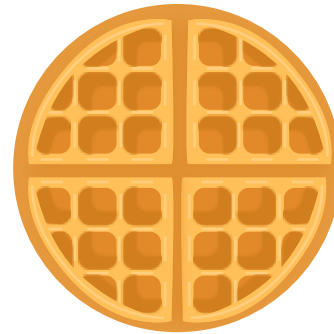
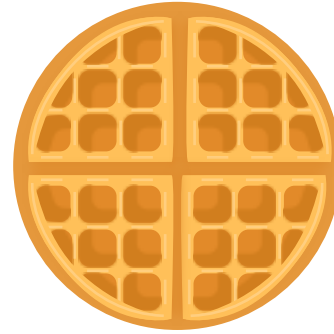
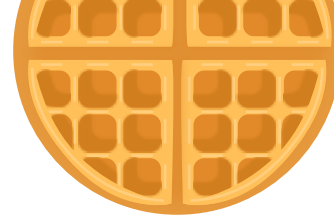


Price Optimization; Why It's Okay to Fail

Ryan Donegan • Fall 2017



The Project

Client

A large fast food chain: Waffleonia

Task

Build an app that recommends price changes based on sales history in specific geographies

Constraints

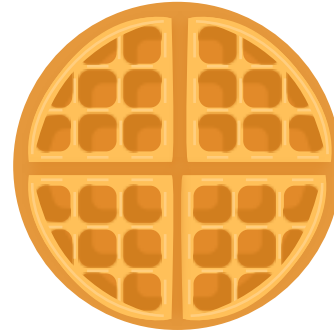
The app should integrate with the existing APT web platform

Team

1 UX designer, 1 project manager, 1 QA, and 5 SE's

My Role

UX designer



Waffleonia

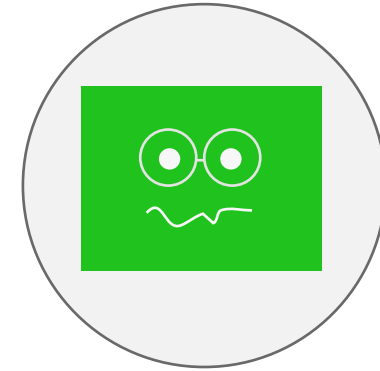
Stakeholders



Corporate Waffleonia



Franchise Owners



Store Managers

Defining Requirements

Waffleonia can't set the prices;
can **only influence** franchisees

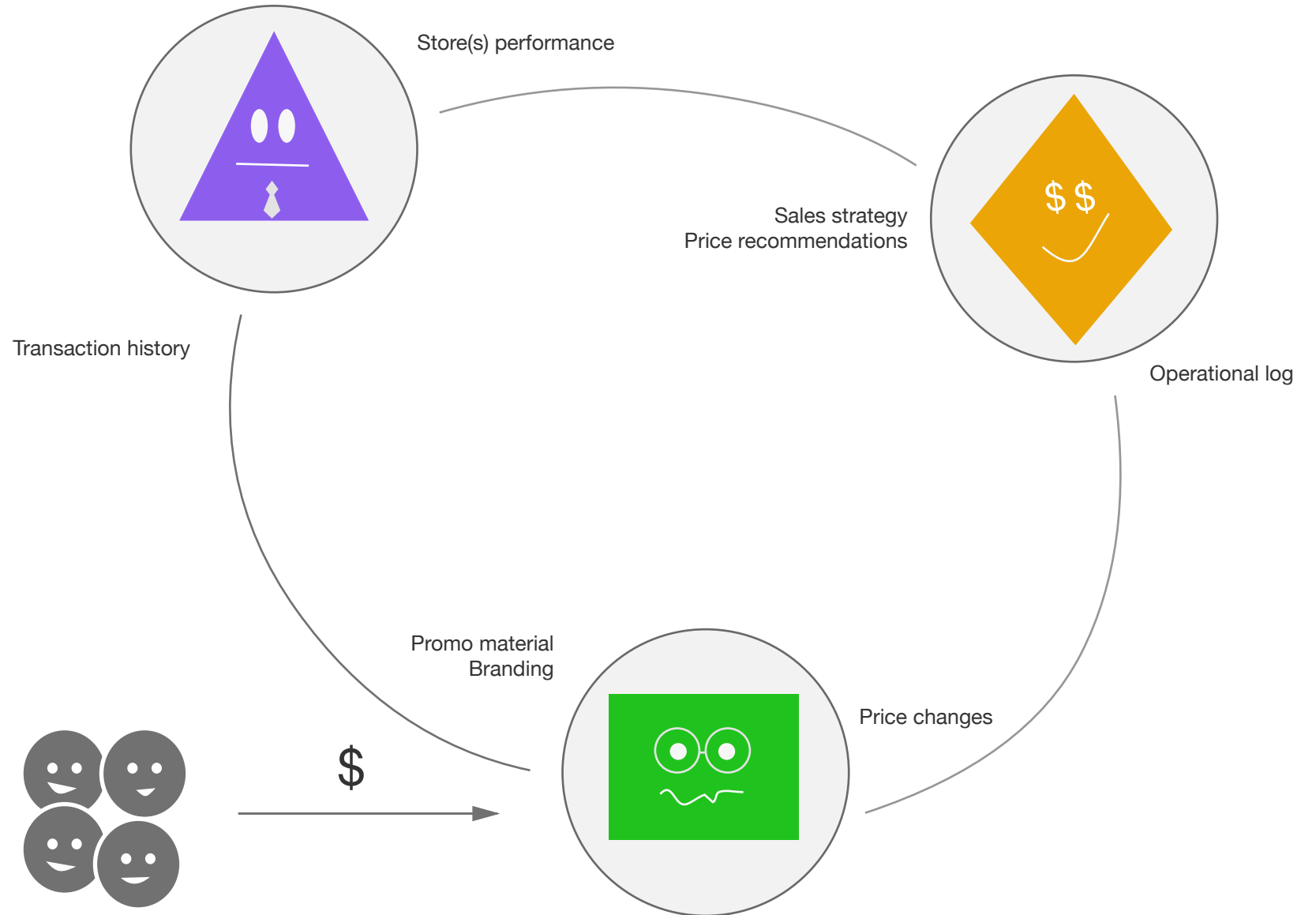
Waffleonia only recommends
price **increases**

Business constraints exist that
restrict how prices can change

Price recommendations need to
be **granular**

Price recommendations need to
be **shareable**

Total number of menu items
hovers between 40 - 50



Settings

Settings

Report name

Q1 Manhattan DMA

Report type


Strategy ▼

Region

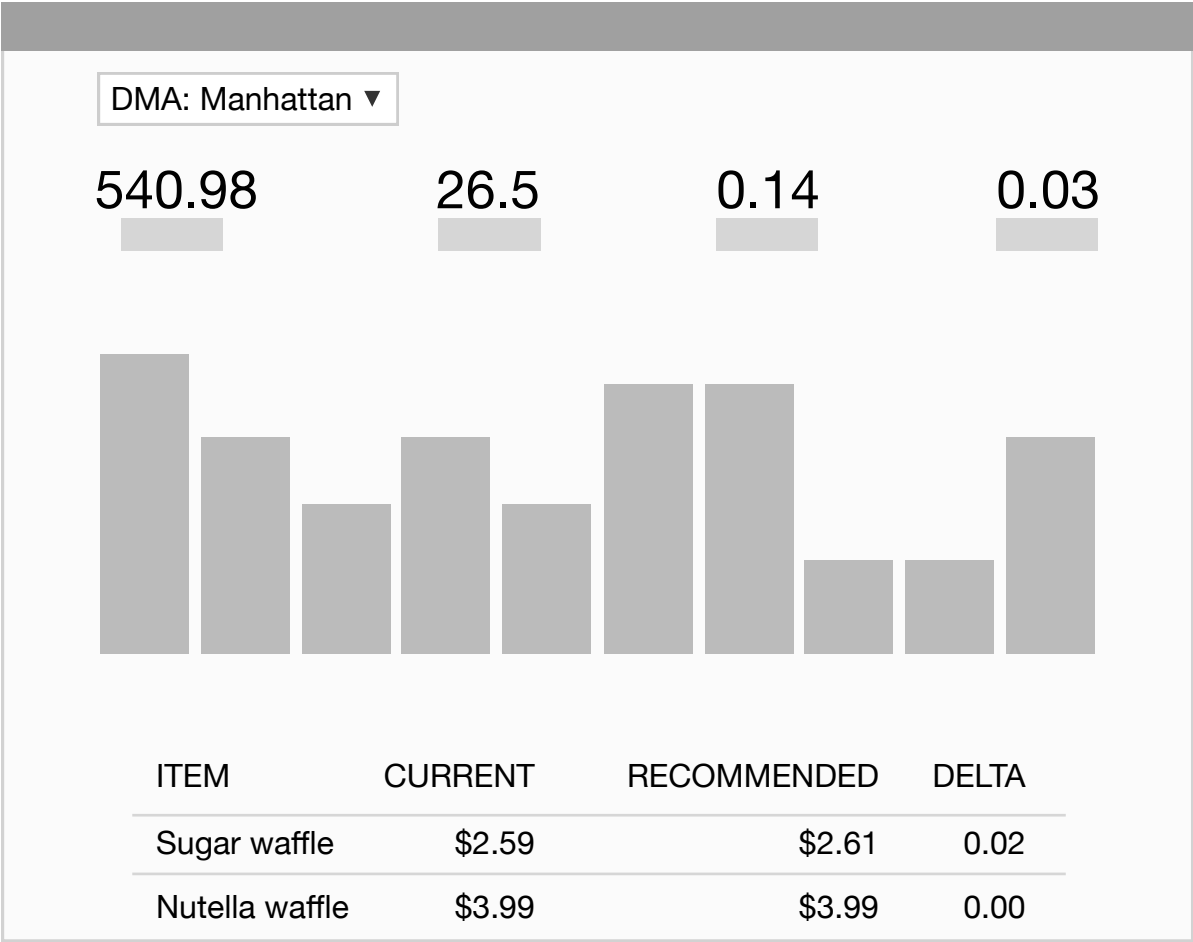
All US locations ▼

Time frame

1/1/17 - 3/31/17



Results Dashboard



Refining Requirements

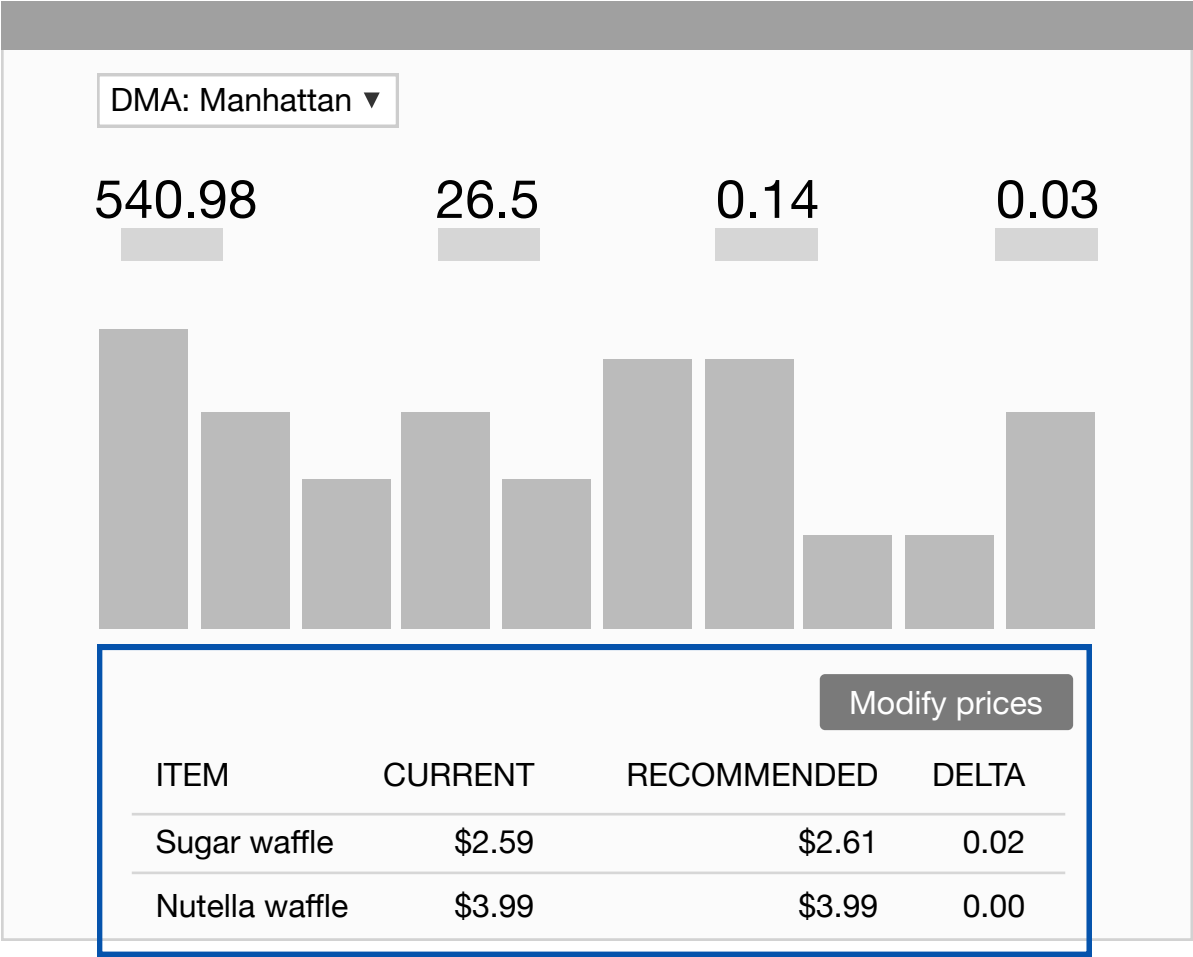
Users need a way to input **price constraints**

Waffleonia users may want to **modify price recs**

Modifying Constraints (using Excel)

[illegible]

Refining Requirements:
Modifying Recs



Save changes Cancel

ITEM	CURRENT	RECOMMENDED	DELTA
Sugar waffle	\$2.59	\$2.61	0.02
Nutella waffle	\$3.99	\$3.99	0.00

\$2.63

\$2.61

0.04

\$3.99

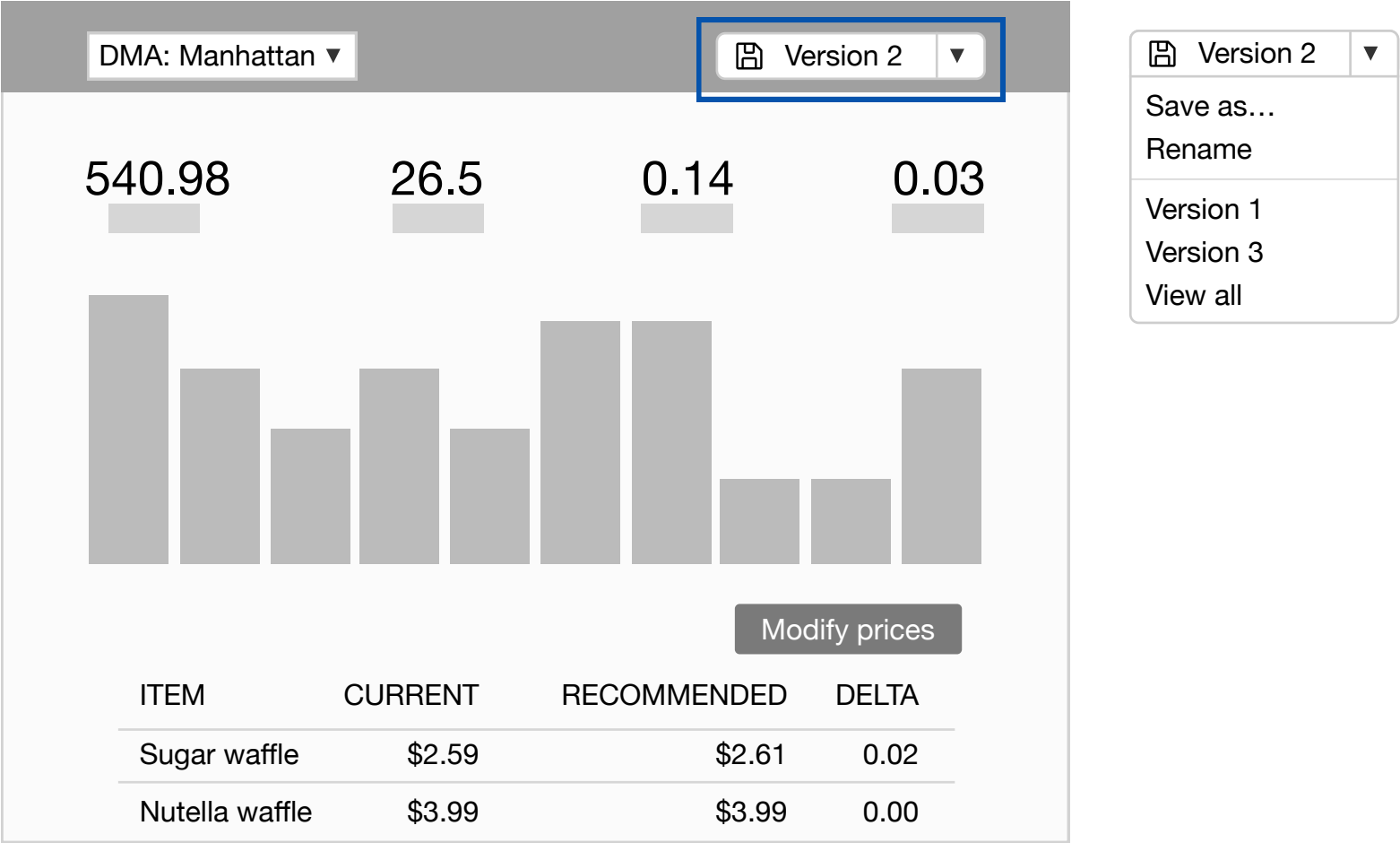
0.00

User Testing

The Waffleonia users identified some key areas for development:

Saving modification versions

Dynamically editing constraints



Version 2 ▾

Save as...
Rename

Version 1
Version 3
View all

User Testing:
Dynamic Constraints

Settings > Pick the Menu > Constraints > Results

All

Constraint X

Constraint Y

Upload

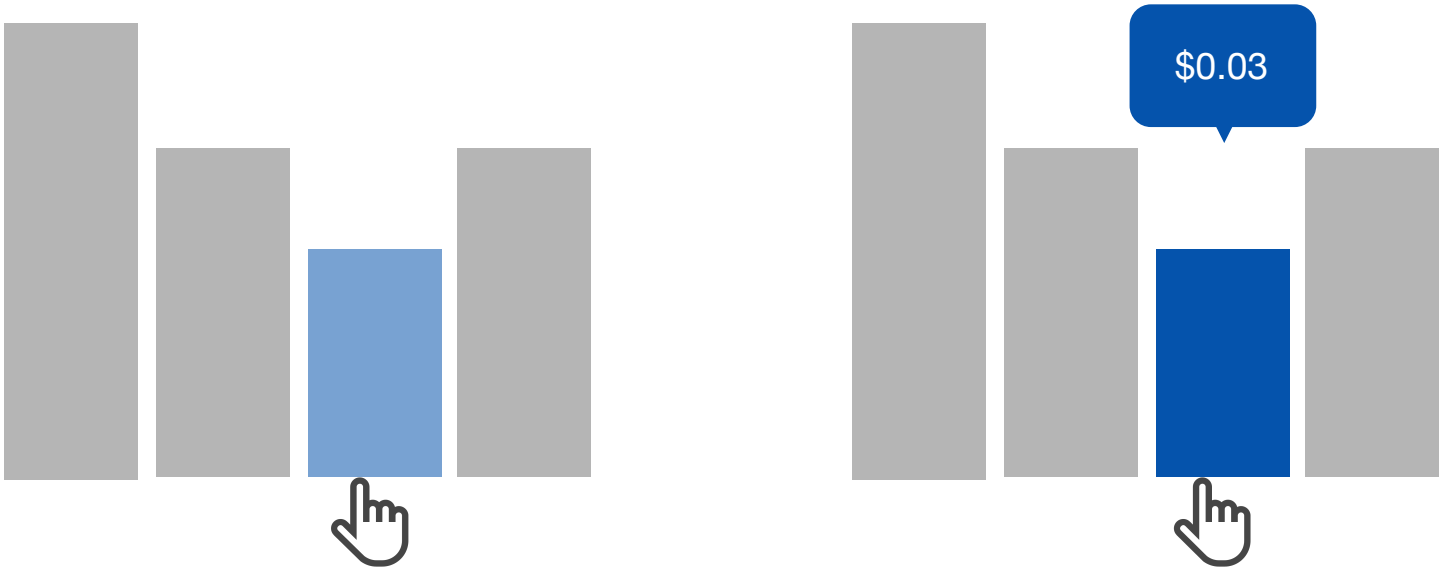
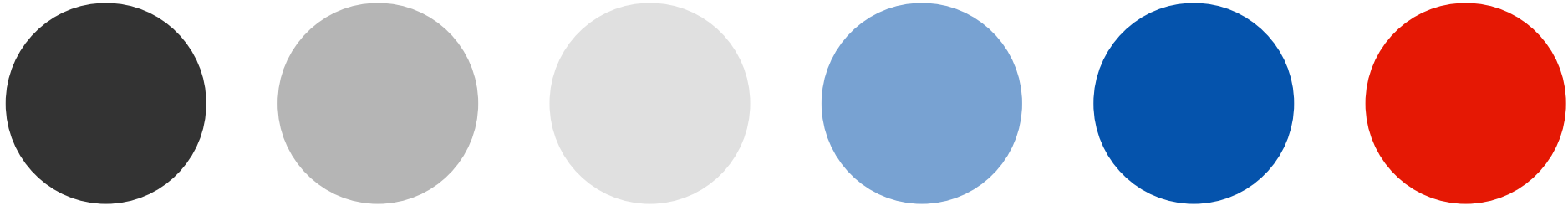
CONSTRAINT	MENU ITEM	LOW	HIGH
Constraint X	Maple waffle with strawberry	\$2.40	\$3.00

Constraint X ▼

Select a menu item ▼

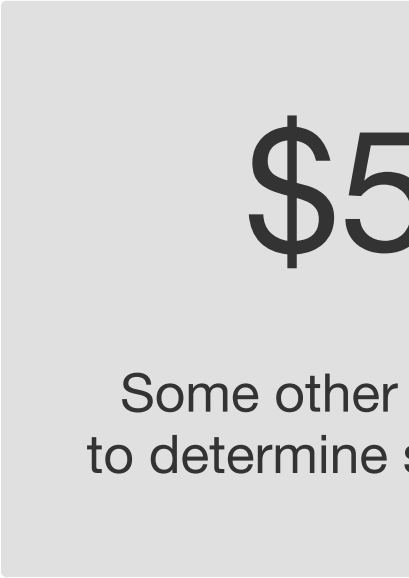
Visual Enhancements

Color was used to enhance moments of interactivity within the app.



Visual Enhancements

Summary metrics at the top of the dash filtered results.



The Rise...

We rolled out!



...and the fall

The project was retired.

- + Waffleonia was extremely pleased by the release
- Client-specific features were way too specific
- + Many similar potential clients exist
- Many chains already have a system in place
- Our competition had a head start
- Porting our backend to a new client was expensive

...

On the Bright Side

It's okay to fail.

Waffleonia is still going strong with our product. They love it!

Some of the components from the project were reused in other projects.

I received first-hand experience in scope creep and negotiation.

