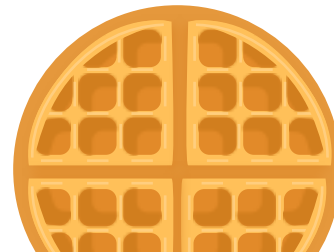
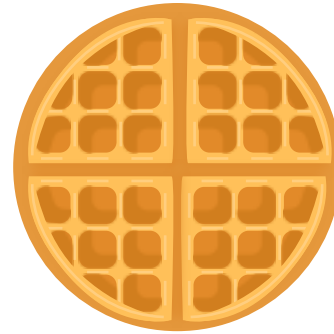
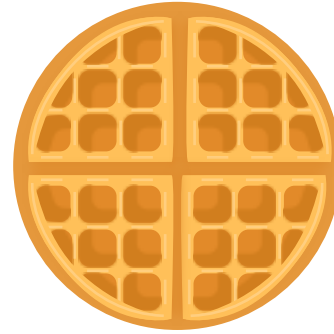
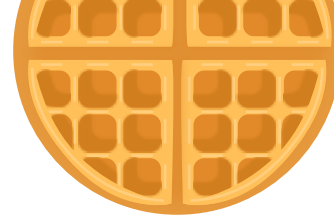


# Price Optimization; Why It's Okay to Fail

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

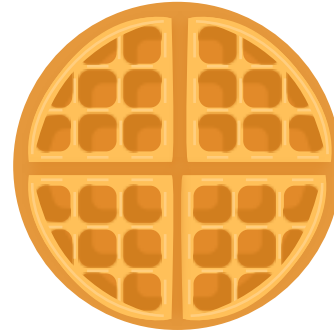
The app should integrate with the existing APT web platform

### Team

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

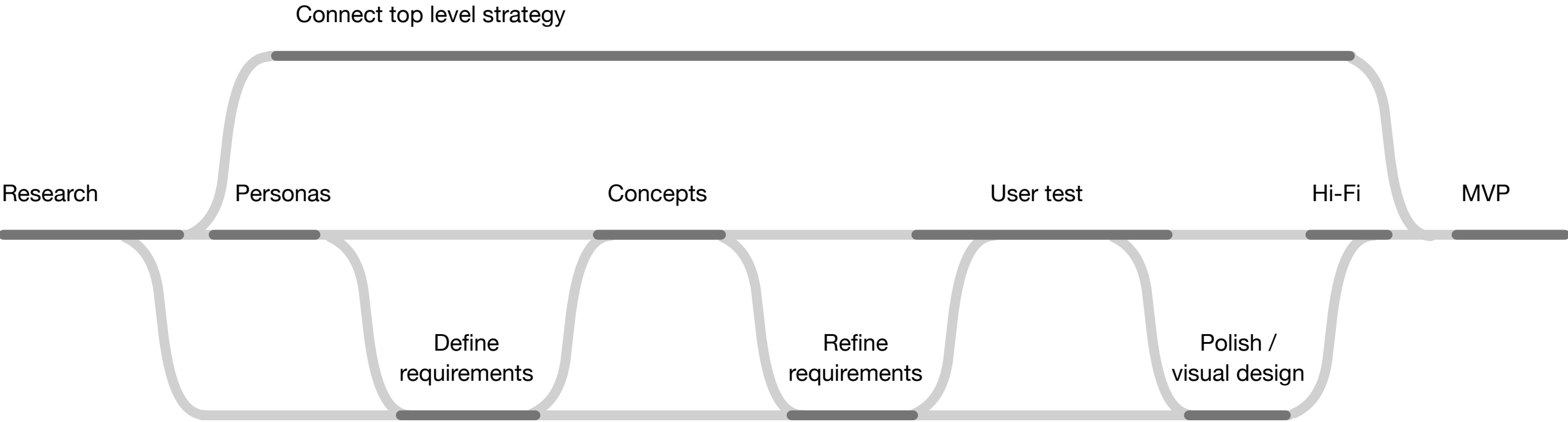
### My Role

UX designer



# Waffleonia

Process



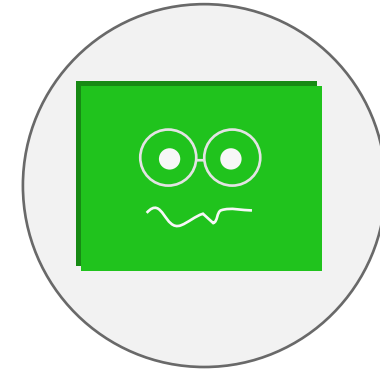
## Stakeholders



Corporate Waffleonia



Franchise Owners



Store Managers

## Defining Requirements

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

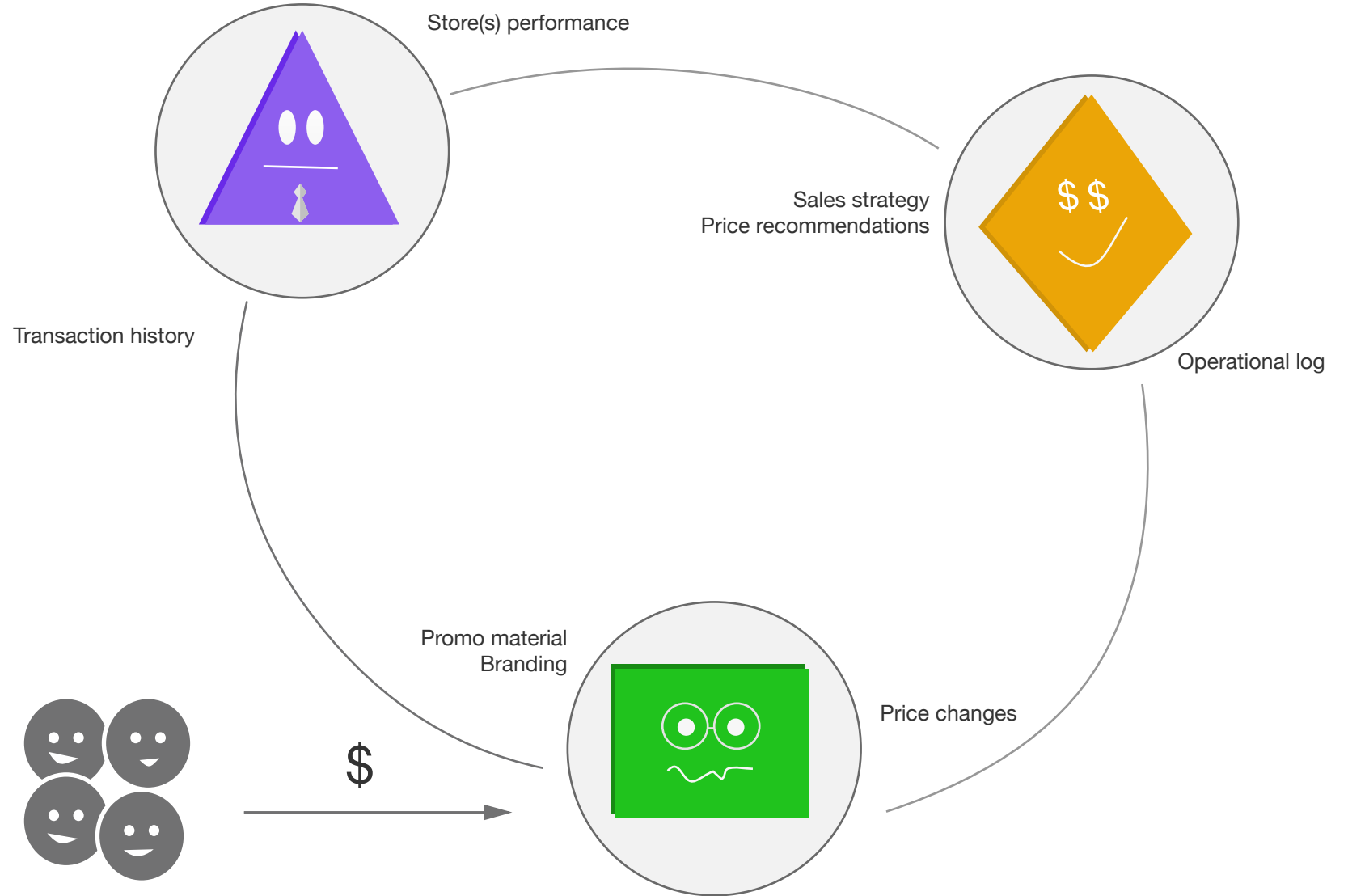
Waffleonia only recommends  
price **increases**

**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

Results Dashboard

Settings

Report name

Q1 Manhattan DMA


Report type

Strategy ▼

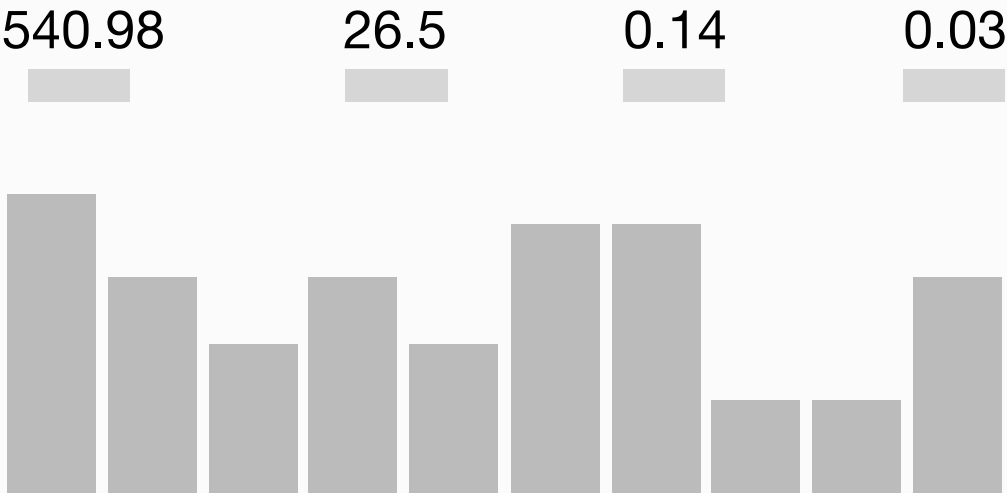
Region

All US locations ▼

Time frame

1/1/17 - 3/31/17 

DMA: Manhattan ▼



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

# Refining Requirements

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

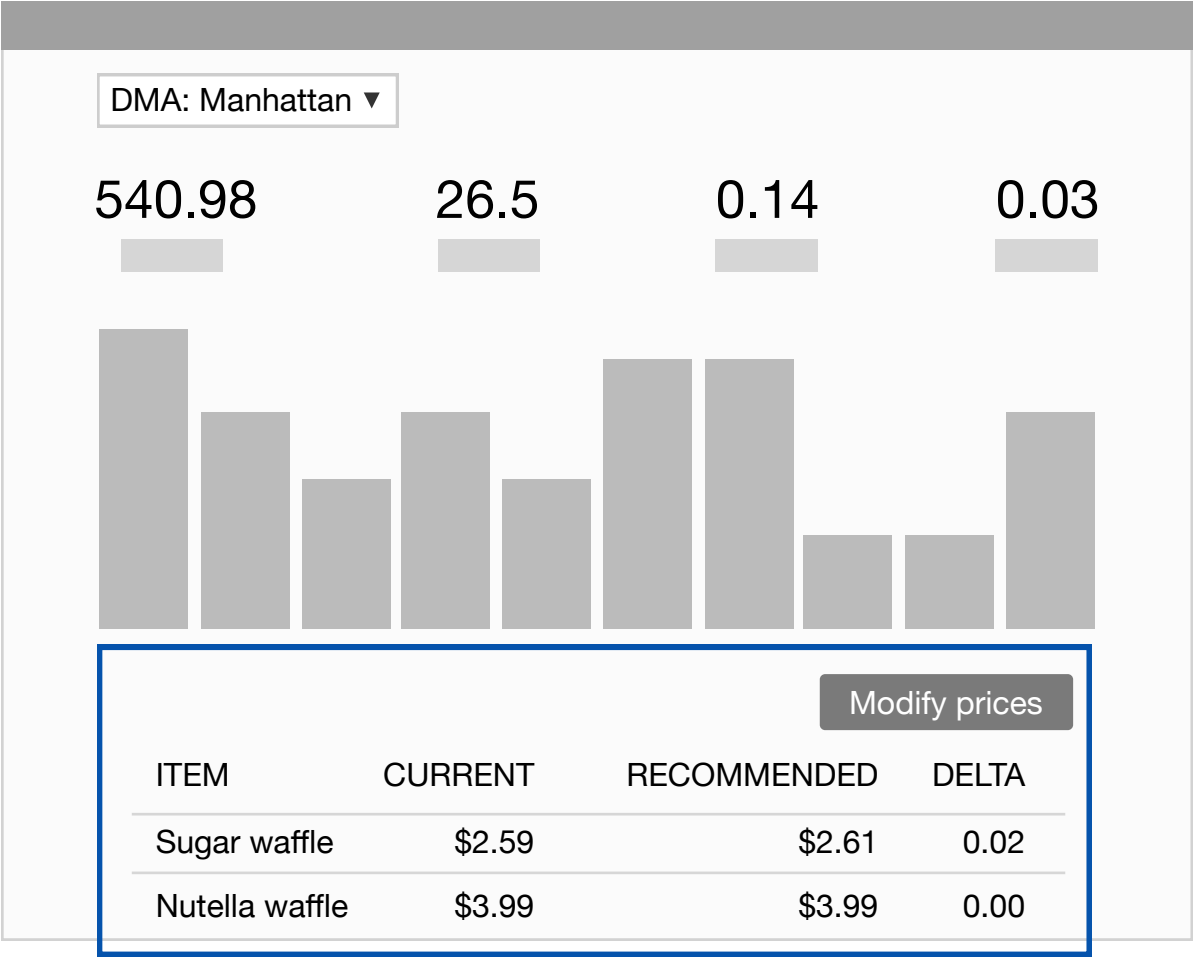
Waffleonia users may want to **modify price recs**

Settings > Pick the Menu > Constraints > Results

<u>All</u>	Constraint X	Constraint Y	Upload constraints	
CONSTRAINT		MENU ITEM	LOW	HIGH
Constraint X		Plain maple waffle	\$2.40	\$3.00
Constraint X		Plain maple waffle	\$2.40	\$3.00
Constraint X		Plain maple waffle	\$2.40	\$3.00
Constraint X		Plain maple waffle	\$2.40	\$3.00
Constraint X		Plain maple waffle	\$2.40	\$3.00
Constraint X		Plain maple waffle	\$2.40	\$3.00

Modifying constraints using Excel

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

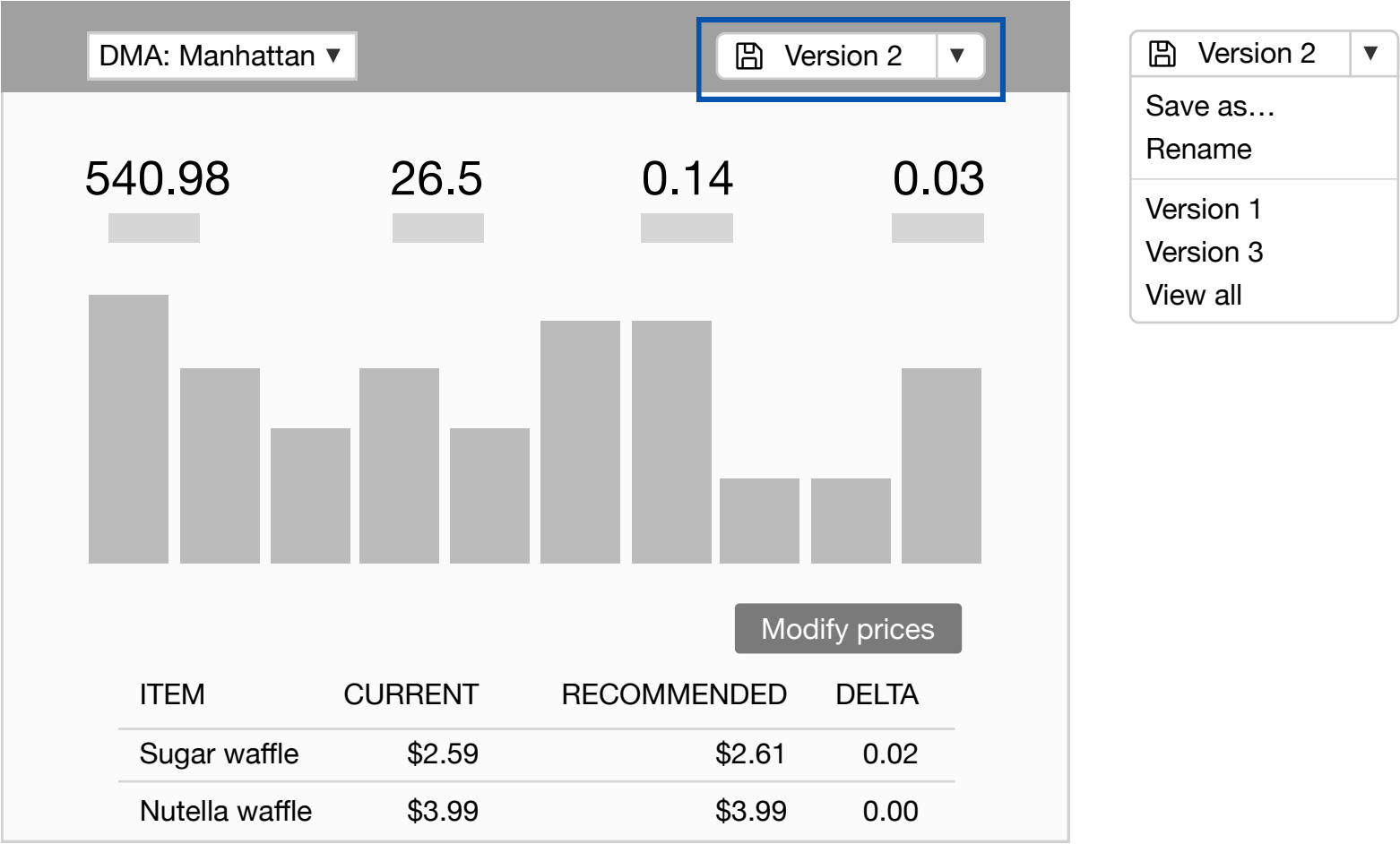


# User Testing

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

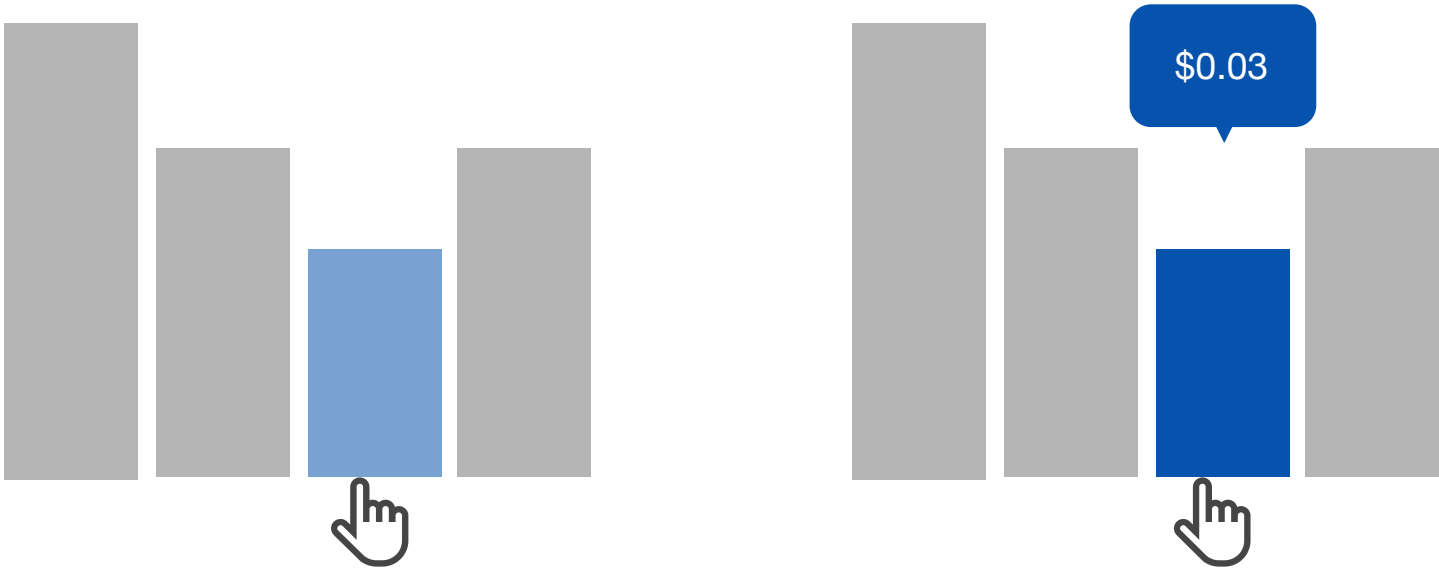
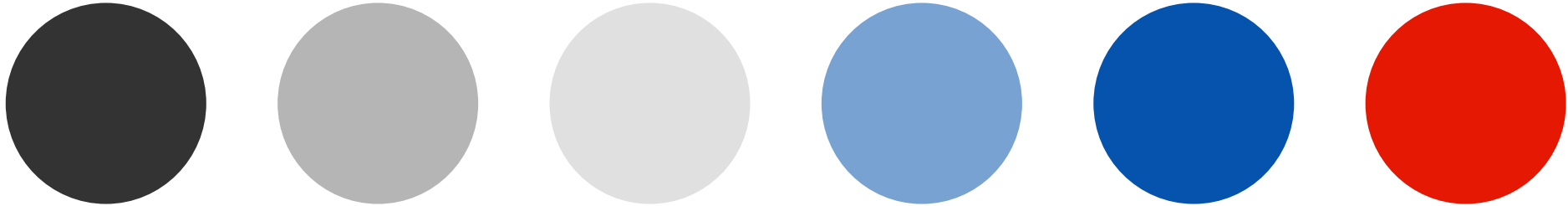
CONSTRAINT	MENU ITEM	LOW	HIGH
Constraint X	Maple waffle with strawberry	\$2.40	\$3.00

Constraint X ▼

Select a menu item ▼

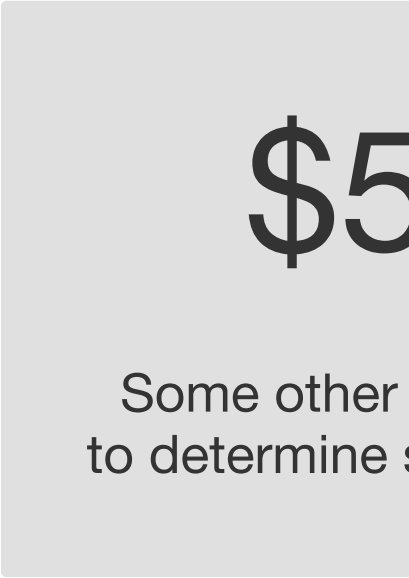
# Visual Enhancements

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.

