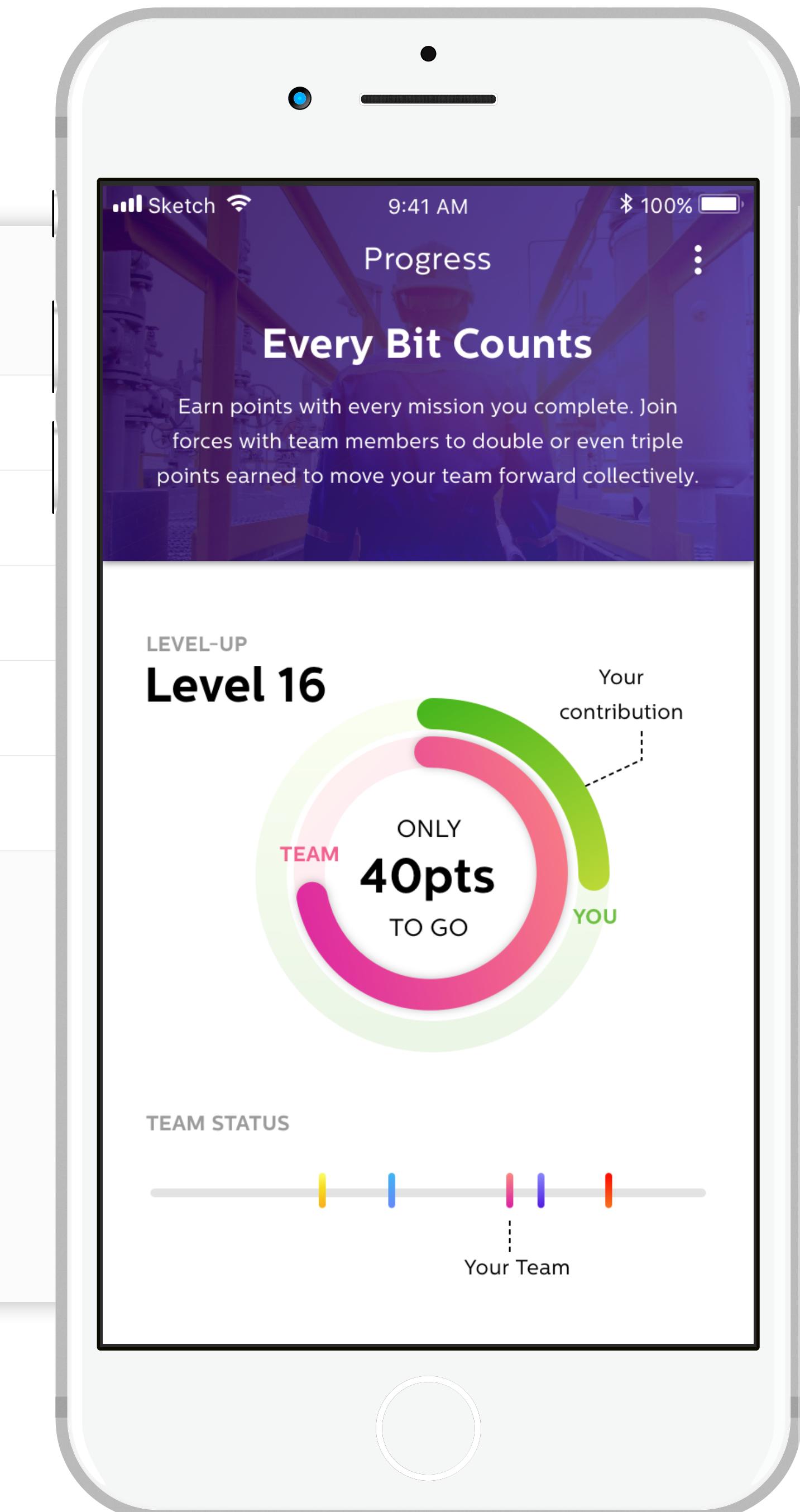


PowerUp

The mobile application interface features a large purple header with the title "PowerUp". Below the header, there are two cards for team members: "Gary Horton" (Safety Director) and "Lula Floyd" (Plant Manager). A "TEAM STATUS" bar at the bottom shows the progress of the team.

Team Palindrome



The mobile application interface shows a "Missions" screen with the title "Choose Your Mission". It explains that points are earned from missions and can be doubled or tripled by working with team members. The screen lists several mission options:

- Report Near-Miss (20 pts)
- Report Hazard (10 pts)
- Present At Best Practice Sharing Session (30 pts)
- Seasonal Risks (10 pts)

A "SUBMIT" button is located at the bottom right.

Key Challenges

- Reactive, rather than proactive, safety management
- Underreporting of near-misses due to fear of punitive response
- Current behavior-based safety programs focus primarily on frontline workers
- **Fundamentally, safety is not deeply embedded into the culture of oil and gas companies**

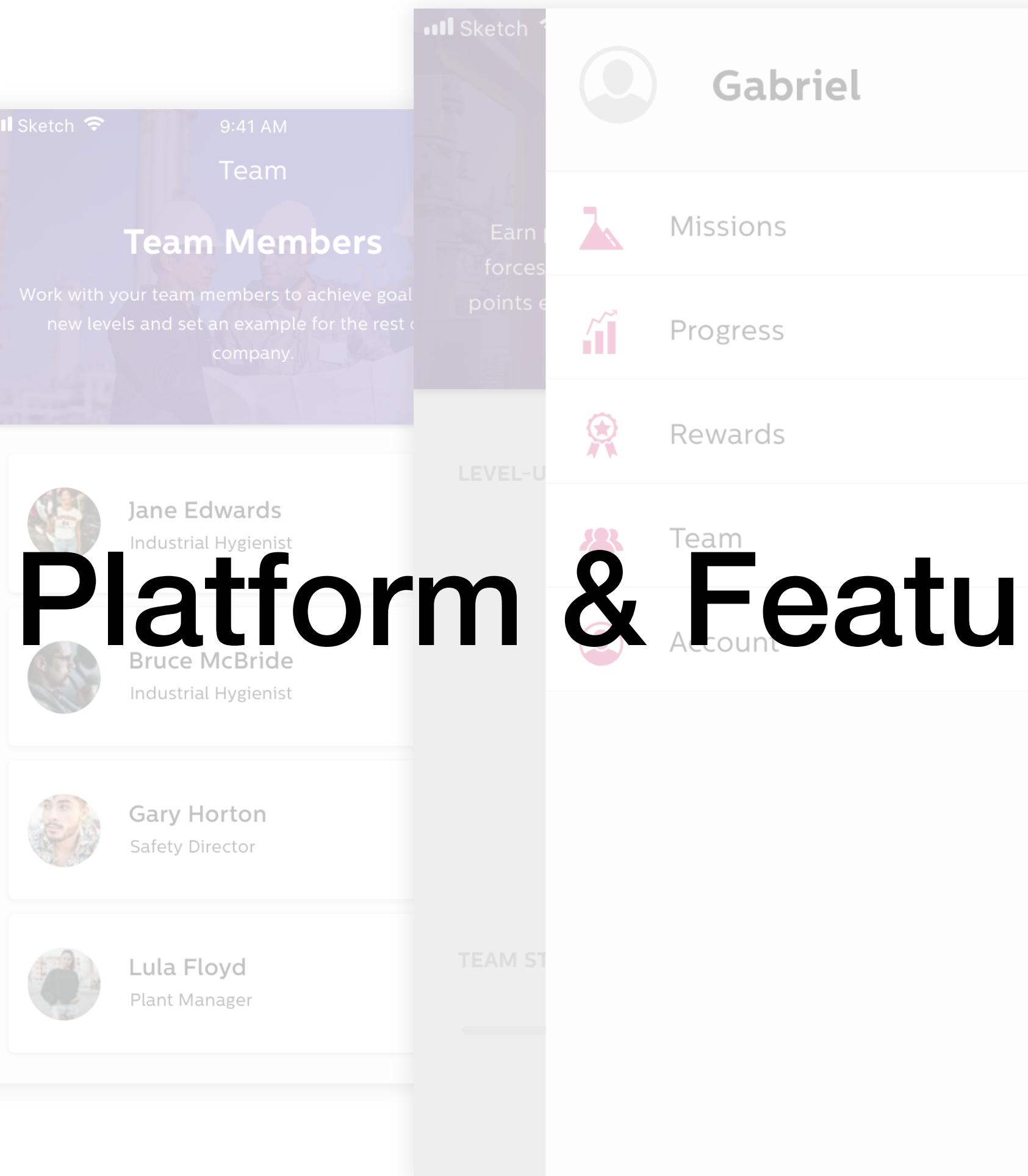
The Solution

PowerUp is a gamification platform that encourages positive safety habits through teamwork, friendly competition and rewards.

Design Principles

PowerUp built on the following principles:

- Empowering workers to take ownership of safety
- Establishing an effective feedback loop for reporting and resolving safety issues
- Motivating employees to be actively engaged in managing safety
- Including employees at all levels



Platform & Features

Progress: Shows a circular progress bar for 'Level 16' with 'ONLY 40pts TO GO'. It highlights 'Your contribution' and 'TEAM'. Below is a 'TEAM STATUS' bar with colored segments for 'Your Team'.

Missions: A list of missions with points and descriptions:

- Report Near-Miss: 30pts
- Report Hazard: 10pts
- Present At Best Practice Sharing Session: 30pts
- Seasonal Risks: 10pts

Report Near-Miss: A detailed view of a mission entry with fields for TIME (1:35pm), I8, and ION, and a SUBMIT button.

Features: Missions

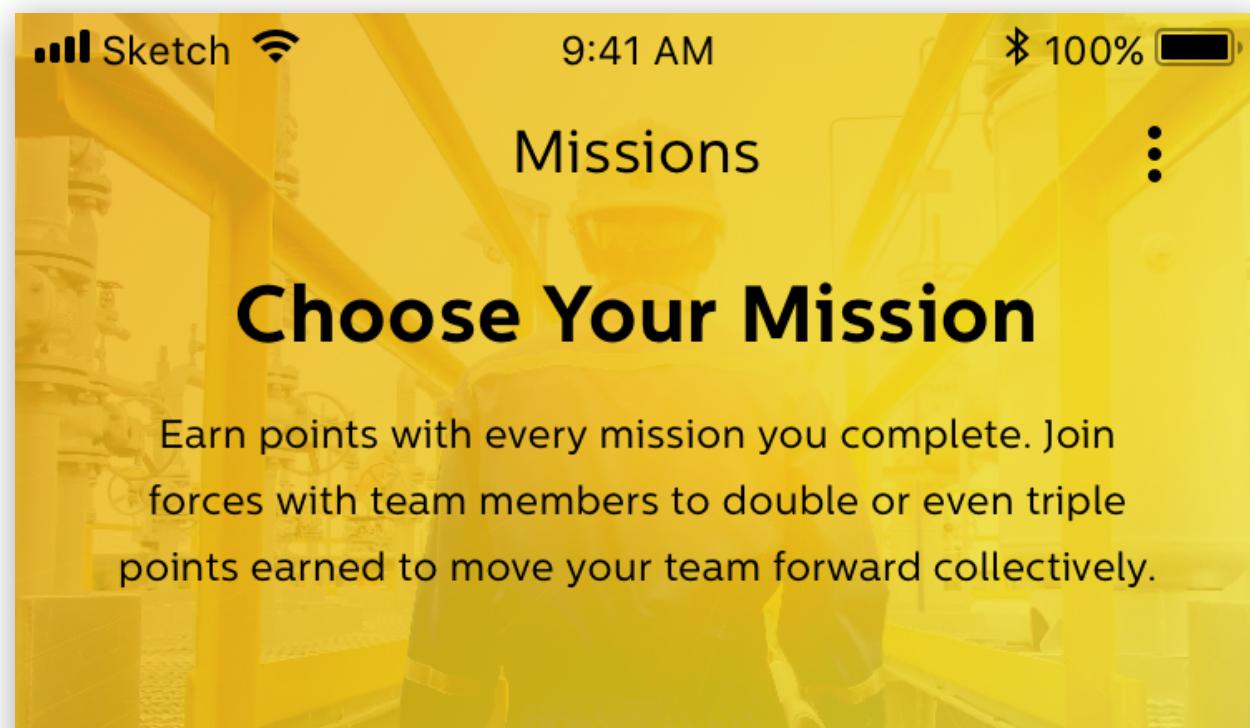
Tasks that can be completed for points.

Designed to align with overarching safety and culture goals.

Three types of missions: LEARN, SHARE & DO

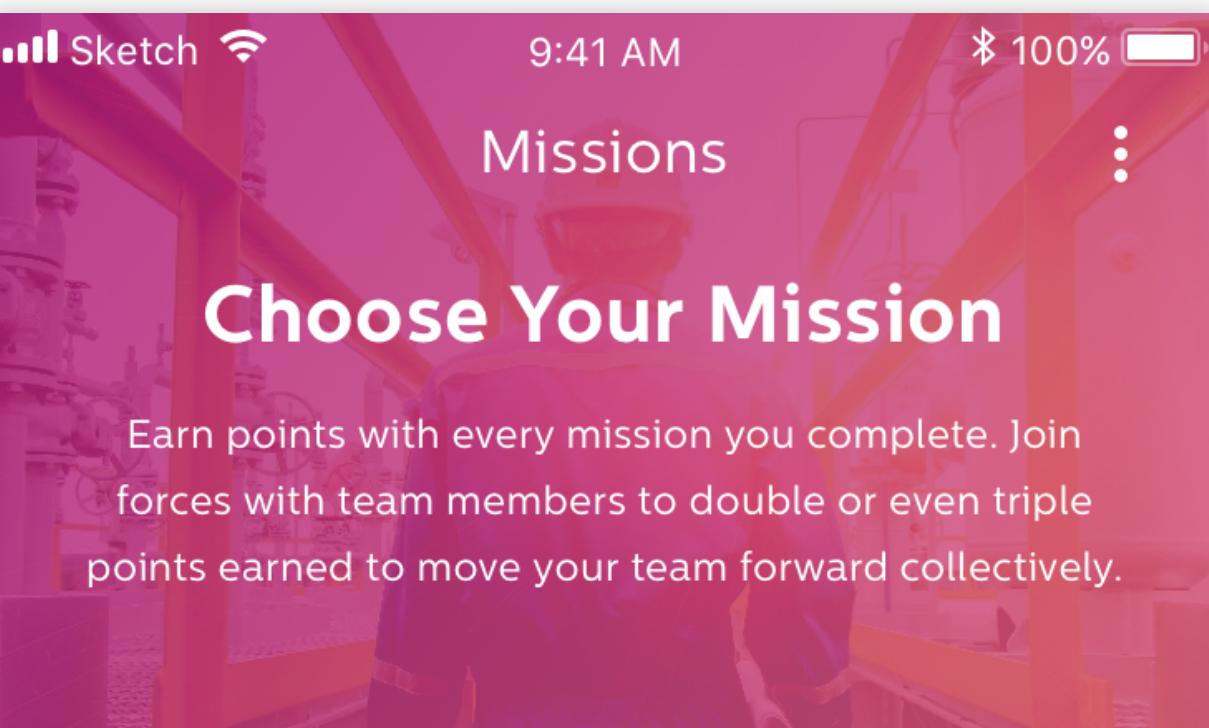
Missions can be customized for every company

Involving Employees At All Levels



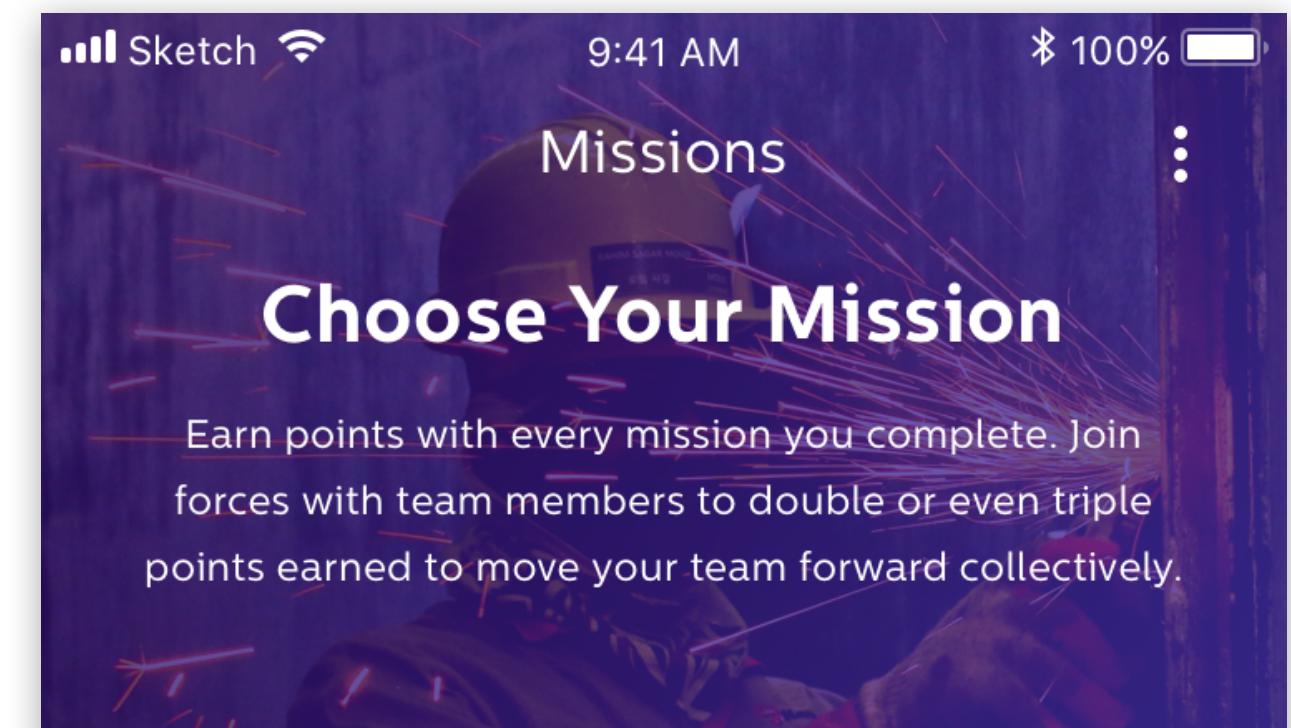
- Review Safety Analytics**
30pts
- Check-in With Field Worker**
30pts
- Organize Best-Practice Sharing Session**
30pts
- Meet New Technology Provider**
20pts

Senior Management



- Meet New Technology Provider**
20pts
- Respond To Hazard Report**
10pts
- Present At Best Practice Sharing Session**
30pts
- Share Safety Analytics With Senior Management**
20pts

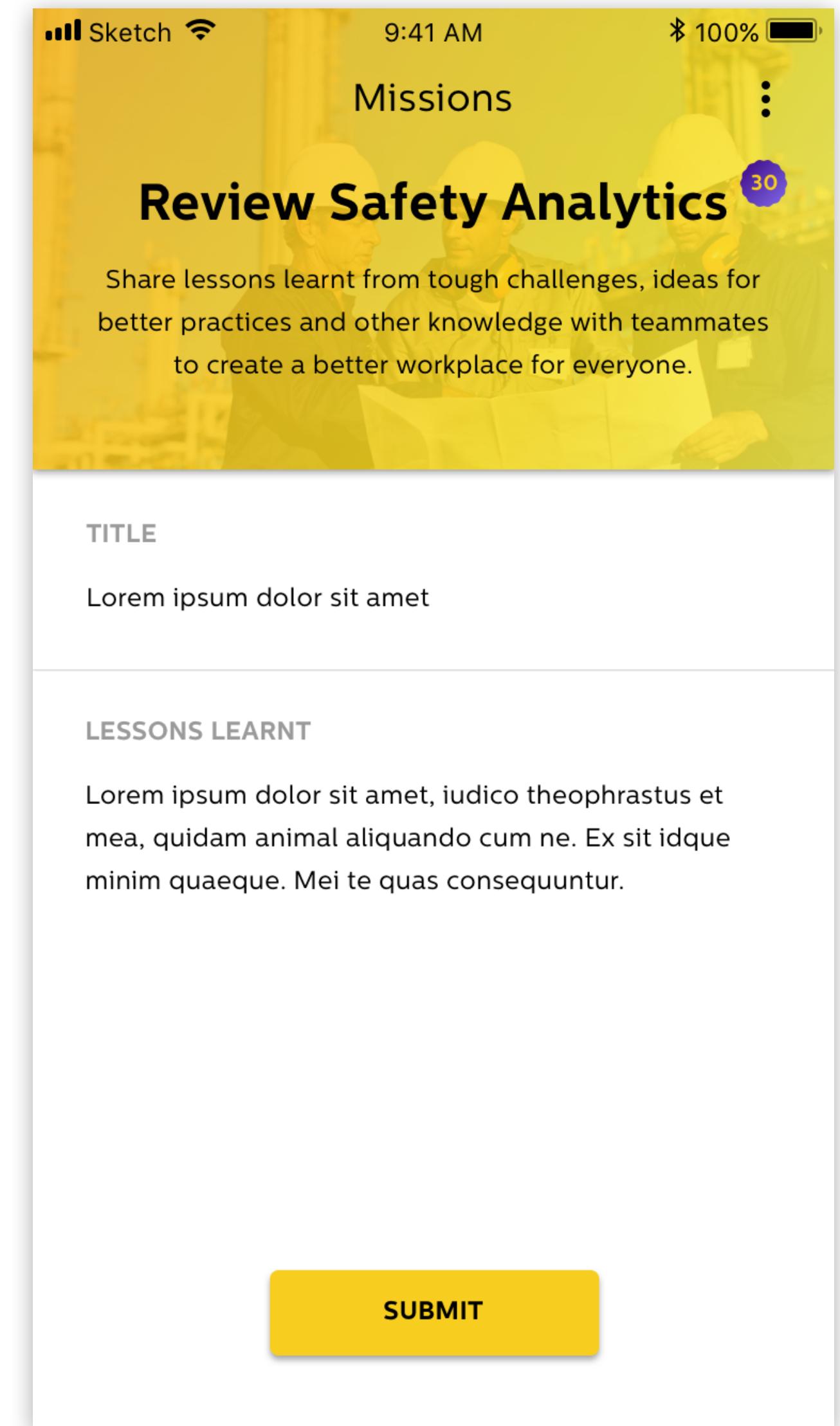
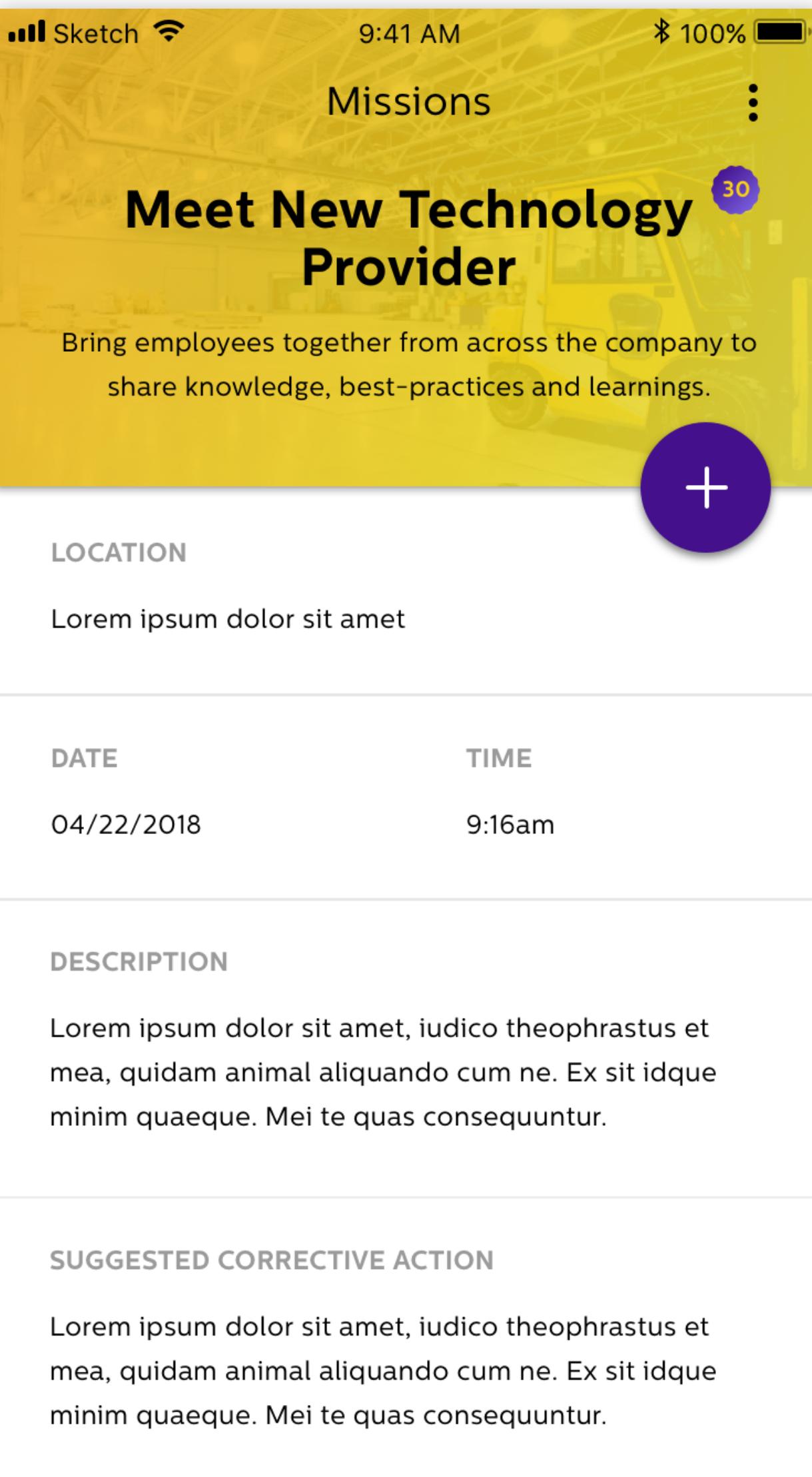
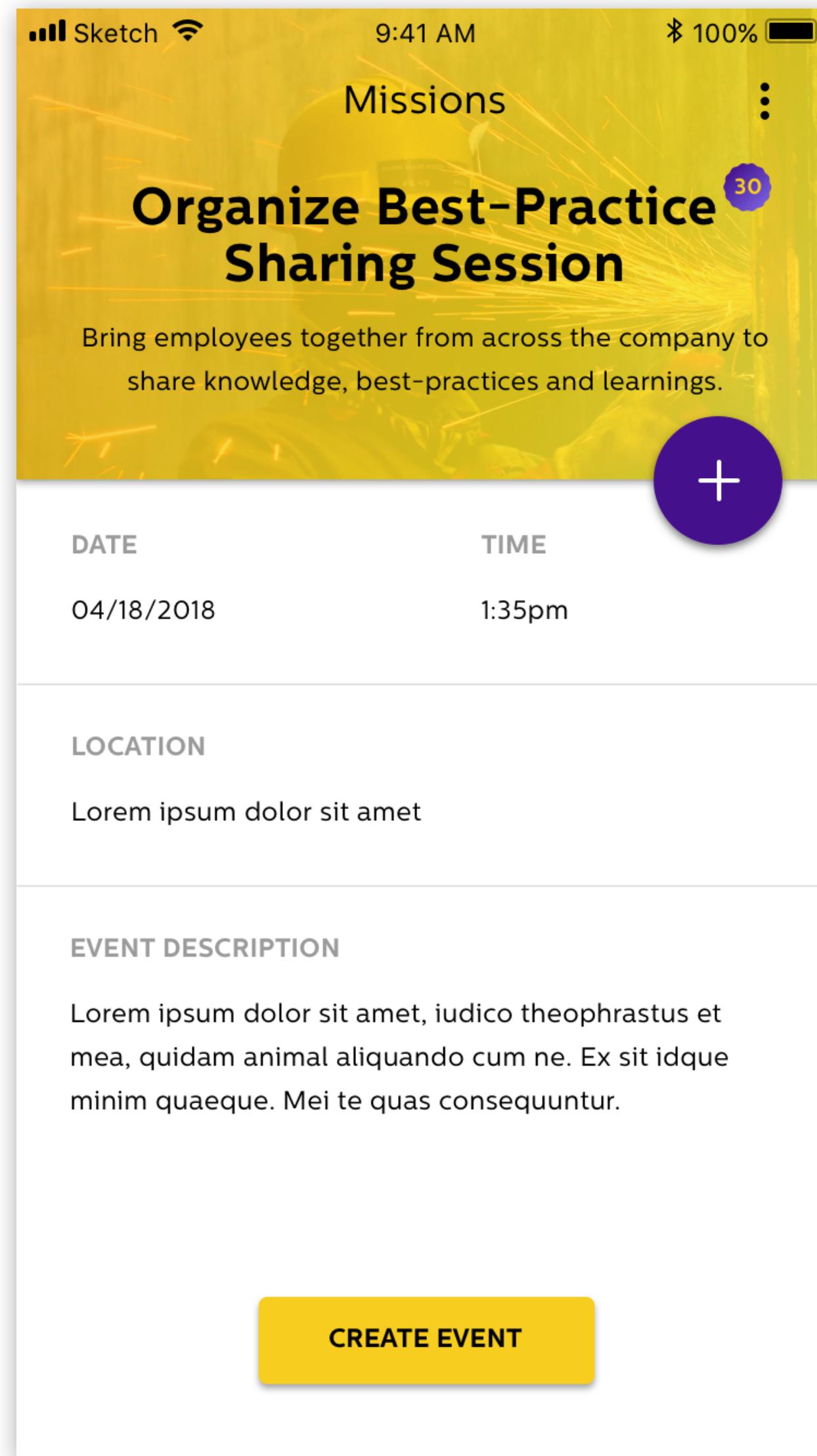
Safety Officer



- Report Near-Miss**
30pts
- Report Hazard**
10pts
- Present At Best Practice Sharing Session**
30pts
- Seasonal Risks**
10pts

Field Worker

Involving Employees At All Levels



Senior Management

Involving Employees At All Levels

Sketch 9:41 AM ⚡ 100%

Missions

Meet New Technology Provider 20

Bring employees together from across the company to share knowledge, best-practices and learnings.

+

LOCATION
Lorem ipsum dolor sit amet

DATE
04/18/2018

TIME
1:35pm

DESCRIPTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

SUBMIT

Sketch 9:41 AM ⚡ 100%

Missions

Present At Best-Practice Sharing Session 30

Share lessons learnt from tough challenges, ideas for better practices and other knowledge with teammates.

+

TITLE
Lorem ipsum dolor sit amet

LESSONS LEARNED
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

SUBMIT

Sketch 9:41 AM ⚡ 100%

Missions

Respond To Hazard Report 10

Share lessons learnt from tough challenges, ideas for better practices and other knowledge with teammates.

+

LOCATION
Lorem ipsum dolor sit amet

DATE
04/22/2018

TIME
9:16am

DESCRIPTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

SUGGESTED CORRECTIVE ACTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

Safety Officer

Involving Employees At All Levels

Sketch 9:41 AM 100%

Missions

Report Near-Miss 30

Near-misses are unplanned events that did not result in injury, illness or damage—but had the potential to do so. If you witnessed a near-miss, please report it here.

+

LOCATION
Lorem ipsum dolor sit amet

DATE 04/18/2018

TIME 1:35pm

DESCRIPTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

SUBMIT

Sketch 9:41 AM 100%

Missions

Report Hazard 10

Report hazardous conditions or practices and subsequent corrective action without waiting for the next round of regular inspections.

+

LOCATION
Lorem ipsum dolor sit amet

DATE 04/22/2018

TIME 9:16am

DESCRIPTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

SUGGESTED CORRECTIVE ACTION
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

Sketch 9:41 AM 100%

Missions

Present At Best-Practice Sharing Session 30

Share lessons learnt from tough challenges, ideas for better practices and other knowledge with teammates.

+

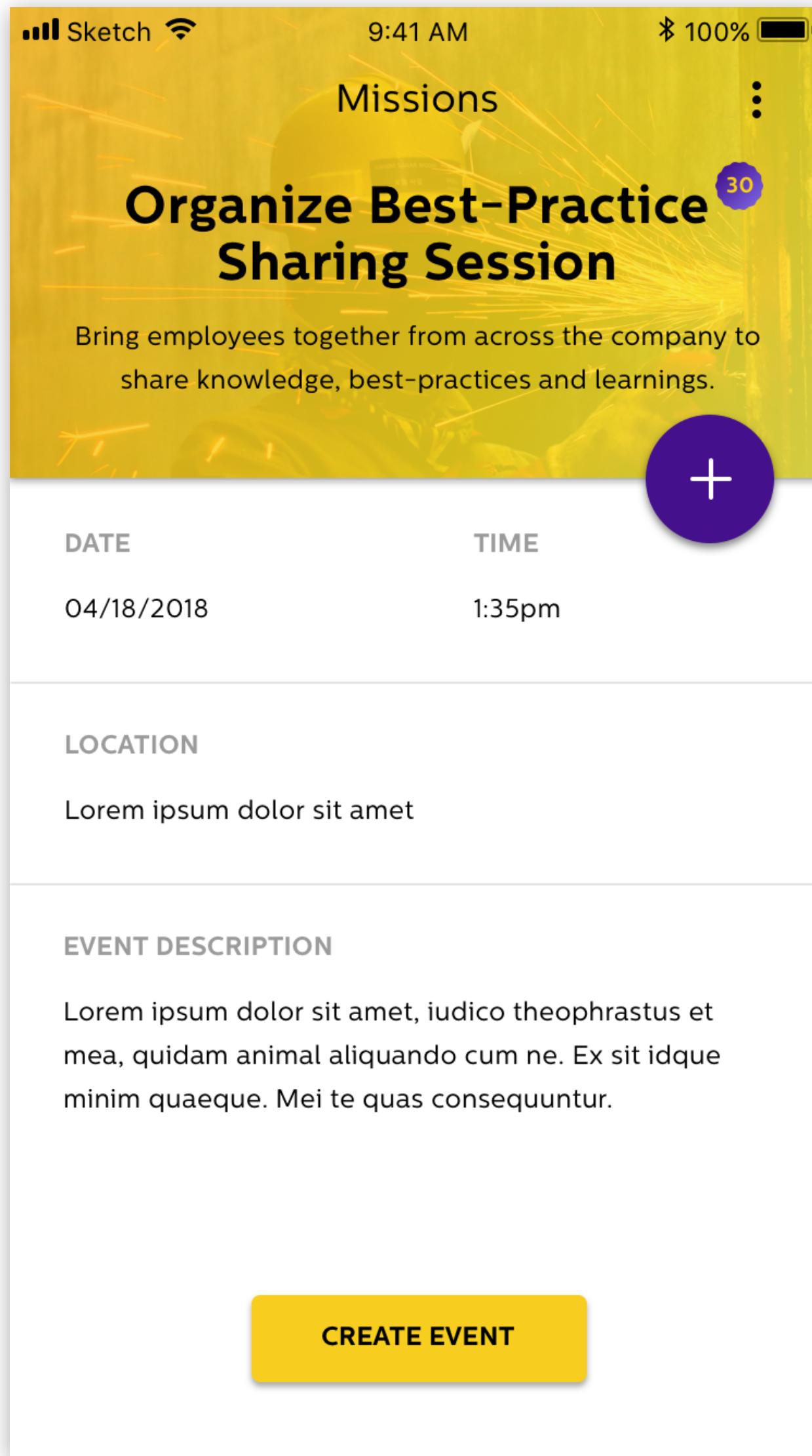
TITLE
Lorem ipsum dolor sit amet

PRESENTATION HIGHLIGHTS
Lorem ipsum dolor sit amet, iudico theophrastus et mea, quidam animal aliquando cum ne. Ex sit idque minim quaeque. Mei te quas consequuntur.

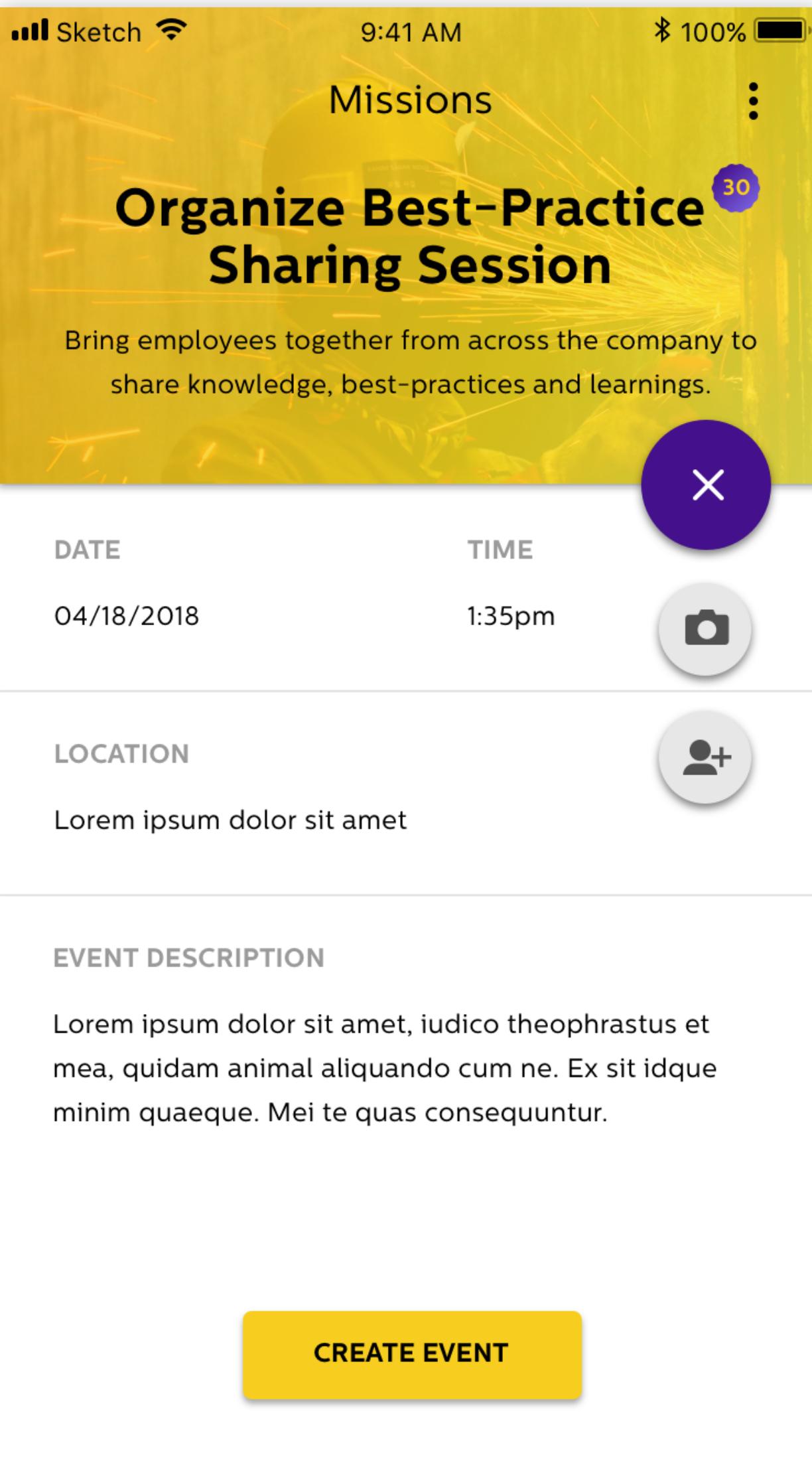
SUBMIT

Field Worker

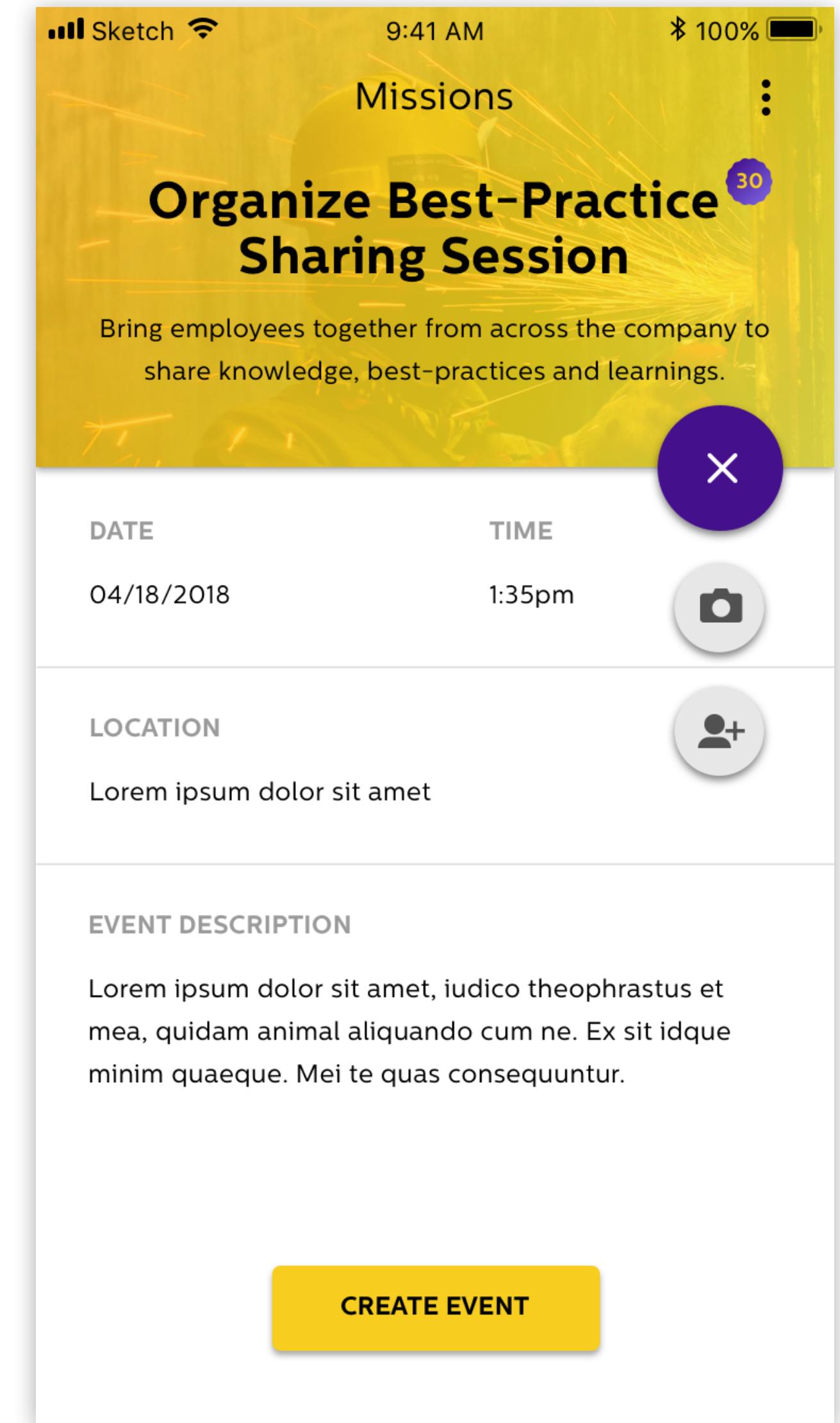
Encouraging Teamwork



1. Creating Sharing Session



2. Inviting Team



3. Earning Bonus Points

Features: Progress & Rewards

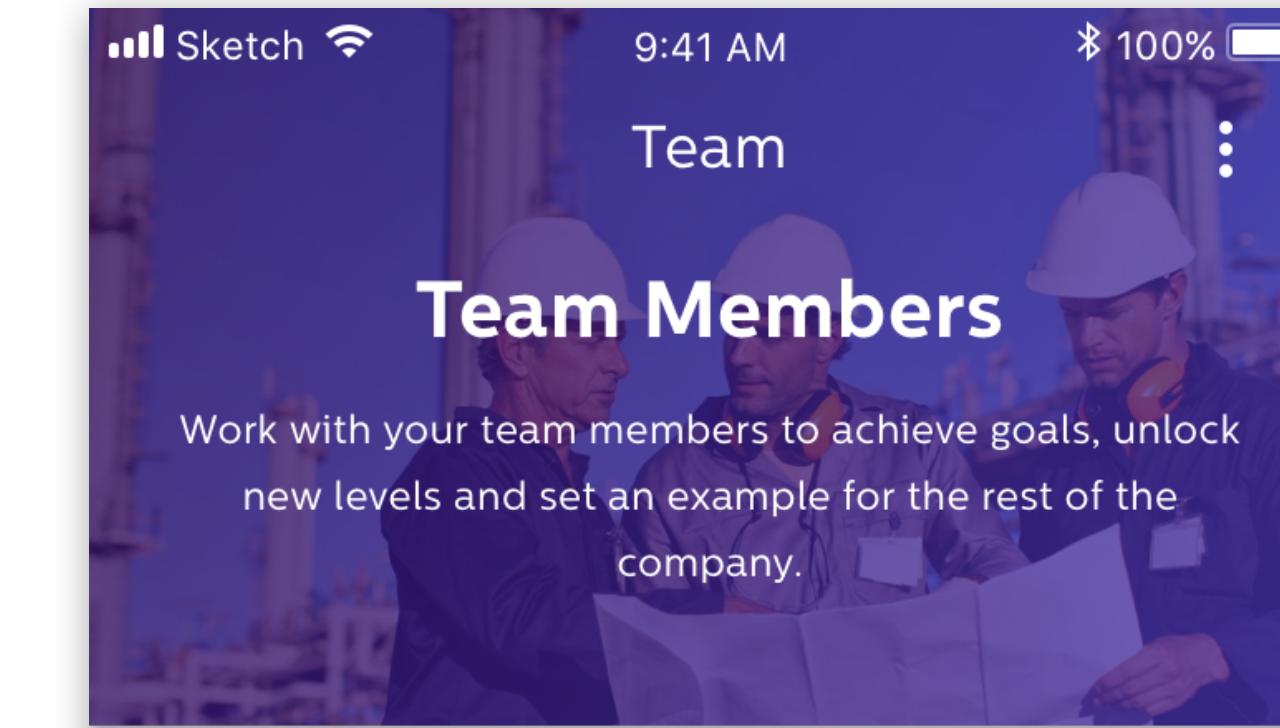
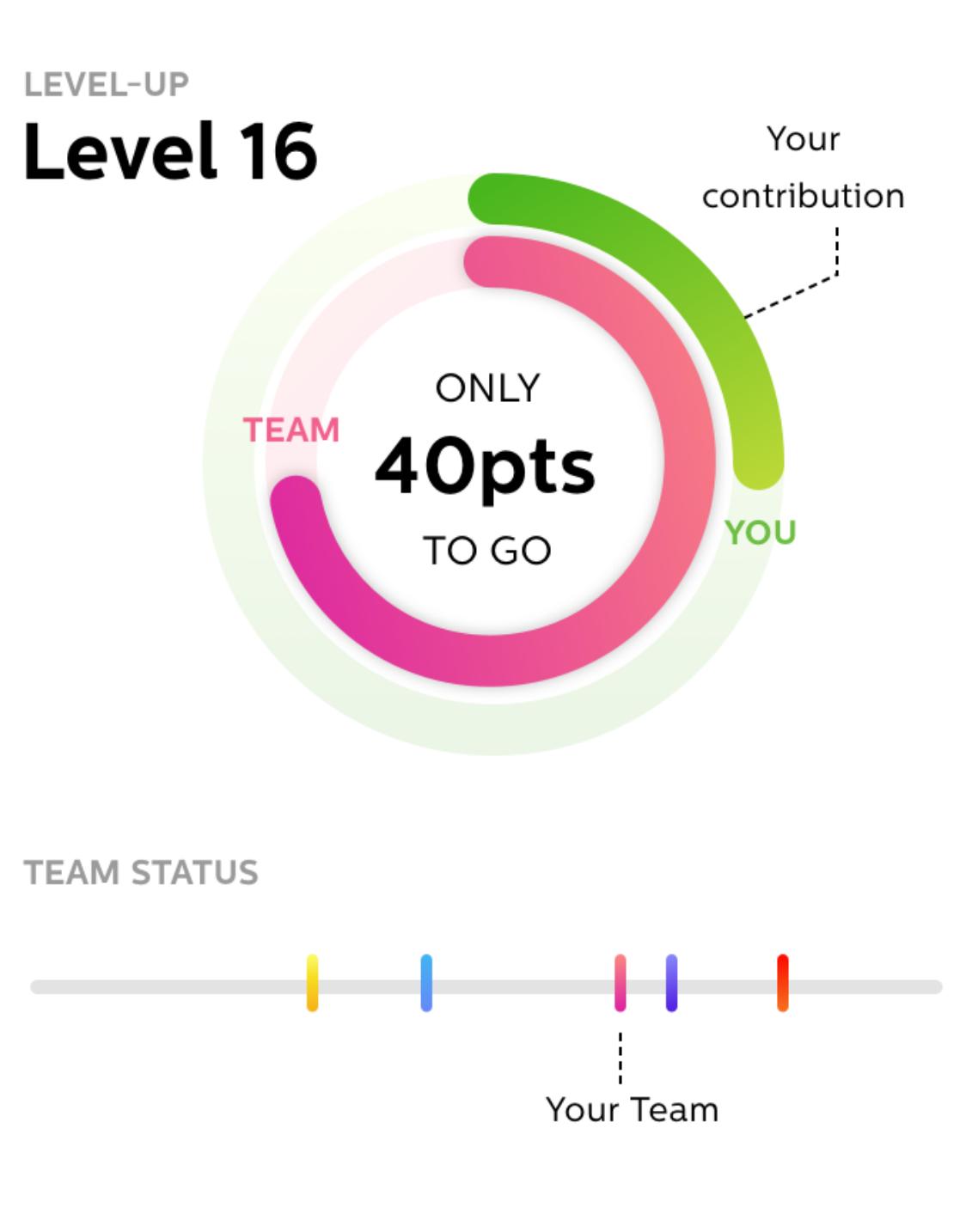
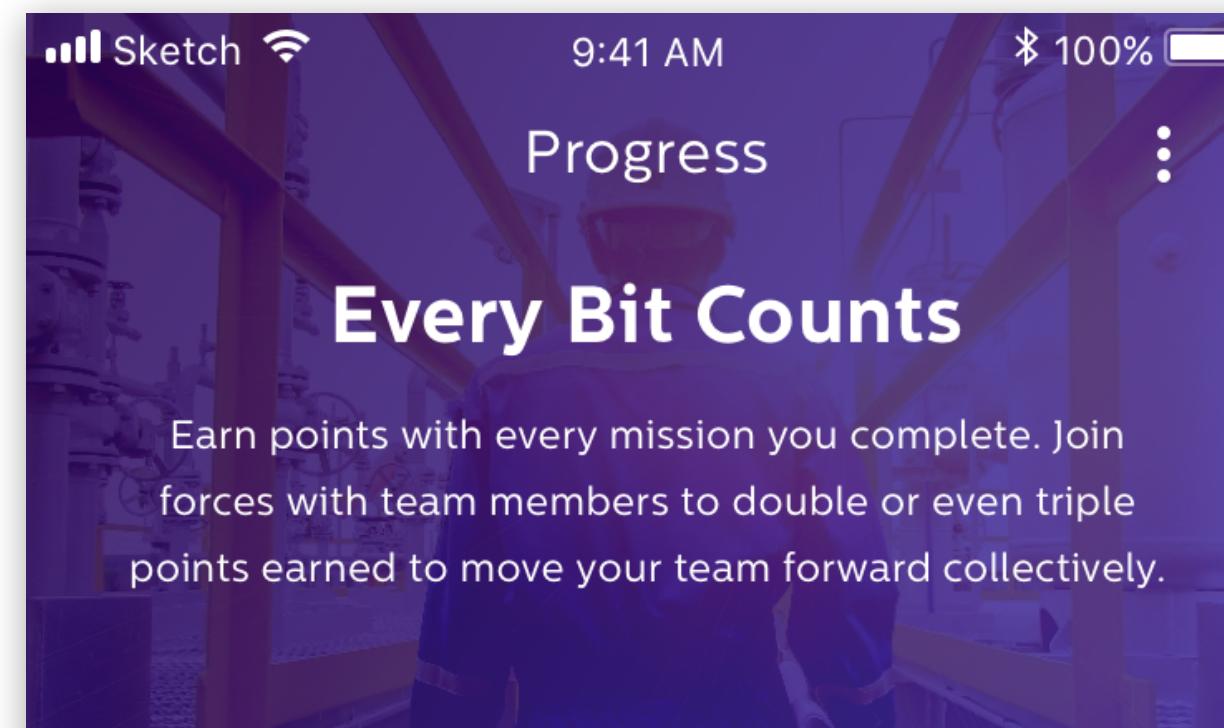
Teams can progress through levels by earning points

Achieving levels unlocks rewards, e.g. team dinners, lunch with the CEO, newsletter feature, etc.

Rewards are designed to spark greater intrinsic motivation, rather than replace intrinsic motivation with cash rewards

In the long run, employees' progress on the platform can be considered during performance evaluations, bonuses and promotion considerations

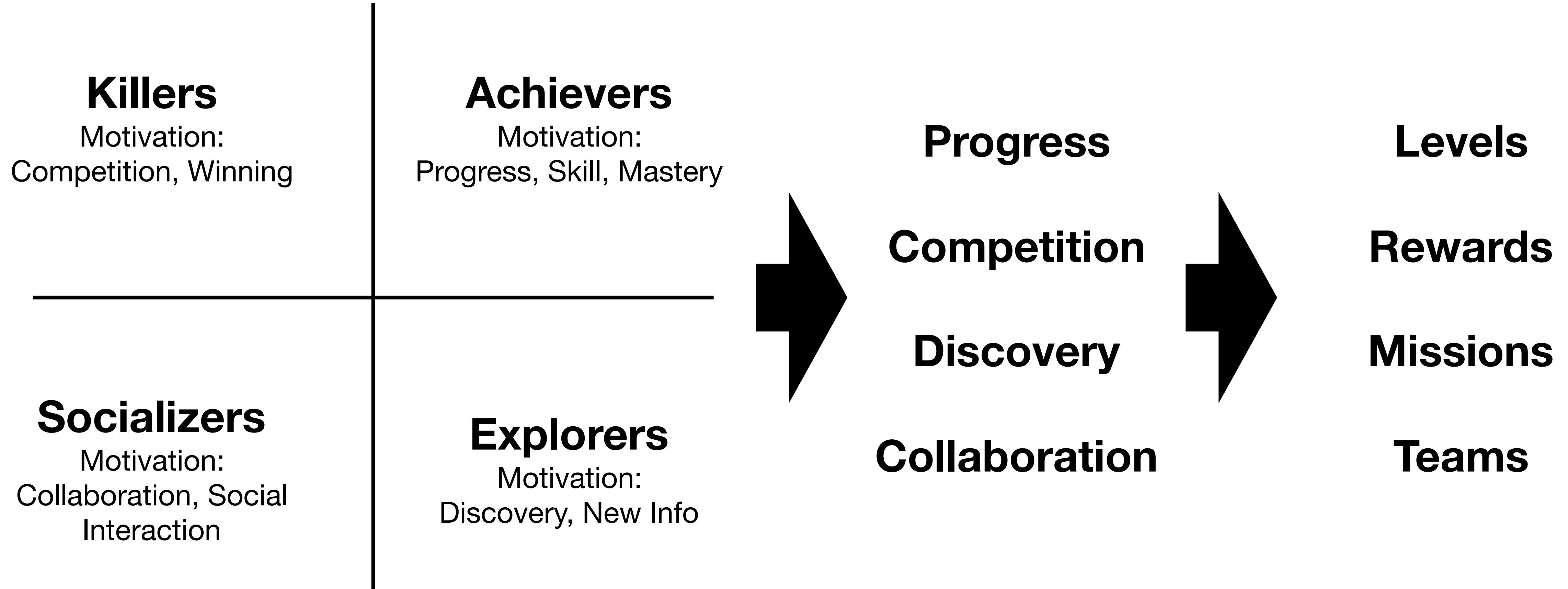
Creating Engagement & Friendly Competition



Team

	Jane Edwards Industrial Hygienist
	Bruce McBride Industrial Hygienist
	Gary Horton Safety Director
	Lula Floyd Plant Manager

Game Mechanics



“Bartle’s Types of Characters”

Improve Culture == Improve Safety

- Encourage teamwork, openness and feedback
- Improve on-site workplace safety processes
- Improve employee' workplace safety habits across the company