



A CONFIGURABLE SAFETY MANAGEMENT PLATFORM THAT PUTS PEOPLE FIRST

Focus FS software redesign connects operations and worker safety to save time, save resources and ultimately, save lives.

CLIENT Focus FS LOCATION St John's, NL WEBSITE www.focusfs.com INDUSTRY Real Estate & Construction

SERVICES RENDERED



STRATEGY
Journey Mapping
Personas



RESEARCH
Stakeholder Research
User Interviews



DESIGN
Information Architecture
Interaction Design
Visual Design



TESTING
Usability Testing



CONSTRUCTION
Style Guide
Front-end Coding

CHALLENGE

Focus FS brings digital technology into the industrial sector to minimize risk and gain performance insight. They knew the software could reach new heights of efficiency and engagement. Stakes were high considering the platform needs to work for users in lifesaving situations and preventative measures.

APPROACH

Journey mapping uncovered a broad set of user personas who interact with the platform at varying degrees across the experience phases. We took a deep dive into the activities, context of use, and pain points to surface the opportunities for improvement. Through user interviews, we developed a deeper understanding of the behaviours and motivations that would ultimately inform our design approach. We followed a collaborative and iterative process from interaction to the visual design with usability testing validation inserted at early on.

IMPACT

The redesigned Focus FS platform has a highly streamlined and scalable modular interface bringing relevant details and insights to the forefront without getting in the way of the task flow. The user interface supports people who work in dark spaces, such as mines, as well as typical office environments, creating a sense of calm control. Focus FS continues to seamlessly expand the system with this solid foundation.

“FROM BEGINNING TO END, THE TEAM AT AKENDI GUIDED US THROUGH THE PROCESS. WE BEGAN BY UNDERSTANDING THE USER EXPERIENCE, COLLABORATED ON DESIGN APPROACHES, AND EVOLVED OUR WHOLE BRAND.”

Jordan Hopkins DIRECTOR, PRODUCT MANAGEMENT