

SteelDrive: Industry collaboration delivers innovation

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Like the users it is intended for, SteelDrive has been on a journey of its own, from the simple idea of taking photos of restrained loads to the digital platform soft launched in December.

It started with the idea of generating a visual log of how products are restrained on trucks to empower the transporter and manufacturer to assess load restraint, make improvements, celebrate correct behaviours and in the unlikely event of an incident, assist the investigation process. The idea called for something greater than just using handheld cameras so a mobile app was considered with the capability to take photos as well as provide ease of use through a purpose-designed interface.

The end result had to add value greater than just the photos for it to be successful. And it couldn't just be an app for a manufacturer. It had to be an app for the transporter and most importantly, the driver. From this concept (and many, many meetings) SteelDrive emerged and a partnership was created between BlueScope, K&S Transport and Toll.

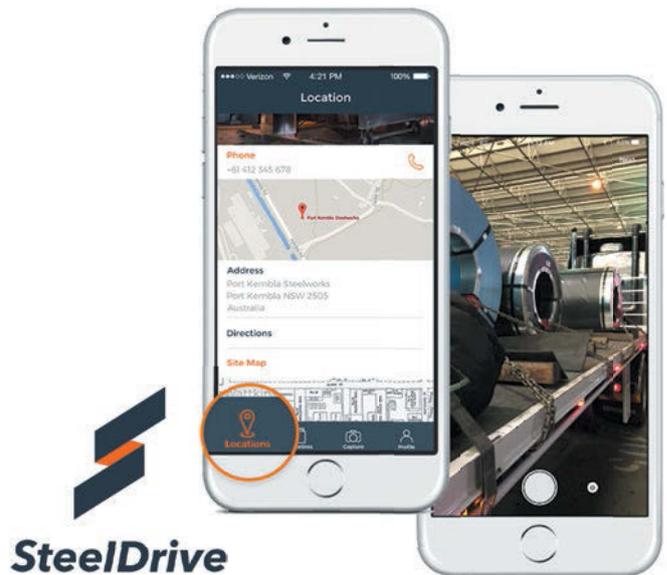
This collaboration has led to Phase One of SteelDrive tying together the Minimum Viable Product (MVP) features in a way that adds value to all involved and by doing so, hopes to create a sustainable and scalable platform that can be applied in other logistics codes.

Understanding the challenges drivers face daily in the restraint of product, the value of also providing the Load Restraint Guideline catalogue through the app straight into the fingertips of drivers instantly became clear.

The platform also provides drivers with a registry of site location details where each location can fill out information through a web portal, like direct site contact phone number, street and physical address mapped by pinpoint, any special instructions and directions, list site contacts and their positions, operating hours, icons of the facilities available at the site and links to the closest weighbridge, petrol station and rest stops. The site profile also has photo galleries to document specific personal protective equipment requirements, exclusion zone and height restrictions as well as general location images. Each location is 'geo-fenced', meaning that when using the app and near a location, it can tell you what is nearby.

Interactivity facilitated through the platform between the loading dock and driver was a key focus area. Making sure drivers have many means to the information they need is paramount and the design of the platform enables sending of location-specific notifications to the driver's device. To ensure a device isn't inundated with too many notifications, the user can 'favourite' the sites they wish to get notifications for. These can inform drivers of any delays, changes to normal operations or even to remind drivers of general safety bulletins or messages as a proactive form of site risk mitigation.

Another key aspect in the design was to ensure the app is easy to engage with. Here the partnership between BlueScope, K&S Transport and Toll ensured the design of the user interface gave the best



experience for drivers. Iterations of screen mock-ups were developed, shared, reviewed and modified. Focus was directed to ensuring fine-tuning of the number of touches needed in processes. This is best displayed through the photo capture process where no information is required to be input by the driver. The process can be completed within seven step-by-step touches which follows the physical load restraining process.

As part of the MVP program, the first release targeted iOS (Apple iPhones) as industry data indicated it was the most widely used device category when the project began. With shifting technology though, key users are now operating more Android-based devices so the development of that version is underway. The release of this is expected to coincide with the opening of SteelDrive to a wider audience across the steel transport industry when the soft launch ends over the next few months. The expected uptake is aimed to hit around 55 to 60 percent of those drivers.

Although designed for use in the steel logistics industry, the SteelDrive model can easily be cross-pollinated across other logistics codes as it is a standalone package that is completely divorced from any company's internal systems. As SteelDrive asks the driver to play an active part by using their own device, the mantra behind this has and will always be that by delivering value to them first and foremost that they can't get elsewhere, they'd be willing to get on board.

The next step for SteelDrive is in looking to assist drivers at drop-off points, responding to the most widely received feedback from the industry, enabling Proof of Delivery photos and notifications that can help reach out to our customers and get them to be involved in this exciting and innovative industry solution.

For more information on SteelDrive please contact info@steeldrive.org or visit www.steeldrive.org