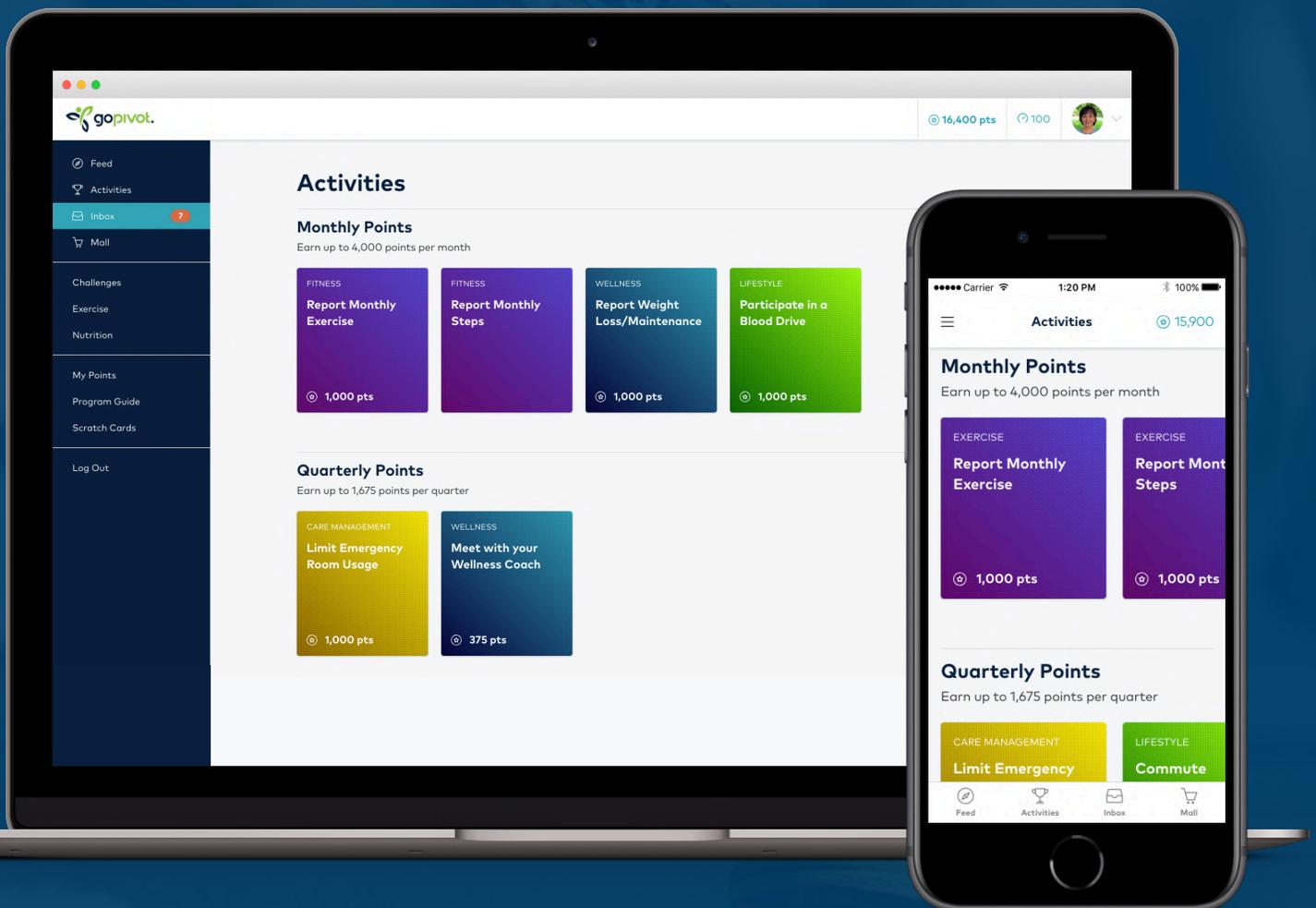




CASE STUDY:

Using data analytics and behavioral science to power innovative platform



THE CHALLENGE:

GoPivot, founded by pioneers in the behavioral change and fitness industry, saw a need for technology that would help companies achieve safety, wellness, and healthcare cost reduction goals. To accomplish this, companies needed a dynamic and engaging user-friendly platform that would provide expert content, motivational challenges, healthy activities, and an incentive model to drive the right behaviors that yield the targeted results.

The application would need to:

- Be highly configurable to best address the unique needs of each company
- Include a dynamic rules-based processing “engine” to create a personalized experience for each user
- Serve relevant, personalized information based on user profiles, preferences, and interactions
- Include an engaging, user-friendly design to promote safety precautions and healthy choices to improve and save lives
- Equip companies to utilize the solution as an extension of their brand and culture to optimize employee engagement and wellness

THE SOLUTION:

To equip individuals to improve their health and wellness, GoPivot partnered with PointClear Solutions to strategize, design, develop, integrate, and launch their innovative technology. After extensive research, and interactive consulting sessions, PointClear Solutions created a configurable, comprehensive corporate wellness platform to help drive meaningful behavior change for tangible, lasting outcomes.

The GoPivot solution includes a responsive web application, powered by an extensive rules engine that creates relevant challenges, content, and activities for users based on their profile, preferences, interactions, and behaviors. The platform leverages data analytics, artificial intelligence, and behavioral science to encourage engagement and improved health and safety.

KEY PROJECT COMPONENTS:

- Strategy and consulting
- Visual design
- Product development
- Style guide
- Prototypes
- User stories & wireframes
- Security & performance measures
- Technical documentation
- Integration to 3rd party technologies

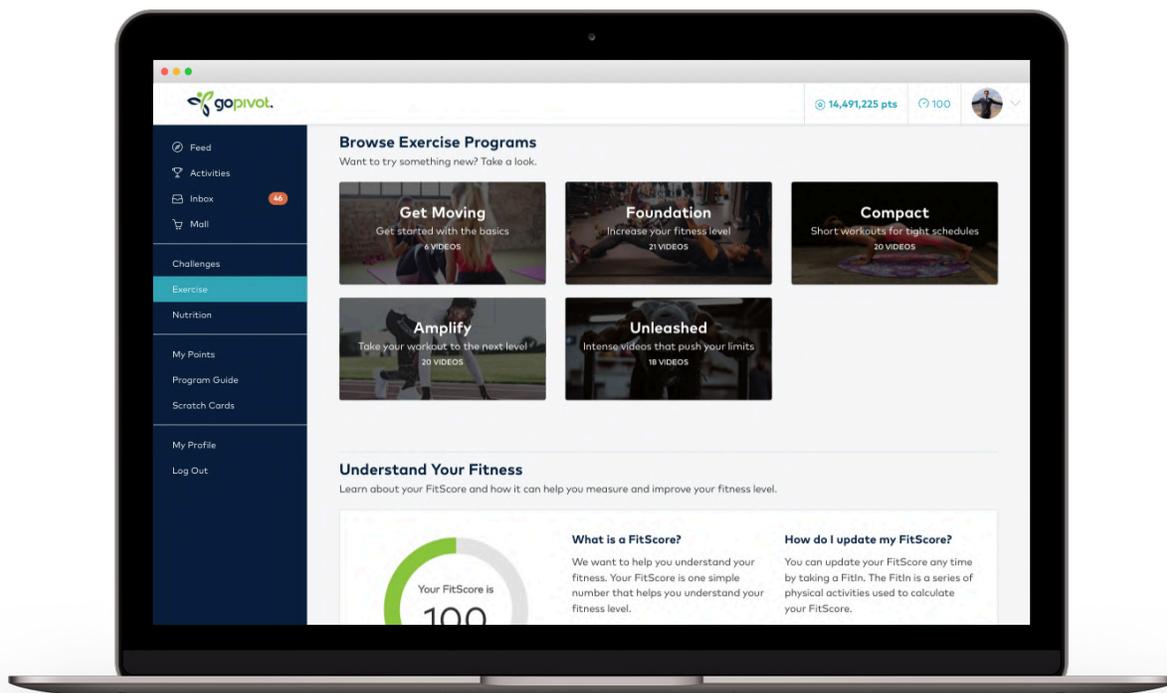
KEY PROJECT COMPONENTS:

- Responsive website & mobile app
- Challenge & activity tools
- Wellness programs
- Nutrition tools
- Exercise plans
- Messaging tools
- News feed
- Trigger based alerts
- Educational content
- Digital store front integration
- Fitness tracker integration

THE RESULTS:

The GoPivot technology equips companies to provide fun, motivating ways to engage team members in their long-term health and safety. The emphasis on UX, UI, and design promotes platform adoption and active participation in the programs. The admin-friendly, configurable platform, equips companies to brand the technology for enhanced employee engagement and loyalty.

Employees now have a user-friendly platform that helps them work more safely, live more healthfully, and earn rewards in the process. Companies have the benefit of enhanced loyalty, healthier employees, OSHA compliance, safer work habits, lower insurance premiums, and more.



“ Our next generation, intuitive platform leverages the latest advances in data analytics and behavioral science to help companies reach their safety, wellness, and healthcare cost reduction goals. The cutting-edge solution would not be what it is today without the strategy, design, and development expertise from PointClear Solutions. ”

- Don Doster, Chief Executive Officer, GoPivot

To learn more, visit www.pointclearsolutions.com.