

# Academy for Safety Ergonomics & Factors

Over Ons

## Design brief – Website design

Human Safety Academy

Alfred van Wincoop | Ganesh Vishwanathan

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About the group -  
**Human Safety Alliance**

## Part of one group

- The Human Safety Alliance focuses on enhancing safety in various industries through advanced research, consultancy, and training programs.
- It is comprised of several divisions including Intergero, LFI24, and the Human Safety Academy, each contributing specialized expertise in areas like human factors, ergonomics, and incident investigation.

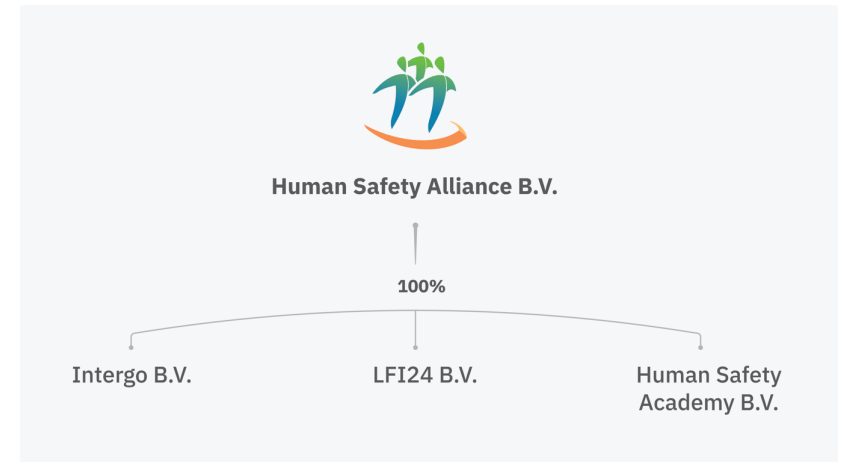
Our vision:

***Making the difference  
for a safe and healthy world.***



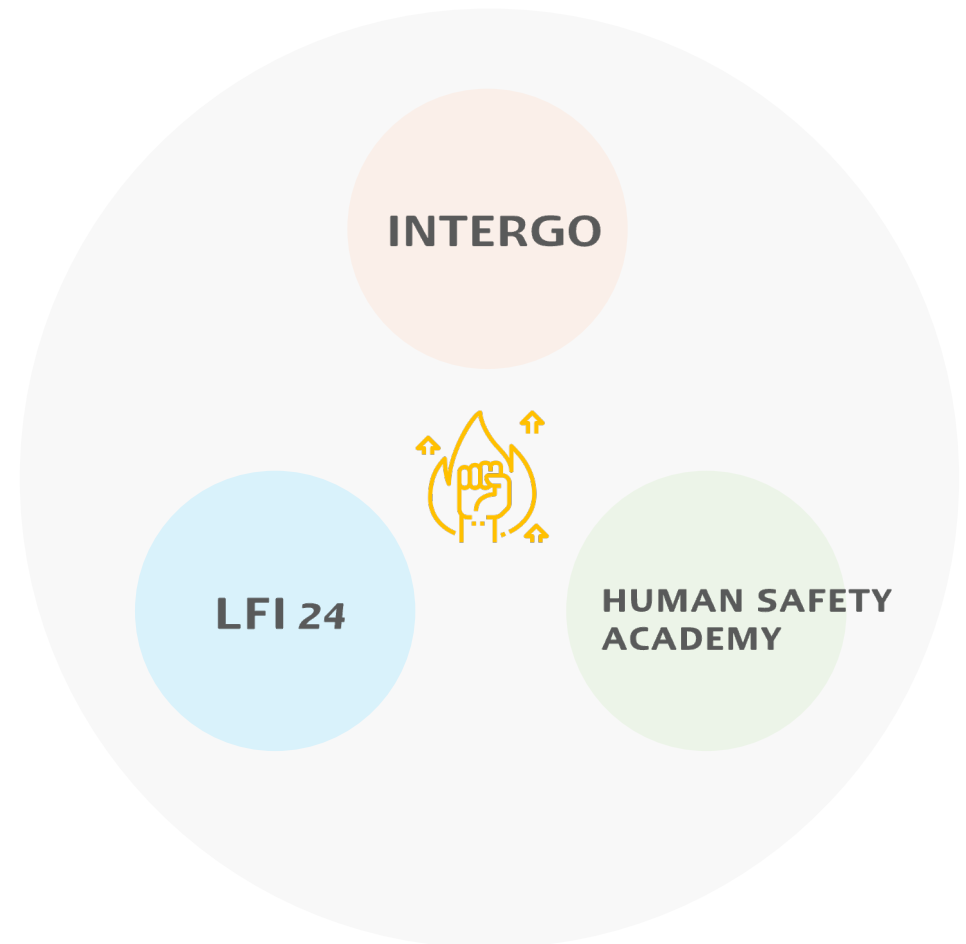
# Part of one group

- Intergo (intergo.nl) is known for its multidisciplinary safety projects, utilizing deep knowledge of human behaviour to improve company performance in safety-critical environments.
- LFI24 (lfi24.com) offers expertise in independent incident investigation and has a rapid response team available 24/7.
- Meanwhile, the Human Safety Academy provides training and development programs for professionals in safety-critical roles, focusing on incident investigation, risk prevention and safety in design.
- Together, these divisions leverage their expertise to serve a wide array of industries, from maritime and rail to healthcare and energy, aiming to challenge the safety status quo and deliver tailor-made safety solutions backed by evidence-based methods and research.



## Part of one group

- The Human Safety Academy offers straightforward, accessible training in health and safety, designed to equip participants with essential skills and knowledge.
- This foundational service sets the stage for clients to transition smoothly to Interigo, where they can engage with more complex and specialized services.
- This strategic progression builds on the basics provided by the Academy, preparing clients to tackle the intricate challenges addressed by Interigo's advanced offerings.



# History

- The Human Safety Alliance (HSA) is built upon the legacy of Intergo B.V., a company with a rich history that traces back to 1965. Initially part of the Dutch Railways (Nederlandse Spoorwegen), Intergo became an independent entity in 2001.
- Since its independence, Intergo has established itself as a leading international consultancy and training organization specializing in safety, ergonomics, and human factors.
- Serving a diverse clientele, including government bodies, transportation companies, industrial multinationals, and contractors, Intergo has solidified its reputation both domestically and internationally.





# Formation of the Alliance

- In alignment with the strategic vision outlined in the 2021 business plan, Intergo B.V. evolved into the Human Safety Alliance B.V., a more comprehensive entity encompassing three subsidiary companies.
- This strategic reorganization was designed to provide the existing activities of incident investigation and training/education with a more distinct commercial identity, thereby enhancing their growth potential within the market.
- Under the HSA umbrella, the core competencies in incident investigation, training, and education have been retained and are now strategically positioned within the three subsidiary companies for optimal growth and market reach.
- This restructured approach ensures that the rich heritage of expertise in safety, ergonomics, and human factors is preserved while enabling more focused and scalable operations.

# Formation of the Alliance

- The strength of HSA lies in our multidisciplinary team of safety specialists, ergonomists, psychologists, designers, incident investigators, organizational consultants, and behavioural specialists.
- This diverse pool of expertise allows HSA to offer comprehensive solutions tailored to the specific needs of our projects and clients.
- For projects requiring specialized knowledge, our core team is adeptly expanded with external specialists, ensuring that our solutions remain at the forefront of industry standards and innovations.





# Core values

At the Heart of Safety Alliance, our actions and decisions are anchored in five fundamental values, collectively known as our FAITH principles. These values not only define our organizational culture but also guide our interactions with each other, our customers, and our broader community.

- **F**lexibility: We embrace change and adaptability, understanding that the ability to pivot in response to the evolving needs of our stakeholders and the environment is crucial. Flexibility ensures we remain at the forefront of safety innovations and best practices.
- **A**ccountability: Every member of our team takes full responsibility for their actions and the outcomes they produce. We believe in holding ourselves to the highest standards of accountability, ensuring that we deliver on our commitments with excellence.
- **I**ntegrity: Our actions are governed by honesty, ethical practices, and a steadfast commitment to doing what is right. Integrity is the foundation upon which we build trust with our stakeholders and with each other.
- **T**rust: We foster an environment where trust flourishes, built on transparency, reliability, and mutual respect. Trust is vital for creating strong relationships and ensuring open and honest communication.
- **H**uman Touch: In all our interactions, we emphasize compassion, respect, and understanding. Recognizing the value of personal connections, we strive to bring a human touch to our work, ensuring that our solutions and services are as empathetic as they are effective.

# Human Safety Academy





# Reasons why clients choose us

- **Market Expertise:** We possess an in-depth understanding of our clients' markets. We are fully aware of current trends and challenges within the sectors we serve.
- **Recognized Experts:** Our team consists of recognized experts in the field, ensuring that we deliver high-quality and competent services.
- **Distinctive Active Learning Approach:** Our method of active learning sets us apart from competitors, offering unique and effective training solutions.

To effectively communicate these strengths, the website must:

- **Market-Specific experiences:** Provide tailored experiences for each of the three market segments we serve—healthcare, industry, and transport. This means utilizing images and text that are relevant and resonant with the specific sector, avoiding any mix-up of content across segments.
- **Vibrant and innovative presentation:** The website should exude energy and innovation. It should be designed in a modern, contemporary style with Scandinavian influences, known for its simplicity, minimalism, and functionality.
- **Substantial content offering:** Offer in-depth knowledge through content that educates and engages our audience. This includes detailed articles, case studies, and white papers that showcase our expertise and thought leadership in the field.



# What sets us apart?

- Our active training methods, including virtual reality (VR) and augmented reality (AR), are scientifically proven to be more effective than traditional lectures. We also use modern e-learning platforms to provide a dynamic learning experience.
- Our practical approach ensures that participants can immediately apply their new knowledge through gamification and role-playing games.
- Our training is based on 'active learning'. This method actively and experientially involves participants in the learning process. Examples include role-playing, virtual reality (VR), and serious games.
- This approach has been proven to be more effective for retaining information than traditional methods.

# Human Safety Academy 2028

Centre for

# ACTIVE SAFETY TRAININGS





# Competitive landscape

- The Human Safety Academy primarily faces competition from very small businesses, often consisting of single-person operations.
- This competitive environment highlights the niche and specialized nature of the market we operate in.
- Examples of such competitors include:
  - [Qacademie.nl](https://www.qacademie.nl) - Specializes in quality and healthcare education and training.
  - [Geniozz.com](https://www.geniozz.com) - Focuses on innovation and personalized training solutions.
- Given the scale and nature of our competitors, our website and marketing strategies should emphasize the unique advantages that a larger, more structured organization like the Human Safety Academy can offer.
- These advantages include especially our facilities and expensive active learning methods.



# Strategy | Target markets

- We have strategically chosen to target three key sectors:
  - Healthcare: Hospitals, clinics
  - Industry: Oil & Gas, Energy
  - Transportation: Roadways, Waterways, Railways, Aviation
- These sectors are selected for their substantial need for rigorous health and safety standards and continuous professional development.
- We cater specifically to larger, professional companies and organizations within these industries, which demand high-quality, reliable safety training solutions.
- Our clients include: ABB, Siemens, Petrogas, ProRail, NS (Nederlandse Spoorwegen), Schiphol, etc.



# Strategy | Target audience

- Our primary contacts within these markets are typically from the safety departments, such as QHSE (Quality, Health, Safety, and Environment) managers, as well as from Human Resources departments.
- These professionals have often a very schedule, dealing with a lot of emails and not frequently visiting LinkedIn.
- Given the typical behaviour of our target audience and the professional caliber of the organizations they represent, traditional digital outreach such as email and social media might not fully capture their attention.
- These professionals typically utilize network referrals when seeking services. Thus, our website needs to be optimized to be easily discoverable through search engines and easily mentioned in professional discussions.
- We must ensure that our site provides comprehensive, accessible information and resources that underscore our expertise in the targeted sectors.



# Strategy | Sales funnel

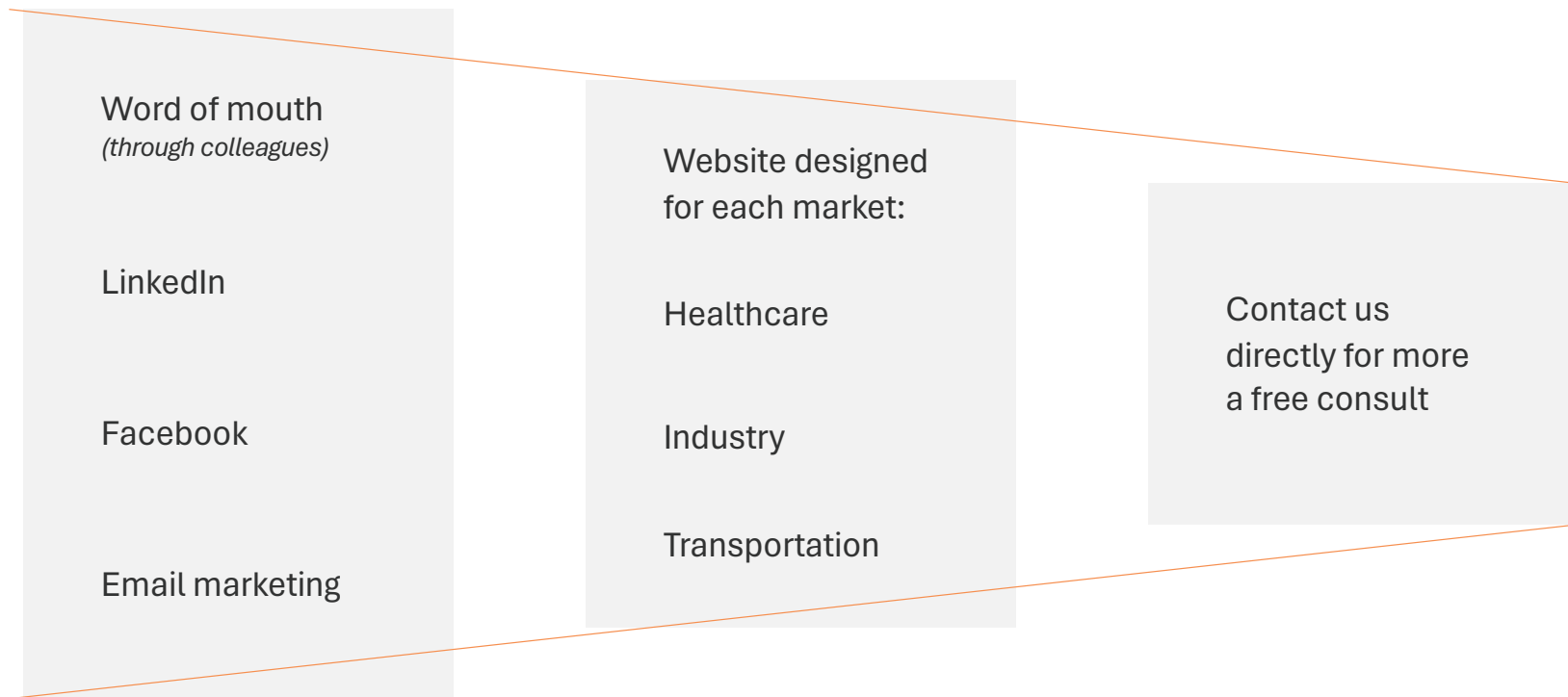
## Context

- The Human Safety Academy specializes in the health and safety market, which is experiencing a robust global growth rate of 10-15% annually.
- Within this expansive market, the Academy operates in a highly specialized niche, focusing on unique training methodologies like the TriPod technique.
- Given the specificity of our offerings, SEO is not a primary concern as our target audience is very niche. We are distinct in the health and safety field due to our specialized training programs.
- Our expertise in the TriPod method sets us apart, catering to a specialized segment that is not widely represented on mainstream search platforms.

To effectively reach our potential clients, we will leverage platforms where our niche audience is most active. Our primary channels will include:

- **LinkedIn:** For professional networking and targeted industry-specific content.
- **Facebook:** To engage with a broader audience through targeted ads and posts.
- **Email Campaigns:** Direct marketing to subscribed users and interested leads, providing updates and course information.

# Strategy | Sales funnel

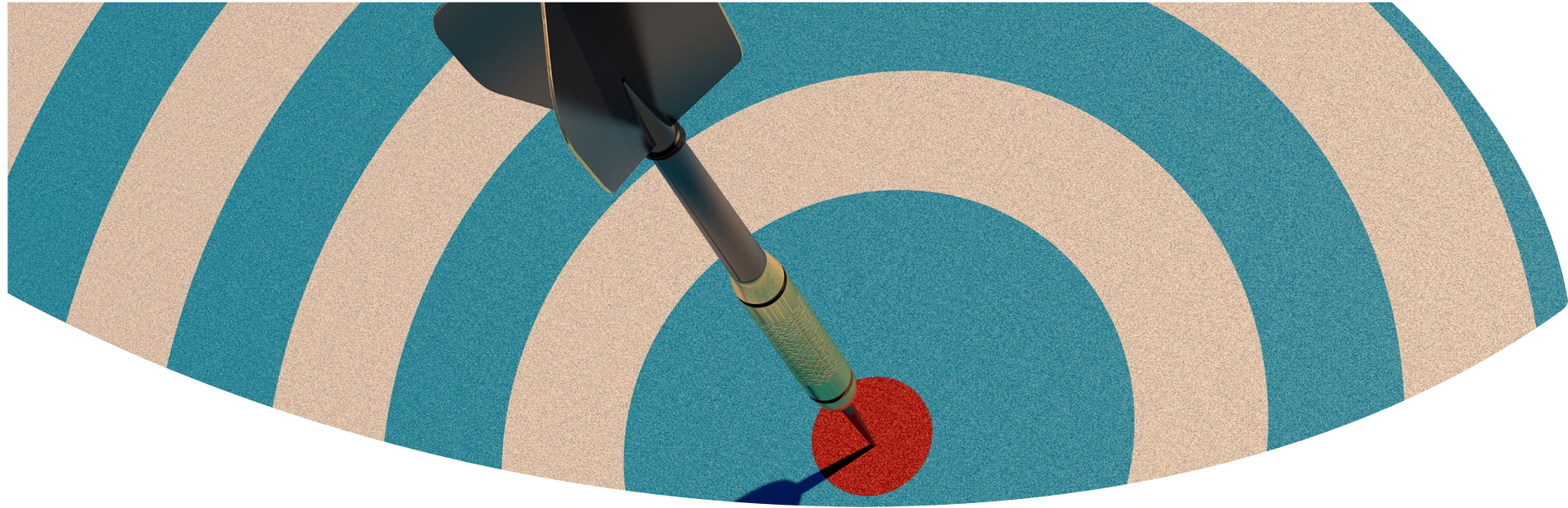




## Strategy | Website

The website should serve as a central hub for information about our unique training programs and reflect our leading position in the niche market. Key objectives include:

- **User Engagement:** The design should facilitate easy navigation and engagement, encouraging visitors to explore training courses and certification opportunities.
- **Information Delivery:** Clearly present information about the TriPod method and other specialized training programs, emphasizing their benefits and our expertise.
- **Lead Generation:** Integrate mechanisms for visitors to sign up for courses, inquire for more information, or subscribe to newsletters directly through the site.



## Design Brief | Website

# Design requirements

## Dedicated market pages:

- Each major market — Healthcare, Industry, and Transportation — should have their own dedicated webpage (as seen on ge.com)
- These sections will be readily accessible through clearly marked links either in a common footer or via an intuitive main navigation menu.
- This structure will facilitate ease of access and ensure users can navigate directly to content most relevant to their interests, enhancing user engagement and efficiency.

Now three standalone and publicly traded companies



*Market split as seen on GE.com*



## Example for inspiration | GE.COM

- The website GE.com serves as a gateway to the company's three main business divisions, each operating as an independent entity: GE Aerospace, GE Vernova, and GE HealthCare.
- These divisions reflect General Electric's strategic realignment to focus more intensely on specific industry sectors.
- GE Aerospace concentrates on aviation technologies, GE Vernova is dedicated to renewable energy and power generation, and GE HealthCare focuses on medical technologies and services.
- The GE website is designed to direct users efficiently to these specialized areas, **providing a streamlined user experience that reflects the company's focus on industry leadership in these sectors.**
- This directing to specialized areas is what we would like to achieve with the three markets (See Figma).



# Design requirements

## **Consistent yet customized design:**

- The contents (text, media, interactions) should be designed for users coming out of these specific markets.
- While each market segment will boast a distinct layout and content strategy tailored to its specific audience, the overall design will remain consistent with the company's branding.
- This approach includes uniform typography, colour schemes, and design elements that align with our corporate identity, ensuring a cohesive user experience across all parts of the website.

## **Creative, modern, energizing design**

- The website's design will reflect the energy and innovation embedded in our modern training techniques.
- As 99% of our competitors adhere to traditional methods, our website will distinguish itself not only through our unique offerings but also through its vibrant, contemporary aesthetic.
- This will help position us as a leader in innovative safety training, appealing to forward-thinking businesses seeking cutting-edge solutions.


# Example for inspiration | SQUARE.COM

- We like a cohesive web experience that tailors content and navigation to specific market segments, akin to the design paradigms seen on GE.com and Square.
- This approach ensures that each section of our website not only maintains brand consistency but also delivers a targeted experience that resonates with the specific needs and expectations of different industry sectors we serve.
- On this website we also like the micro-interactions (moving elements on scroll) that gives subtle energy to the website.

Customize your experience by → [All](#) [Restaurant](#) [Retail](#) [Beauty](#) [Get started](#) [Contact sales](#)

## Get a game-changing restaurant flow.

[Explore the Restaurant POS demo →](#)



Take more orders at [the counter](#) or [at the table](#).

Accept [swipe, dip, tap](#), [cash](#), and [credit](#).

Manage every order from [the kitchen](#), [the bar](#), or [the front](#).

# Design requirements

## Designed for accessibility

- The website should be designed for great accessibility with attention to detail on readability (font size, use of colours, contrast), orientation and navigation (use of breadcrumbs or floating menus)

- Overview
- Solutions
- Case studies
- Insights
- Next steps

*Floating menu as seen on IBM.com*

## Built on Webflow

- We would like the final website to be built and hosted on Webflow
- Additionally, the website will be available in two languages (English and Dutch). For translations we use Weglot. We will support with the integration of this service and language translations.
- Currently the Academy and LFI24 websites are built and hosted on Webflow while the Intergo and Alliance websites are built on Wordpress
- In our experience, Webflow has performed better than Wordpress in terms of SEO, load time, and content management



# Input from our end

## Active participation

- Our director and designers will be available for active participating in brainstorm sessions, giving input on any contextual information required to ensure a smooth project process.

## Textual content

- Given the niche context we operate in, we will be providing the textual content for all the pages, including SEO text. Your staff can review and give us feedback for further optimisation.

## Wireframe design

- Wireframe of website structure, navigation and sections ([can be accessed via this link](#)).

## Media

- We have built a library of stock photos, videos, VR scenes, etc. representing the markets, users and use cases. This library will be shared with you.

## Brand style guide

- Comprehensive document highlighting the use of lettertype, colours, etc.