



Envisioning a Safer Future

A case study about creatively planning for the integration of IoT capabilities in future products.

CLIENT

MSA Safety

MSA Safety has long been the leader in specialized equipment for workers in fire service, oil and gas, mining, and other industries where safety is key. Knowing that connected work is an important part of the future of safety, MSA called on Thoughtform to plan and facilitate a Future Visioning workshop to imagine how using IIoT technology could be transformative.

Knowledge is safety. For work in hazardous environments, it's critical to ensure that workers are following safety protocols, that they are healthy minute to minute, and that emerging risks are detected and managed. While these needs have traditionally been challenging to meet, IIoT technology ("industrial internet of things") offers a tremendous new opportunity to address them. MSA asked Thoughtform to help them envision a strategic approach for integrating IIoT tech into MSA products in order to monitor and enhance worker safety.



A competitive field

MSA is an industry leader thanks to its depth of knowledge in safety and site operations, broad range of products, and global network of expertise. They knew they were positioned to deliver unique value by connecting data across products and platforms at industrial sites, enabling workers to reach new heights in terms of safety, efficiency, and capability. But MSA's key competitors—as well as several start-ups with potential to disrupt the industry—had publicly launched visions for harnessing insights from portable products, fixed infrastructure, and site management platforms to benefit workers.

An expert team

MSA convened a cross-disciplinary team from across the organization, with knowledge across the industries MSA serves as well as deep technical, product, and customer expertise. Facilitated by Thoughtform, they would undertake a rigorous and creative deep dive into the potential applications of IIoT.

An inclusive process

To define a sound strategy for bringing together safety products and services through connectivity, Thoughtform guided the team to consider the industrial connected worker, work site, and the workflow strategy as well as voice of customer inputs and the needs and priorities of multiple product groups. The vehicle for building the vision was something many of the participants had not experienced: a creative, immersive, daylong workshop that had them creating user stories, building rough models, and shooting simple but effective videos to bring future states to life.



1

Analyze source material

Documentation of key themes and trends across existing “voice of customer” and other MSA source material (e.g., user personas) to guide workshop planning



2

Prepare for co-creation workshop

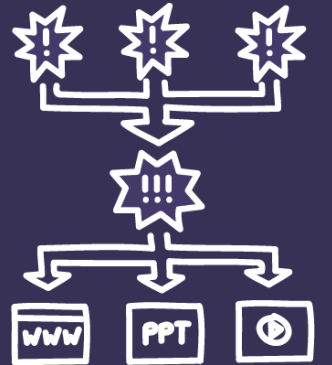
Approval of workshop agenda and development of facilitation tools (e.g., activities, prompts, worksheets, templates)



3

Facilitate co-creation workshop

Internal alignment on the vision for the industrial connected worker, work site, and workflow and identification of strategy—including specific projects—to achieve it



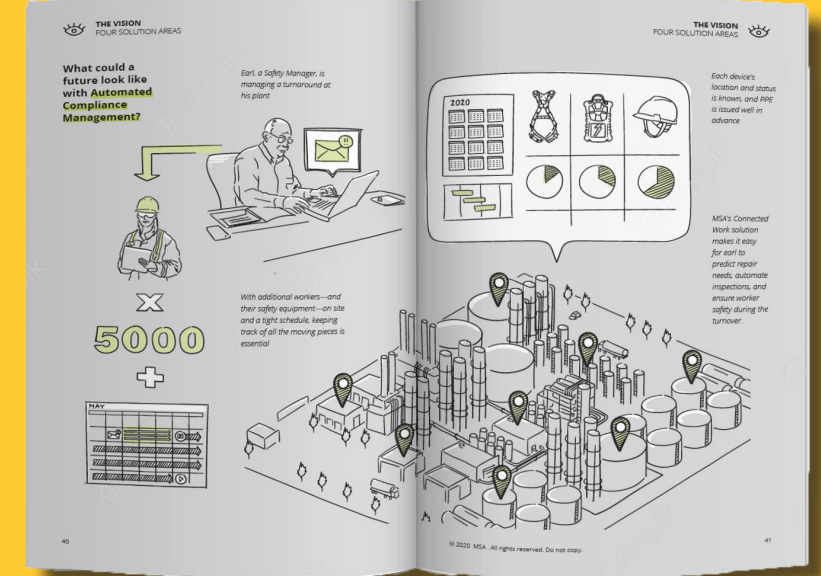
4

Develop vision playbook

Advocacy and accountability across product groups for the vision and projects developed during the co-creation workshop

An engaging vision

Ultimately the team created a mind-expanding playbook that answered six strategic questions about MSA's best approach to connecting workers — from Why now? to Where can we provide the most value? to How will we achieve our vision? The playbook used engaging hand-drawn illustrations that helped the wider MSA community visualize the recommended applications while leaving room for them to add their own insights and details.



Thoughtform is a strategy and experience design studio. We help organizations drive internal change, create brand-defining experiences and set a clear path to the future.

To find out how our solutions can help you, contact Steve Frank at sfrank@thoughtform.com
To learn more, visit us at [thoughtform.com](https://www.thoughtform.com)

Copyright © 2023 ThoughtForm Inc. ThoughtForm, the ThoughtForm logo, are registered trademarks. Other products and service names may be trademarked by ThoughtForm and other companies. This document is current as of the initial date of publication and may be changed by ThoughtForm at any time. The data and client examples are presented for illustrative purposes only. The information in this document is provided "As Is" without any warranty, express or implied, including without any warranties or merchantability, fitness for a particular purpose and any warranty or condition of non-infringement.

