FedEx Ground: Gamify Trailer Loading

Overview
One of the issues facing FedEx Ground division is the loader retention rate. It’s clear that the loaders aren’t doing the most interesting job and it’s physically demanding. What the Gamify approach seeks to improve is this situation by making the loading process more of a game.

Objectives
We have completed a database design concept, interfaces for the loader and manager, and a website interface. Furthermore, we completed prototypes for the graphical user interfaces of the loader and manager as well as the website. We had begun implementing the database, but due to time we were unable to complete its implementation.

Approach
• Visited a FedEx Ground site in Hagerstown, Maryland to learn how trailers were loaded and a brief overview of company infrastructure.
• Scheduled weekly phone conferences with the FedEx team guiding us with our ideas and visualizations.
• Held weekly meetings with our own group to create the project.
• As a whole, developed the database and interfaces for the users.
• Divided the team into two: one handled the database, other handled the interfaces.
• The team that handled the database began implementations.
• The team that handled the interfaces developed a prototype to present.

Outcomes (These are desired)
• Increased productivity.
• Promotion of teamwork.
• Worker longevity (In other words, less loaders quitting their jobs).
• Support friendly competition.
• Better communication means between the “powers” of the company.