



Innovation meets intuitive

How StructionSite matched McCownGordon's innovative culture with a tool designed for how construction teams think.

McCownGordon Construction is a forward-thinking company with a people first way of doing business, placing transparency and a quality experience for all parties as a central tenet. They are 100% employee-owned, completely client-focused, and live by their core values of integrity, performance, and relationships.



After struggling with inefficient site documentation processes that were labor-intensive and time-consuming, McCownGordon sought a solution more in line with their innovative mindset.

Ahead of the unforeseen changes necessitated by COVID-19, this would prove to be a fortuitous shift in strategy.

THE PROBLEM

Michael Gekas, Director of Virtual Design and Construction, and Dave Dalbey, Virtual Design and Construction Manager, described McCownGordon's site documentation processes before StructionSite as limited. The team on site would take photos using their smartphones, then supers or field engineers would upload to Procore.

These simple 2D photos lacked informative data and relied on a file-naming system for organization that was inherently complicated. More than that, these photos made it difficult to detect change over time and offered little information to help with decision making.

The many problems McCownGordon was encountering can all be summed up while working on a single project. The project was a 130-room university residence hall, where elevation photos of every room and wall were taken. Because all 130 rooms were virtually identical, it became very difficult to locate photos of a specific room's progress, despite their best efforts in file naming.

PAIN POINTS

Cost

Capturing site documentation photos was a time-consuming and costly task that wasn't driving revenue or protecting against risk in a meaningful way.

Disorganization

The database housed thousands of project photos with little information given regarding date, location or content. Unless information was provided in the file or folder name, it was up to an individual's best guess as to what a photo was showcasing.

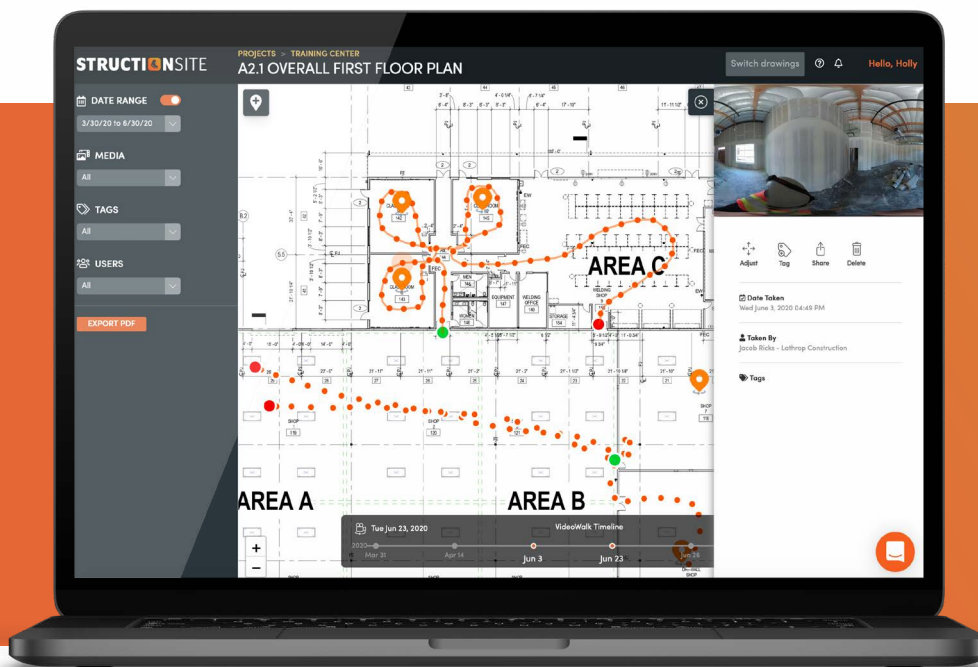
Low return on investment

There were very few notable instances in which site documentation informed key decisions because the process to find the right image was too difficult to navigate. This exacerbated the cost problem, as the McCownGordon team realized they were investing time and money for little return.

The 'a-ha' moment

Dave Dalbey had an 'a-ha' moment about site documentation at McCownGordon when he realized they were taking and uploading photos for their own peace of mind, but knew inefficiencies and challenges in the process were making it hard to adequately use the photographs to track progress or resolve issues. This, combined with dissatisfaction with third-party photographers, led McCownGordon to pull the trigger and give StructionSite a chance.

While trialing StructionSite, McCownGordon's internal IT team was immediately impressed by the intuitiveness of the tool. They set up the first few projects and the rest of the team then added content. The team found the platform more user-friendly than competitor products they were also trialing, and StructionSite's use across the company escalated quickly from the trial to enterprise-wide adoption.



“We already live in a ‘drawing world’ in construction. Connecting video site documentation with the floor plan just makes sense to us.”

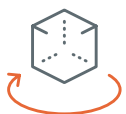
Michael Gekas
Director of Virtual Design and Construction | McCownGordon

IMMEDIATE RESULTS



Organization

The McCownGordon team was impressed by how quickly StructionSite solved their organization problems. Photos and videos now came with location context that makes identifying their time and place of capture easy to do. With all this content now tied directly to its corresponding point on the floor plan, creating a clear visual representation of an entire project's progress in real-time became a big win for the team.



360° Video

VideoWalk® allowed the team to utilize video for site walks for the first time. These 360° videos, just like the 2D photos, are tagged to their specific location on the floor plan and provide unparalleled insight into the status of the project. VideoWalk gives the entire leadership team the ability to visit the entirety of a jobsite remotely, allowing for quick decisions and easy pinpointing of risk. This became particularly important when the pandemic took hold.

IMPACT

Interactive PDF Deliverable

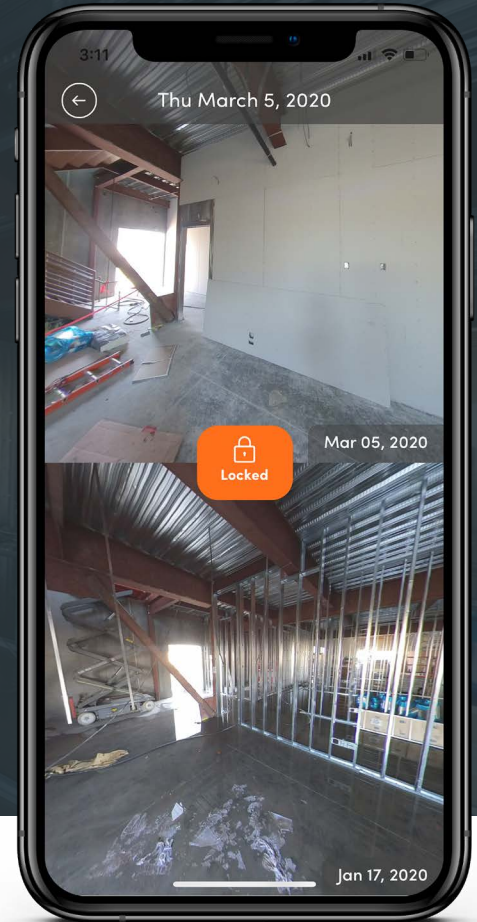
The PDF Deliverables produced by the platform empowered decision-making and added to owner delight. McCownGordon now delivers interactive PDFs to their clients, which allows the client to virtually walk the entirety of their project and see progress in real-time. Pre-con and estimating teams also use these tools to create more accurate scopes.

Remote Access

The impact of COVID-19 in construction highlighted, now more than ever, the necessity of virtual access to the jobsite. StructionSite has given the leadership team—along with other project collaborators, like architects—the ability to remotely walk the job and get a good understanding of the project without being there.

Burden Relief

Additionally, the StructionSite platform addressed a topic near and dear to Michael and Dave: field and project engineer fatigue. With StructionSite, virtually anyone can capture site documentation photos and videos. It's no longer another task handed off to over-burdened PEs.



The long-term value

According to Gekas and Dalbey, in addition to the immediate results mentioned above, StructionSite provides long-term value by managing and mitigating risk. To properly manage risk, a VDC team needs to be empowered with visual information, which StructionSite has made easier and more intuitive than ever.

StructionSite made it easier for McCownGordon to leverage laser scanning and modeling. Combined with 360-degree video site documentation, Gekas and Dalbey report they are more accurately clash detecting trades before arriving on-site and tracking progress more efficiently than ever.

Michael Gekas spoke at length about how the evolution of designs and drawing in construction illuminated grey areas and elevated the expectation of accuracy. **Having a tool like StructionSite, which can capture the lifecycle of a project and deliver information intuitively, is a must-have, not a nice-to-have.** Site documentation needs to capture information critical for decision-making in real-time, and StructionSite makes that possible.

“Clean and organized documentation is huge. We live in a world where construction documents are more binding than ever. To have something so easy to use, so easy to reference, and that captures so much data – it’s a powerful tool.”

Dave Dalbey
Virtual Design and Construction Manager
McCownGordon Construction



Make jobsite capture a differentiator, not a time-waster.

Empower your team and impress your clients with StructionSite. [Contact us](#) for a demo.