

Saving time by innovating site documentation



How McCowngordon streamlined their reality capture processes and improved data organization.

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

McCowngordon's site documentation processes before StructionSite was limited. The team on site would take photos using their smartphones, then supers or field engineers would upload to Procore.

These simple 2D photos offered little information to help with decision making and relied on a file-naming system for organization that was inherently complicated.

» Losing money

Capturing photos was a time-consuming 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.

» Low ROI

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.

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

The 'ah-ha' moment

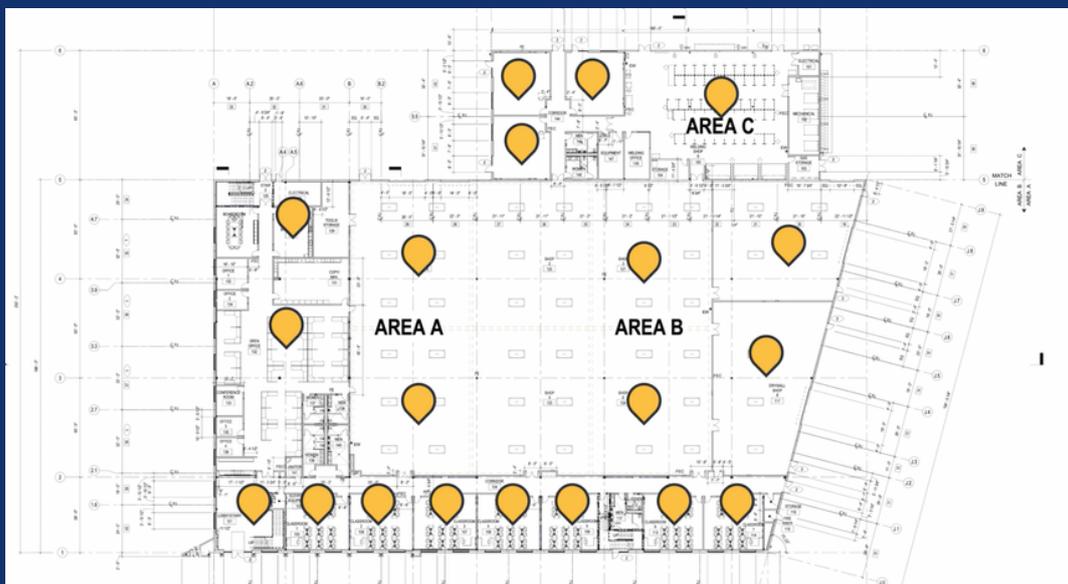
Dave Dalbey had an 'a-ha' moment about site documentation at McCownGordon when he realized they were taking and uploading photos for their own peace of mind, but knew inefficiencies and challenges in the process were making it hard to adequately use the photographs to track progress or resolve issues. 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

Photos and videos now came with location context that makes identifying their time and place of capture easy to do – creating a clear visual history of an entire project’s progress in real-time.

» 360° Video

VideoWalk® gets tagged to a specific location on the floor plan to provide unbiased proof of the status of projects. The entire leadership team had the ability to visit the jobsite remotely, allowing for quick decision making and easy pinpointing of risk.

» Interactive PDF Deliverable

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 for future projects.



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.