Be Captivated: Creating the Leica Captivate Experience

People think focus means saying ‘yes’ to the thing you’ve got to focus on. But that’s not what it means at all. It means saying ‘no’ to the hundred other good ideas that there are. You have to pick carefully. Innovation is saying ‘no’ to 1,000 things. – Steve Jobs

Catching up with David Dixon and Alastair Green, developers of the Leica Captivate Experience, they shared just how they purposely ignored 1,000 good features they could have included and focused on what was most needed and valued for the user.

What is the Leica Captivate Experience?
Green: To put it simply, it’s an enjoyable and fully-immersive customer experience in using Leica Geosystems’ latest developments in measurement technology. When we were researching this new solution, we identified three areas that were the most important for customers:

1) Create a unique user experience
From basic skill level to experts who need to perform highly-technical tasks, the user interface of the new software was made for enjoyment. For example, we wanted a unique and exciting way to select the job and app to be used. With the thumbnail images in the job and app carousel we achieved this, or at least, so far, we have received very positive feedback.

2) Place 3D at the heart of the concept
Following the 3D Everything, 3D Everywhere vision, where everything is all information in all the projects and everywhere is throughout the entire software in any application, data is simply and completely turned into realistic, workable 3D models. With the ability to merge the overlay of measured points, 3D models and point clouds into a single view, users can now manipulate onscreen displays to exactly create and check any worksite.

3) Improve the basics
Truly listening to our customers, we simplified usability with familiar touch technology and easy-to-use apps. Our customers often work all day on similar tasks, such as feature coding, linework, and staking points and lines. Keeping these fundamental elements of their jobs easy and enjoyable is very important for a positive customer experience. So intuitive is this experience, the customer already knows how to use the software before ever having to formally learn it.

What makes up the Leica Captivate Experience?
Dixon: We begin with the software, which is at the centre of our users’ experience with our solution. Leica Captivate was developed with immersive tech-
Leica Captivate provides familiar touch technology and easy-to-use apps.

How did you identify the need for the Leica Captivate Experience?

Dixon: For a long time in the geomatics industry, we have solely focused on just solving the problems of the customer. With the Leica Captivate Experience, we wanted to do more. Our goal is to deliver maximum customer satisfaction while meeting the need for accurate and precise measurements. We live in the mobile, digital era where our lives are completely integrated with technology. Wherever you look today, smartphones and tablets with easy-to-use apps are in constant use. Our customers use these devices in their personal lives, and now they expect this technology to be available when it comes to their professional instruments. With this in mind, we know the time is right for the Leica Captivate Experience.

Green: The Leica Captivate Experience goes even beyond the core elements of engaging software, precise hardware and trusted services. This concept is putting the customer experience in the centre and building out from there. We first developed this revolutionary software for the customer and that drove the hardware activities, but the whole Leica Captivate Experience is the impression the customer forms working with us from the initial contact with a sales representative all the way through to maintaining the equipment in the field – it’s everything. With this launch, we’re re-focusing our efforts to ensure the customer has an overall enjoyable experience with our entire company, not just the products.

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