

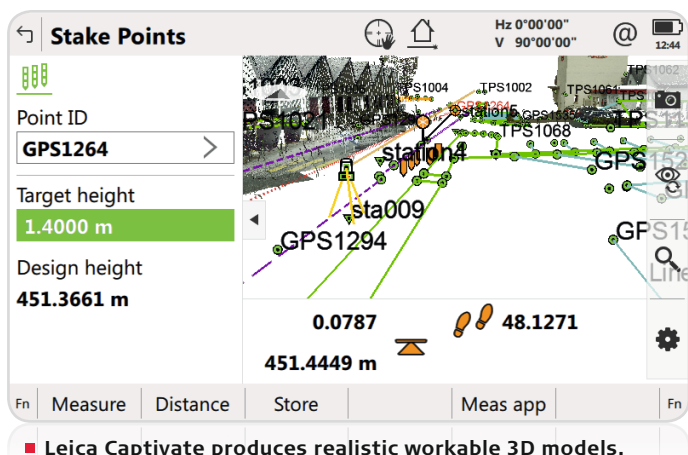
Be Captivated: Creating the Leica Captivate Experience

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.**

nology to bring about a new experience. The new field software requires a new generation of field controllers and tablets. That is why we developed the Leica CS20 and Leica CS35. With their large displays and high performance, they provide the perfect platform for Leica Captivate. We also thought about the user experience on the total station. We needed to develop a completely new generation of total stations and MultiStation. The Leica Nova MS60, the Nova TS60 and the Viva TS16 are the world's first self-learning MultiStation and total stations, which, thanks to ATRplus, automatically learn the environment around them and adjust accordingly to provide dominant performance. Our focus on the customer experience also runs to our GNSS offering. Thanks to Leica Captivate and the new range of field controllers and field tablets, we have a completely new GNSS offering combining unlimited performance with an enjoyable 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 from 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.

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. ■

David Dixon is a business director within the Leica Geosystems Geomatics Division where he oversees the product management of the total station portfolio. He has been with the company since 2001 and holds a Bachelor of Applied Science (Surveying) from RMIT and a MBA from ESSEC and University of Mannheim.

Alastair Green is a business director within the Leica Geosystems Geomatics Division where he oversees the product management of field software and field controllers. He has been with the company since 1997 and holds a Master of Geodesy and Engineering Surveying from the University of Nottingham.