

Researching the Demand of an App That Reinvents the Way General Contractors and Subcontractors Communicate.

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"The majority of apps currently used by construction managers are not construction apps"
-Salman Azhar

"Poor communication and poor project data account for 48% of all reworks on U.S. construction projects"
-Dottie McCallen

Abstract

This is a research study on demand for a new service that increases efficiency and profit for commercial construction companies. The research methodology used was an interview-based strategy. This included contacting general contractors, subcontractors, and owners and discussing in detail the demand for a service like the one proposed. From these discussions, themes like credibility, understanding the market, and finding the right audience were recorded. The results that were obtained reassured us that there is a market for this idea; however it may take time to find the best audience to set the foundation. As the world moved toward a technologically dominant era, it is only a matter of time before a service like this is brought to market.

Biggest Issues Regarding New App

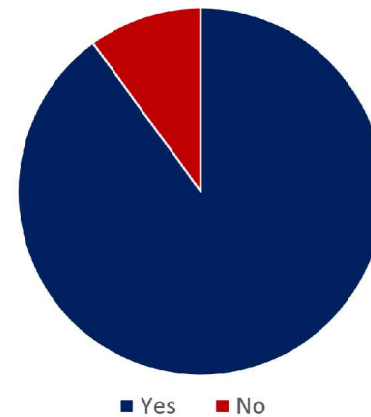
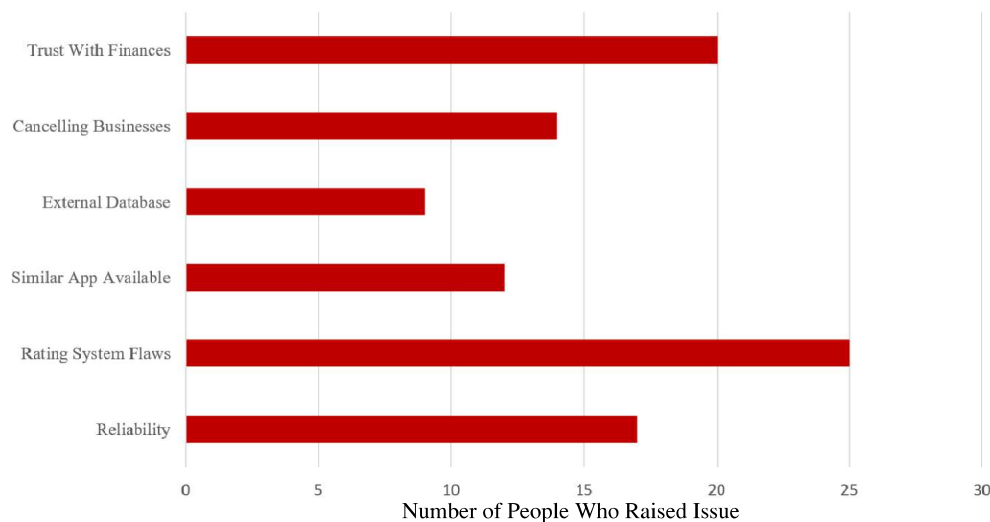


Figure 1: Is There a Demand for an App that Reinvents Communication Strategies in the Construction Industry?

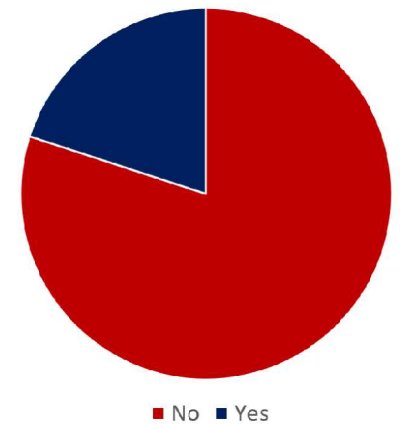


Figure 2: Do You Think that An App Like This Would be Beneficial for Your Company?

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