

If it isn't recorded, it didn't happen

Jenna Farrell and Mark Kehoe



Who we are



Jenna Farrell

Jenna Farrell is a founder and product designer. She owned a UI/UX agency for more than ten years that led the design of election management systems for Elections ACT, award winning medication safety platforms used across aged care facilities in Australia, and workforce tools for major contractors, with a strong focus on behaviour driven software and reducing friction in complex operational environments.



Mark Kehoe

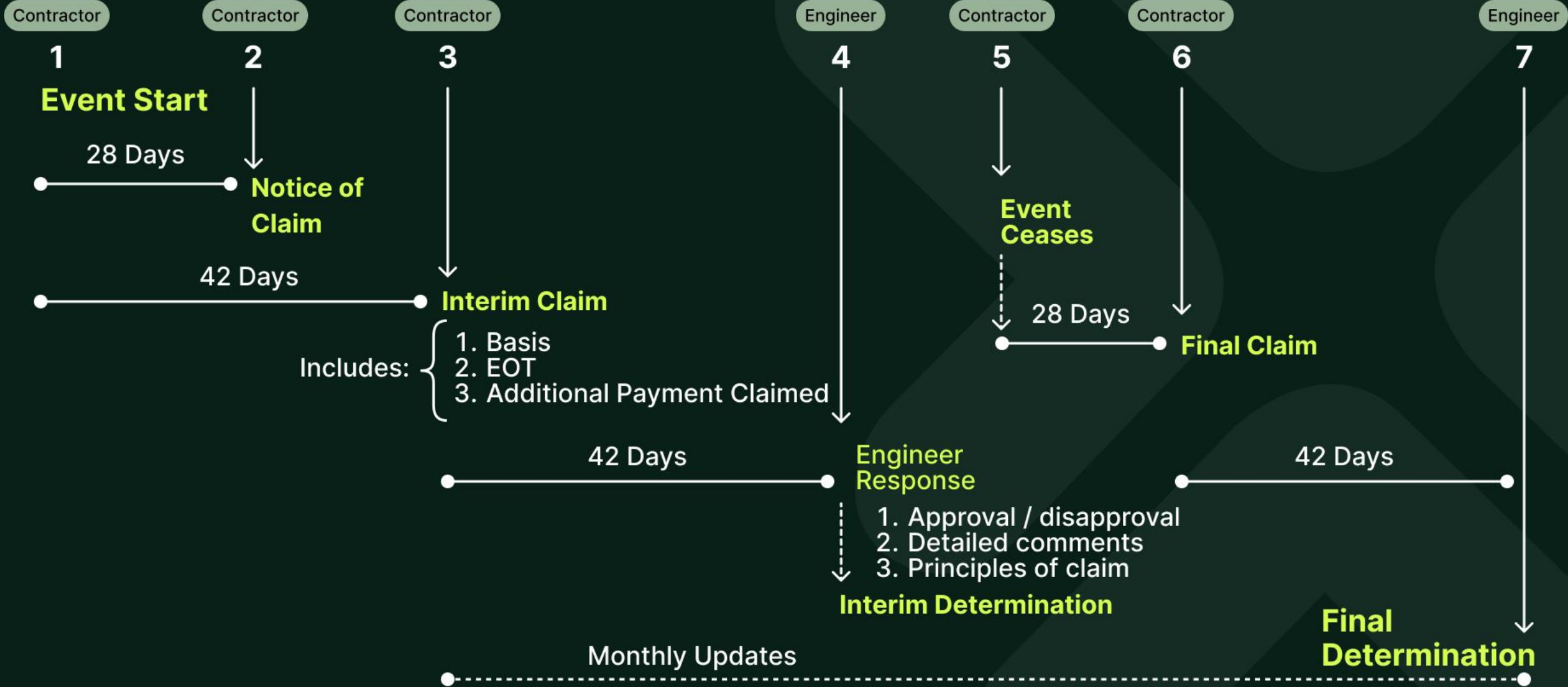
Mark Kehoe is a Chartered Quantity Surveyor (MRICS), accredited mediator and construction law specialist with expertise in delay, disruption and construction claims. He has extensive experience across expert reports, mediation, adjudication, arbitration and litigation, and holds a Master's degree in Construction Law (LLM) from the University of Melbourne.

The problem

The expensive divide between delivery and commercial teams

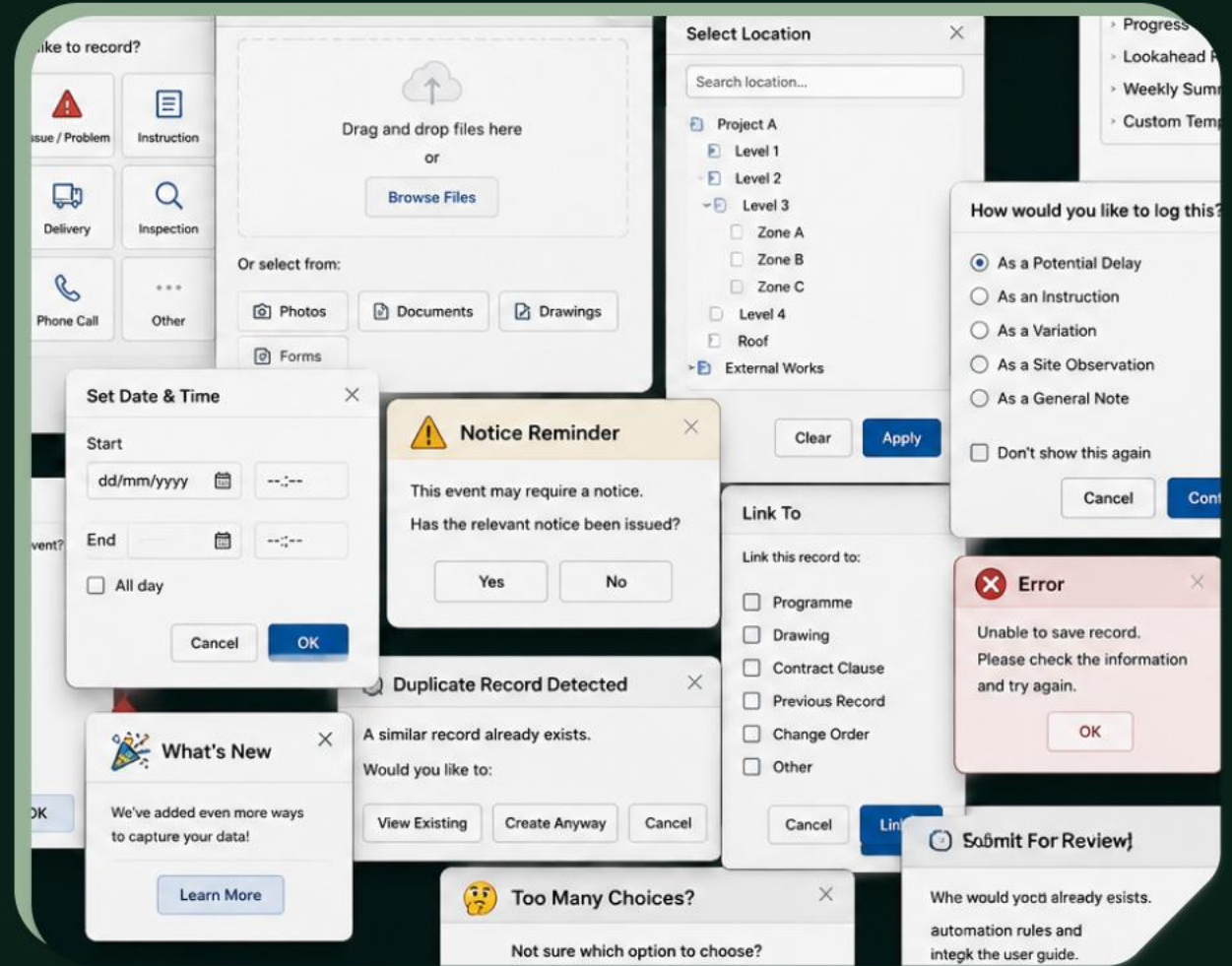
Site / Delivery Perspective	Commercial / Claims Perspective
"We kept the crew moving."	"Was the disruption formally recorded and linked to cost/time impact?"
"The engineer told us verbally onsite."	"Was the instruction documented and attributable to the correct party?"
"We've got photos somewhere."	"Are the photos timestamped contextualised and linked to the claim event?"
"Everyone onsite knew about the delay."	"Can it still be substantiated six months later in final account and/or dispute?"
"The job got finished."	"Can the contractor recover the cost of what happened along the way?"

Contractual claims and determination workflow



Why traditional software struggles on site

- Busy teams use what's quickest
- Small issues don't always feel important
- Admin gets pushed until day's end
- Critical details fade within hours
- Nobody wants another site platform



How information breaks down across the project chain

M&E ceiling clash delays installation

Site

Priority: delivery

"The lads can't install until revised drawing arrives."

PM

Priority: sequencing & programme

"This may affect following trades and ceiling close up."

QS / Commercial

Priority: entitlement & cost

"Was this instructed? Is this compensable?"

Claims / Dispute

Priority: proof & causation

"Can this actually be substantiated?"

A busy site supervisor doesn't have time to log every issue on a laptop or ipad

No adequate protection between platform and scaffold rail.

Steve was stood down for not using a spotter.

Civils damaged our brackets in SW1 this morning.

Flashings not installed under equipments ahead of flooring & Unistrut supports still in place.

Access to the F4 platform not ready yet, was due this morning.

Messages

10 messages



Tom Ryan

Audio



Blocked access to CR1. Pro steel haven't handed over the area. We are delayed by five hours. I've got four lads here.

22nd Apr, 07:24

*E004: Blocked access to CR1 – area not handed over (4/9 fields)
Note created as an access/workfront issue.*

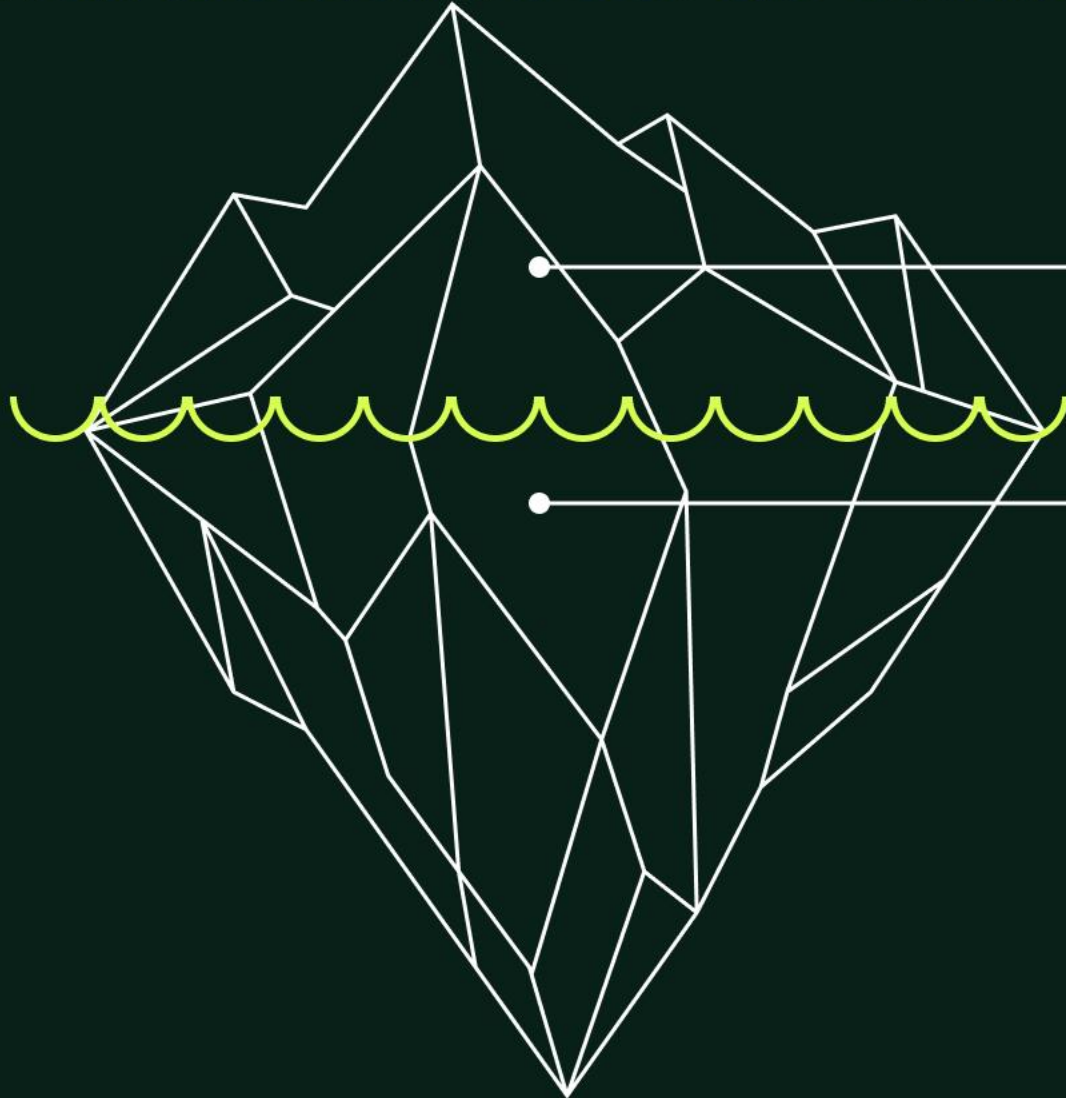
Filled:

- Cause — Pro steel haven't handed over the area, blocked access
- Workers affected — 4 lads delayed by 5 hours
- Zone — CR1
- Responsible Party — Pro steel

Still needed:

- When
- Mitigation
- Ongoing or Ended
- Affected
- Photo

What better records change



• Minor delay on site

• Huge hidden commercial consequences:

- notice obligations
- standing time
- programme impact
- causation
- entitlement erosion
- dispute costs

Real margin protecting results

From site activity to a protected commercial position

Snapshot from customer pilot

Over **50 working days**, site teams logged **70 real-time issues** through Scopey.

22 contract-specific notices were drafted automatically, creating a clear, traceable record to support commercial position.

“Site teams **captured 75–85% more** information than we usually do on projects and the WhatsApp provides more context and evidence. You can’t argue with facts.”

Quantity Surveyor - Pilot Partner

70

Site issues captured
as they happened

22

Contractual notices
drafted by Scopey and
emailed to the QS

Responsible AI adoption starts with operational reality

01

AI cannot create more admin

If systems slow teams down, adoption fails immediately.

02

Behaviour matters more than features

Construction teams use what is fastest under pressure.

03

AI should support judgement

AI should surface risk and structure information earlier.

04

AI should help teams act, not just capture

Not just capture information. Complete tasks. Trigger workflows. Reduce friction.



Turn WhatsApp into commercial records



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