



USER-FOCUSED, RESULTS-ORIENTED CUSTOM SOFTWARE DEVELOPMENT

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CERTIFIED WOMAN-OWNED SDB

Our Capabilities

Poorly designed software and web portals costs US businesses and government agencies billions of dollars each year because they're too difficult to use or don't fulfill their core purpose. Many customers and employees may accept software shortcomings as a fact of life, but usability issues can add as much as 50% to the total cost of software ownership. In the worst case scenario the software gets shelved when users reject it.

THE BENEFITS OF USABILITY

Software and portal usability improvements reduce training times, increase productivity, lower total cost of ownership, and help motivate customers and employees to take up new systems. User-focused software development is highly cost-effective, benefiting not only the end user, but also the system developers, support staff, trainers, and documentation teams.

THE WRONG FOCUS

The causes of poorly designed software and portals are well documented yet they continue to this day. It often comes down to the orientation of the developers. Many developers focus on the technology without any regard to the users. Problems arise when requirements documents are inadequate or incomplete, business processes are ignored and user-testing is skipped.

THE RIGHT WAY

The developer's challenge is to ensure the final outcome matches, as much as possible, the client's initial vision. To do this cost-effectively the design must be tested by users before coding begins. If usability problems are identified at this stage they can be fixed inexpensively and quickly. Missing this step usually makes the difference between success and failure. The end result

is software and portals that deliver the desired results, within the allotted time frame and budget, but without the typical frustrations.

Business Analysis Services

Strategic Planning - Business process definition and design transforming as-is to to-be processes that align with organization objectives.

Enterprise Analysis - Holistic organizational process design solutions.

Business Process Definition and Design - The elicitation and articulation of business rules and requirements for system design.

Project Management Services

PMP® and CAPM® Project Professionals - Selective, continuous recruiting ensures VisionFoundry has a pool of skilled, certified project professionals.

Standards Based, Holistic Project Management - Flexible integration of internationally recognized PMBOK® standards while respecting established organizational culture.

Planning and Communication - Establishing baselines and key performance metrics with frequent and effective communication for success.

Quality Assurance Services

Analysis - QA personnel work closely with requirements analysts to ensure logical, testable requirements

Manual Testing - Manual testing is the most flexible and effective means to test software under development

Automated Testing - We use automated tools to test stable functionality

User Experience (UX) Services

Improve Customer Satisfaction - Focus on customer interactions and touch-points to reinforce and strengthen positive impressions

Increase Sales and Productivity - A usable website, portal, or application can increase sales or worker productivity

Reduce Development Times & Costs - Design for optimum user experience from the beginning to avoid rework

Usability Testing Services

Actual System Users - Identify issues experienced by actual users and highlight ways to improve the user experience.

Visual Models & Wireframes - Static wireframes, dynamic prototypes, and implemented websites are used to test under controlled conditions.

Flexible Logistics - We can test at VisionFoundry facilities in Virginia or the District of Columbia on multiple platforms including PC, Mac, and Mobile or we can set up a usability lab on-site, both options providing a controlled environment for effective usability testing

Search Engine Optimization Services

- Initial Website Consultation
- Keyword Research
- Meta Data Alterations
- Front Page Content Consultation
- Internal Text Link Modifications
- Content Writing
- Setup and Implementation of Google Analytics / Google Webmaster Tools
- Ranking / Status Reports

Implemented Technologies

VisionFoundry consultants are visionary thinkers, experienced at researching problems and troubleshooting issues.

Our consultants bring more than their brainpower to the table; they listen critically to ensure full understanding of the context of an issue from all points of view, build consensus and agreement, and negotiate differences.

As a small, streamlined firm, VisionFoundry has the flexibility to quickly adapt its teams and personnel to any project. We can efficiently fill positions, drawing on the expert knowledge of senior staff to quickly recruit candidates, evaluate their capabilities, and staff project teams.

- Flexible and scalable staffing
- Not encumbered by bureaucratic layers, can quickly recruit
- Flexible engagement models and entry points in the process

Technologies

- ➔ 508Compliance
- ➔ Application Development
- ➔ Business Analysis
- ➔ Business Process Management
- ➔ Program Management Support
- ➔ Business Process Re-engineering
- ➔ COTS Customization
- ➔ Custom Software
- ➔ Dashboard Usability
- ➔ Database Administration (DBA)
- ➔ Drupal CMS
- ➔ E-Commerce Solutions
- ➔ Independent Validation & Verification
- ➔ Portals
- ➔ Project Management
- ➔ Prototyping
- ➔ Quality Assurance
- ➔ Requirements Analysis
- ➔ Risk Assessment
- ➔ Search Engine Optimization
- ➔ SharePoint **Development**
- ➔ Software Development
- ➔ Software Integration
- ➔ Software Requirements-Specifications
- ➔ Software Testing
- ➔ Staff Augmentation
- ➔ Strategic Planning
- ➔ Usability
- ➔ UX/UI

Supported Clients

- ➔ **US Senate Sargent at Arms**
Program Management Support
Business Process Analysis

- Portal Design
Functional Analysis
Usability Testing
UX/UI Design
- ➔ **US Army**
Custom .NET development
Usability Testing
UX/UI Design
Quality Assurance Testing
- ➔ **US Navy**
Custom .NET development
Usability Testing
UX/UI Design
Quality Assurance Testing
- ➔ **US Marine Corps**
Custom .NET development
Usability Testing
UX/UI Design
Quality Assurance Testing
Project Management
- ➔ **US Air Force**
Custom .NET development
Usability Testing
UX/UI Design
Quality Assurance Testing
Project Management
- ➔ **Library of Congress**
Database Administration
Project Management
- ➔ **Valin Incorporated**
e-Commerce
SEO/SEM
UX/UI Design
Usability Testing
Joomla CMS
Project Management
- ➔ **DFS-Gauges**
e-Commerce
SEO/SEM
UX/UI Design
Usability Testing
Google Analytics
Project Management
- ➔ **American Society for Training & Development (ASTD)**
Custom .NET Development
SEO
Usability Testing
UX/UI Design
- ➔ **Lobkovich Kitchen Designs**
Custom Website Development
UX/UI Design
SEO
- ➔ **Natus Medical Incorporated**
SEO
- ➔ **Blue Ridge Transportation**
SEO/SEM
Google Analytics

PERFORMANCE

VisionFoundry's Dunn & Bradstreet Open Ratings Performance



CONTRACT VEHICLES

- PICS
- ITES 2
- CAC-OMNI
- R23G
- CIO-SP3

- ALLIANT
- VA-T4

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