

Are you wasting time and money on custom software or a portal that doesn't meet expectations and nobody wants to use?



User-focused, results-oriented custom software development

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 timeframe and budget, but without the typical frustrations.

How can we help you?

VisionFoundry is a software development company that creates a competitive advantage for our clients through user-focused software design. We specialize in custom software development, e-commerce websites and portals.

VisionFoundry has a proven track record of turning around failed software projects. Why not give us a call on (703) 847-5051 to arrange a no-obligation consultation before you start your next project?

Based in Virginia, VisionFoundry is U.S. Small Business Administration 8(a) Certified and a Woman-owned Small Disadvantaged Business (SDB).



User-focused, results-oriented custom software development

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VisionFoundry works with:

Medium to large businesses

Especially those that:

- are results-oriented and customer-centric
- have a mature software system that needs an overhaul
- have a second or third generation e-commerce website and would like to increase their online market share
- would like to make their portal more user-friendly and efficient

Prime contractors on government software development projects

Especially those seeking partnerships with a U.S. Small Business Administration 8(a) Certified or Woman-owned Small Disadvantaged Business (SDB).

Some signs of need for our services

- Your existing software is not producing the desired results.
- Your IT department is too busy to take on any new projects.
- Employees or customers reject your system because it's too difficult to use.
- Your company has recently merged and you need to integrate existing systems.
- Your current software development project has broken down.
- Your IT consultant promised the moon but isn't delivering.
- Your software vendor has stopped returning your calls.
- You've adopted new technology but have no in-house experience.

Specific services

- Custom software development
- E-commerce websites
- Portals
- Software architecture and design
- Risk assessments
- Requirements analysis and documentation
- Business process analysis
- Project management
- Systems integration
- Executive/employee dashboards

How can we help you?

If you would like to know more about any of our services, contact us at:

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