Heuristic Analysis and Findings of Pyramidci.com

Version 1.0

05 May 2010

Contents

- Navigation
- Content
- Content Formatting
- Navigation Elements
- Navigation Element(s) Formatting
- Design
- Design, Images
- Search

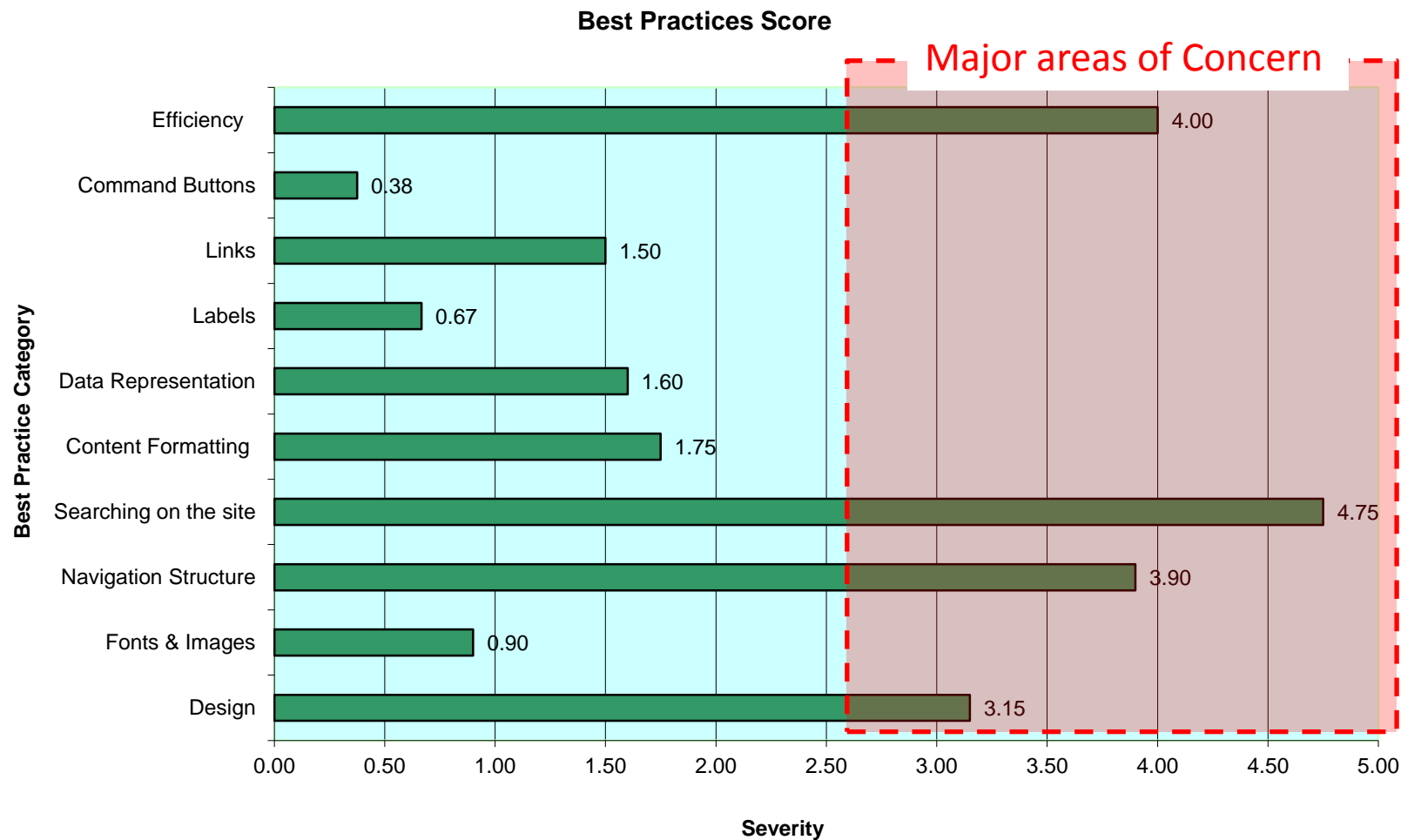**Heuristic Evaluation Findings**

	Best Practices Category	Severity Rating (Scale 1-5)
1	Design	3.15
2	Fonts & Images	0.90
3	Navigation Structure	3.90
4	Searching on the site	4.75
5	Content Formatting	1.75
6	Data Representation	1.60
7	Labels	0.67
8	Links	1.50
9	Command Buttons	0.38
10	Efficiency	4.00
11	Internationalization	1.63

Overall Average Severity 2.2023   **Overall Best Practices Score Low**
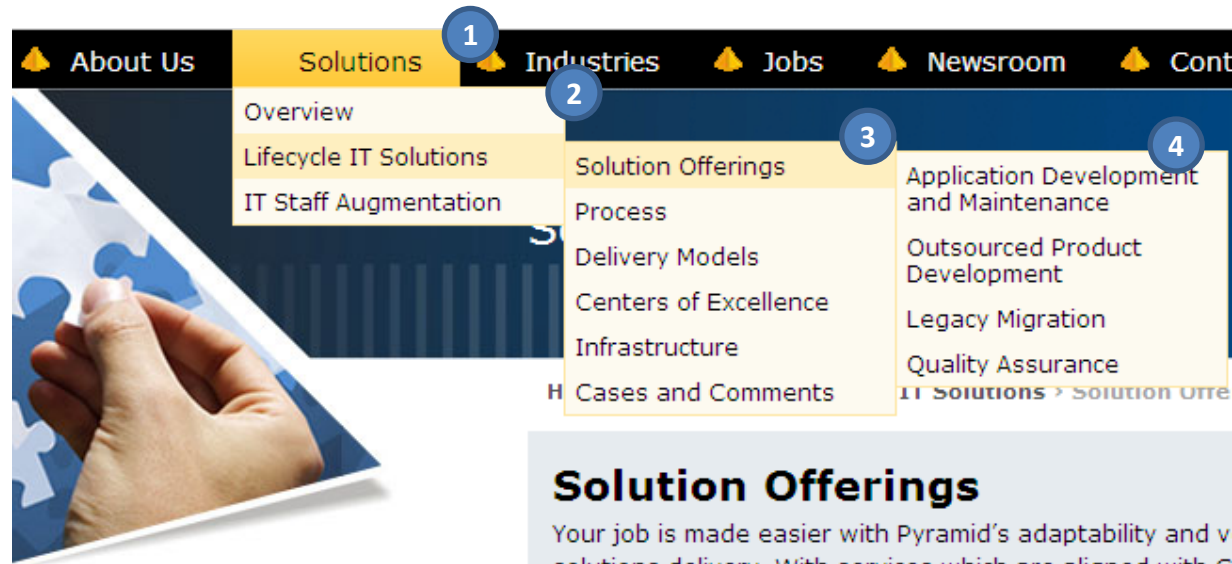
Heuristic Evaluation Findings

Best Practices Score

Major areas of Concern

Best Practice Category	Severity
Efficiency	4.00
Command Buttons	0.38
Links	1.50
Labels	0.67
Data Representation	1.60
Content Formatting	1.75
Searching on the site	4.75
Navigation Structure	3.90
Fonts & Images	0.90
Design	3.15

Overall Average Severity 2.2023 **Overall Best Practices Score** Low

Navigation

Pyramid Consulting, Inc.

⌂ Home   ⚹ Sitemap   ✉ Contact Us

About Us ⚠ S...
Overview   [About Us]
Letter from CEO
Management
Diversity
Volunteerism
Milestones and Awards

Contact Us

Overview section not available in the secondary level links on the page

> About Us > A Letter from Pyramid's CEO

Quick Hits

A Letter from Pyramid's CEO

Dear Clients, Partners, and Associates,
Welcome to our new website! If this is your first visit, we're happy you're here. And if this is a return visit, we're even happier.

Look around. You'll see new images, look, and content. We're excited to tell you about our Centers of Excellence, and about our Lifecycle IT Solutions. We've updated our IT Staff Augmentation section. You'll also find new case studies to download. Please explore all the changes we've made.

Changes. Lately, I've been thinking about the subject of *change*. It seems to be the very nature of this business. Changes in software and information technology – how to create it, use it, and manage it – come at every organization with such lightning speed.

At Pyramid we've gone through our share of changes: adapting to changing markets, and to evolving client needs. I want to thank our clients, and our dedicated consultants, for the opportunity to do so.

There are certain things we will not change, however. I'd like to share these with you, too.

...ounded this enterprise as an IT services company -- one that ...ides unexpected added value to our clients. We will continue ...practice throughout our operations in the U.S., UK, and India.

...are a company that cares deeply about our connection to the ...d around us. Our employees have a passion for causes and

About Us

+ **Letter from CEO**
+ **Man**agement
+ **Di**versity
+ **V**olunteerism
+ ...ones and Awards

Cases and Comments

Here are some excerpts from the comments you'll find:

"...one of the very best development teams..."

"...providing difficult-to-find resources..."

"...always very thorough..."

"...high-quality technology solutions..."

"...a high level of motivation..."

"...a creative solution above and beyond..."

Active menu is also clickable

Navigation

- Lengthy 4 level menu drill down.
- No indicator in top menu for showing subsequent links available

Navigation
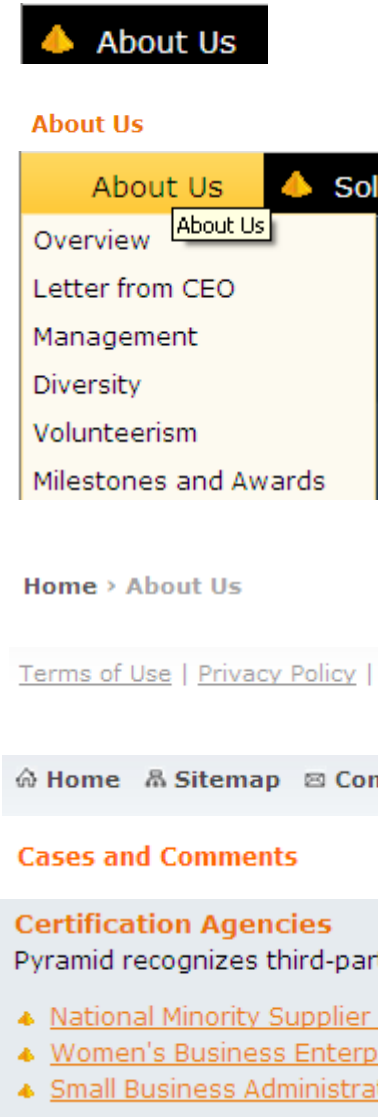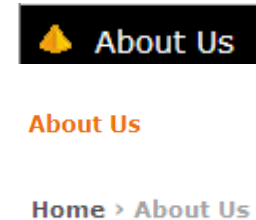

http://www.pyramidci.com/services/global-talent/processes-systems/pyracquire-process
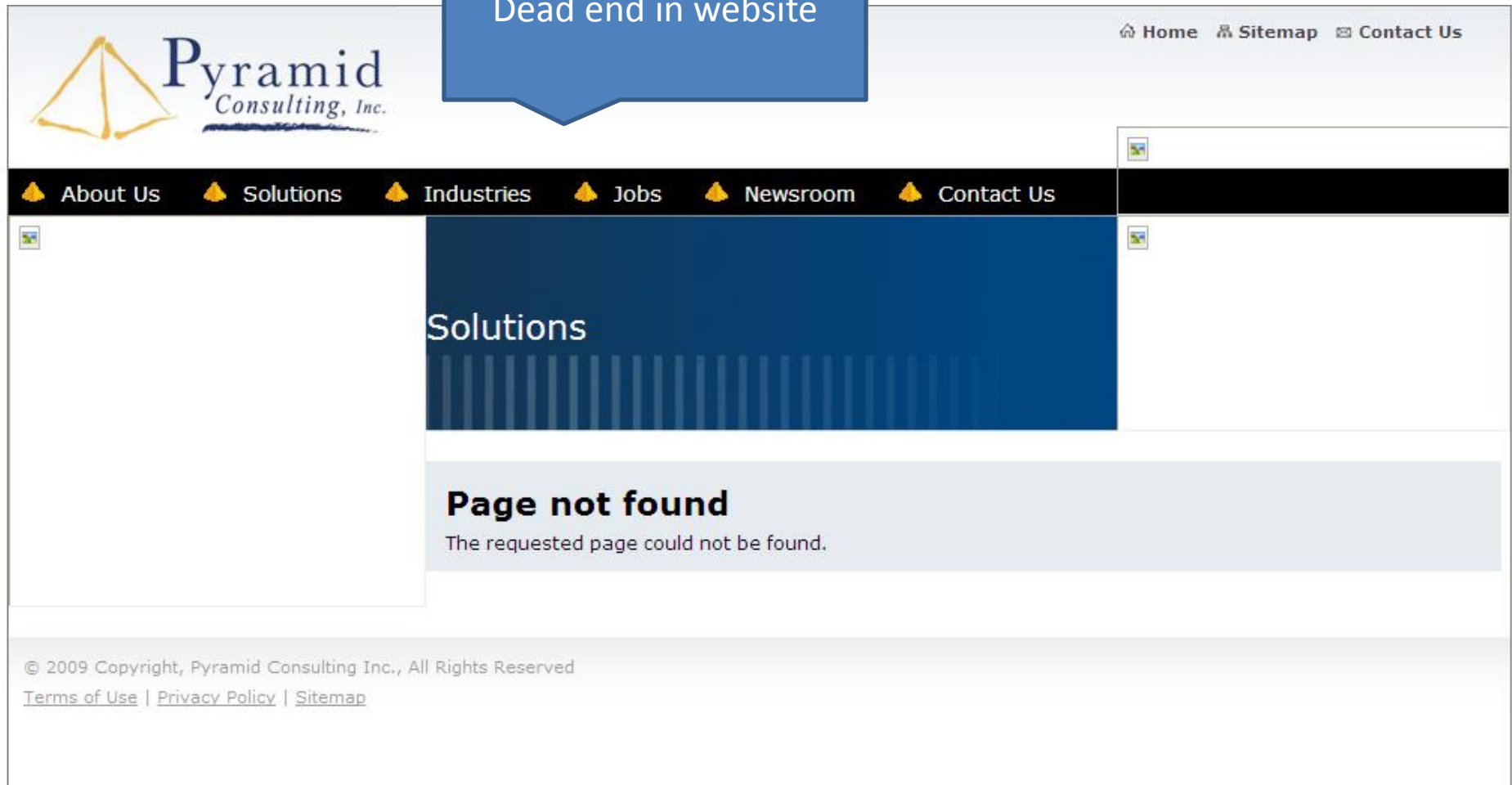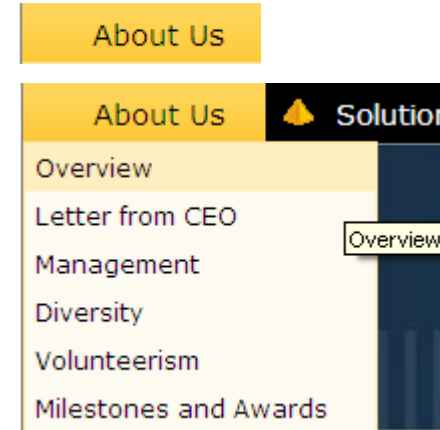
Navigation Element(s) Formatting

Menus, Links in default state

Active menus

On Mouse Over

- Different styles used for highlighting links and navigation elements.
- Some styles interfering with / similar to content formatting

Content Flow & System Feedback

Pyramid Consulting, Inc.

⌂ Home   🗺 Sitema

About Us   Solutions   Indust

Home

1. To arrive at this page user clicks on 'Download' page assuming the case study will be downloaded, but ends up on a request page
2. After sending a request the user has no clue as to when it'll be sent or what are the next steps (e.g. should the user check the email mailbox enter while sending request etc.)

Ca

Thank you for expre... ...he of our case studies. So that we can best ser... ...complete the sections below. We will email you a link... ...low to download the study you indicated. Please be ass... ...t Pyramid Consulting respects your privacy, and will not rent o... ...your email address to any outside parties.

Cases and Con

Here are some e... from the comme... you'll find:

"...one of the ve... development tea...

"...providing diffi... find resources..."

"...always very thorough..."

"...high-quality technology solu...

"...a high level o... motivation..."

"...a creative so... above and beyo...

Solutions

+ **Lifecycle IT Solutions**
+ **IT Staff Augmentation**

* Indicates required fields

*Name	a
*Company Name	a
*Title	a
Address	
*Email	a@a.com
Phone	

Submit   Reset

Content

Directions Hyderabad   Close

Directions to Pyramid Consulting in Hyderabad
From Airport

- Take Outer Ring Road towards Gachibowli.
- From Gachibowli, take right towards Mehdipatnam.
- Drive 2 km.
- Take left towards HITEC City.
- Drive 4 km.
- Take right towards Jubilee Hills.
- Drive 3 km until Madhapur police
- Take right, drive 0.2 km.
- Take right, drive 0.2 km.
- Pyramid is on left-hand side, on the corner of the road.

From Secunderabad Railway Station

- Take Begumpet road from railway stat
- From Begumpet, drive 20 km t   apur police station.
- Take right, drive 0.2 km.
- Take right, drive 0.2 km.
- Pyramid is on left-hand side, on the corner of the road.

Ste 216

- Content should be validated (should be – 'take left, drive …'.
- Actions should be numbered as there are sequential
- Addition of map(s) will be helpful

Content Formatting

A Letter from Pyramid's CEO

Dear Clients, Partners, and Associates, **②**
Welcome to our new website! If this is your first visit, we're happy you're here. And if this is a return visit, we're even happier.

Look around. You'll see new images, look, and content. We're excited to tell you about our Centers of Excellence, and about our Lifecycle IT Solutions. We've updated our IT Staff Augmentation section. You'll also find new case studies to download. Please explore all the changes we've made.

Changes. Lately, I've been thinking about the subject of *change.* It seems to be the very nature of this business. Changes in software and information technology – how to create it, use it, and manage it – come at every organization with such lightning speed.

At Pyramid we've gone through our share of changes: adapting to changing markets, and to evolving client needs. I want to thank our clients, and our dedicated consultants, for the opportunity to do so.

There are certain things we will not change, however. I'd like to share these with you, too.

We founded this enterprise as an IT services company -- one that provides unexpected added value to our clients. We will continue this practice throughout our operations in the U.S., UK, and India.

We are a company that cares deeply about our connection to the world around us. Our employees have a passion for causes and organizations dear to their hearts, and we are committed to their having the time and energy to give back to the communities where we do business.

And, we are a company that strives to stay one step ahead: of business trends, market conditions, and competition. For example, we were among the first in our category to develop offshore resources, and now our Centers of Excellence. Staying one step ahead is good for our clients, our consultants, and our community. We look forward to what that brings in the months and years to

About Us

- **+** Letter from CEO **③**
- **+** Management
- **+** Diversity
- **+** Volunteerism
- **+** Milestones and Awards

Quick Hits

Cases and Comments **①**

Here are some excerpts from the comments you'll find:

"...one of the very best development teams..."

"...providing difficult-to-find resources..."

"...always very thorough..."

Same formatting used for
1. Highlighting links
2. Prioritize content
3. Show active menu

Content Formatting

Regardless of a pop-up or link to mail client, all links are shown in similar way (no indicator or note available)

Contact Us

North America

Pyramid Consulting, Inc.
World Headquarters
11100 Atlantis Place
Alpharetta, GA 30022
Phone: 678.514.3500
Toll-free: 877.248.0024
Fax: 770.248.9560

Directions□

General Inquiries
info@pyramidci.com

New Client Inquiries
client-inquiry@pyramidci.com

Media Inquiries
marketing@pyramidci.com

New York/New Jersey
90 Washington Valley Road
Bedminster, NJ 07921
Phone: 908.719.8897

The Carolinas

Charlotte
610 East Morehead Street
Charlotte, NC 28202
Phone: 704.295.7763

Asia

Pyramid IT Consulting P
India Headquarters
Noida
D-26, Sector 63
Noida-U.P. India
201 301
Phone: +91 120 4   00
         +91 120   1200
Fax: +91 120 4343599

Directions□

General Inquiries
asia-info@pyramidci.com

New Client Inquiries
asia-service@pyramidci.com

Media Inquiries
asia-marketing@pyramidci.com

Hyderabad
Plot #203 Kavuri Hills, Madhap
Hyderabad, India
AP - 500081
Phone: +91 40 40328000

Directions□

Europe

Pyramid Consulting, Inc UK Ltd

Directions Alpharetta   Close

Directions to Pyramid Consulting in Alpharetta, Georgia
Take GA-400 (US-19) to Haynes Bridge Rd, exit #9.

- If driving south on 400, turn left onto Haynes Bridge Road
- If driving north on 400, turn right onto Haynes Bridge Road

Drive 0.4 mile to North Point Parkway.
Turn left.
Drive 0.5 mile to Rock Mill Road.
Turn right.
Drive 0.1 mile, through the Charleston Gate round-about.
Pyramid Consulting is the first building after the round-about.

Untitled - Message (HTML)

Message Insert Options Format Text

To... asia-info@pyramidci.com
Cc...
Subject:

Content Formatting

Main labels	Sub labels	Other labels

Contact Us

North America

Sanjeev Tirath

Cases and Comments

Pyramid Consulting, Inc. World Headquarters

New York/New Jersey

Co-Founder and CEO

- Too many styles used for labels and sub labels

Content Formatting

- Aligning services with our clients' diversity objectives through our certification as a minority business enterprise (MBE), and through our own workforce and supplier diversity policies
- Providing highly targeted IT talent to augment client organizations through our multi-step Pyramid Acquire™ process → **Dead end page**

Key Facts → **Section label**
- Founded in 1996
- Corporate headquarters in Alpharetta, GA
- Geographic sales centers are divided into North America, Europe, and Asia
- U.S. operational offices located in New Jersey, Virginia, and the Carolinas
- European operations in Middlesex, England
- Achieved CMMi Level IV certification in 2006
- Have maintained a steady rate of growth through collaborative relationships and repeat business

Key Executives → **Section label as well as link to another page**
- Sanjeev Tirath, Co-Founder and CEO
- Ramesh Maturu, Co-Founder, President Enterprise Solutions
- Namita Tirath, Vice President, Marketing & Sales

Products and Services
- IT lifecycle services
- Testing services
- E-commerce solutions
- Professional services
- Talent acquisition services
- Document management

Confusing formatting of labels

Technology Partners
- Microsoft Gold Certified
- IBM
- JBoss / Red Hat
- Oracle

Community Involvement/Volunteerism
Volunteerism is important to Pyramid and its employees. We are honored to be able to share our success and skills with several not-for-profit organizations. Learn more.

Milestones and Awards
Since its founding, Pyramid Consulting has been repeatedly recognized for its outstanding performance by the voices of the business community, appearing high in the ranks of numerous top business lists. View our complete list of honors and other company milestones, including our being named National Supplier of the Year by the National Minority Supplier Development Council (NMSDC).

Download a PDF of this profile here. → **Link to download PDF**

Content Formatting

Contact Us

North America

Pyramid Consulting, Inc.
World Headquarters
11100 Atlantis Place
Alpharetta, GA 30022
Phone: 678.514.3500
Toll-free: 877.248.0024
Fax: 770.248.9560

Directions□

General Inquiries
info@pyramidci.com

New Client Inquiries
client-inquiry@pyramidci.com

Media Inquiries
marketing@pyramidci.com

New York/New Jersey
90 Washington Valley Road
Bedminster, NJ 07921
Phone: 908.719.8897

The Carolinas

Charlotte
610 East Morehead Street
Charlotte, NC 28202
Phone: 704.295.7763

Asia

Pyramid IT Consulting Pvt. [
India Headquarters
Noida
D-26, Sector 63
Noida-U.P. India
201 301
Phone: +91 120 4343500
              +91 120 4001200
Fax: +91 120 4343599

Directions□

General Inqui
asia-info@pyra

New Client In
asia-service@p

Media Inquiri
asia-marketing

Hyderabad
Plot #203 Kavu
Hyderabad, Ind
AP - 500081
Phone: +91 40

Directions□

Europe

Leadership Team

Sanjeev Tirath
Co-Founder and CEO
Sanjeev's insights and day-to-day involvement enable Pyramid Consulting to provide value-added IT solutions to numerous Global 1000 companies, as well as many growing, mid-tier firms. Sanjeev co-founded Pyramid in 1996 after garnering more than 15 years of software development and marketing experience, serving in senior management roles for several leading software consulting firms, including Wipro, TCS, and Unisys. While managing large software development and integration projects for clients operating in a number of vertical markets, he honed his technology expertise and consistently delivered to his clients targeted, cost-effective IT solutions.

Sanjeev earned a bachelor's degree in electrical and electronics engineering at the Birla Institute of Technology & Science (BITS) in Pilani, India. He currently serves on the board of TAG, the Technology Association of Georgia; and GMSDC, the Georgia Minority Supplier Development Council.

Ramesh Maturu

Quick Hits

Cases and Comments

Here are some excerpts from the comments you'll find:

"...one of the very best development teams..."

"...providing difficult-to-find resources..."
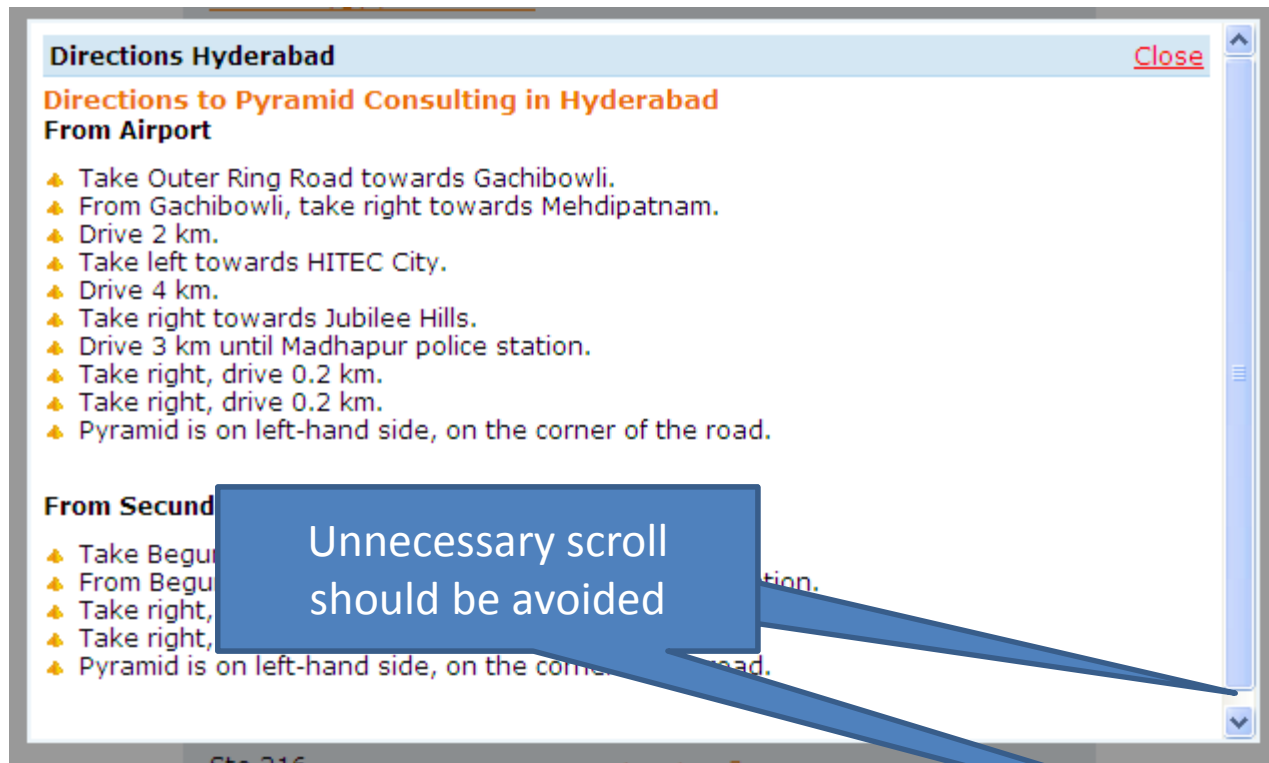
"...always very thorough..."

"...high-quality technology solutions..."

"...a high level of motivation..."

"...a creative solution above and beyond..."

Design

Directions Hyderabad <u>Close</u>

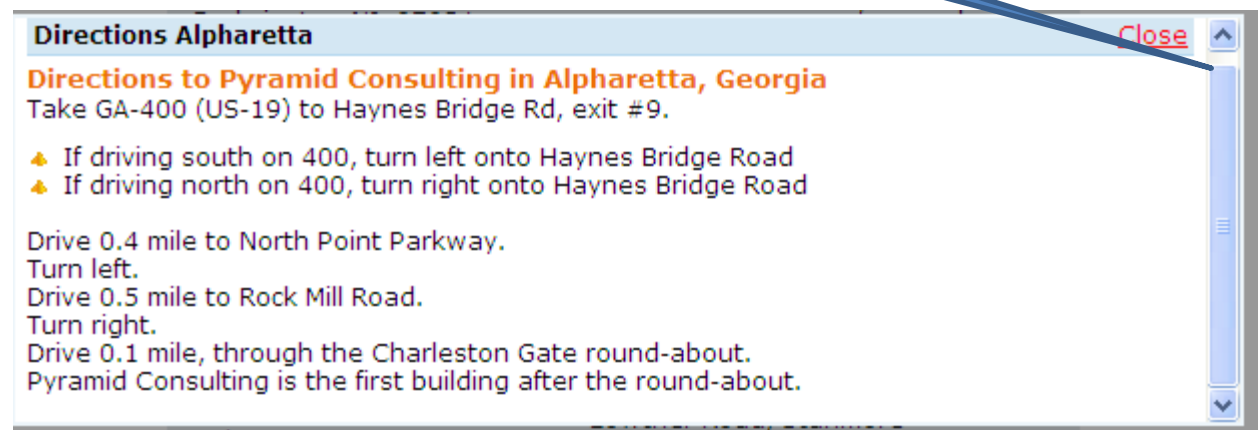**Directions to Pyramid Consulting in Hyderabad**
From Airport

- Take Outer Ring Road towards Gachibowli.
- From Gachibowli, take right towards Mehdipatnam.
- Drive 2 km.
- Take left towards HITEC City.
- Drive 4 km.
- Take right towards Jubilee Hills.
- Drive 3 km until Madhapur police station.
- Take right, drive 0.2 km.
- Take right, drive 0.2 km.
- Pyramid is on left-hand side, on the corner of the road.

From Secund

- Take Begu
- From Begu
- Take right,
- Take right,
- Pyramid is on left-hand side, on the corn

Unnecessary scroll
should be avoided

Ste 216

Directions Alpharetta <u>Close</u>

Directions to Pyramid Consulting in Alpharetta, Georgia
Take GA-400 (US-19) to Haynes Bridge Rd, exit #9.

- If driving south on 400, turn left onto Haynes Bridge Road
- If driving north on 400, turn right onto Haynes Bridge Road

Drive 0.4 mile to North Point Parkway.
Turn left.
Drive 0.5 mile to Rock Mill Road.
Turn right.
Drive 0.1 mile, through the Charleston Gate round-about.
Pyramid Consulting is the first building after the round-about.

Content

Cases and Comments

We Couldn't Have Said it Better Ourselves

When it comes to meeting the solutions delivery needs of successful companies, nothing can extol the benefits of a partnership with Pyramid Consulting better than comments from our satisfied clients, or stories about our effective relationships. For these we are deeply grateful.

"Pyramid Consulting has built a strong reputation for themselves as a provider of high quality technology solutions. We consider Pyramid a valued supplier because of their ability to meet our needs across a wide variety of technologies, seniority, and locations."

Vice President of Procurement, Supplier Diversity, for a leading logistics and package delivery company

"Pyramid Consulting brings value to our partnership by providing difficult to find resources where we need them most; onsite and offshore. Ultimately, we chose Pyramid for the value they bring to the table through their flexible delivery model and beca... of th... intimate relationship we achieve by having them a...

Vice President, Information Technolo... unde...

"I want to tell you how pleased I am with your cor... performance, productivity, competence, initiative a... attitude have helped create one of the very best d... have ever been associated with. They have becom... our project and we would never have been able to get this deve... effort as far along as it is, so quickly, without their contrib...

Project manager for a leading software ... company

Read more by downloading our cas...

Case Studies

Success with Distributed Agile Development
Download
Insurance Group Gains Policy Generation Portal
Download
A More Effective Lead Generation System
Download
Demonstrating Flexibility in Face of Changing Requirements
Download

more

Quick Hits

Cases and Comments

Here are some excerpts from the comments you'll find:

"...one of the very best development teams..."

"...providing difficult-to-find resources..."
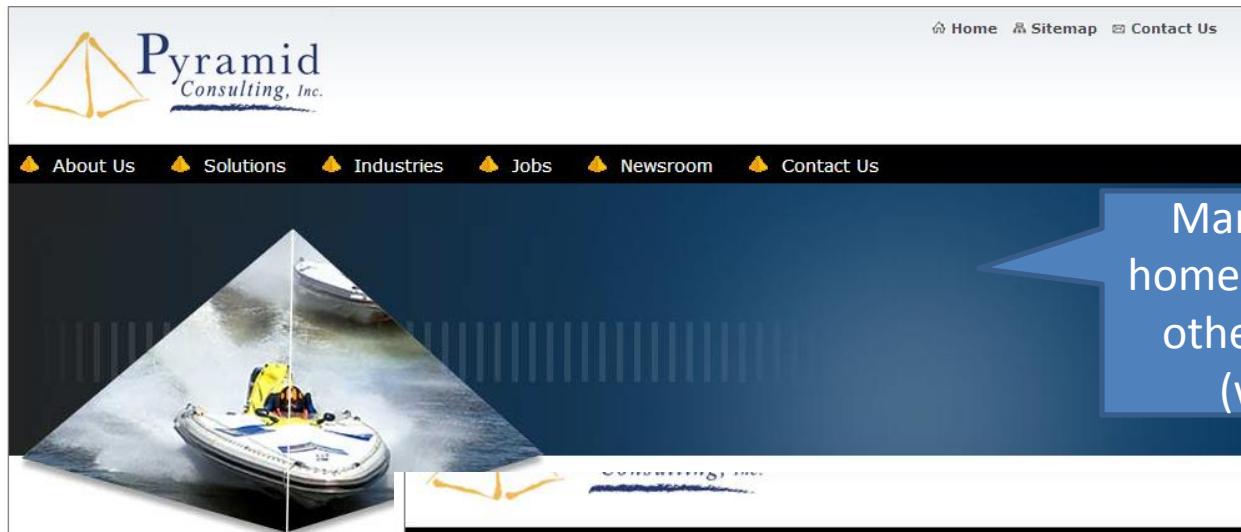
"...always very thorough..."

"...high-quality technology solutions..."

"...a high level of motivation..."

"...a creative solution...

Solutions

+ **Lifecycle IT Solutions**
  + Solution Offerings
  + Process
  + Delivery Models
  + Centers of Excellence
  + Infrastructure
  + **Cases and Comments**
+ **IT Staff Augmentation**

Does not highlight downloadable content details (e.g. type, size)

Links like 'more' are used, which are not definite labels

Internet

Design

About Us Solutions Industries Jobs Newsroom Contact Us

Newsroom

Home > Newsroom > Archived News

Archived News
Posted Year :
All ▾ Apply

Title	Post date	Download
Release: For third year running, Pyramid Consulting Ranked as One of Top 100 Minority-Owned Businesses	Jun-14-2005	Download
Article: Partnering for Profit with Minority-Owned Businesses; Fortune Magazine; April 2005	Apr-01-2005	Download
Release: Pyramid's VP Nominated for 200 Woman of the Year in Technology		
Release: Pyramid's CEO Named to TAG B of Directors		
Article: The Road Not Taken, featured in Catalyst Magazine		
Article: Pyramid Consulting NMSDC Natio Supplier of the Year, by Minority Supplier News, Fall 2004	2004	
Release: Pyramid Consulting Named Supplier of the Year by National Minority Supplier Development Council	Sep 20	
Release: Pyramid Consulting Again Ranked as One of Top 100 Minority-Owned Businesses		ownload
Release: Pyramid Consulting Ranked of Top 100 Minority-Owned Business	Jun-30-2003	Download
Release: Pyramid Consulting Nam upplier of the Year by Georgia Minority S plier Development Council	May-21-2003	Download

‹ previous 1 2 3

Quick Hits

Cases and Comments

Here are some excerpts from the comments you'll find:

"...one of the very best development teams..."

"...providing difficult-to-find resources..."

"...always very

In between spacing not equal

© 2009 Copyright, Pyramid Consulting Inc., All Rights Reserved
Terms of Use | Privacy Policy | Sitemap

Internet   100%

Design

Maritime theme used in home page does not go with other inside page images (which are generic)

Design, Images

Pyramid
Consulting, Inc.

⌂ Home   Sitemap   ✉ Contact Us

About Us   Solutions   Industries   Jobs   Newsroom   Contact Us

With a client base that includes more than 20 Fortune 1000 and Global 500 companies, Pyramid provides global IT services, lifecycle IT solutions, and IT staff augmentation services in the U.S., UK, and India...

Read More

Collaboration. Information. Communication. Dedication. Integration. Motivation. Augmentation. Reputation. You will find these words in the comments and cases that describe our successful engagements...

Read More

Here's where you can find the latest news and announcements about Pyramid and our work...

Read More

IBM

© 2009 Copyright, Pyramid Consulting Inc., All Rights Reserved
Terms of Use | Privacy Policy | Sitemap

Search