

# Defensible Research & Design

## Capability Statement

Defensible Research and Design (DRD) LLC specializes in research and design services. DRD optimizes complex systems for usability, efficiency, and safety through the human-centered design process, data-driven analysis, and regulatory standards and expertise.

DRD bridges the gap between users, systems, and entities to reduce costs, enhance performance, maximize user satisfaction, minimize human error, and mitigate risk in both the private and public sectors.

## Core Competencies

**HUMAN FACTORS ENGINEERING:** Improve systems and products by applying human capability and limitation to maximize human performance, reduce use-related errors and meet regulated standards and requirements

**HUMAN-SYSTEM INTEGRATION:** Reduce system complexity, lower project lifecycle costs, and minimize training needs by applying human-centered design principles—focusing on users, their use cases, and the operational environment

**RISK MANAGEMENT:** Identify, evaluate, and mitigate use-related hazardous situations to ensure safety, effectiveness, and compliance with standards and regulations

**USER EXPERIENCE:** Enhance systems and products by capturing user and stakeholder needs, defining requirements, and conducting usability evaluations to improve user satisfaction

## Codes

### NAICS Codes

541611: Administrative & General Management Consulting Services  
541512: Computer Systems Design Services  
541330: Engineering Services  
541613: Marketing Consulting Services  
541715: Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

### PSC Codes

AC32: National Defense R&D Services, Defense-related activities - Applied Research  
AJ12: General Science & Technology R&D, General Science - Applied Research  
AN41: Health R&D Services, Health Care, Other - Basic Research  
R425: Professional Engineering/Technical  
R799: Support - Management: Other

## Differentiators

- **Distinguished Experience:** Staff experience with
  - NASA
  - Abbott
  - Medtronic
  - College of Design  
University of Minnesota  
Twin-Cities
- **Industry Expert:** Deep expertise in human factors, system engineer, risk management and design
- **Cross-Industry Knowledge:** Proven success in medical devices and aerospace
- **Personalized Attention:** Direct collaboration and tailored solutions that align with your specific needs
- **End-To-End Support:** From concept development to validation, ensuring defensible research and design decisions
- **Cost Effective:** Highly efficient, agile and unburdened by bureaucracy and overhead cost

## Details

**Cage Code:** 0QT50  
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**Size:** Small Business