

# Capability Statement



## Value Proposition

Gen UX drives Med Tech and Big Tech evolution, blending subject matter expertise, training, and research to empower clients' strategic innovation.

## Differentiators

Gen UX is a leading user experience design and human factors firm, renowned for our meticulous approach to in-depth research, risk management, robust R&D documentation, and detailed analysis. This thoroughness ensures that every solution we offer is innovative, reliable, and tailored to meet the unique needs of our clients. We don't just deliver services; we build lasting partnerships. With a focus on innovation, creativity, customer satisfaction, and comprehensive training, Gen UX consistently delivers exceptional results across industries like technology, healthcare, finance, e-commerce, and more. Our user-centric approach, combined with rigorous research, sets us apart and drives client success.

## Core Competencies

- Research and Development
- Human Factors Support
- User Experience Research: Qualitative,
- Foundational, Formative & Generative
- Quantitative Research: Mixed Methods,
- Survey Design Quality Assurance
- Medical Device R&D
- Risk Management
- Design Validation/Verification
- AI/Algorithm/HCI

### Certifications:

Women-Owned Small Business (WOSB)

**UEI:** GRK9WSZ6QZN5

**Cage Code:** 9U5L9

### Contact Information:

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## NAICS Codes

- 541715 Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)
- 541330 Engineering Services
- 541720 Research and Development in the Social Sciences and Humanities
- 541910 Marketing Research and Public Opinion Polling
- 611430 Professional and Management Development Training