


# CALIBRE

Our Success Follows Yours®

## CUSTOMER EXPERIENCE (CX) RESEARCH AND DESIGN

CALIBRE Systems, Inc. (CALIBRE) is an employee-owned mission-focused solutions and digital transformation company supporting government and commercial clients since 1989. Our CX practitioners come from social science disciplines with decades of experience improving government services at over 25 Federal and state institutions. CALIBRE's CX approach involves leadership from day 1 for a collaborative process that creates solutions with end users, not for them. With many Federal agencies needing to do more with less, our CX experts remove unnecessary friction points to make service providers and recipients of government systems more efficient. Let us help you keep the human in the loop with technology and accelerate mission success.

### Featured Research and Design Capabilities

-  **USABILITY STUDIES**
-  **RAPID PROTOTYPING**
-  **TECHNOLOGY ASSESSMENT**

-  **SURVEY DESIGN & ANALYSIS**
-  **END-USER & AUDIENCE RESEARCH**
-  **ACCESSIBLE INTERFACE DESIGN**  
*Websites, Dashboards, Forms*

### Project Highlights

**NATIONAL CANCER INSTITUTE**  
Following a drop in user traffic, our UX practitioners conducted an evaluation of the Evidence-Based Cancer Control Programs (EBCCP) database. Our findings revealed gaps in search findability due to unexpected search terms. Our recommended Search Engine Optimization (SEO), usability improvements, and dashboard development enabled stakeholders to monitor the impact of the changes and identify traffic declines early.

**NATIONAL INSTITUTE ON NEUROLOGICAL DISORDERS AND STROKE**  
CALIBRE redesigned the Information Resources Management Branch (IRMB) websites to unify the design system and improve user trust and intuitive navigation across this family of sites. This effort established a reusable, accessible design framework to support future modernization with minimal implementation effort.

**HEALTH AND HUMAN SERVICES**  
We conducted a year-long technology assessment for 10 operating divisions, conducting more than 110 staff interviews and an analysis of alternatives of 5 industry-leading acquisition management products. Our analysis informed the HHS Acquisition Technology Roadmap, supported acquisition technology justifications, and provided recommendations on user experience improvements across the agency.

**US ARMY COST AND VISUALIZATION ENVIRONMENT (CAVE)**  
Our team conducted usability tests and ideation sessions with stakeholders to ensure predictive cost analytics dashboards were intuitive to interpret and navigate. Using rapid prototyping in Figma Make, CALIBRE created design guidelines informed by user feedback that were ready for testing within 1 sprint. Rapid iteration reduced risk, cost, and improved user adoption through early validation.

## CONTRACTS

### GOVERNMENT WIDE MULTIPLE AGENCY CONTRACTS (MACS), IDIQS, AND GSA SCHEDULES

- OASIS+ Unrestricted
- GSA Multiple Awards Schedule (MAS)



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SCHEDULE  
A MEETING 



**BEN HARPER**  
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**Company Size:** Large  
**CAGE Code:** 0EUA6

**SAM Unique ID Number:** KHGARY8DHL23

**NAICS:**  
• 541611 • 541612 • 54151 • 541330 • 541690 •  
• 541219 • 541620 • 611430 • 611512 •

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