# Dossier: Design Interactive, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $139,998.00

**Award Date:** 2024-08-28

**Branch:** NAVY

## AI-Generated Intelligence Summary

**Company Overview:**

Design Interactive, LLC is a human-centered design and development firm specializing in augmented reality (AR), virtual reality (VR), and wearable technology solutions, primarily for defense, aerospace, and medical applications. Their core mission is to improve human performance, safety, and training effectiveness by creating intuitive and impactful interfaces and systems. They focus on addressing the challenges of complex information processing, cognitive overload, and skill degradation experienced by operators in demanding environments. Their unique value proposition lies in their integrated approach combining human factors engineering expertise with advanced technology development, enabling them to deliver customized, evidence-based solutions that optimize human-machine interaction and enhance operational effectiveness.

**Technology Focus:**

* Developed augmented reality solutions for military maintenance and repair training, decreasing training time by up to 40% according to their website case studies.
* Specializes in developing wearable sensor systems and data analytics platforms that track and improve operator performance in real-time, including fatigue detection and cognitive state monitoring.

**Recent Developments & Traction:**

* Awarded a Phase II Small Business Innovation Research (SBIR) contract from the U.S. Air Force in 2022 to develop AI-powered cognitive readiness training tools.
* Partnered with SOCOM (Special Operations Command) in 2021 to create AR-based training solutions for improving operator decision-making in high-stress environments.
* Presented research on AR for aviation maintenance at the Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) demonstrating ongoing commitment to cutting edge development in November 2022.

**Leadership & Team:**

* Kay Stanney, Ph.D., Founder & CEO: Highly recognized expert in human factors and virtual reality, with extensive experience in academia and industry.
* Matt Johnston, COO: A seasoned operations executive with a strong background in government contracting and technology commercialization.

**Competitive Landscape:**

* Applied Research Associates (ARA): Similar focus on simulation and training solutions for defense, but Design Interactive's edge is their deep expertise and specialization in AR/VR and wearable tech.
* SAIC (Science Applications International Corporation): A much larger defense contractor offering broader services, but Design Interactive offers more specialized and agile AR/VR solutions tailored for specific operational needs.

**Sources:**

* [https://designinteractive.net/](https://designinteractive.net/)
* [https://www.sbir.gov/sbirsearch/detail/2148595](https://www.sbir.gov/sbirsearch/detail/2148595)
* [https://www.linkedin.com/company/design-interactive-llc/](https://www.linkedin.com/company/design-interactive-llc/)
* [https://www.army.mil/article/230518/virtual\_reality\_helps\_enhance\_soldier\_capabilities](https://www.army.mil/article/230518/virtual\_reality\_helps\_enhance\_soldier\_capabilities)