MAGNIFY© TOOL:
Human-Centered Transformation

IMPROVE PERFORMANCE WITH MAGNIFY©

No matter your project, JJR's Magnify© tool can help you:

- Save time, money, and resources.
- Assess the current state and plan for the future state.
- Uncover limitations and areas for improvement.
- Prioritize your team/system/organization's needs.

APPLY MAGNIFY© BROADLY

Magnify© can be applied in a broad range of scenarios:

- Strategic Analysis and Planning
- Modeling, Simulation, and Analysis
- Prototyping, Development, and Sustainment
- Innovation Scaling

We've used it to help clients:

- Design and stand up efficient Program Management Offices.
- Plan and execute enterprise data management approaches.
- Design and build critical software tools for data analysis.
- Create customized, efficient digital workforce tools.
- Streamline and optimize infrastructure programs.

ACCESS MAGNIFY© RAPIDLY

Magnify© is the tool behind JJR's **Phase III Small Business Innovation Research (SBIR)** contract vehicle. SBIR provides an expedited acquisition, helping you access the power of Magnify© more efficiently.

Not using SBIR? You can still benefit from Magnify©. Having witnessed the value of Magnify©, JJR now applies a shorter, "QuickScan" form of Magnify© to all its traditional contracts.

Human-Centered Transformation with magnify

Human-Systems Integration (HSI) — INSPIRE
Human-Centered Design (HCD) — IDEATE
Customer Experience (Cx) — INNOVATE
User Experience (Ux)

Magnify© is a workflow tool built by JJR in SharePoint to help you improve your team, system, or organizational performance.

HOW IT WORKS

Magnify© leverages **Human-Systems Integration (HSI) and Human-Centered Design (HCD)** techniques to ensure human factors stay at the center of your project.

Using Magnify© to capture your human-centered data, JJR analysts then develop **tailored recommendations** to help your team, system, or organization achieve its goals.

LET'S WORK TOGETHER!

Contact us to learn more about how Magnify© can improve the performance of your team, system, or organization, and how SBIR can provide rapid access to this optimizing tool.

ISO 9001:2015 CERTIFIED QUALITY MANAGEMENT SYSTEM

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