

## CAPABILITY STATEMENT

# Visual Logic®

WE DESIGN **MISSION READY** SOFTWARE

## Areas of Expertise

- UX Design
- Building UX Teams
- UX Training
- Evangelizing UX

## Company Data

### Visual Logic, LLC

402 1/2 Main Street  
Cedar Falls, IA 50613  
Limited Liability Corporation  
Federal Small Business  
DUNS, D&B: 116757739  
CAGE Code: 87C43

### Regions Served

Primary: USA  
Available: International, as appropriate

## NAICS Codes

541512 Computer Systems Design Services  
541511 Custom Computer Programming Services  
541430 Graphic Design Services  
336414 Guided Missile & Space Vehicle Manufacturing  
334511 Search, Detection, Navigation, Guidance,  
Aeronautical, & Nautical System & Instrument  
Manufacturing

## Why Visual Logic?

### Benefits of User Experience

- Reduce cognitive load
- Increase situational awareness
- Deliver intuitive experiences
- Decrease soldier training
- Reduce development time
- Advance products beyond the competition

## Humans First.

Since 1988, Visual Logic has been putting people at the center of everything we do. We're a full-service user experience (UX) design agency solving the hardest problems in any industry.

Our unique ability to combine business requirements, regulatory considerations, and end-user needs into elegant UX designs is what differentiates us from the rest. Our expert team has been working together for over 16 years, with a cumulative 130 years of experience in UX design and hundreds of successful projects in the military domain.

We helped Raytheon win a \$348M contract to provide the next-generation GhostEye, formerly Lower Tier Air and Missile Defense Sensor (LTAMDS). Our intuitive, easy-to-use interface gave evaluators higher confidence in operating sophisticated technology than competing solutions.

## Core Competencies

### Service Offerings

- UX Design for Software & Products
- Business & Product Strategy
- UX Hiring & Training
- User Research
- Requirements Generation
- Usability Testing
- Data Modeling

### Domain Experience

- Missile Defense
- Counter UAS
- Ground Penetrating Radar (GPR)
- Telematics
- Robotics
- Autonomous Vehicles
- Cybersecurity

## Contact

Andrew Van Fleet | (319) 226-3022 | [andy@vlgux.com](mailto:andy@vlgux.com) | [visuallogic.com](http://visuallogic.com)



# Past Performance

SINCE 1988, WE'VE BEEN PUTTING HUMANS AT THE CENTER OF EVERYTHING WE DO.

## Medhub



Designed a digital product concept for Sierra Nevada Corp. used to track injured soldier vitals, medical facility capacity, and transportation status.



## Husky Mounted Detection System (HMDS)



BEFORE

AFTER

Created user-centric graphical user interface for the HMDS system in-cab touch screen display to detect plastic IEDs. Acted as sub-contractor to NIITEK on \$579M award.



## Warfighter Modern Interface (WMI) for Patriot Missile Defense



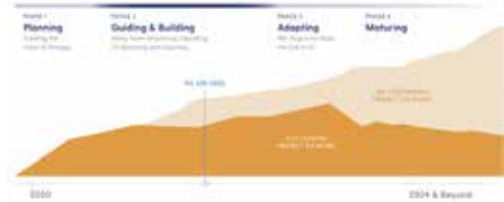
BEFORE

AFTER

Established a brand new UX, optimizing a legacy missile defense system with user research to restructure data and information visualization for a user-centered GUI. Acted as sub-contractor to Raytheon on \$348M award.



## UX Design Center of Excellence (CoE)



Established a UX CoE through strategic collaboration with leadership and simultaneous tactical involvement in hiring and project work, we optimized the organization's workflows and emphasized a focus on the end user.



## CLIENTS



## Contact

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