

Company Data

Visual Logic, LLC

Formerly Darning Pixels, Inc.
Incorporated 2002, Waterloo, Iowa
Limited Liability Corporation
Federal Small Business
DUNS, D&B: 116757739
CAGE Code: 87C43

Business Summary

Visual Logic provides User Experience (UX) consulting for Internet applications, advanced vehicle dashboards, mission critical consoles and desktop software, primarily in military, IED detection, cybersecurity, agriculture and healthcare.

Contact Information

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Regions Served

Primary: Central Iowa
Available: USA, International

NAICS Codes

541330 Engineering Services
541430 Graphic Design Services
541490 Other Specialized Design Services
541511 Custom Computer Programming Services
541512 Computer Systems Design Services
541519 Other Computer Related Services
541690 Other Scientific and Technical Consulting

Differentiators

- Unique ability to combine business requirements, regulatory considerations, and end-user needs into elegant UX designs in multiple user environments.
- Pioneering UX solutions since 1988.

Keywords

User Experience, UX, Customer Experience, CX, Graphical User Interface, GUI, Human Factors, HCI, Human-Computer Interaction, Strategy, Usability Testing, Infographics, Visualization, User Research, Robotics, Telematics, Agriculture, Cybersecurity, Ground Penetrating Radar, Autonomous Vehicles

Core Competencies

Our user experience experts research, design, analyze, and implement solutions in the areas of:

- Graphical User Interfaces (GUI)
- Telematics
- Autonomous Vehicles
- Human Centric Cybersecurity
- Ground Penetrating Radar (GPR)
- Advanced Robotics
- Precision Agriculture
- Complex Health Care Systems

Design & Strategy

- Information Architecture
- Product Concepts & Ideation
- Infographics
- Design Documentation
- Business & Product Strategy
- Desktop & Mobile Web Design
- Data Visualization
- Product Interaction & Visual Design

Research

- User Interviews & Field Research
- Requirements Generation
- Focus Groups
- Expert Reviews
- Personas & Mental Models
- Journey & Experience Mapping
- User Surveys
- Heuristic Evaluations

Usability Testing

- In-person & Remote User Testing
- Usability Metrics
- Data Modeling
- Prototyping
- Product Benchmarking
- Usability Recommendations

Past Performance

U.S. Department of the Army:

Husky Mounted Detection System (HMDS)

- Created user-centric graphical user interface (GUI) for the Husky Mounted Detection System in-cab touch screen display to detect plastic IEDs. Acted as sub-contractor to NIITEK on \$579M award.

Minestalker - Humanitarian De-mining (HD) System

- Pioneered new GUI used by the Minestalker vehicle deployed through the US Army CERDEC, assisting in humanitarian de-mining efforts in Angola and Cambodia. Touch-screen GUI with 3D subsurface threat visualization providing operators with confidence in counter-mine operations.

Remote Visualization (RVIs) 3D GUI

- Designed RVIs GUI, integrated into the HMDS road clearance vehicles in Afghanistan. RVIs GUI provided second threat analysts views of live counter-mine operations. Innovations included 3D visualization of buried explosives. Acted as sub-contractor to NIITEK on \$18M award.

MineShark Ground Penetrating Radar (GPR) & Metal Detector (MD)

- Designed GUI for NIITEK's handheld GPR / MD detector used to identify metallic landmines and plastic IED's. Technological advancements allowed operators to "see" buried explosives, ensuring a high degree of confidence in counter explosive operations.