

Capability Statement

Solutions that put
Humans First since 1988.

Trusted by



Optimizing Human Performance for Multi-Domain Operations.

Visual Logic delivers Human-Centered Design (HCD) solutions that optimize warfighter performance in complex military environments. We are a full-service User Experience (UX) agency with experience at the critical nexus of AI/ML and Human-Machine Teaming, ensuring complex data, autonomous systems, and C2 interfaces are designed for maximum trust, efficiency, and mission readiness across all domains.

We expertly fuse regulatory, mission, and end-user requirements into polished interfaces that reduce cognitive load, increase situational awareness, and accelerate the fielding of advanced technologies.

Core Competencies

Command & Control (C2) Modernization

Streamlining complex data fusion dashboards for rapid situational awareness and low cognitive burden.

AI/ML Human-Machine Teaming

Designing trustworthy interfaces for autonomous systems and algorithmic decision support.

DevSecOps UX Integration

Embedding human-centered design into agile government development cycles.

Mission Planning & Predictive Analysis

Enabling precise execution through data visualization, resource forecasting, signal analysis, and route optimization.

Training & Simulation Systems

Creating intuitive synthetic training environments that accelerate soldier proficiency.

Company Data

Visual Logic, LLC

Limited Liability Corporation

Federal Small Business

UEI QGNJKMUQYLJ9

CAGE Code 87C43

Address 402 1/2 Main Street
Cedar Falls, IA 50613

NAICS Codes

541512 Computer Systems Design

541511 Custom Computer
Programming

541430 Graphic Design Services

336414 Guided Missile & Space
Vehicles

334511 Search, Detection,
Nav & Guidance Systems

Differentiators

35+ Years in Business

Integrating "Humans First" design into software experiences since 1988.

Field-Proven DoD HCD Framework

Extensive experience designing for the rigid constraints of government contracting (compliance, security, legacy systems).

Warfighter-Centric Validation

We validate designs directly with end-users and soldiers in the field, ensuring adoption and operational effectiveness before code is written.

Point of Contact

Andrew Van Fleet | (319) 226-3022 | andy@vlgux.com

Visual Logic's Domain Expertise

- Air & Missile Defense
- Wargaming
- Counter UAS
- SIGINT & EW
- AI & Trust
- Situational Awareness
- Mission Planning
- System Maintenance
- Robotics & Autonomy
- Cyber Security
- Force Protection
- Training & Simulation

Visual Logic's Past Performance

Read full case studies and more at: visuallogic.com/military-ux

Modernization for Patriot Missile Defense

Solution: A redesigned Warfighter Machine Interface (C2) that prioritized critical kill chain data through enhanced operator workflows with intuitive design.

Impact: Reduced operator training time from "months to weeks" and achieve usability scores well above industry average leading to better situational awareness and decreased cognitive load.



Ensuring Uptime on Critical Sensors

Solution: A next gen interface for the Army's GhostEye (formerly LTAMDS) system that made emplacement, configuration, and maintenance simple to understand and easy to master.

Impact: Equipped with our interface, LTAMDS went on to win a "Sense Off" and locked in funding to move the product forward.



Enterprise Center of Excellence for Human-Centered Design & Engineering

Solution: Formed, staffed, and trained a permanent UX Center of Excellence (CoE) to integrate HCD into engineering and product development.

Impact: The CoE now governs HSI standards for customer-funded modernization programs, with one CUAS product seeing a 25% increase in usability scores.



AI-Driven Mission Prediction With Trust

Solution: Designed an AI-powered energy management interface for the Army's RCV missions that communicates energy predictions and range data to mission planners and operators in a clear and trustworthy manner.

Impact: Bridged the gap between predictive AI and human operators, increasing trust in autonomous logic and optimizing mission planning.

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