Domain situation
Observe biologists and normal working practice with sequence logo and problems experiences in their use.

Data/task abstraction
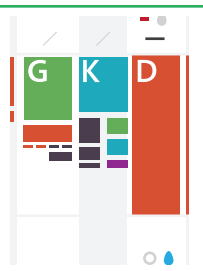
Visual encoding of glyph
With support from psychology literature

G K D

☑ Measure encoding effectiveness with online experiment

☑ Can users perform tasks more effectively with the new design?

Users

Domain

Tasks

Sample Data

Design

Evaluation

Cognitive Science

User Evaluation