A) The nested model, Munzner, T. 2009

Domain situation
Observe target users using existing tools

Data/task abstraction

Visual encoding/interaction idiom
Justify design with respect to alternatives

Algorithm
- Measure system time/memory
- Analyze computational complexity

- Analyze results qualitatively
- Measure human time with lab experiment (*user study*)

- Observe target users after deployment (*field study*)

- Measure adoption

B) The glyph design model

Domain situation
Observe target users

Data/task abstraction

Computation
(Optional)

Hierarchy | Categorisation | Statistics | Structures

Glyph encoding
Supported by psychology literature

Context | Cognitive Science

- Analyze results qualitatively
- Measure human time with lab experiment (*user study*)

- Measure system time/memory
- Analyze computational complexity

- Observe target users after deployment (*field study*)

- Measure adoption