Threat: wrong problem Validate: observe and interview target users Threat: bad data/operation abstraction Threat: ineffective encoding/interaction technique Validate: justify encoding/interaction design Threat: Slow algorithm Validate: Analyse computational complexity Implement system Validate: measure system time/memory Validate: Qualitative/quantitative result image analysis Validate: Lab study, measure human time/errors for operation Validate: Test on target users, collect anecdotal evidence of utility Validate: Field study, document human usage of deployed system Validate: adoption rates