“WORKSHOP”

COGNITIVE BIAS

... AND HIDDEN ASSUMPTIONS

Team 7

BIASES AND HEURISTICS

WHAT ARE *HEURISTICS?*

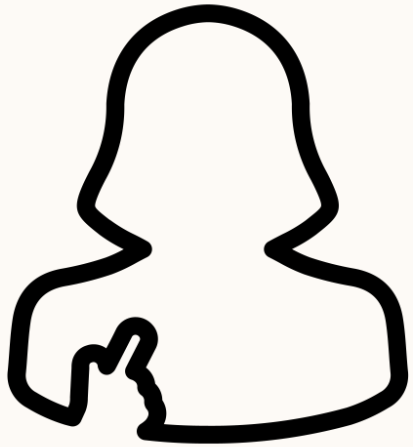
Heuristics are mental shortcuts people use to make a quick decision

WHAT IS *COGNITIVE BIAS?*

Biases are systematic errors in decision-making that stem from personal experiences, emotions, or cognitive limitations

ATTRIBUTION ERROR

Me? I was late for an interview, not selfish!



Attribute to situational factors

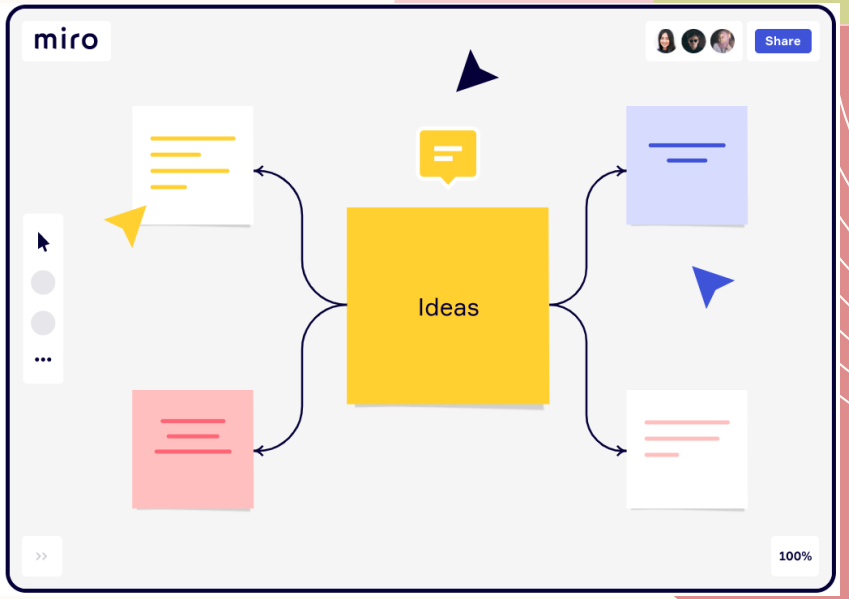
Attribute to behaviors

But YOU are selfish
if you cut me off in traffic!

SOLUTION

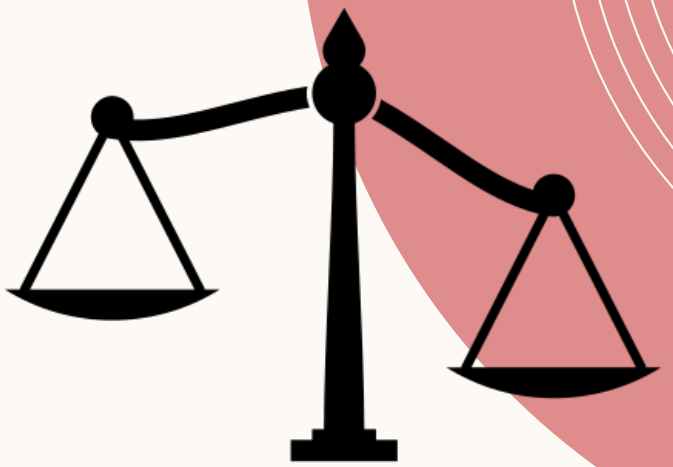
- Can be seen in the empathy phase of design thinking
- Can make the designer judgmental

▶ Have a contextual factors element while producing “empathy map artifact”



AVAILABILITY HEURISTIC

- What you see is all there is
- If something can be recalled easily, IMPORTANT



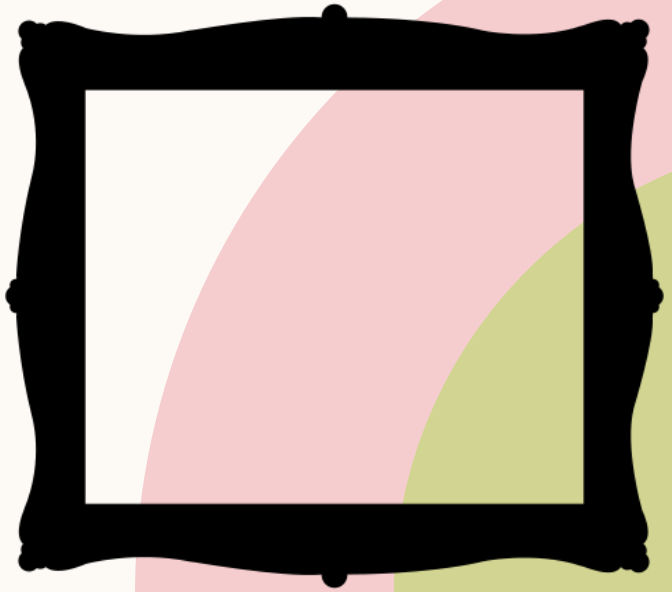
SOLUTION

- Not narrowing down to one possibility immediately but exploring as many possibilities as possible

Confirmation Bias

FRAMING BIAS

- Individual's decision & action is affected by the way information is **presented**

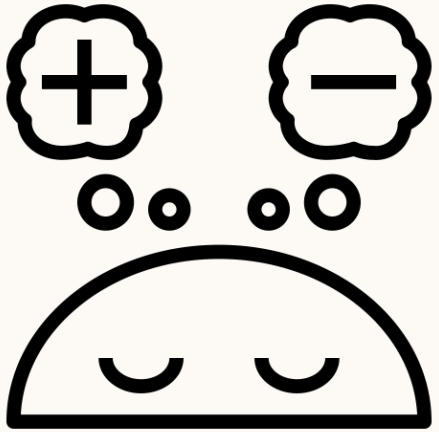


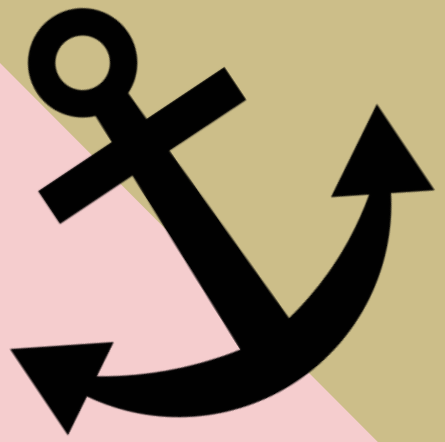
EXAMPLE

LOST 25% VS SAVED 75%

SOLUTION

- Interpret information from more than one perspective
- Love the problem, not the solution!





TYPES OF COGNITIVE BIAS:
ANCHORING EFFECT

We depend too heavily on the first information we encounter when making decisions.

COGNITIVE BIAS & HEURISTICS IN DESIGN THINKING

THANK YOU