

The background features a vertical line on the left side. To the left of this line, there are concentric white circles on a light green background. To the right of the line, there are four colored regions: a light blue quarter-circle in the top right, a light green trapezoidal shape in the middle, a light pink trapezoidal shape in the bottom left, and a light red triangular shape in the bottom right.

“ 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

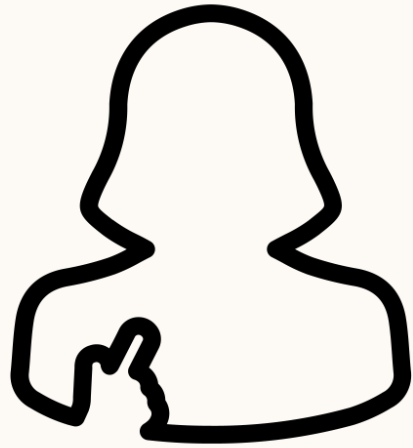


WHAT IS ***COGNITIVE BIAS?***

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

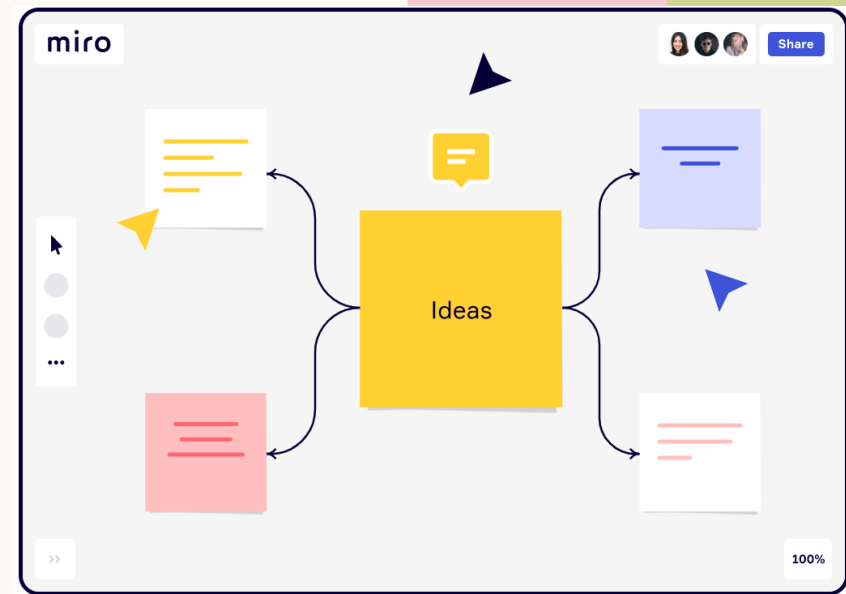


But YOU are selfish
if you cut me off in traffic!



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

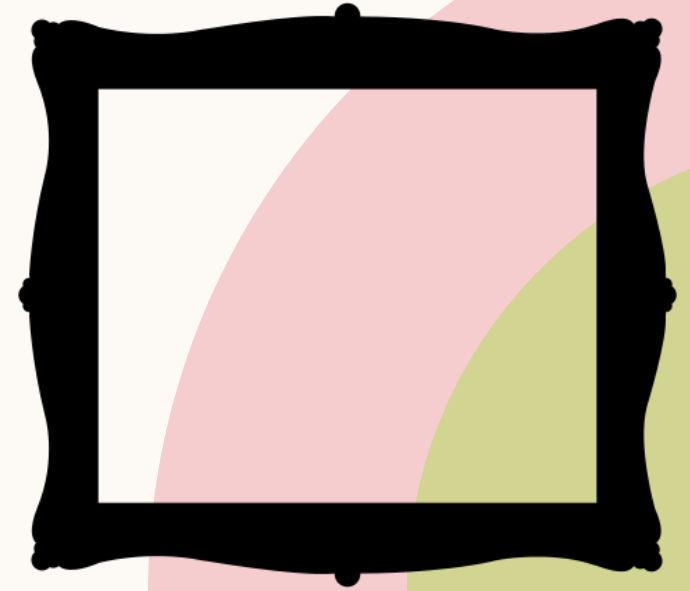
- Not narrowing down to one possibility immediately but exploring as many possibilities as possible



Confirmation
Bias

FRAMING BIAS

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



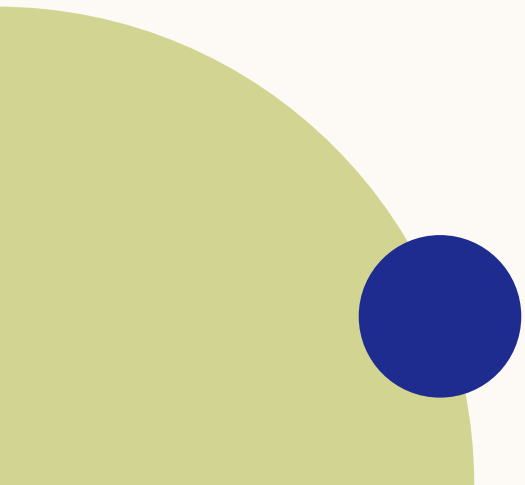
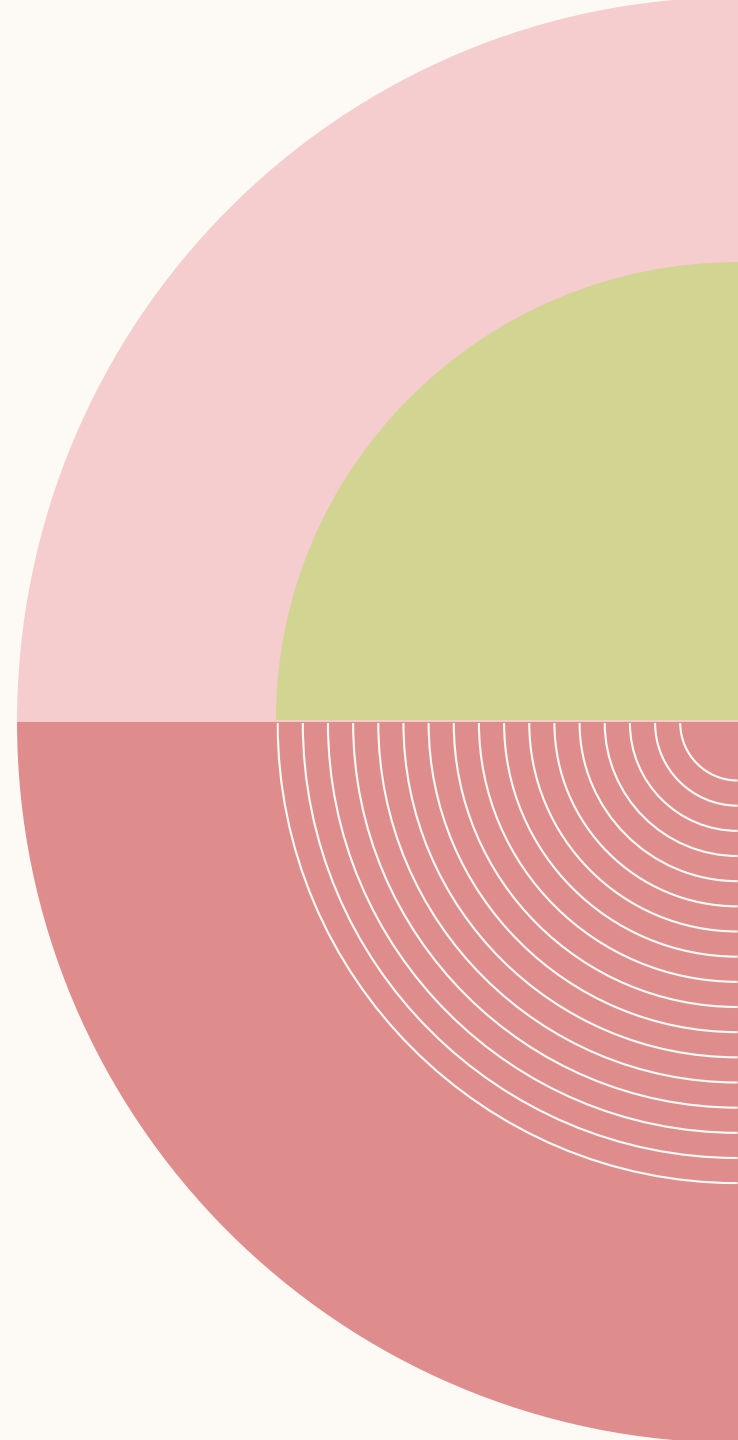
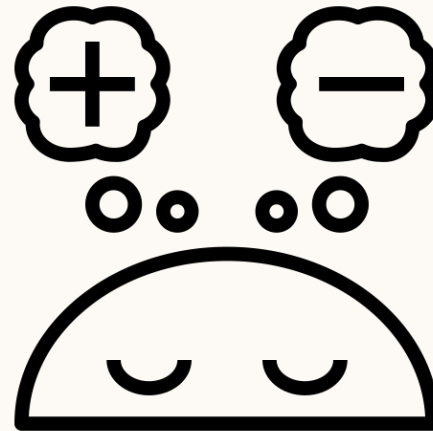
EXAMPLE

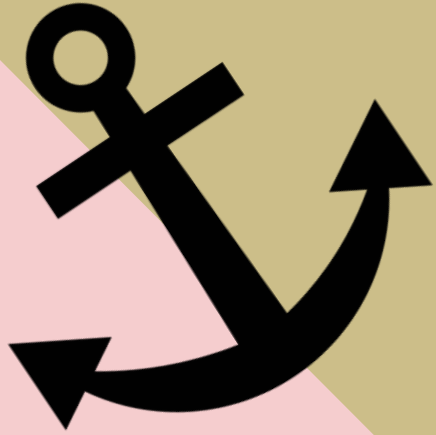
LOST 25% VS SAVED 75%



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