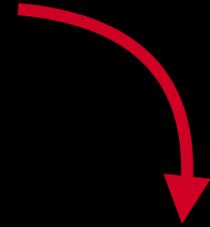


Master of Evil or Noble Hero?

Designer Stereotypes & Biases

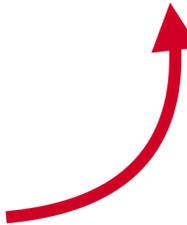
Unn Swanström - UX Designer

Design firm



DOBERMAN®



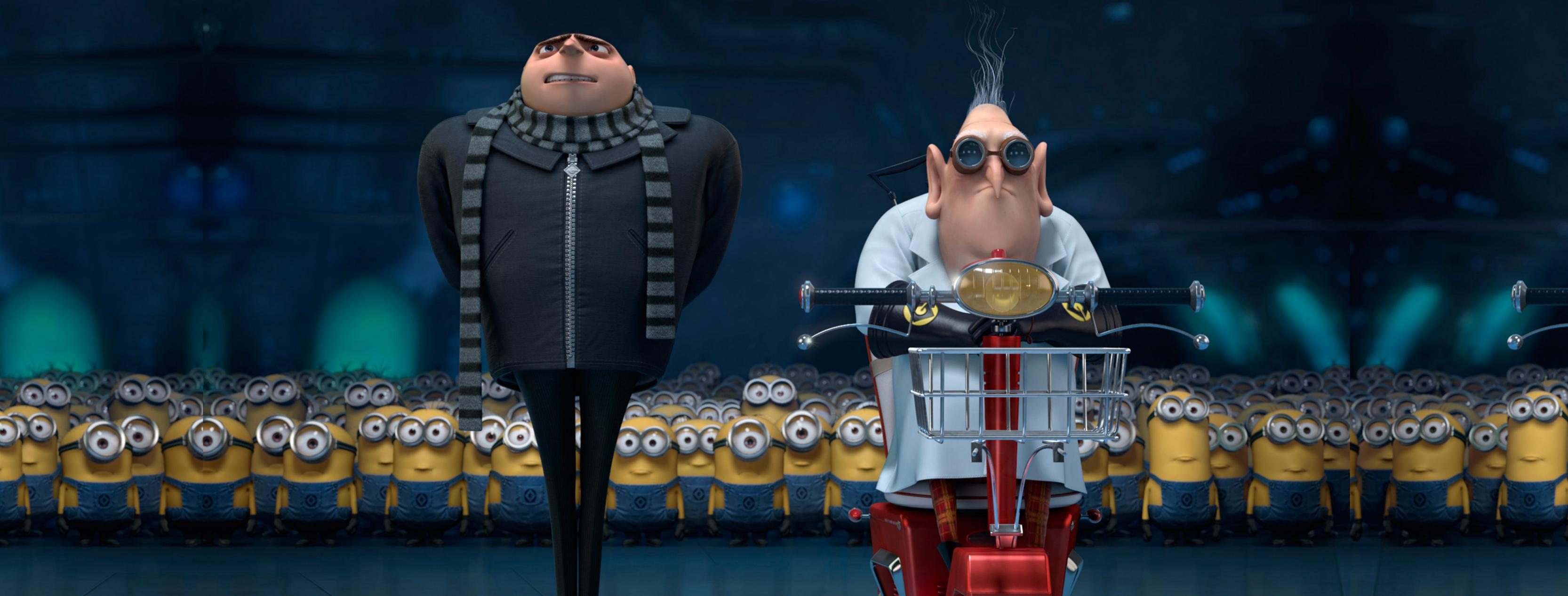
Client 



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“In science and engineering, a **bias** is a systematic error.”

Work like a Villain Think like a Hero

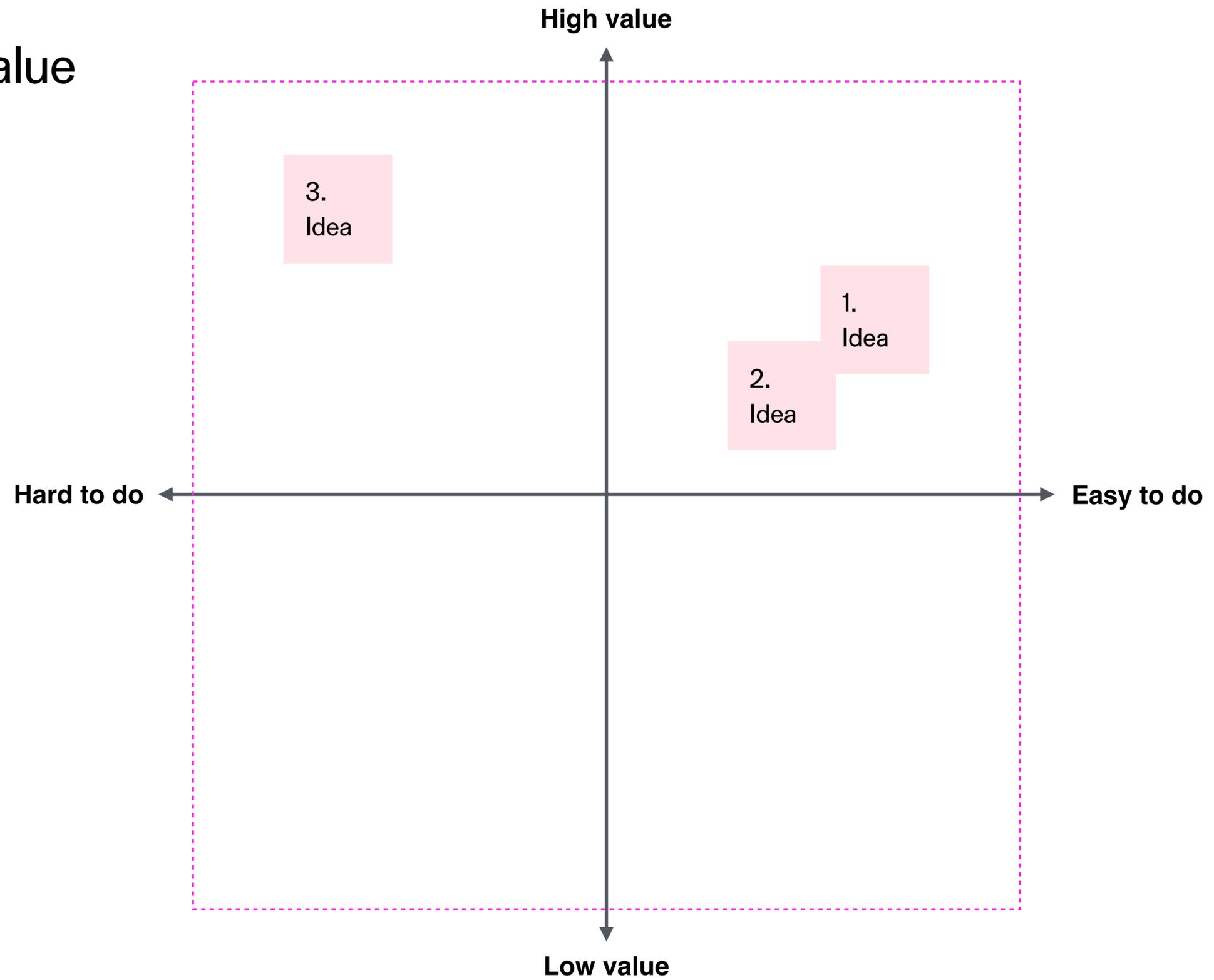


Effort Bias

A belief that the value of something is attached to the amount of effort put into it



Effort vs Value



Effort → Value

1. Prioritize with a Matrix
2. Checklist with goals & user needs
3. Test with users

Confirmation Bias

A tendency to seek out evidence, or interpret evidence in such a way, that is consistent with pre-existing beliefs.

Confirmation Bias

Analyze data together



Exposure Effect

A tendency to express a preference for stimuli following brief exposure



Design-relevant biases

1. Effort
2. Confirmation bias
3. Exposure Effect

Bias = thinking shortcuts that can lead to errors

Confirmation & Cognitive Bias In Design Cognition, Hallihan & Cheong, 2012

Availability
Representativeness
Anchoring
Sunk Cost
Framing
Hindsight
Primacy and Recency
Illusory Correlation

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