

# ♦ Cognitive Biases ♦



## UX Research Gift Edition



### ♦ What are those cards?

Hi!

You are getting access to this resource because you are a subscriber of [Stéphanie Walter's blog](#). If you are not, well, I guess someone really nice shared my secret link with you. So, hi, nice meeting you, enjoy the gift. Also, [you can become a subscriber too](#), to get even more resources.

#### About this resource

I cherry-picked cognitives biases that impact user research and wrote a 2 parts article on Condens about those biases and how to mitigate them:

- [Navigating Biases in User Research: Focus on Note-Taking and Data Analysis \(Part 1\)](#)
- [Navigating Biases in User Research: A Deep Dive into Project Decisions \(Part 2\)](#)

You can also [the whole deck of 60+ cognitive bias cards](#) with a 15% discount using the promo code COBIASGIFT

#### How can you use the cards

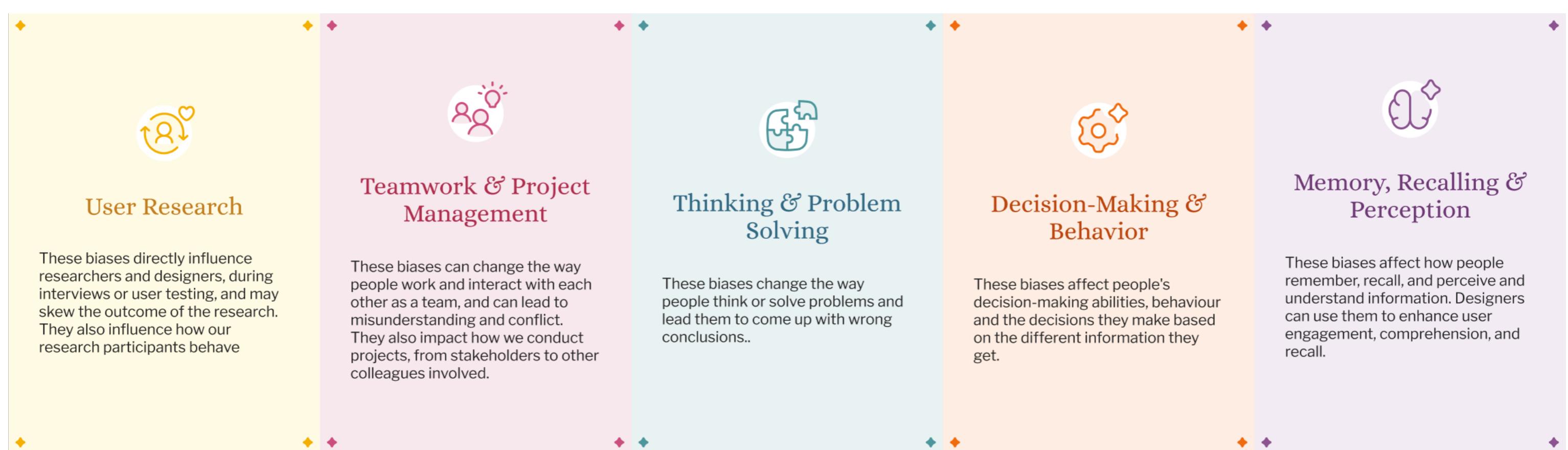
- Show them to your team, talk about those biases to raise awareness about biases within your teams. Being aware of biases is usually the number one mitigation strategy. Also, it's easier to see biases in other people's behavior and research artifacts.
- Keep the cards as a pocket sized mini library of biases, on your desk. For example: use them to double-check your colleague's biases when they create user research artifacts. It's easier to detect biases in other people than your own (that's a bias in the list, by the way)
- Use this as a nice, visual teaching tools, to help your juniors, mentees, or students better understand biases

The cards, explanation and more tools can be found on: <https://stephaniewalter.design/blog/60-ux-cards-to-discover-cognitive-biases/>

# ♦ The Categories

We organized the cards into 5 categories. Each category is represented by a color and a symbol.

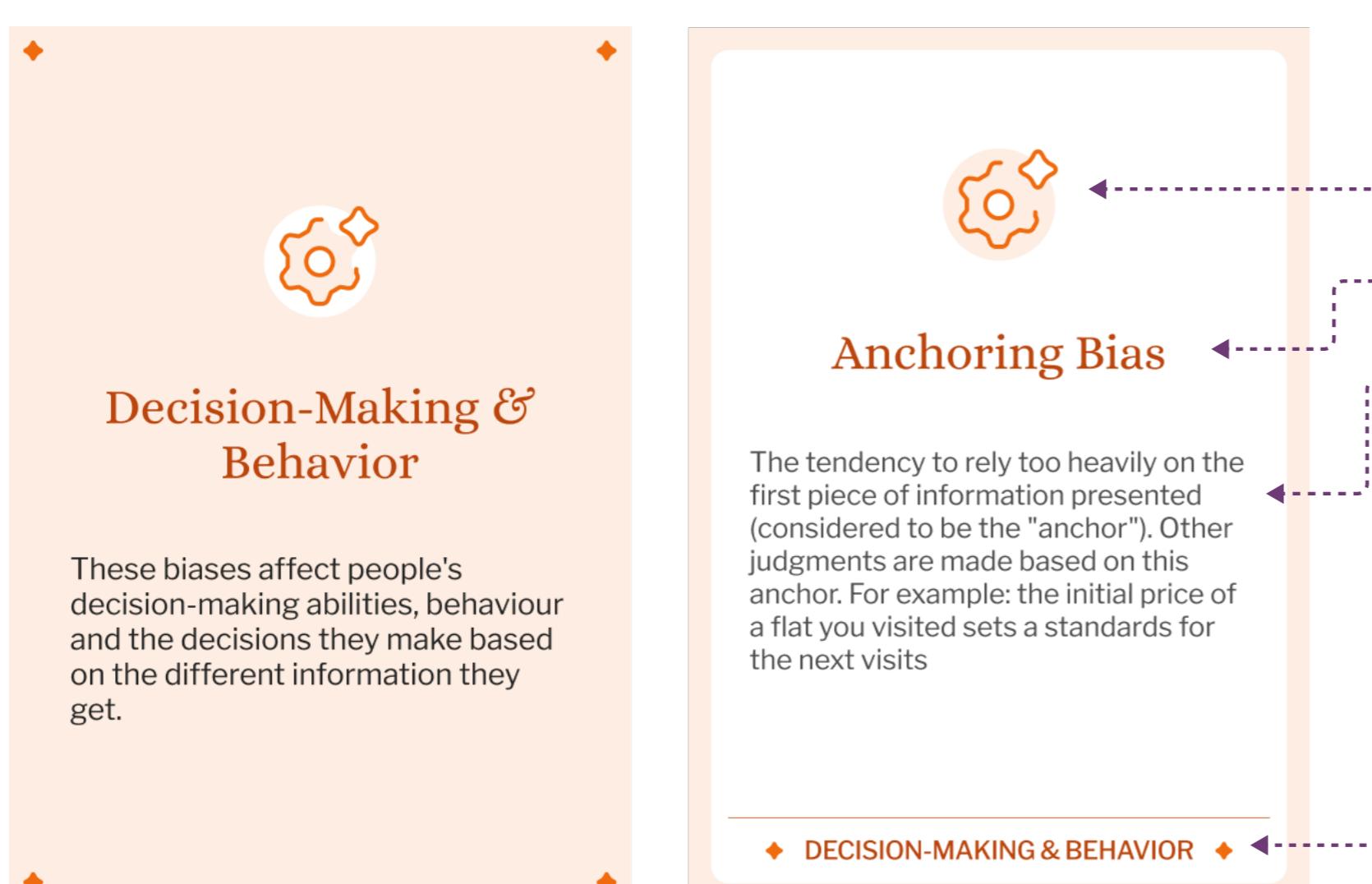
- **User Research:** These biases directly influence researchers and designers, during interviews or user testing, and may skew the outcome of the research. They also influence how our research participants behave.
- **Decision-Making & Behavior:** These biases affect people's decision-making abilities, behavior, and the decisions they make based on the different information they get.
- **Teamwork & Project Management:** These biases can change the way people work and interact with each other as a team, and can lead to misunderstanding and conflict. They also impact how we conduct projects, from stakeholders to other colleagues involved.
- **Memory, Recalling & Perception:** These biases impact how people remember, recall, and perceive and understand information. Designers can use them to enhance user engagement, comprehension, and recall.
- **Thinking & Problem-Solving:** These biases change the way people think or solve problems and lead them to come up with wrong conclusions.



# ♦ Anatomy of a card

Each card has:

1. An icon representing its Category
2. The name of the Bias
3. A Description
4. The Category



## ◆ Licence and Usage

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For the full version, refer to [Terms and Conditions -- Prohibited activities](#).  
By “content” we mean the cards and the workshop described in this PDF.

### What you can do:

- Use the **cards** for your daily **professional work or at school** if you are a student. You can also use it **for teaching purposes** at schools or universities.
- Run a **workshop with your colleagues at work internally**. Run a **workshop with your students** (school or university) as long as the workshop is **NOT the only part the course**.
- Refer this content to other people by sending them a link to the product page
- Credit us as the author: “Created by Stephanie Walter ([stephaniewalter.design](#)) & Laurence Vagner ([redisdead.net](#))”. Do not credit us in any way that suggests I endorse you or your use of this material.

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## ◆ Who Created the Cards and why?

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The list of cognitive biases is long and looks scary to a lot of people.

To make it easier to digest, **Laurence Vagner** and **Stéphanie Walter** selected 60 out of the complete list and organized them into 5 categories.

The goal was to provide a nice tool to help people teach awareness around those biases.



## Survivorship Bias

The tendency to only consider, in a dataset, the data from the success cases (survivors) while overlooking or ignoring the data from the failed cases.

♦ USER RESEARCH ♦



## Confirmation Bias

The tendency to search for, interpret in favor, and recall information that will confirm our current assumptions. And to discard information that will go against and not support those assumptions.

♦ USER RESEARCH ♦



## Hindsight Bias

When people believe they know something was going to happen, after it already happened. We overestimate our ability to predict or foresee the outcome once it has become known, making past events more predictable than they actually were.

♦ USER RESEARCH ♦



## Illusion Of Validity

The tendency to overestimate our ability to interpret and predict accurately the outcome when analyzing a set of data, in particular when the data analyzed show a very consistent pattern—that is, when the data "tells" a coherent story.

♦ USER RESEARCH ♦



## Escalation Of Commitment

The tendency to remain committed and keep investing money in a past decision or course of action, even when it's clear it's going to fail. People would rather stick to it and fail, than reassess and change course of action. (economic behavior bias, see also sunk cost fallacy)

♦ TEAMWORK & PROJECT MANAGEMENT ♦



## Sunk Cost Fallacy

The tendency to continue a behavior or endeavor once an investment (money, effort, or time) has been made. People are then reluctant to stop, and continue to invest, even if it is no longer rational, and current costs might outweigh the benefits, because of a reluctance to let the investment go to waste. (also see *escalation of commitment*).

♦ TEAMWORK & PROJECT MANAGEMENT ♦



## False Consensus Effect

The tendency to project our own way of thinking, acting, on other people. We will assume everyone else, thinks, believes and acts like we do. This can lead to a lot of misunderstandings among team members.

♦ TEAMWORK & PROJECT MANAGEMENT ♦



## Curse Of Knowledge

The tendency, for better-informed people, to incorrectly assume that everyone else around them knows as much as they know on a specific topic. It makes it hard for them to put themselves in the shoes of a less informed person and understand their perspectives on the topic.

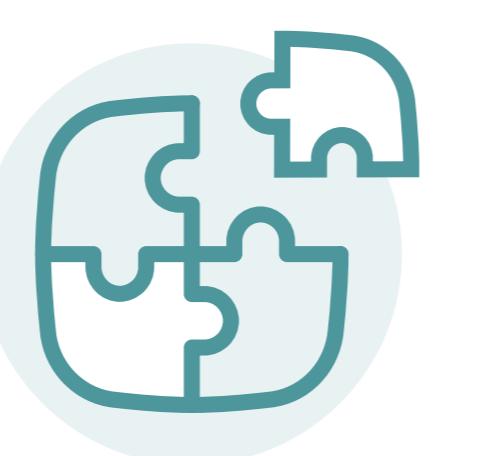
♦ TEAMWORK & PROJECT MANAGEMENT ♦



## Status Quo Bias

The tendency to like things to stay relatively the same and be reluctant to any change. The current baseline (or status quo) is taken as a reference point, and any change from that baseline is perceived as a loss.

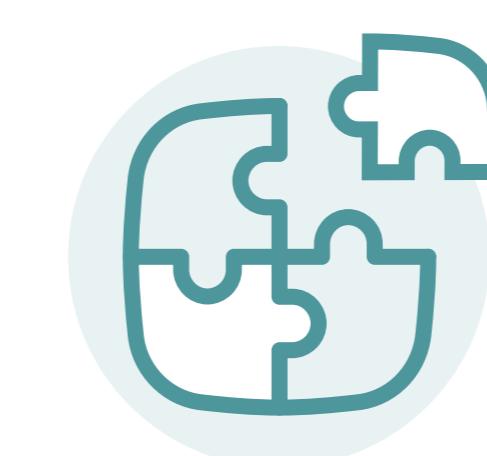
◆ TEAMWORK & PROJECT MANAGEMENT ◆



## Endowment Effect

The tendency to overvalue a thing we own, just because it belongs to us, regardless of its real objective value. We often demand more to give up or sell the thing, than what we would be willing to pay to acquire it.

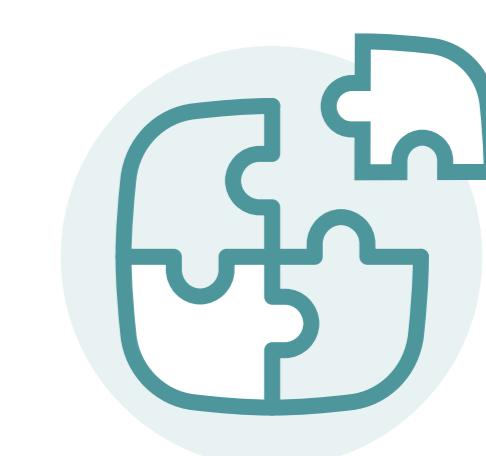
◆ THINKING & PROBLEM-SOLVING ◆



## Curiosity Gap Bias

The tendency to feel a strong desire to know or learn something that is intentionally made unknown or concealed, to fill that knowledge gap. This plays on the natural human inclination to seek out missing information.

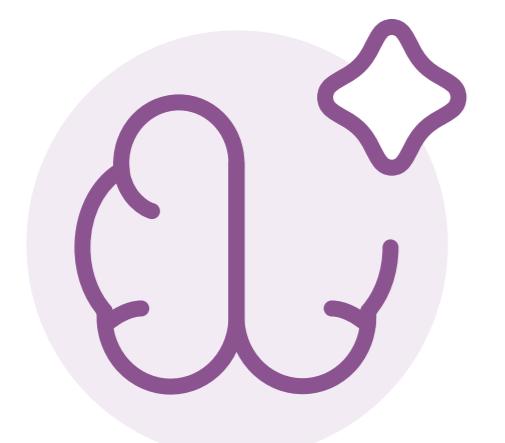
◆ THINKING & PROBLEM-SOLVING ◆



## IKEA Effect

The tendency to overvalue things that we make, create, or assembled (such as furniture from IKEA), regardless of the quality of the end product.

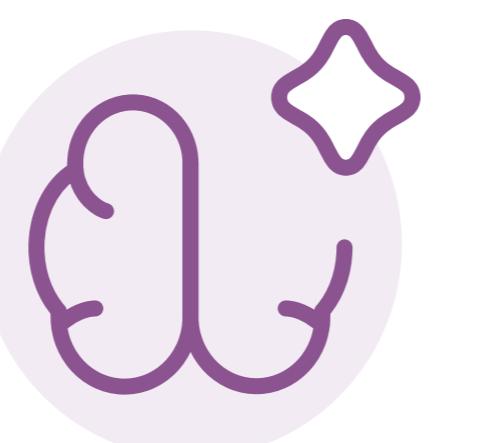
◆ THINKING & PROBLEM-SOLVING ◆



## Negativity Bias

The tendency to recall better, and give more weight to negative information, experiences than neutral or positive ones. Those negative events then have a more significant impact on us than the positive ones.

◆ MEMORY & RECALLING ◆



## Recency Effect

The tendency to favor, better remember, give greater importance to recent events, information or items, overlooking earlier older ones. In a list for example, people remember more effectively the last item than the ones in the middle.

◆ MEMORY & RECALLING ◆



## Anchoring Bias

The tendency to rely too heavily on the first piece of information encountered (considered to be the "anchor") when making decisions or judgments. This anchor serves as reference point for subsequent judgments.

◆ DECISION-MAKING & BEHAVIOR ◆



## Availability Heuristic

A mental shortcut where people rely on immediately available information (and examples that quickly come to mind) to make decisions about a topic, without seeking more objective information about it.

◆ DECISION-MAKING & BEHAVIOR ◆