



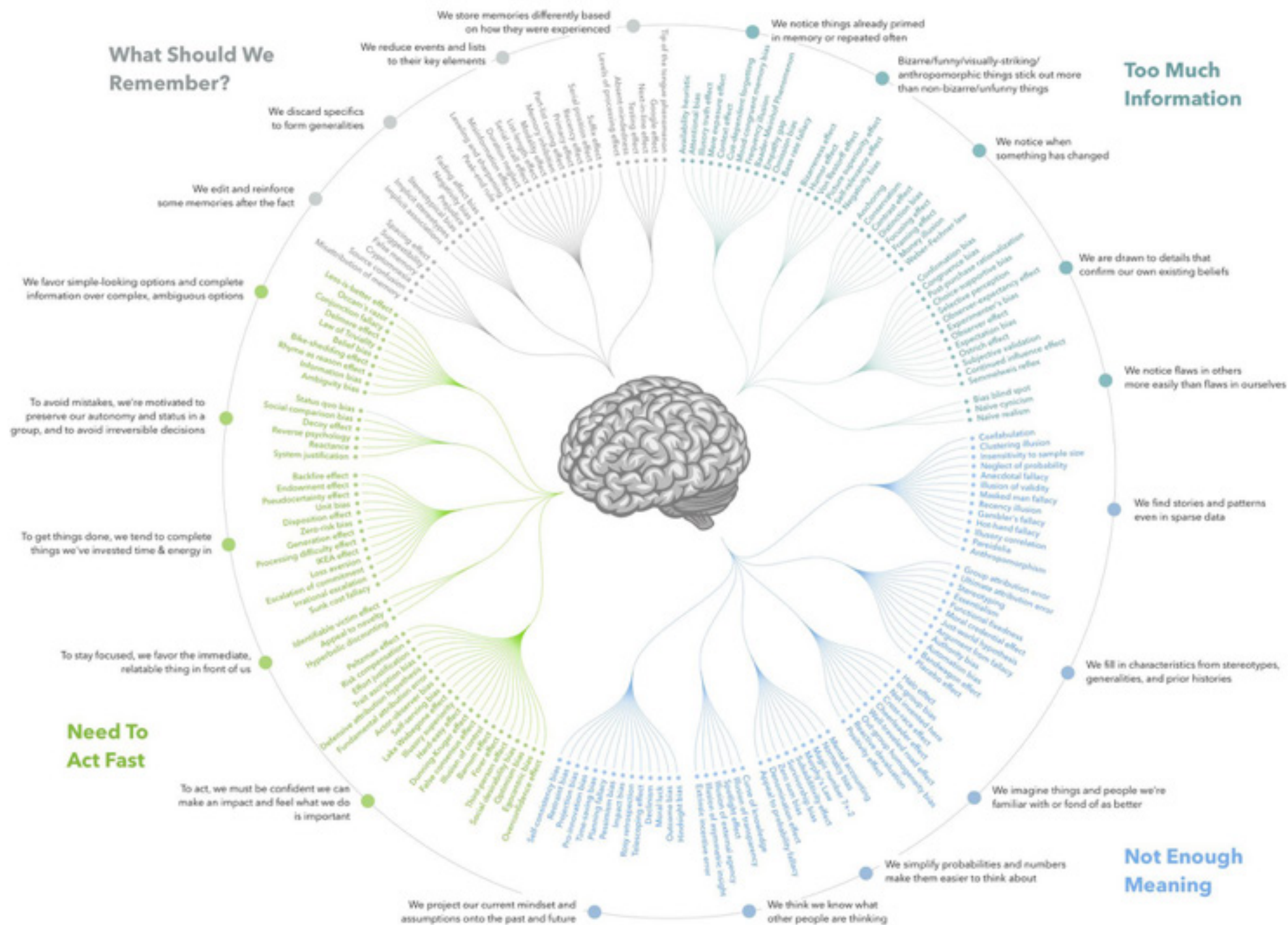
Cognitive Bias

Cognitive heuristics are mental shortcuts (rules of thumb) adapted to enable rapid interpretation of the complex environment in which we evolved and live. These heuristics are inherent in human cognition and resist modification.

Cognitive biases are the result of the context-inappropriate application of heuristics.

Cognitive bias often goes unnoticed, resulting in misinterpretations and design distortions that often affect multiple dimensions of an issue.

COGNITIVE BIAS CODEX, 2016



Cognitive Bias

Status quo bias

The tendency to defend and bolster the status quo. The status quo might be defined as what has worked so far, which may account for the reluctance to change it.

Cognitive Bias

Remoteness of impact bias

Discounting those things that might or will likely happen in the future. The further removed the consequences of our actions in time and space the less motivated we are to change behaviors.

Cognitive Bias

Optimism bias

Known as “unrealistic optimism,” it’s the mistaken belief that our chances of experiencing negative events are lower and our chances of experiencing positive events are higher than those of our peers.

Cognitive Bias

Confirmation bias

The tendency to search for or interpret information in a way that confirms our beliefs and preconceptions about things for which we feel certain or hold rigid mental models.

Cognitive Bias

Herding bias

Sometimes called norming, groupthink, or the bandwagon effect. The tendency to do (or believe) things because many other people do (or believe) the same.

Cognitive Bias

Activity

Which team? :

Briefly indicate here the things that are mentioned about the **other team** :

Positive	Negative

Indicate here all the things that are mentioned about **your team** :

Positive	Negative

Group Decision Making

Avoiding the Camel

The best design processes are collaborative. But collaborative doesn't just happen. The best processes include techniques that help balance the voice and influence of any group.

Design Sprint

Solve and Test Product Ideas

Framework for teams of any size

Sprint Master to facilitate the team; have deep UX experience

Design Sprint

Why? Better Outcomes

Design Sprints condense months of deliberation into a few days.

This informs a prototype which can be tested and quickly turned into an MVP.

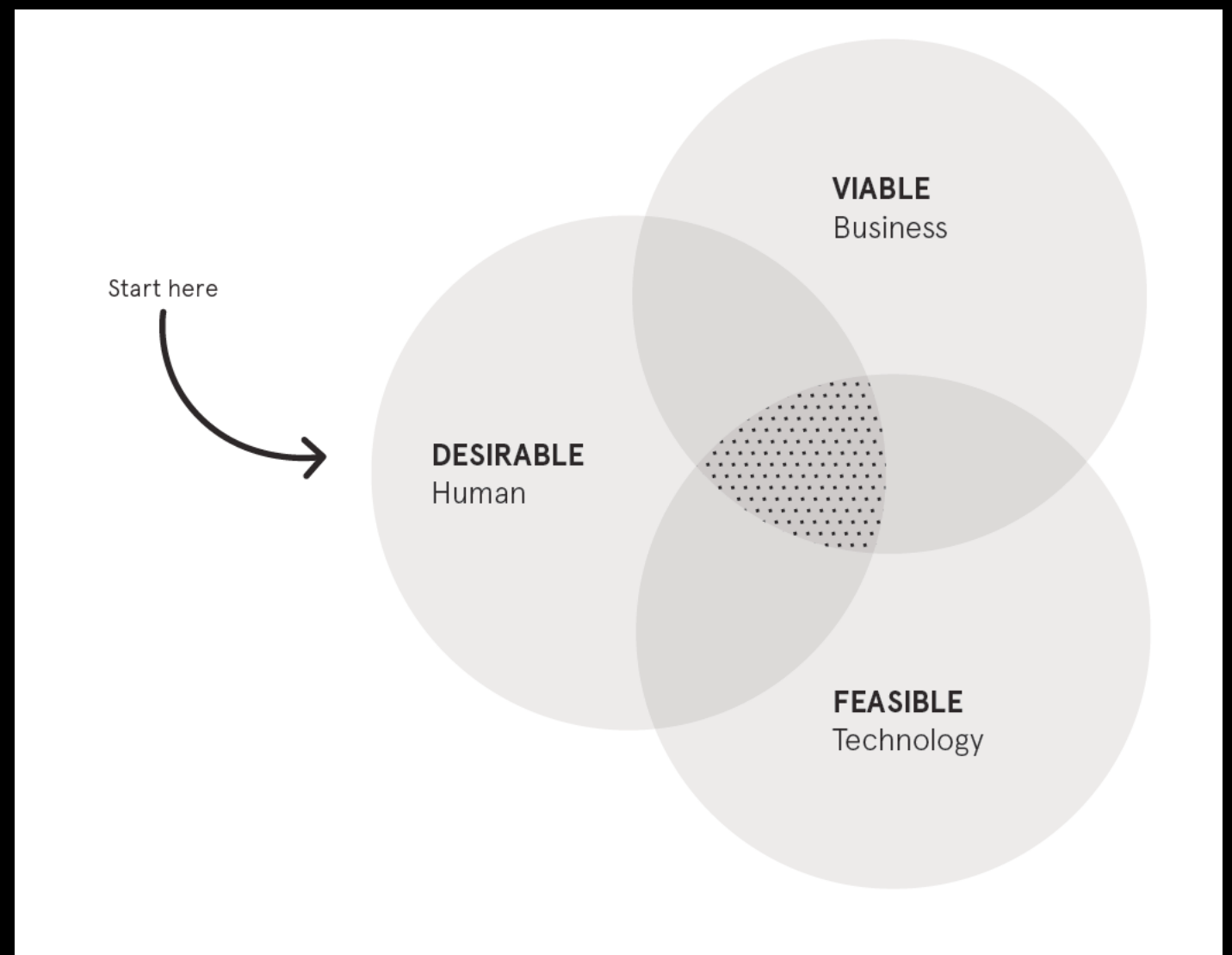
Sprints are great collaboration tools.

Design Sprint

Frame the Challenge

Working Hypothesis:

**As a [who are they], he/she wants to [what do they want to do],
so that [their end goal].**



Design Sprint

Frame the Challenge - write it down!

Frame Your Design Challenge

What is the problem you're trying to solve?

1) Take a stab at framing it as a design question.

2) Now, state the ultimate impact you're trying to have.

3) What are some possible solutions to your problem?

Think broadly. It's fine to start a project with a hunch or two, but make sure you allow for surprising outcomes.

4) Finally, write down some of the context and constraints that you're facing.

They could be geographic, technological, time-based, or have to do with the population you're trying to reach.

5) Does your original question need a tweak? Try it again.

Design Sprint

Frame the Challenge

Think through how users will evaluate your App

Mobile Application Rating Scale (MARS)

App Classification

The Classification section is used to collect descriptive and technical information about the app. Please review the app description in iTunes / Google Play to access this information.

App Name: _____

Rating this version: _____ Rating all versions: _____

Developer: _____

N ratings this version: _____ N ratings all versions: _____

Version: _____ Last update: _____

Cost - basic version: _____ Cost - upgrade version: _____

Platform: ☐ iPhone ☐ iPad ☐ Android

Brief description: _____

Design Sprint

