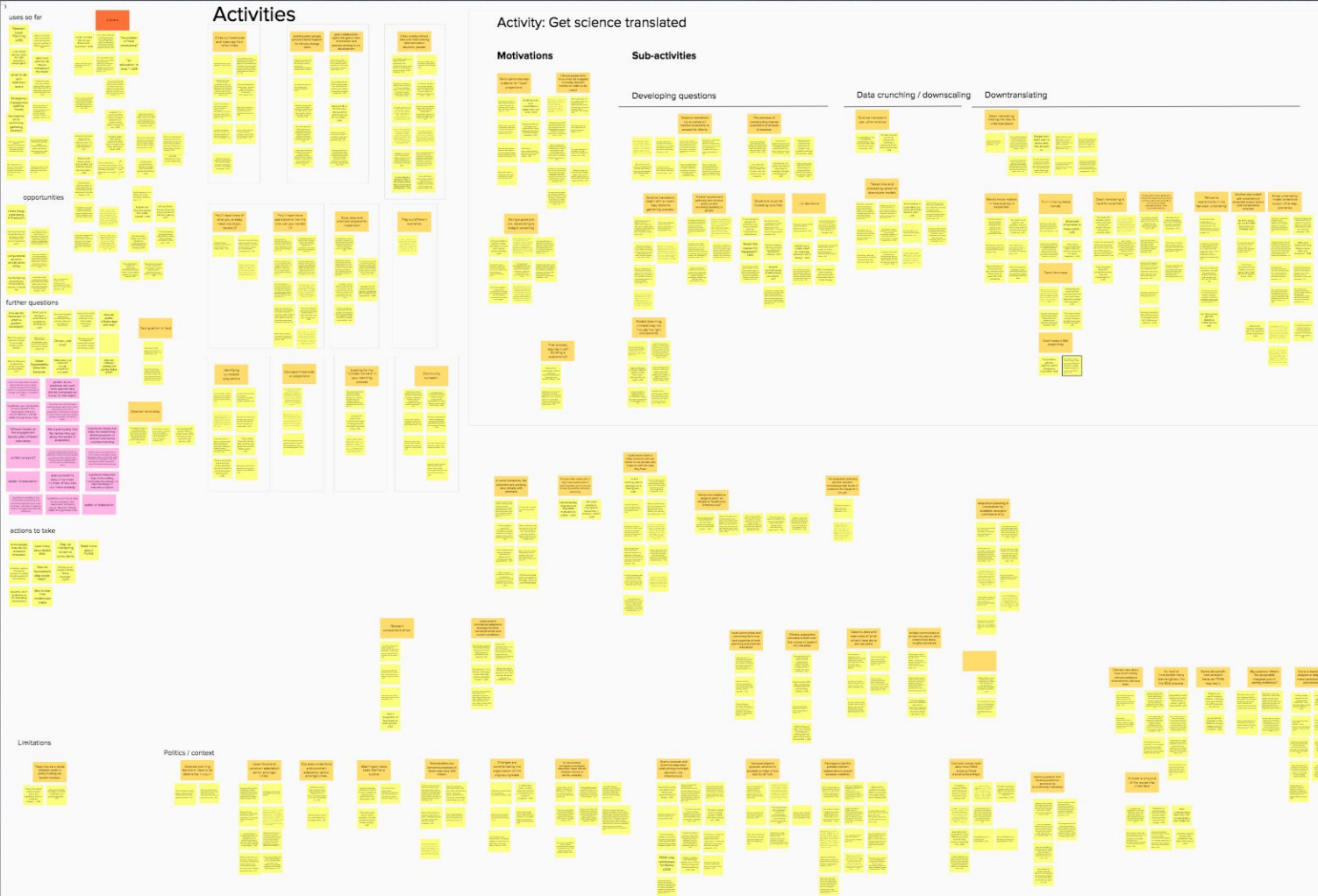


# Best check yourself!

# Dealing with cognitive biases in user research

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# Today

1

Cognitive  
what?

2

My bias-driven  
mistakes

3

Tactics for  
doing better

4

A call for  
robustness

# 1/ Cognitive what?



**It's sad your views are so selective. Why can't they be like mine – objective?**



**Cognitive biases are  
our mind's blind spots.**

**Find biases through  
systematic study  
not intuition.**



**I'm going to read you 10 quotes from  
user research. Listen for patterns,  
but don't take any notes.**



**“That worked perfectly!”**

**“I think that’s quite hard to understand.”**

**“That wasn’t obvious to me.”**

**“OK, well that sort of worked.”**

**“Interesting! I’ll try another way.”**

**“Yeah, I’m not sure I’d see that in its current font.”**

**“Exactly what I need.”**

**“Perfect -- 10/10.”**



**“Worked really well.”**

**What's your conclusion?**

# 2/ My bias-driven mistakes



e. flake

# Confirmation bias



**Availability heuristic**



**Clustering illusion**



**Empathy gap**

# 3/ Tactics for doing better



# Tactics for doing better



**Naming** your pre-conclusions



**Decide** standards of evidence



**Pre-determining** process



**Checking** emotions

***My project is...***

***I expect to find...***

***I'll be done researching when...***

***I'll analyze my results by...***

***I think I might feel...***

# 4/ A call for robustness

**Our field is growing.  
So is our responsibility.**