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Interliminal design: Mitigating cognitive bias and design distortion

Denmark, Deaunne and Harker, Donald and McCollough, Andrew

Suggested citation:

Interliminal Design

mitigating design distortion

Desired Outcome ≠ Actual Outcome

DeAunne Denmark, MD, PhD
Pacific Northwest College of Art
Oregon Health & Science University
This is Bad
What causes design distortion?

Cognitive Heuristics and Biases

Decision shortcuts that are rapid automatic the default
Cognitive Bias = Inappropriately applied heuristic

Unknown
Unseen
Unacknowledged
and
Uncompensated

Ex. Confirmation bias
Perception is (always) biased
Biases/heuristics create limits

Interliminal Design

inter between

liminal on both sides of a boundary

“Agile switching between systems”
Intentional

Conscious purpose

Adaptive

Changing to suit a new purpose

Imaginative

Relating previously unconnected elements or ideas
Interliminal Design is nonlinear and crosses boundaries

Collaborate with yourself and others

Question
Assess
Implement
Analyze
Adapt/Abandon
Iterate
Imagine
Opportunity
Wickedness
Interliminal methods mitigate biases

Personal

Structural

that cause design distortion
How?

**Deliberate altering** of rules, viewpoints, roles, etc. to enhance perception and awareness

**Question Everything Now**

**What are we doing and Why?**

**Personal**
- uncomfortable, upset, charged

**Structural**
- re-visit desired outcome
- switch roles
- adopt conflicting viewpoint
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many further resources upon request