

Faculty of Design

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Interliminal design: Mitigating cognitive bias and design distortion

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Interliminal Design

mitigating design distortion

Desired Outcome \neq Actual Outcome

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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

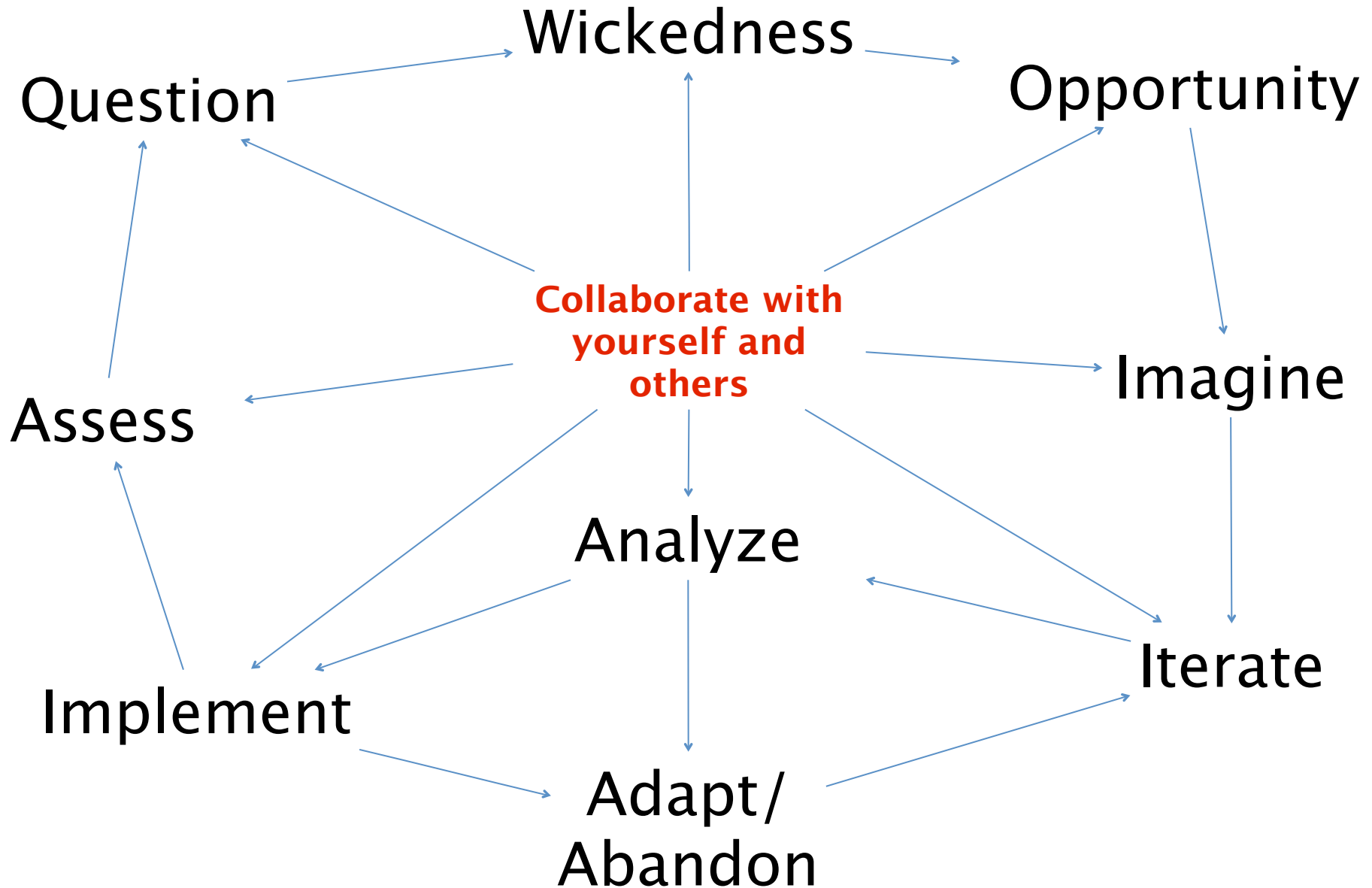
Adaptive

Changing to suit a new purpose

Imaginative

Relating previously unconnected
elements or ideas

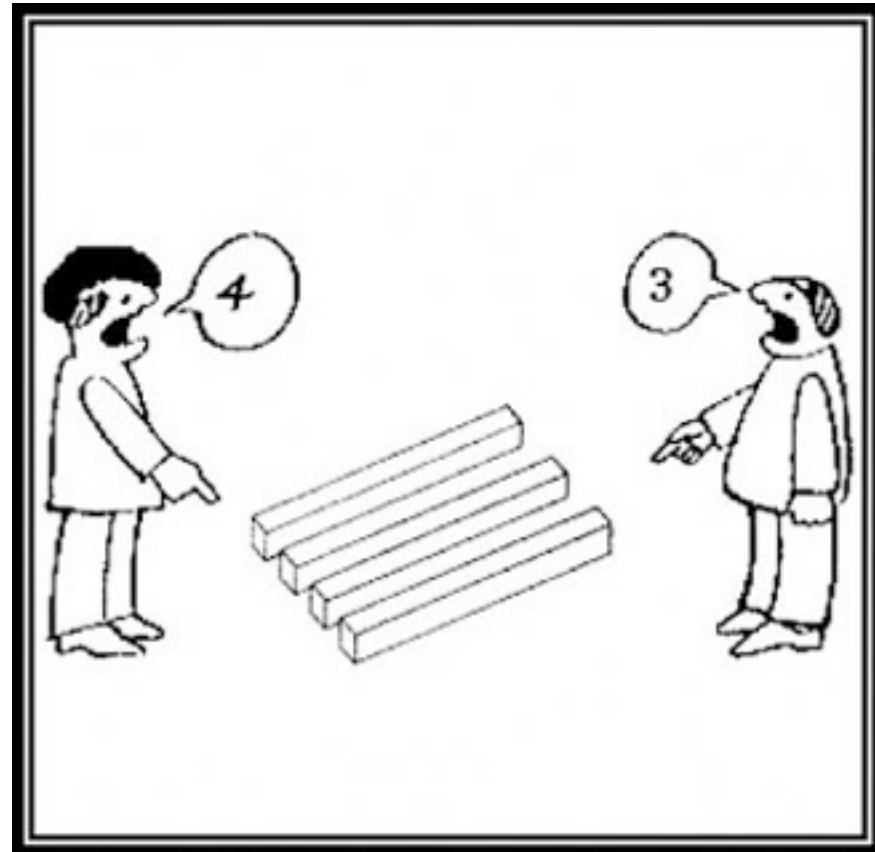
Interliminal Design is nonlinear and crosses boundaries



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