

INTERSECT



We Don't Think  
How We Think  
We Think

WILL SANSBURY  
DIRECTOR OF UX



# HOW DO WE THINK WE THINK?









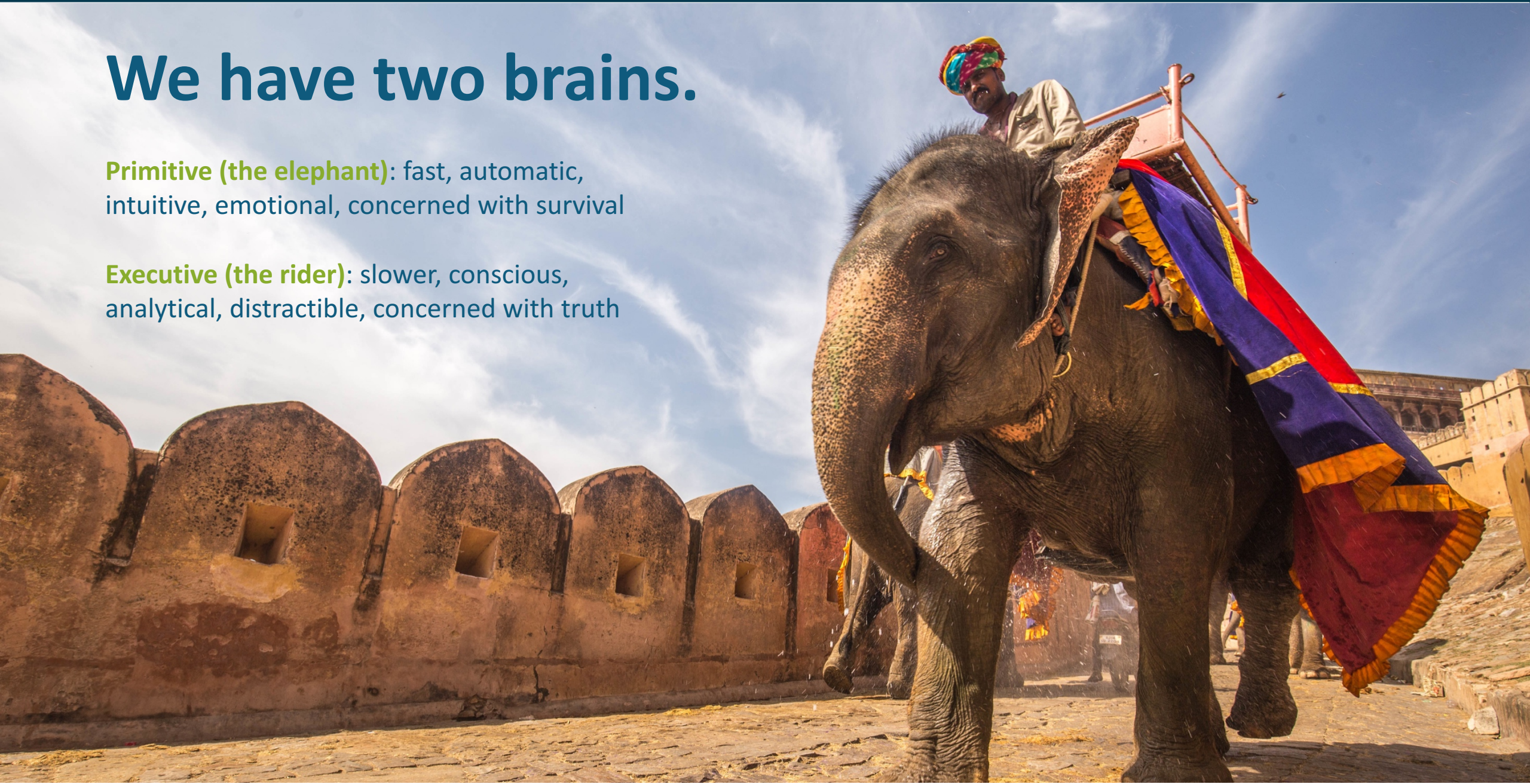
# HOW DO WE REALLY THINK?



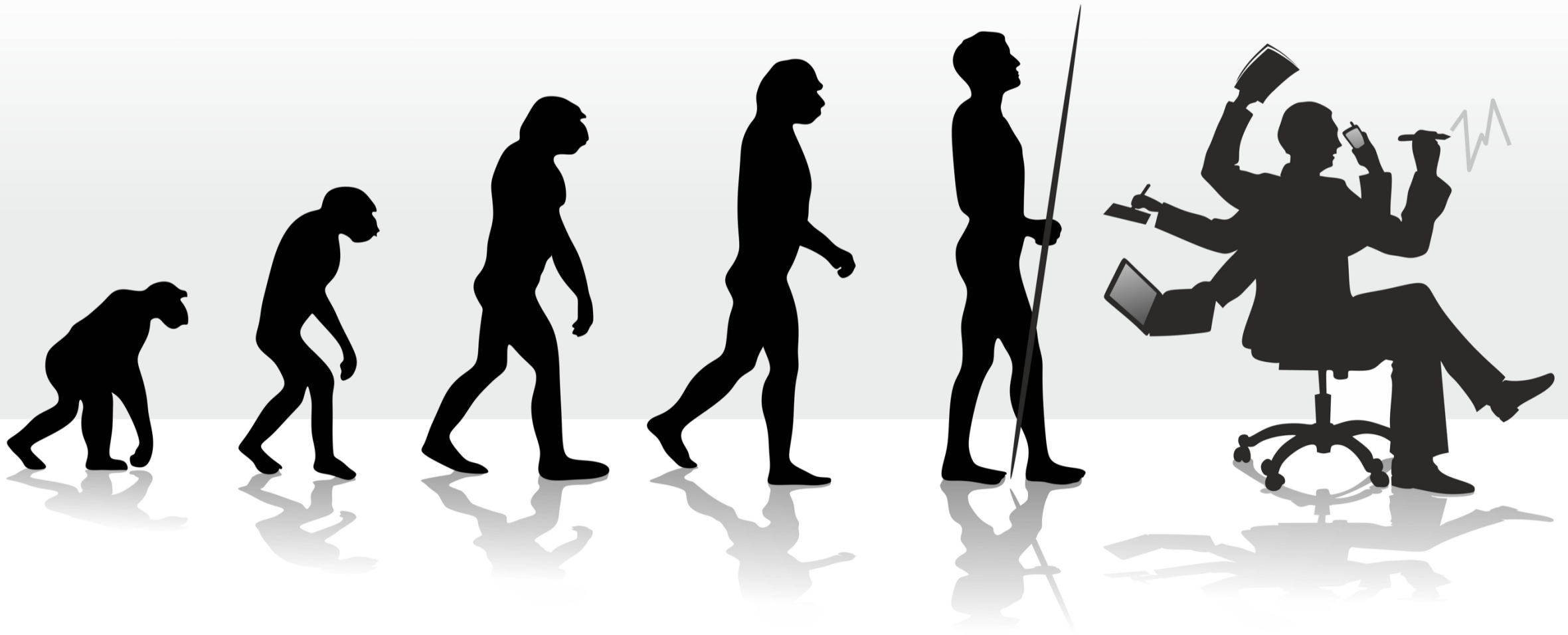
# We have two brains.

**Primitive (the elephant):** fast, automatic, intuitive, emotional, concerned with survival

**Executive (the rider):** slower, conscious, analytical, distractible, concerned with truth















**BUT WAIT...  
THERE'S MORE.**





INTERSECT

 DELUXE





**WE DETECT PATTERNS...  
EVEN WHEN THEY'RE NOT  
REALLY THERE.**













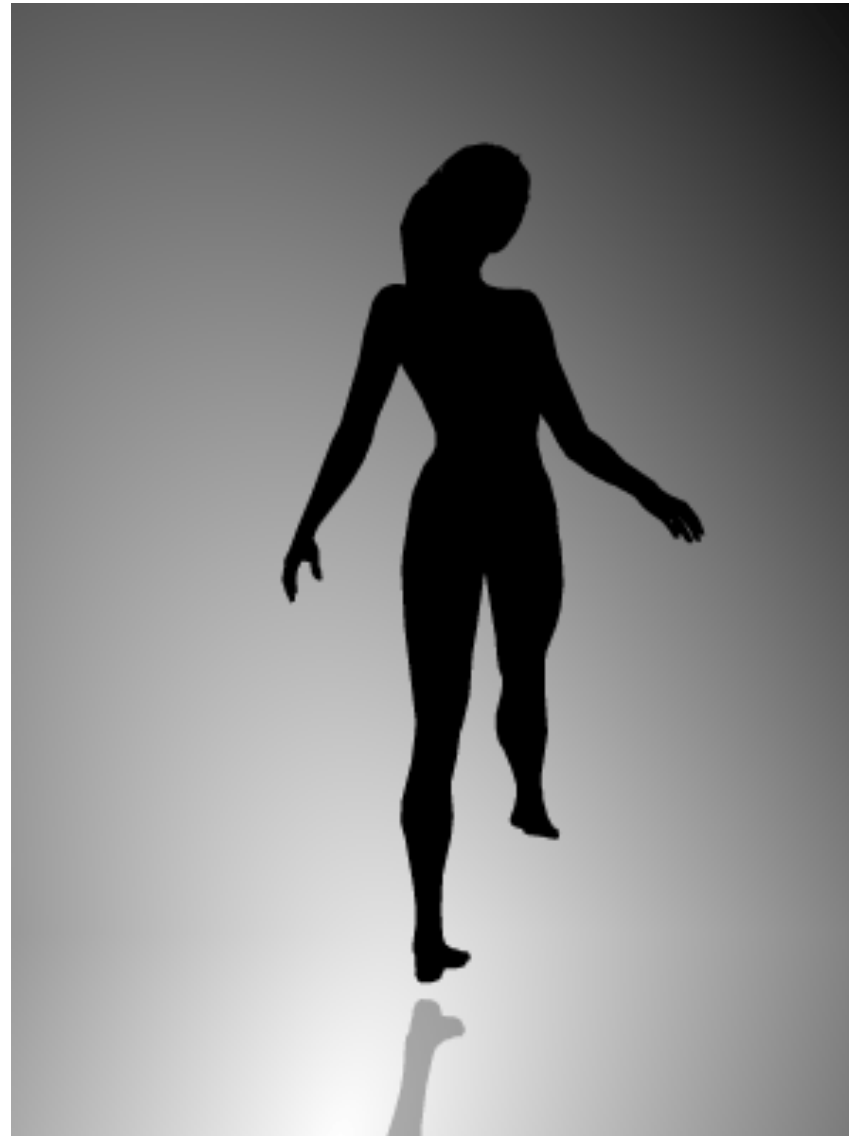




**SOMETIMES,  
WHAT WE SENSE  
LEADS TO MULTIPLE  
CONTRADICTORY  
INTERPRETATIONS.**

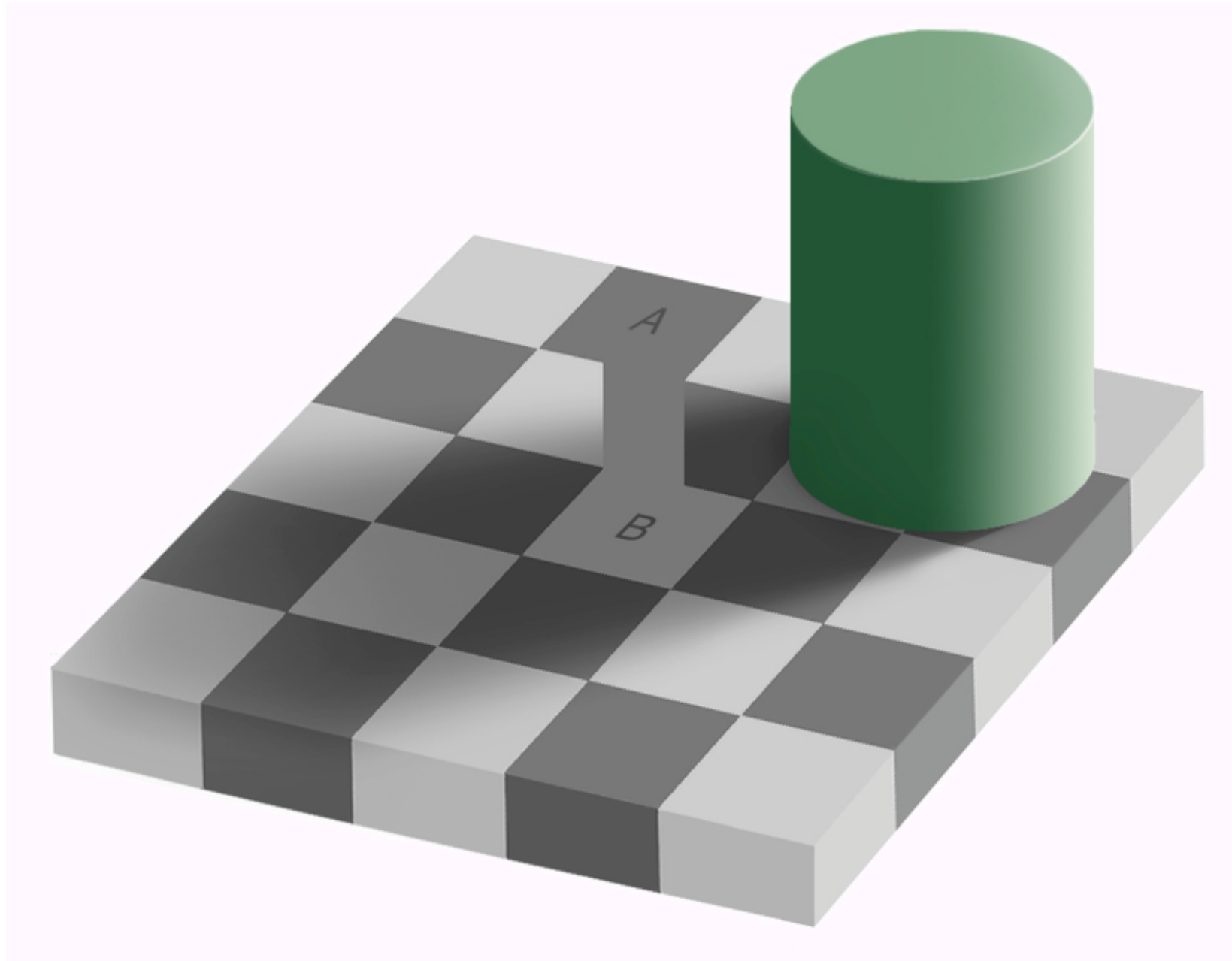






**AND THEN WE SEE THINGS  
THAT JUST AREN'T TRUE.**







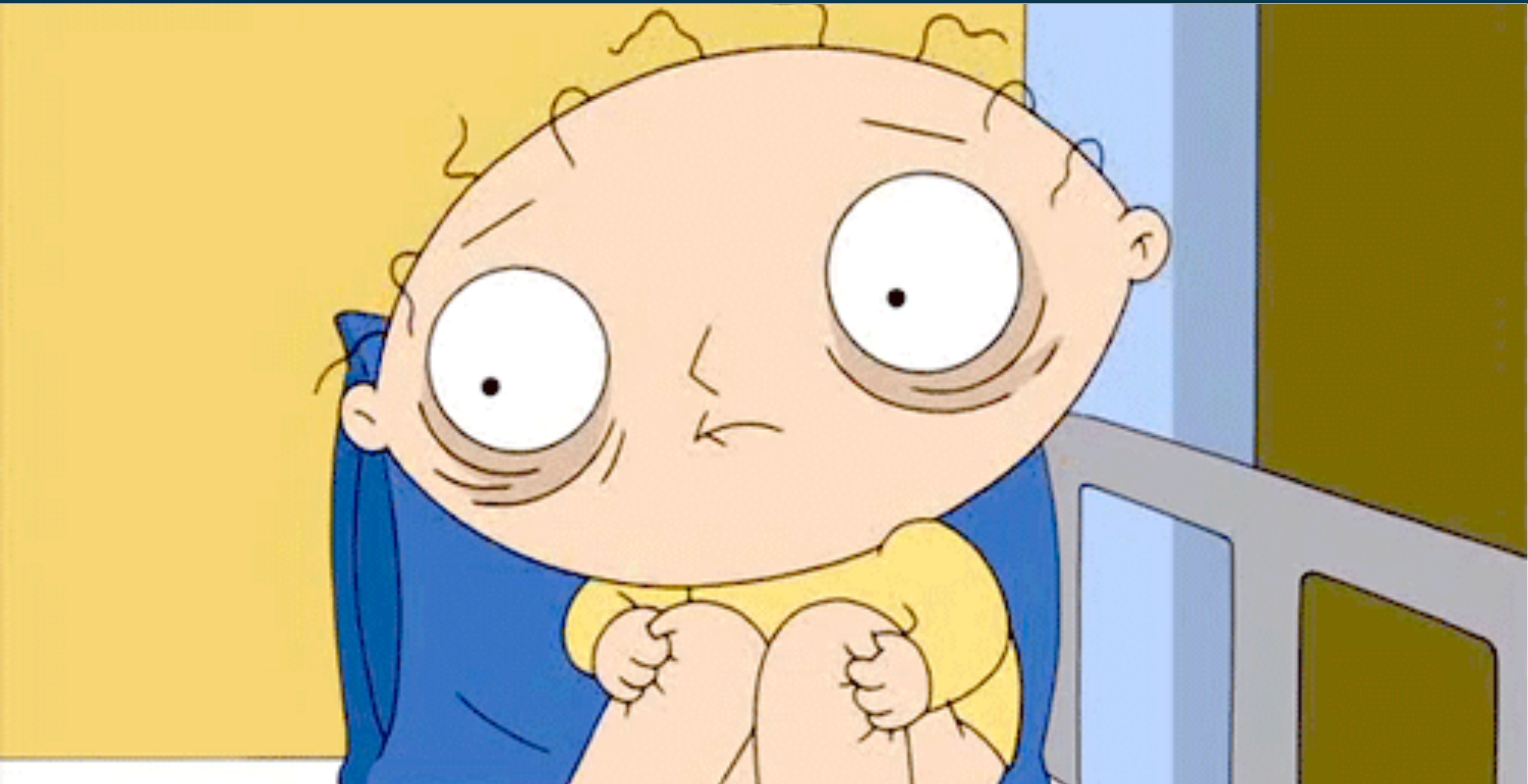
**THEN TO TOP IT OFF,  
WE IGNORE THE VAST  
MAJORITY OF  
THE SENSORY DATA  
THAT WE TAKE IN.**

## Awareness Test



*To recap:*

YOU HAVE TWO BRAINS,  
YOU CAN'T TRUST YOUR SENSES,  
AND THERE'S NOTHING  
YOU CAN DO TO CHANGE THAT.











INTERSECT

DELUXE





**HARNESS YOUR BRAIN'S  
PATTERN-RECOGNITION  
SUPERPOWERS.**



# Framing Bias

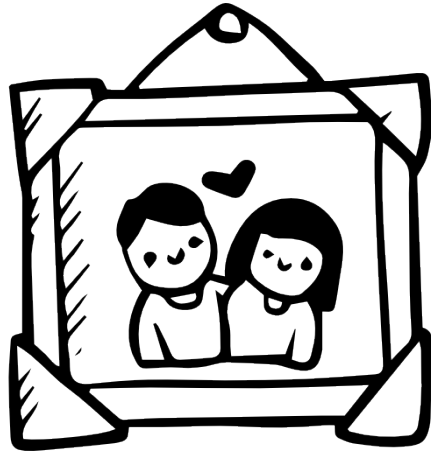
The background of the slide is a close-up, high-resolution photograph of a large pile of old, weathered wooden picture frames. The frames are stacked haphazardly, with some leaning against others, creating a sense of depth and complexity. The colors of the frames are varied, including shades of red, blue, yellow, green, purple, and white, some with visible paint peeling or staining. The lighting is soft, highlighting the textures of the wood and the different finishes.



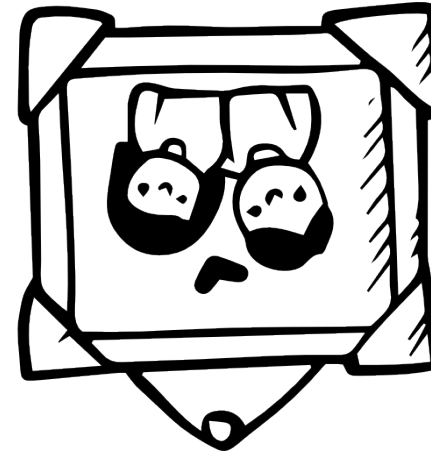
# 600 Sick People

Framing	Treatment A	Treatment B	Results
Positive	Saves 200 lives	A 33% chance of saving all 600 people, 66% possibility of saving no one.	72% chose treatment A
Negative	400 people will die	A 33% chance that no people will die, 66% probability that all 600 will die.	78% chose treatment B

# Countering Framing Bias



Acknowledge  
the frame



Actively flip  
the frame



# Availability Bias

If a random word is taken from an English text,  
is it more likely that the word starts with a K,  
or that K is the third letter?



# Countering Availability Bias



Don't settle for easy data;  
seek out the best info.

# Anchoring Bias





# Roulette and African Nations in the UN

Roulette wheel ends on...	Respondents guessed...
10	25% lower
65	65% higher



# Countering Anchoring Bias

ツ (ツ)

# Halo (or Horns) Effect





# Overconfidence Bias





# Correspondence Bias



**THAT'S ONLY A FEW EXAMPLES  
OF THE COGNITIVE BIASES  
RESEARCHERS HAVE IDENTIFIED.**

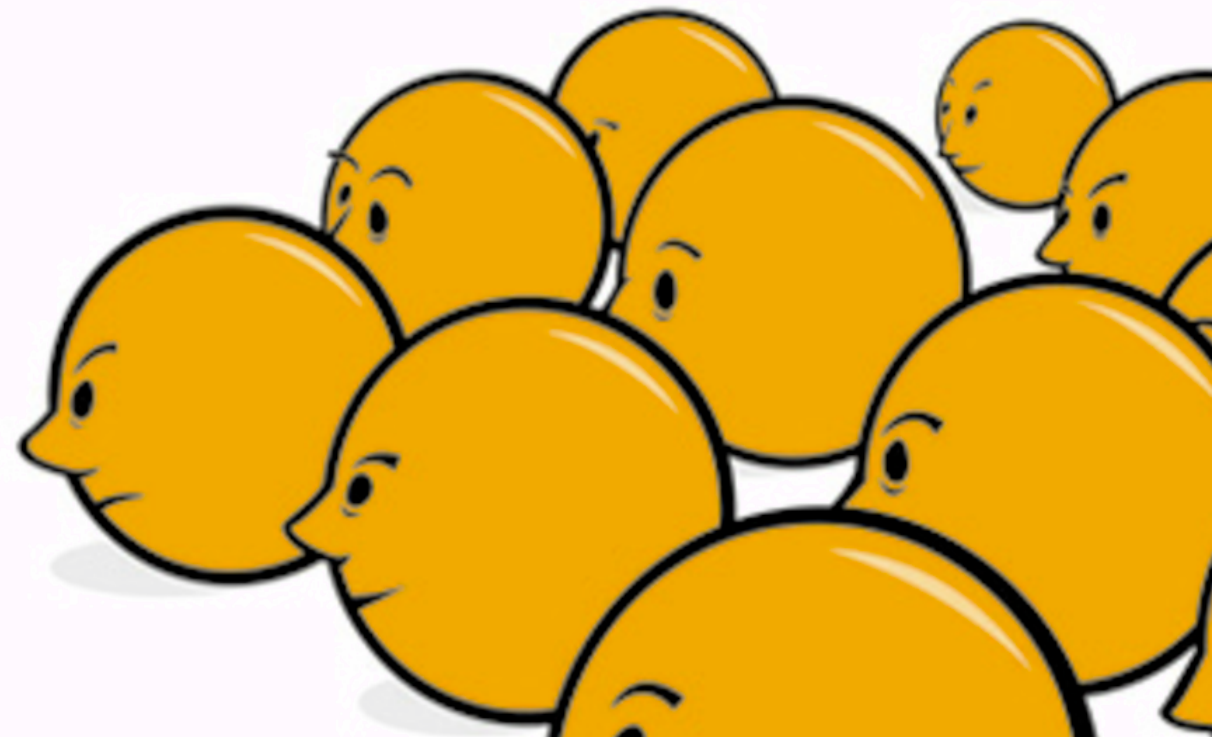
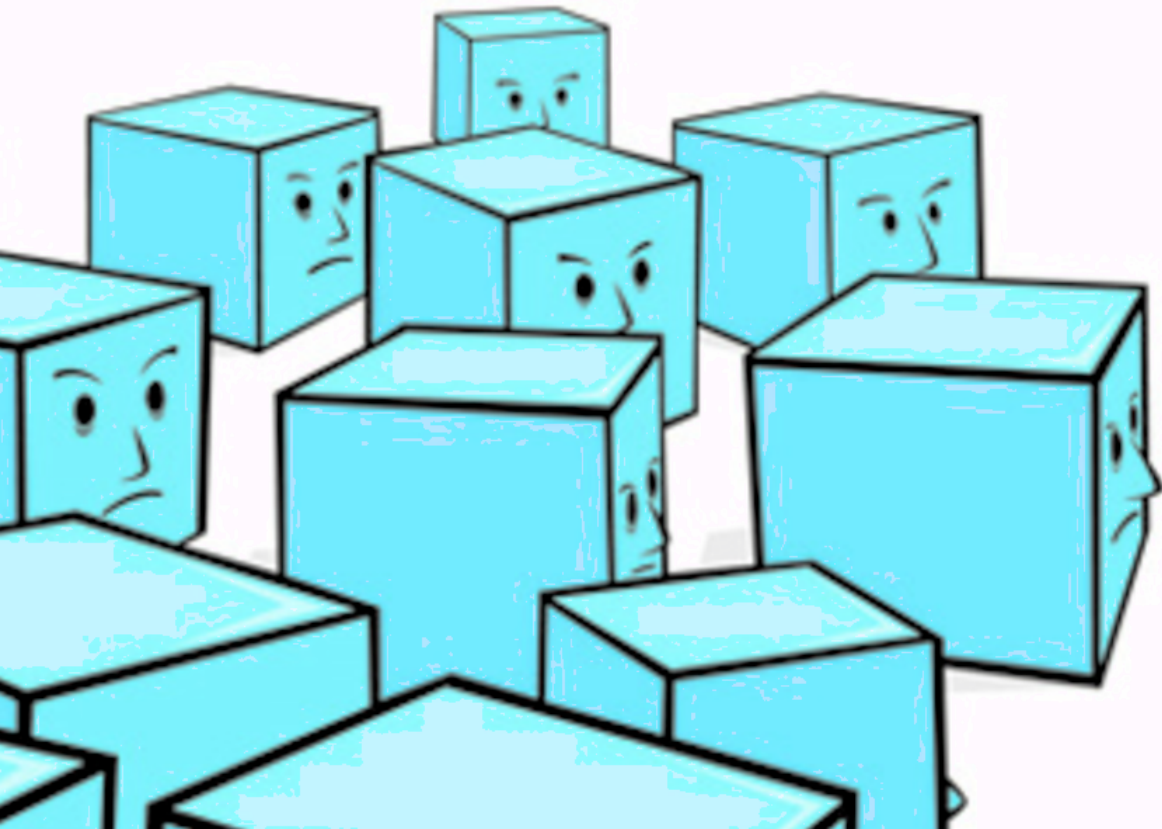
## What Should We Remember?

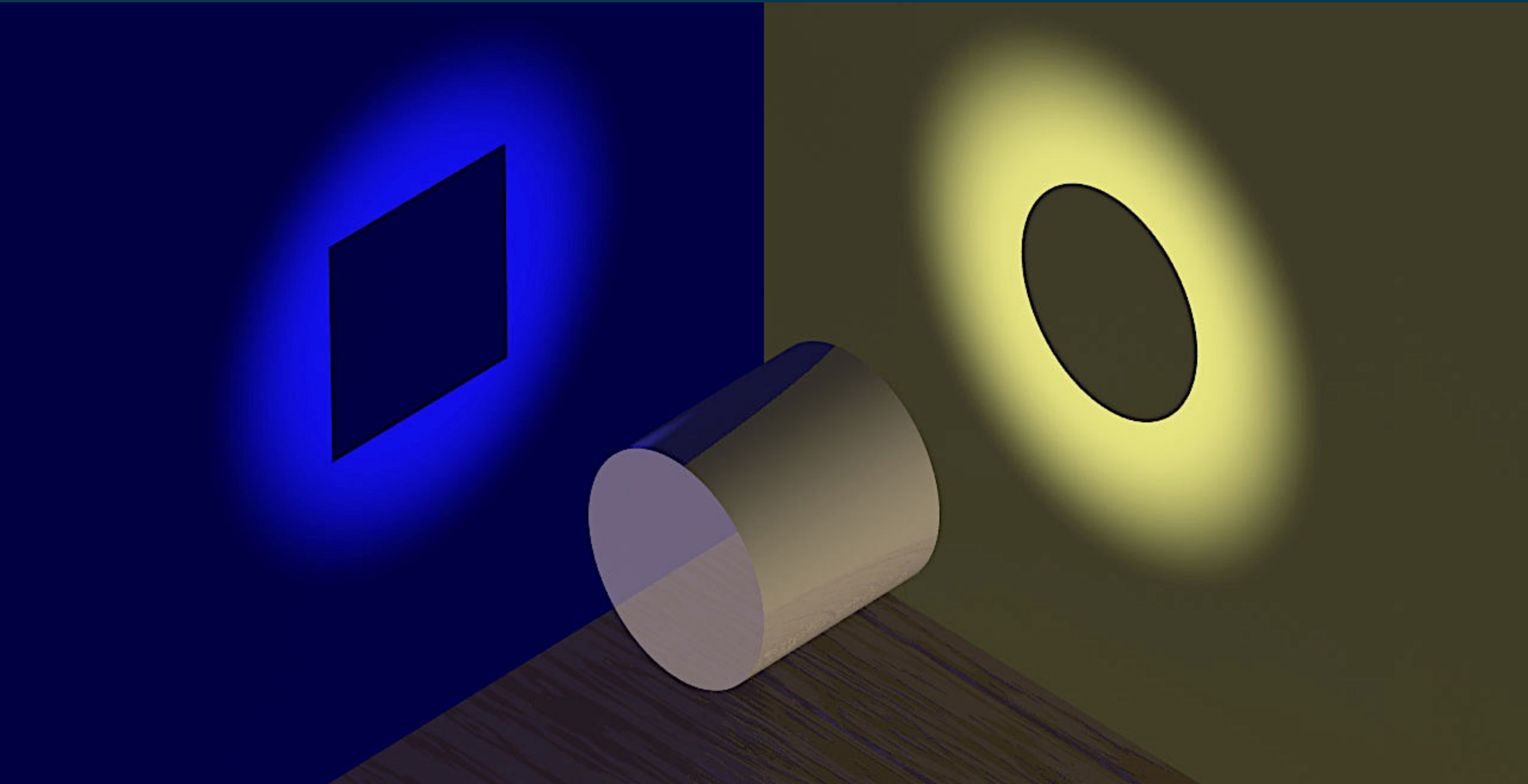


## Not Enough Meaning



**FASCINATING.  
BUT DOES IT REALLY MATTER?**



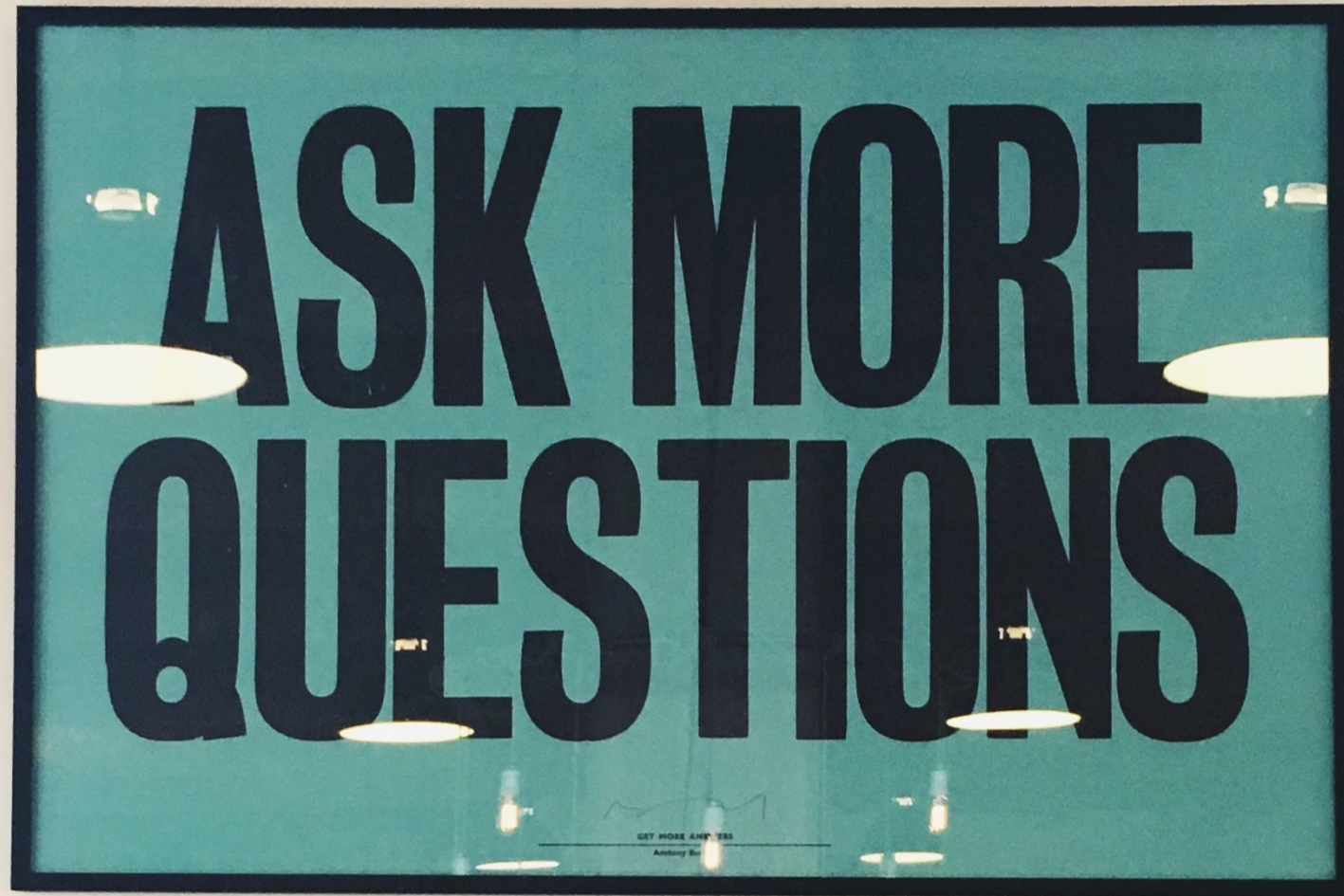




Until you make  
the unconscious conscious,  
it will direct your life  
and you will call it fate.

—

CARL GUSTAV JUNG



# THANK YOU!

**Will Sansbury**

Director of UX - FS

[will.sansbury@deluxe.com](mailto:will.sansbury@deluxe.com)