

Common pitfalls

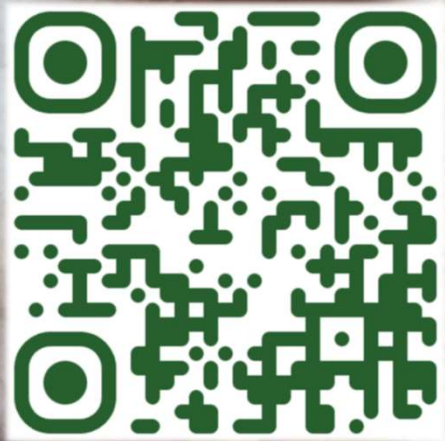
COGNITIVE

BIASES

IN 4 AREAS



**SEÑOR
PERFORMO**



WHO ME?

K6 DEVREL



BLOG

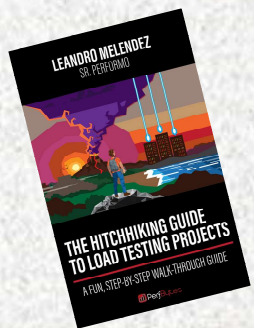


YOUTUBE



PODCAST

BOOK



THANK

YOU!





EL MENÚ

BIASES?

BIASES IN VA

TIPS

COGNITIVE BIASES

HOW YA EAT EM?





DEFINITION

COGNITIVE BIASES

PSYCHOLOGIC EFFECT, CAUSES INFO PROCESSING ALTERATIONS. GENERATES DISTORTION OR IRRATIONAL INTERPRETATIONS OF REALITY. CONDUCTS TO ERRORS.



How ^oIT ^oAFFECTS?

IRRATIONAL ACTS

WRONG ASSOCIATIONS

WRONG SNAP JUDGMENT

FLAWED DECISION MAKING



EXAMPLES



RETROSPECTIVE
SUNK COST
CONFIRMATION
SELF SERVING BIAS
FALSE CONSENSUS
MEMORY FLAW



THERE'RE
MANY!



EXAMPLES 2



ATTENTION LIMITS
MIND SHORTCUTS
SOCIAL PRESSURE
ASSOCIATION
ETC, ETC, ETC...



SO
MANY!



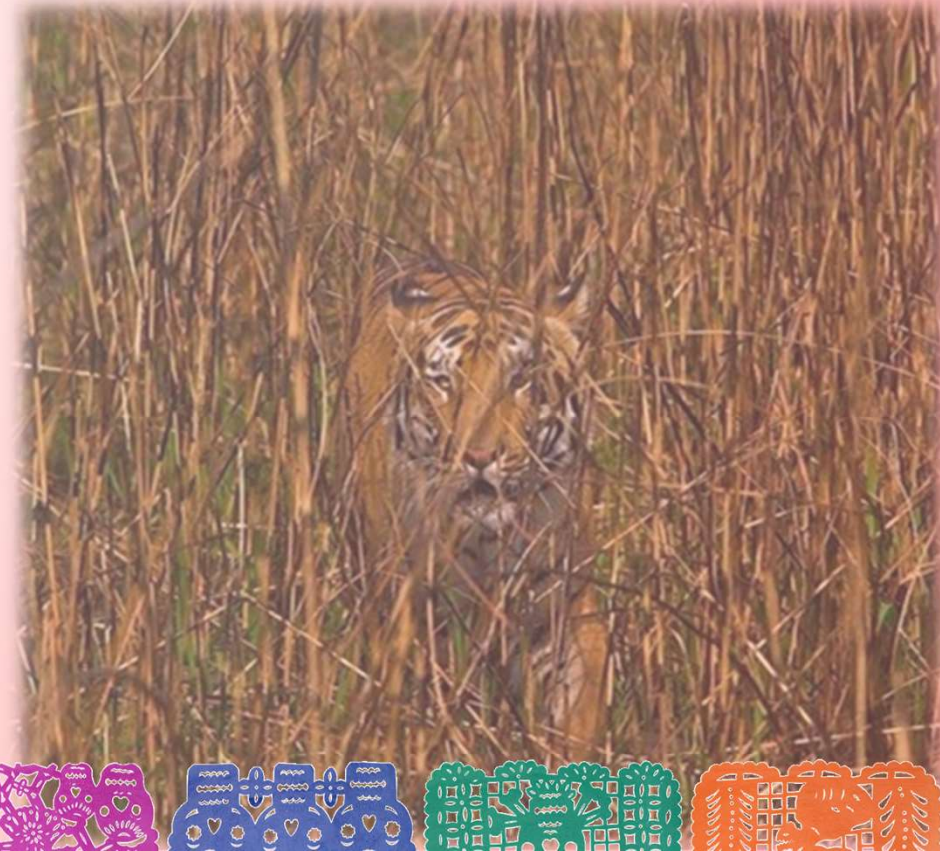


WE ARE . . . SPECIAL

HUMAN EVOLUTION

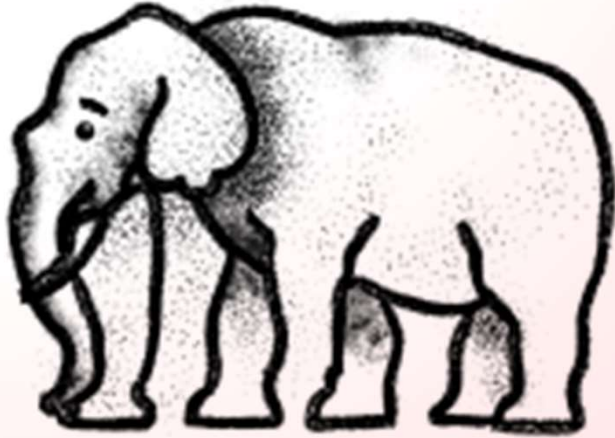
WERE USEFUL

SURVIVAL





NOT SO ANYMORE . . .

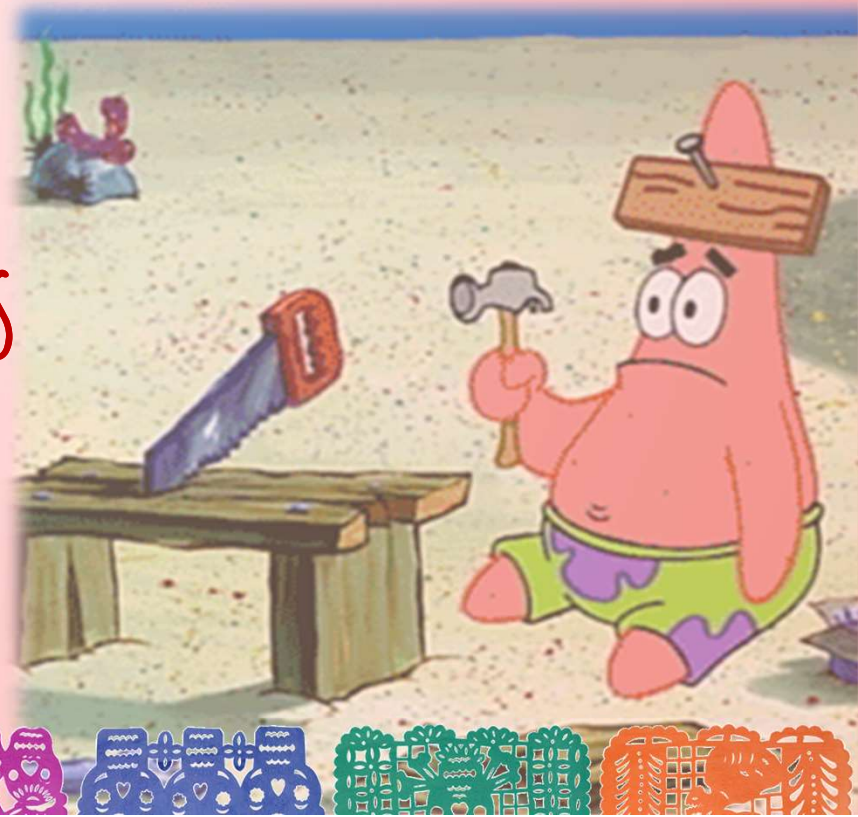


HOW MANY LEGS CAN YOU SEE?

ERRORS

INCOHERENCIES

FAILURES



MAN WITH A HAMMER



TO A MAN
WITH A HAMMER

EVERYTHING LOOKS
LIKE A NAIL



Law of the instrument, Golden hammer, or Maslow's hammer.
Yup, that Maslow.



LIVING AMONG WOLVES...



WE GENERALIZE
GOODNESS EFFECT
BAD JUDGMENT
THINKING WELL



Halo Effect, Anchoring effect, Confirmation Bias, etc.

SUNK COST

PAST COSTS

NO MORE INFLUENCE
BUT STILL CONSIDERING
AVOIDS ACTING WELL





DOES IT AFFECT
IN QA?



BEWARE!

JUST SOME EXAMPLES
IMPOSSIBLE COVER ALL
MORE TIPS LATER





SOME HAMMERS



LEARNED TO USE CYPRESS
DATA MIGRATION AND
INTEGRITY

AUTOMATING WEB FRONT!!

WHY NOT A BRUSH?

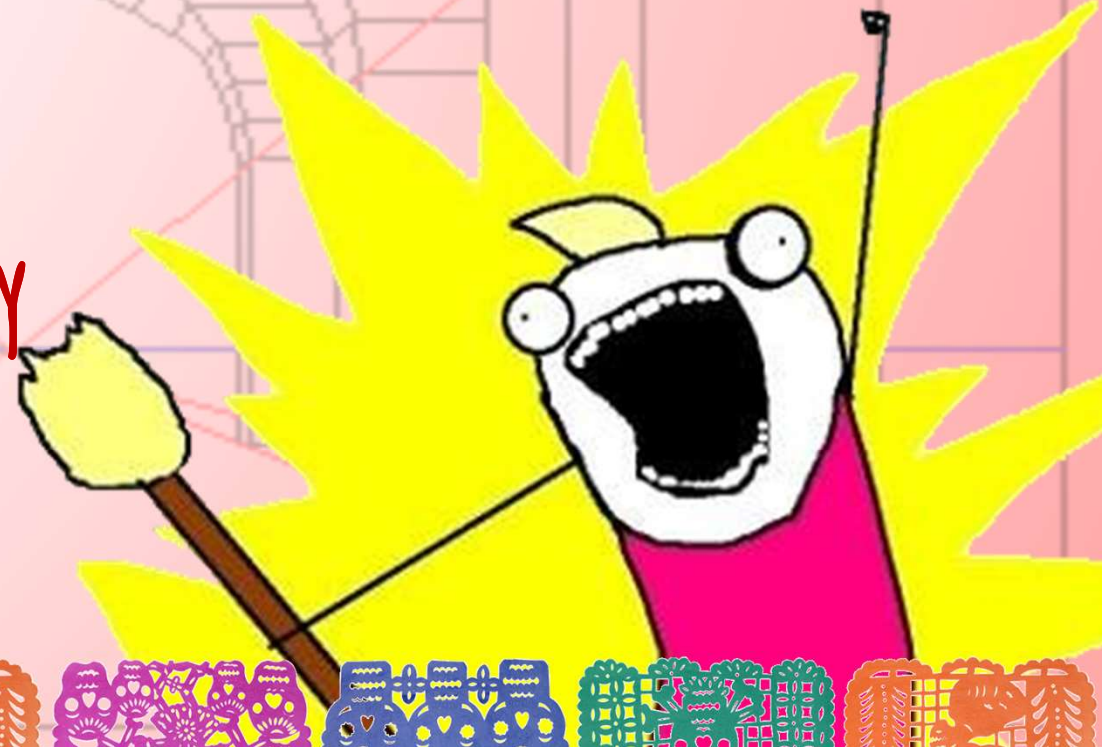
AUTOMATE QUERIES
EXEC WHILE MIGRATING
CHECK FRONT SOMETIMES
TACOS!





PERSPECTIVE⁹

SAW AUTOMATION
MOBILE APP LOAD TEST
LET'S AUTOMATE MANY
SMARTPHONES!





CHANGE FOCUS

QA

AUTOMATE HTTP API
SIMULATE HTTP LOAD
MEASURE 1 DEVICE
LOCAL PERF IS DIFERENT



1 RING 2 RULE ALL



WORKED WELL IN 1 THING
ADAPT IT FOR EVERYTHING
IT IS THE SUPER TOOL!
NEED NOTHING ELSE!!



FOR EACH SITUATION

WORKS WELL THERE
TO THE POINT
CONNECTS WITH THE REST

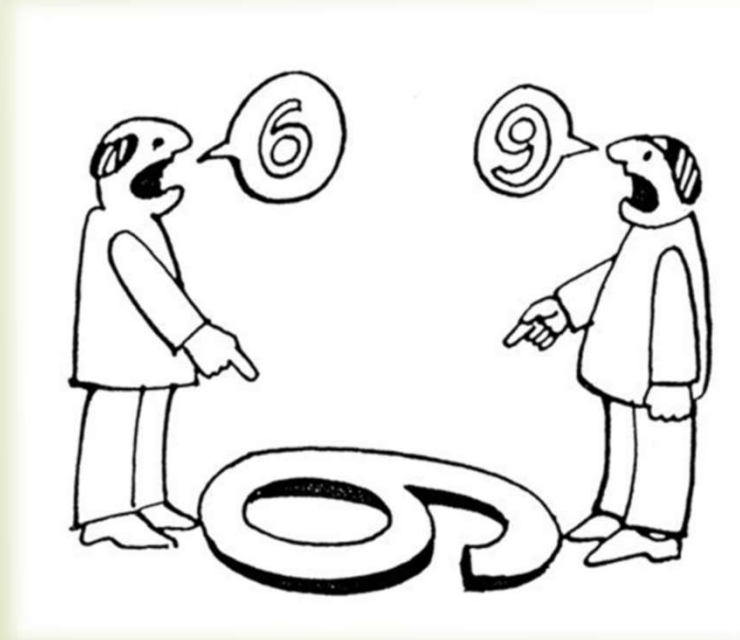
Halo Effect. Good at that, good at everything!



WORKS/FAILS IN MY PC



DEVELOP
DELIVER
PROGRESS



TEST
DETECT DEFECT
STOP THERE

Sesgo de confirmacion. Me fijo solo en lo que apoya mi situacion.

PROGRESS WITH QUALITY!



DEVELOP
DELIVERABLE
S
W/QUALITY



HELP FINDING
DEFECTS
COLLABORATE

Confirmation Bias. Only sees what supports my situation.



IN MY DAY...

THAT'S HOW I LEARNED

LET'S KEEP AS IS

CRAZY NEW THINGS



MANY MORE!

FRUSTRATE TEAMS-ORG

EXPENSIVE

INEFFICIENT

NO-PROGRESS



How To Avoid BIASES?





RECOGNIZE PROPENSITY

WE ARE ALL VULNERABLE
WE ALREADY DO THEM
YOU ARE NOT PERFECT
RELAX, IT'S NORMAL



KEEP 'EM IN MIND



LIKE RESTAURANT MENU
KNOW EACH ONE OF THEM
READY TO IDENTIFY THEM





SHAMELESS TEAM



DIFFERENT PERSPECTIVES
SAFE OPINIONS
OK DIFFERENT PROPOSALS
TEAM LISTENS



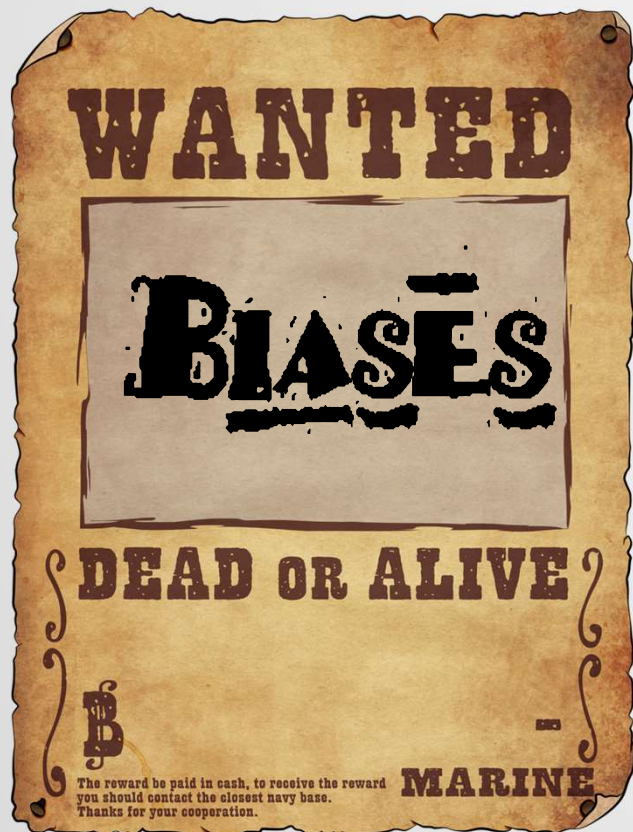


THE OUTSIDER

OUTLAW FROM ELSEWHERE
ANOTHER PERSPECTIVE
ANYONE CAN BE
EVEN YOUR MEEMAW



KEEP SEARCHING



WILL KEEP APPEARING
NEW/DIFFERENT
MIXES
NEW SITUATIONS

"A tonic to the noxious sweetness of overachievement, an acknowledgment of ordinariness that glories in the quirks of being human." —THE A.V. CLUB

YOU *are* NOT *so* SMART

WHY YOU
HAVE TOO MANY
FRIENDS ON
FACEBOOK

WHY YOUR
MEMORY
IS MOSTLY
FICTION



AND 46 OTHER
WAYS YOU'RE
DELUDING
YOURSELF

DAVID McCRANEY

FOUNDER OF YOUARENOTSOSMART.COM

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YOU *are* NOW *Less* DUMB

HOW TO
CONQUER MOB
MENTALITY

HOW TO
BUY
HAPPINESS



AND ALL THE
OTHER WAYS TO
OUTSMART
YOURSELF

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AUTHOR OF YOU ARE NOT SO SMART

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HOW MINDS CHANGE

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THE NEW YORK TIMES BESTSELLER

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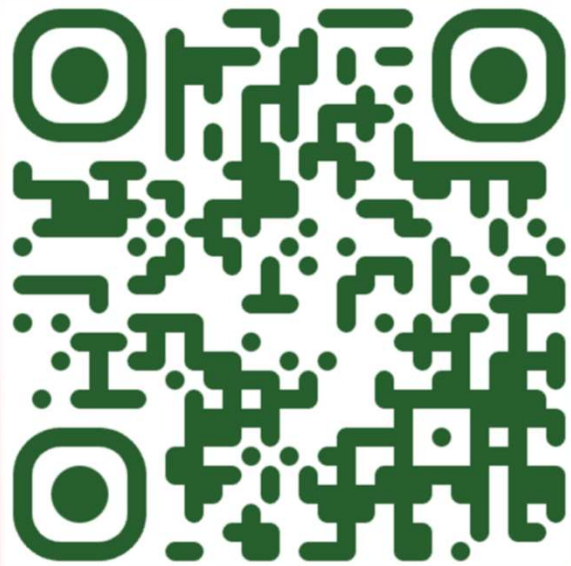
The Art of Thinking Clearly

ROLF DOBELLI

@SRPERF

LEANDRO

MELENDEZ



VAMONOS!



THANK

YOU!



Q

Z

A

