



ALTRUHEURISTICS.

A radically unique human-centered take on design science.
Reimagining a more humane way to social in the age of

AI.

USAGE

The altruheuristics framework can be used alongside the Heuristic Evaluation Workbook found [here](#) by NNGroup.

Design stakeholders working with low UX maturity can integrate this framework using biology and CBT to expose unethical design patterns where existing principles can't. This framework is 80% more effective than dark patterns in exposing unethical design.

Evaluate unethical interactions after wireframes, user flows, prototypes or mockups. The earlier the better.



Biology

POST-AI ALTRUHEURISTIC

Dopamine Regulation

Avoid pleasure overstimulation to prevent the onset of pain, addiction and impulsivity.

Status Play

Avoid manipulating emotions by creating urgency through envy, conformity, elitism and money.

Anxiety

Avoid urgency through provocative copy for those with anxiety disorders.

Stress

Avoid unnecessary pressure by providing guidance along the journey and being transparent.

Flow

Manage expectations upfront and avoid distracting surprises that break concentration.

Game Theory

Build equity and avoid zero-sum interactions for short term gains.

Habits

Avoid enabling destructive habits and monitor wellbeing.

Comparison

Avoid comparison between the user and elites, especially with female users.

Truth

Avoid distorting reality through survivorship.

Escapism

Avoid harmful time-sucking, non-productive experiences.



Biology 2

POST-AI ALTRUHEURISTIC

Exclusion

Avoid alienating users through FOMO and polarization.

Compassion

Avoid outrage and division for engagement.

Values & Boundaries

Guard the user's self esteem and identity.

Trust

Eliminate misinformation, hypocrisy, bots, fake news and strive for transparency.



Mental Health

POST-AI ALTRUHEURISTIC

Narcissism

Avoid the elevation of self-importance through power dynamics.

Depression

Avoid comparison, highlight reels and distorted realities.

Chronic Stress

Avoid repetitive stimulation using outrage.

Chronic Anxiety

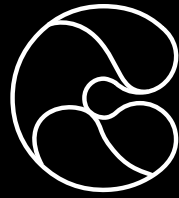
Avoid the state of uncertainty and provide reassurance.

ADHD

Avoid impulsive habit forming interactions and context switching.

Psychopathy

Minimize the possibility of ghosting.



Circ's Principles

POST-AI ALTRUHEURISTIC

Balance

Always think about keeping the user in allostasis.

Champion

Don't be a hypocrite, use the product you build.

Esteem

Respect the values & boundaries of the user.

Warmness

Avoid the cold start problem with the fake start solution.

Declutter

Avoid spamming the interface with freemium and premium interactions.

Calmness

Provide all information required upfront before the journey.

Transparency

Reduce anxiety by removing uncertainty and explaining algorithm updates.

Expectations

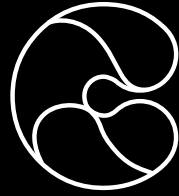
Reduce stress by providing control and reassurance of outcome.

Monitor

Follow up with users regularly to evaluate altruheuristics exploits.

Re-evaluate

Run altruheuristics evaluation after every design process.



Circ's Principles 2

POST-AI ALTRUHEURISTIC

Disclaimer

Display risks of biases and distortions for illusive interactions that are unavoidable.

Beauty

Form and function go hand in hand.
First impressions matter so make the interface as beautiful as you can.



Cognitive Distortions

POST-AI ALTRUHEURISTIC

Polarization

Seeing things in extreme, absolute terms without considering the middle ground.

Overgeneralization

Drawing broad conclusions based on a single event or a few isolated incidents.

Catastrophizing

Catastrophizing involves imagining the worst possible outcome of a situation and assuming that it is highly likely to occur.

Mental Filter

Focusing solely on negative aspects of a situation while ignoring the positive aspects.

Disqualifying the Positive

Rejecting or downplaying positive experiences or compliments, believing they don't count or aren't genuine.

Jumping to Conclusions

Making assumptions about situations or people without sufficient evidence.

Emotional Reasoning

Believing that your emotions reflect reality.

Should Statements

Avoid using rigid "should," "must," or "ought" statements to set unrealistic expectations, which can cause guilt and frustration.

Labeling

Avoiding negative labeling based on specific behaviors or making sweeping character judgments from isolated incidents is essential.

Personalization

Blaming yourself for events outside of your control or assuming responsibility for things you aren't responsible for.



Cognitive Distortions 2

POST-AI ALTRUHEURISTIC

Blaming

Holding others accountable for your emotional state or blaming them for things that aren't entirely their fault.

Fallacy of Change

Believing that you can change someone else's behavior or that others can change your emotions.

Always Being Right

Insisting on being right in every situation and refusing to consider alternative viewpoints.

Fallacy of Fairness

The belief that life should always be fair, just, or equitable, and that any instance of perceived unfairness is intolerable.

Control Fallacies

The erroneous beliefs about the extent of one's control over events and circumstances.



Cognitive Biases

POST-AI ALTRUHEURISTIC

Availability Bias

Being influenced by easily accessible information, such as media reports, which can skew perceptions and decision-making.

Confirmation Bias

Seeking and favoring information that confirms existing beliefs, potentially leading to closed-mindedness.

Publication Bias

Favoring the positive results over negative or inconclusive ones, leading to an incomplete representation of the data.

Conformity Bias

Adjusting one's beliefs or actions to align with the majority or prevailing social norms.

Peak-End Rule

Prioritizing experiences based on their peak emotional intensity and how they ended, influencing our overall perceptions.

Serial Position Effect

Remembering the first and last items in a list better than the ones in the middle.

Algorithmic Bias

Unintentional bias in algorithms or artificial intelligence systems, leading to discriminatory outcomes.

Mental Contamination Effect

Being influenced by irrelevant or unwanted thoughts, affecting decision-making or behavior.

Medical Bias

Research bias due to over-reliance on data from WEIRD (Western, Educated, Industrialized, Rich, and Democratic) populations.

False-Consensus Effect

Overestimating the extent to which others share our opinions or beliefs.



Cognitive Biases 2

POST-AI ALTRUHEURISTIC

Zeigarnik Effect

Remembering incomplete or interrupted tasks more than completed ones.

Choice Paradox

Feeling overwhelmed and unable to make decisions when presented with too many options.

Survivorship Bias

Drawing conclusions based on the surviving subjects or objects, neglecting those that didn't make it through a selection process.

Perception Bias

Interpreting information based on personal experiences and expectations, leading to distorted judgments.

Contrast Effect

Evaluating something based on its differences from a previous or adjacent stimulus.

Functional Fixedness

Being unable to see an object's alternative uses beyond its conventional function.

Saliency Bias

Giving disproportionate attention to stimuli that stand out.

Illusion of Control

Overestimating one's ability to control events or outcomes.

Subliminal Bias

Perceiving hidden or subliminal images or messages that may not actually exist.

Negativity Bias

Giving more weight to negative experiences or information than positive ones.



Cognitive Biases 3

POST-AI ALTRUHEURISTIC

Mere-Exposure Effect

Developing a preference for something simply because it's familiar.

Illusory Truth Effect

Believing information to be true merely because of its repeated exposure.

Hick's Law

The more options are presented, the longer it takes to make a decision.

Narrative Fallacy

Creating overly simplified and coherent stories to explain complex events or phenomena.

Dunning-Kruger Effect

Overestimating one's competence or knowledge while underestimating the abilities of others.

In-Group Bias

Favoring individuals or groups that belong to one's own social or cultural group.

The Halo Effect

Forming a general positive impression of a person based on one outstanding trait or characteristic.

Self-Serving Bias

Attributing successes to personal qualities and failures to external factors.

Framing Bias

Being more influenced by negatively presented information than positive or neutral information.

Herd Mentality Bias

Adopting the opinions or behaviors of a larger group without critical evaluation.



Cognitive Biases 4

POST-AI ALTRUHEURISTIC

Social Comparison Bias

Evaluating oneself by comparing to others, which can impact self-esteem and self-worth.

Affinity Bias

Favoring or showing more positive attitudes towards individuals who are similar to oneself.

Anchoring Bias

Relying heavily on initial information when making decisions, even if it's irrelevant or misleading.

Choice-Supportive Bias

Favoring options that one has chosen in the past, even if better alternatives exist.

Loss Aversion

Preferring to avoid losses rather than acquiring equivalent gains.

Scarcity Bias

Valuing items or opportunities more when they are perceived to be scarce or limited.

End of History Illusion

Underestimating personal change and growth, believing that our current selves will remain largely unchanged in the future.

Fundamental Attribution Error

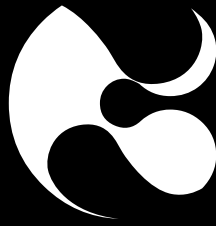
Tendency to overemphasize personality-based explanations for others' behavior, ignoring situational factors.

Hindsight Bias

Seeing past events as more predictable than they actually were, after knowing the outcome.

Hyperbolic Discounting

Preferring immediate rewards over larger, delayed rewards, even if the latter is more beneficial in the long run.



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