In this week’s “Things” started into the topic of how people decide. I will primarily be looking deeper into #90, “People Make Most Decisions Unconsciously” and #92, “People Want More Choices And Information Than They Can Process” (Susan M. Weinschenk, 2020).

The first “Thing” that I will be discussing this week is “People Make Most Decisions Unconsciously”. Think of the fact about buying something; typically, if you are like most potential purchasers, you research everything about your possible procurement prior to making a decision. However, your actual decision will be attributed to your unconsciousness. Some of these factors can include but are not limited to other people’s ratings, other motivations or fears.

Now let’s dig deeper into the second “Thing” for this week, “People Want More Choices And Information Than They Can Process”. This one can be applied to web design in a great way. Even though people want more choices, within design you want to keep things simple. This deviates from what people actually want but in actuality you should keep choices to three or four for simplicity sake. Therefore, to give users many options, but visually keeping things simple, hierarchy plays a huge role. Having a website with 16 buttons across the top would be too much, but if you simplify and have 4 primary buttons with 4 sub options, it would make for a better experience with navigation but also giving the user control that they would like. Here is a great example from Pizza Hut website only giving 2 options, with a drop down for menu items.

# References

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.