**RESPONSE**

**People are Inherently Lazy**

As we learned in our reading, Satisficing refers to the tendency for us to make a decision that is “good enough” rather than making the effort to find the best option.

**Example:** Imagine you’re like me and searching for a new window air conditioner. You have several options to choose from with varying features and prices. Your main criteria is that it has digital/remote controls, priced within your budget and 8,000+ BTUs to cover your square footage.

Your choices:

1. **Air Conditioner A**: Has 10,000 BTUs, digital/remote controls, but is $200.00 over budget.
2. **Air Conditioner B**: Meets your budget, has digital/remote control, but is 6,000 BTUs. The 6,000 BTUs would work if the temperature remained below 90 degrees.
3. **Air Conditioner C**: Is 8,000 BTUs, falls within your budget, but doesn’t have digital/remote controls.

In a satisficing decision-making approach, you might choose Air Conditioner B or Air Conditioner C, even though Air Conditioner A has digital/remote controls and 10,000 BTUs guaranteeing that your place would stay cool no matter what the temperature is outside. You know Air Conditioner A might be the best choice, but you are willing to compromise to stay within your budget, finding a solution that is "good enough" to meet your needs.

You are satisficing by selecting an air conditioner that meets your minimum criteria (budget, digital/remote controls and enough BTUs) without seeking the absolute best. Satisficing is a common approach in everyday decision-making because it can save time, effort, and resources, especially when finding the optimal solution is time consuming.

Satisficing doesn’t always mean that you are choosing a suboptimal outcome. Sometime, pursuing the best possible choice may be unrealistic or too costly and a satisficing approach allows individuals make effective decisions that meet their essential needs or goals.

When it comes to web or software design satisficing may mean that a simply design is chosen, certain content is prioritized or responsive design is used to ensure it works on various screen sizes. This doesn’t mean that the quality or user’s experience is sacrificed. It may just be about making decisions that establish a balance between meeting essential functionality and avoiding excessive complexity. However, designers must still prioritize the user’s experience, accessibility and goals of the product while making practical design choices.

**It’s You, Not the Situation**

Fundamental Attribution Error is a cognitive bias where people assume it’s you, not the situation. We have a tendency to attach someone’s behavior to their character instead of the external factors that may be influencing their actions, blaming the person instead of the circumstances for the way they’re acting.

**Example:** Imagine you live in the city and you’re walking to the store. Suddenly someone runs past you and almost knocks you down. Your immediate reaction might be to assume the person is impatient, maybe even aggressive and inconsiderate. Automatically you start tying their behavior to their character instead of considering the situation.

However, there may be several circumstances that influenced their behavior.

1. **Urgency:** They may be rushing to catch the last bus home, which could explain their aggression.
2. **Distraction:** Maybe they’re listening to music on their morning jog, distracting them from their surroundings.
3. **Crowds:** It’s possible they’re late for work due to thousands of Cubs fans leaving a game that just ended, causing them to act impatiently.

The other person’s behavior could be a result of a variety of situations and not their overall character.

As designers we make assumptions about users when we create a website or software product. Sometimes these assumptions turn to blaming users for errors they encounter or dismissing feedback about design flaws. Prioritizing simplicity, usability, context and user feedback can assist in creating products that are user-friendly and effective, helping you avoid assumptions about how users will interact with your product.

**DISCUSSION RESPONSES**

**#1**

**Emanuel Pagan**

Hi Emanuel,

Using YouTube was a great example of how progress and control can motivate people. It definitely provides a space for people to share their knowledge and skills, giving those who contribute a bigger sense of purpose.

I would agree that our cell phones are the easiest and laziest ways to get answers and not always the best. It can simplify and add to our lives by being used as one of the many tools to find the answers instead of the only one.

Your post did a nice job of highlighting how technology and our natural behaviors cater to and shape what motivates us.

**#2**

**Ryan Church-Motivation and Laziness**

Hi Ryan,

It’s great that you watched the video “Drive” by Daniel Pink’s and pointed out the key motivators he mentioned. I’ve seen and personally experienced firsthand how having the sense of freedom to choose a task instead of being told what to do truly motivates someone. Also, the sense of contributing to a larger goal and having work connected to a sense of purpose not only motivates individuals but helps with teamwork. The examples you provided supported this perspective well.

Knowing how users approach content on a webpage is helpful, especially if you have a lot of content to work with. Limiting the word count to about half of what you’d write normally is probably the best suggestion you can give. Laying out the most important details well would make it easier for users to read or skim and still get the necessary information.

**#3**

**Jessica Cheetham - Mod 7**

Hi Jessica,

Your personal experience really reflected the use of how someone will use a shortcut as long as it’s easier. I imagine that many people prefer to use quick keys that can be executed with a few keys rather than 3 or more. I can see how more keys would lead to double checking your work, since there’s more potential to hit the wrong key.

I agree it may take 21 days to instill a new habit, but it would depend on the lifestyle of the individual. Also, I think how much effort you want to make to create a habit and your life would make a difference. Your example of exercising illustrated the idea of how a habit can be formed and how consistency plays a role.