

Indecisive

Anxious



Stressed

Angry

Tired

# **Decision Fatigue**

Should I wear yellow  
or white?



Do you want to go to the city?

Do you want to go shopping?

Should I cook lasagna  
or pasta?

Cat or  
dog?

Computer games or  
video games?

Pop music or Rock  
music?

**Team A or  
team B? ;)**

Love or  
money?

Summer or  
winter?

Hot chocolate or  
coffee?

Java or  
C++?

Text message  
or call?

Painting or  
drawing?

Pancakes or  
waffles?

Superman or  
Batman?

35000 decisions/day

**Deteriorating quality of  
decisions** made by an individual after a  
**long session of decision  
making... =(**

Smart Retail

# Online stores





Tell Me What I Want! =)

Tracks your

**eye movement**

Sees which product you subconsciously

**linger on longer**

Thus telling you what your

**heart really wants ;)**

Greater process efficiency



Enhanced customer service