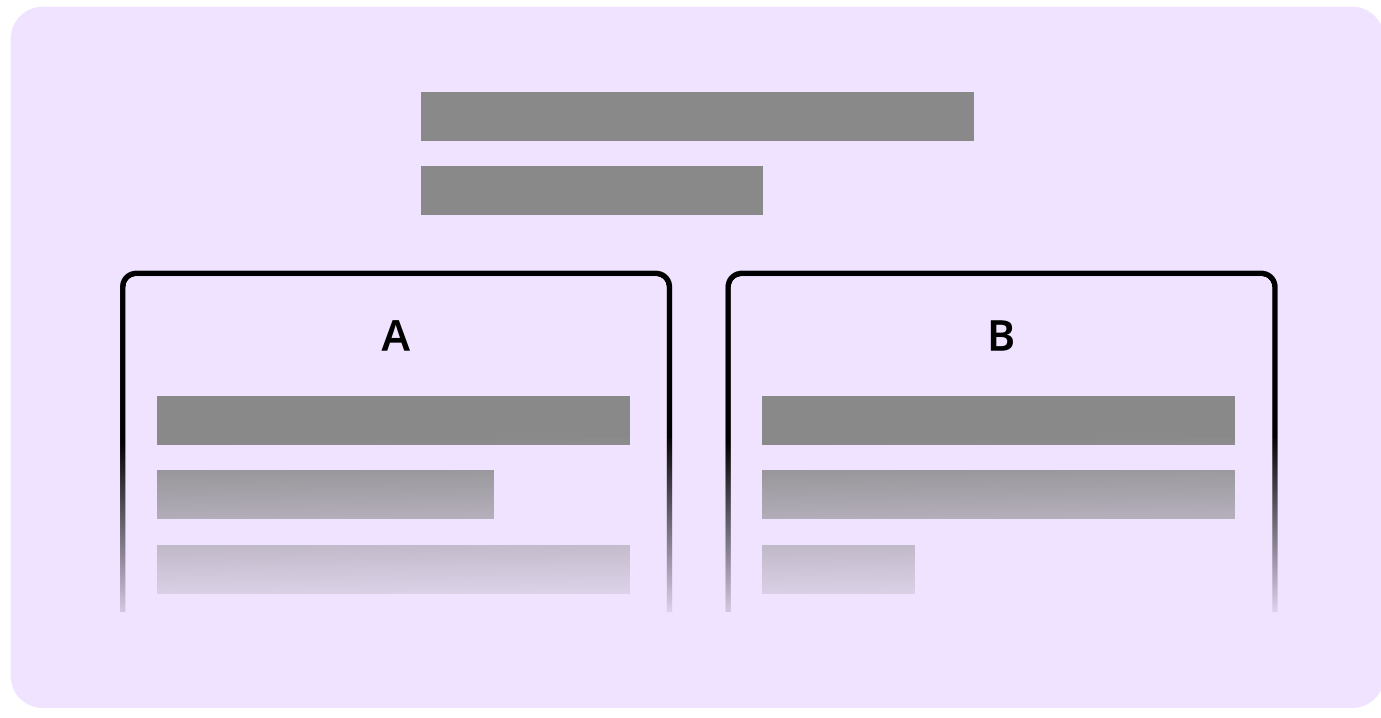


# THE OPTION PICKER

Provide alternative answers and let the user choose



## Overview

In-context reactions, such as thumbs-up or thumbs-down, along with detailed feedback collected via forms, are highly valuable for data science teams aiming to enhance the performance of models. These feedback mechanisms provide critical insights into user experiences and preferences. However, their effectiveness is often limited by the willingness of users to participate and spend time writing detailed explanations. Research indicates that only a small percentage of users engage in providing such detailed feedback, making it challenging to gather comprehensive data.

Instead of asking the user rate responses, could there be a passive feedback solution that can benefit both developers and users?

## Solution

Implicit feedback collection refers to gathering user data and insights based on their behavior and interactions with a system, without requiring explicit input or active participation from the user. This type of feedback is valuable because it minimizes disruption to the user experience and can provide a wealth of data that might not be captured through traditional explicit feedback methods.

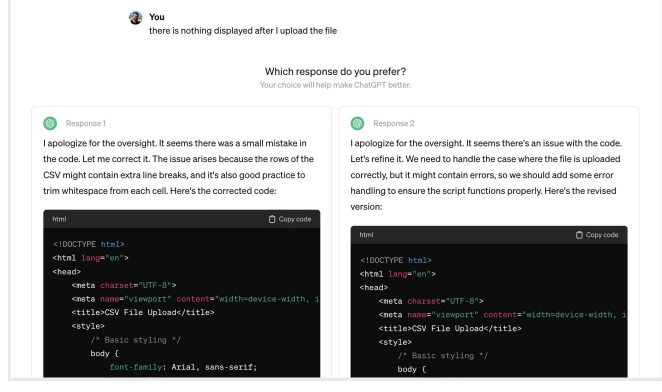
### Select from multiple choices

Presenting alternatives to users and asking them to choose one is a powerful technique for understanding user preferences and collecting valuable data to improve models.

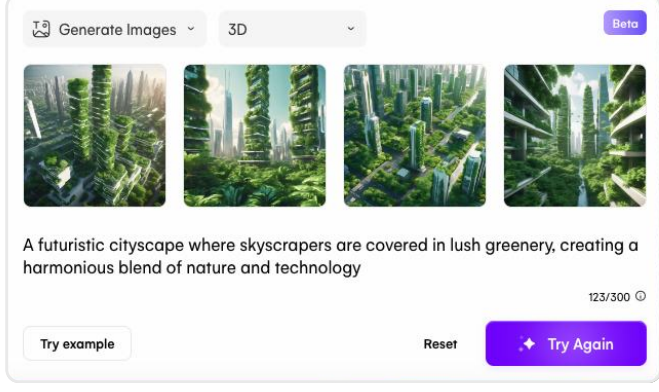
This approach offers several benefits:

- Alternatives enhance the user experience in specific use cases, like image generation.
- The data captured requires less human curation and processing before being used for further model training.

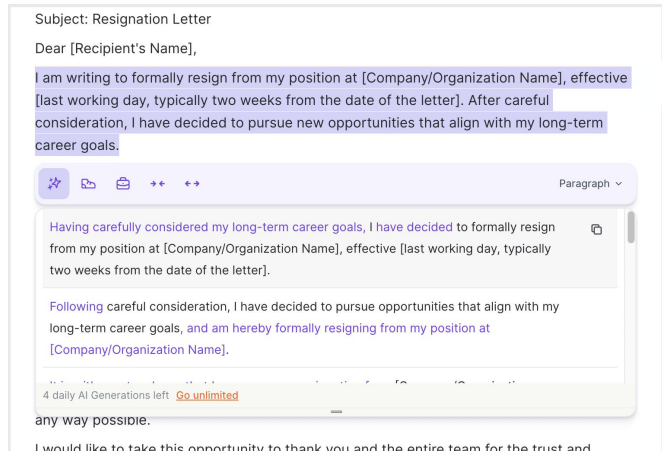
However, use this technique with caution. If the user experience benefit isn't obvious, avoid overusing it or making user choice mandatory. Remember that users need to evaluate all options before making a choice, which can be cognitively demanding for long or complex responses.



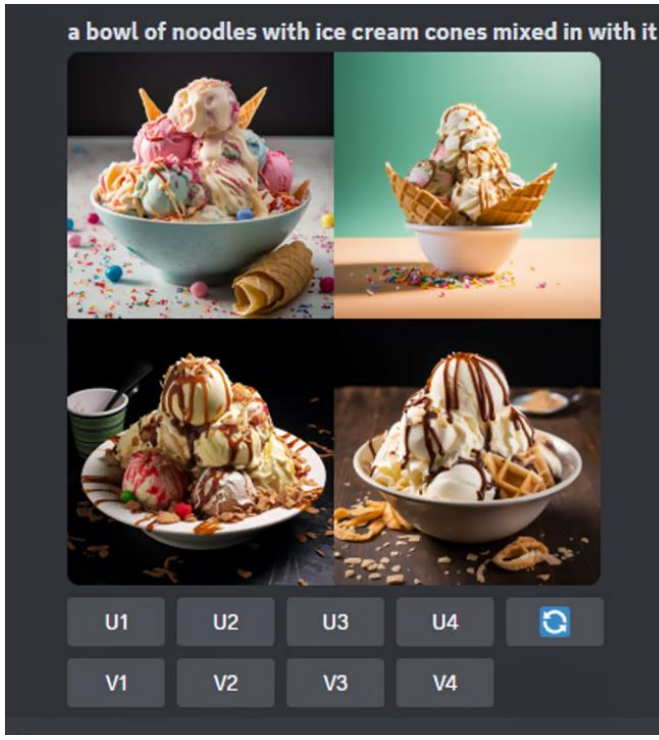
ChatGPT sometimes offers multiple answers. Users can choose their preferred response, though this is optional. This is a counter example, because the two responses are difficult to evaluate.



Uizard generates four image alternatives for the user to choose from.



Wordtune allows rewriting of the selection to make it longer, shorter, or to make it sound more formal or casual. For any choice, the users are presented with multiple alternatives they can choose from. As long as the text selection is short, this is an excellent use of the pattern.

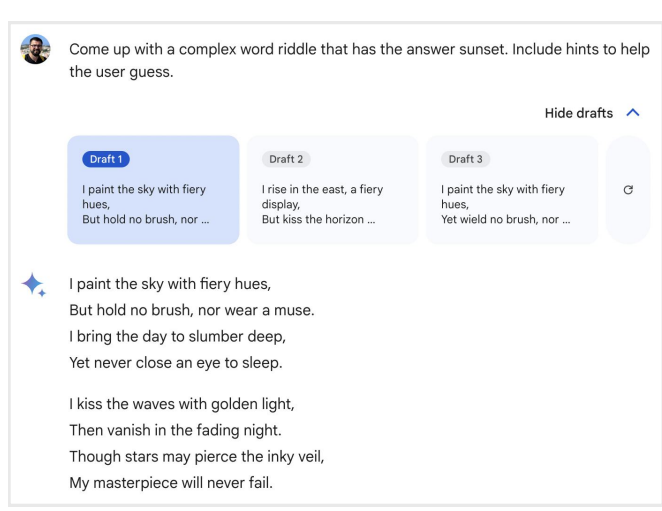


Midjourney presents four low-resolution alternatives. Users can request more variations or upscale one of the four to obtain a higher resolution version.

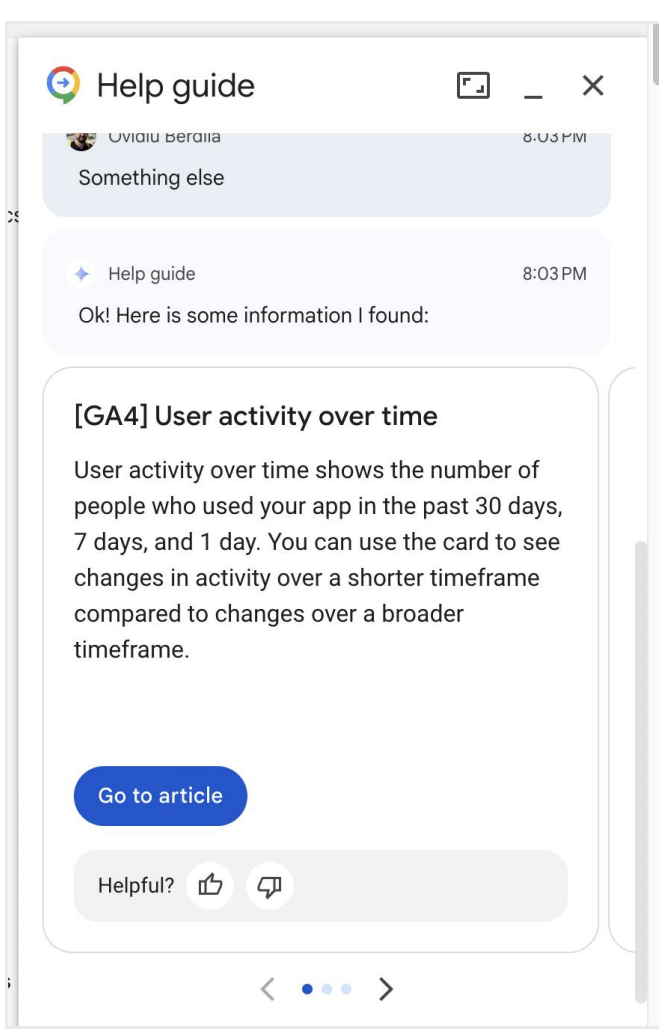
### Browse through alternatives

When presenting multiple alternative responses upfront is not suitable, another technique is to pre-generate and display them on demand. This saves the user from regenerating the answer, which still takes time and effort.

A key aspect of this approach is to find the right balance between making the alternative answers discoverable but not distracting.



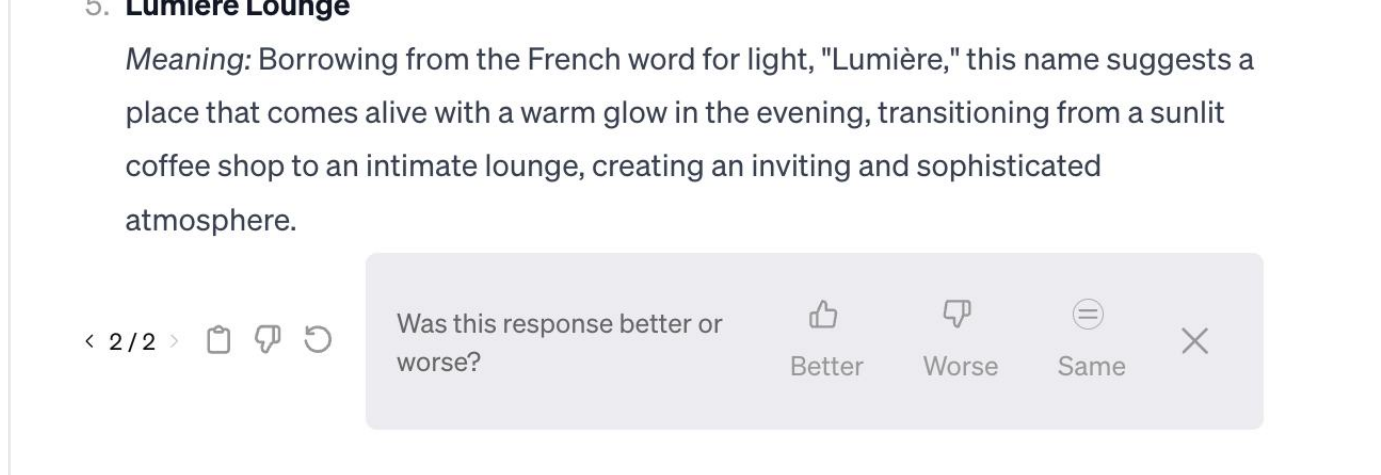
Gemini indicates the presence of multiple drafts with an expandable section labeled "Show drafts." This reveals three alternatives and a regenerate button. The last viewed draft could be a strong indicator of user preference.



In the help guide, Google presents multiple articles that can answer the question in a carousel layout. The preference indicators could be the last seen card or the click on the "Go to article" button.

## Regenerate

When users regenerate answers, it strongly indicates that the original response or set of alternatives were unsatisfactory. This presents a valuable opportunity to collect data on how the new answer compares to the original.



Whenever a user regenerates an answer, ChatGPT adds it to the carousel of alternatives answers and requests an optional in-context reaction.