The Abundance and Paradox of choice

When users have less options, there is a bigger chance that they will be satisfied with their choice overall. If they have more than 5 options, they will experience **the paradox of choice** - *an observation that having many options to choose from can cause people to stress and problematize decision-making.* They will have a harder time to choose an option, to do so, they must use one of the following methods:

❖ Satisficing – When people adopt the satisficing strategy, once they settle on the first options that meets some predefined criteria, they stop considering new options
❖ Elimination – When employing an elimination strategy, people use some criteria for the purpose of ruling out, or eliminating, options from the set of options under consideration, with the goal of reducing the size of the choice set and making a choice more manageable. It is useful when trying to narrow down to a single choice

Cognitive research suggests that people can keep track of maximum of 5 options at a time. Having that in mind we decided to go for only 3 options at a time, because:

- We surveyed our target audience and from an available 2,3 and 4 options – 60% of them chose 3 options
- We want the user to pick a colour, but we do not want him to think too much of it. If we give him 10 options, he will stare at the app for 30 seconds and wonder. We want him to make an easy choice, without interrupting his experience at the event.

Hamburger menu

Position: Top left – for languages that are read from left to right, as English in this case

We chose to use a hamburger menu, because:

- Universally recognizable symbol
- It keeps the user from being overloaded with unnecessary information all at once. Thanks to the hamburger menu, a lot of non-essential but still important information can be neatly tucked away into three simple lines in the top left corner

Why kill a ubiquitous icon, which our users know and understand, and replace it with a new iteration for them to learn all over again." — **Oliver McGough**
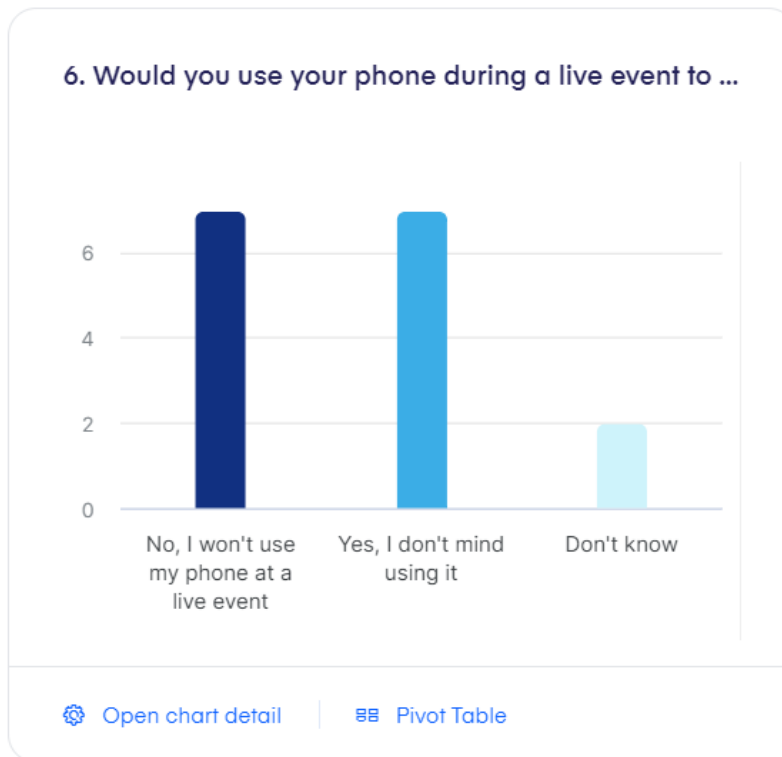
Survey Results:

Responses – 17 (12 are from our target audience from 12-20)

Question 1: Have you ever been to a live event before?


By asking this question, we wanted to make sure that most of our users are familiar with live events.

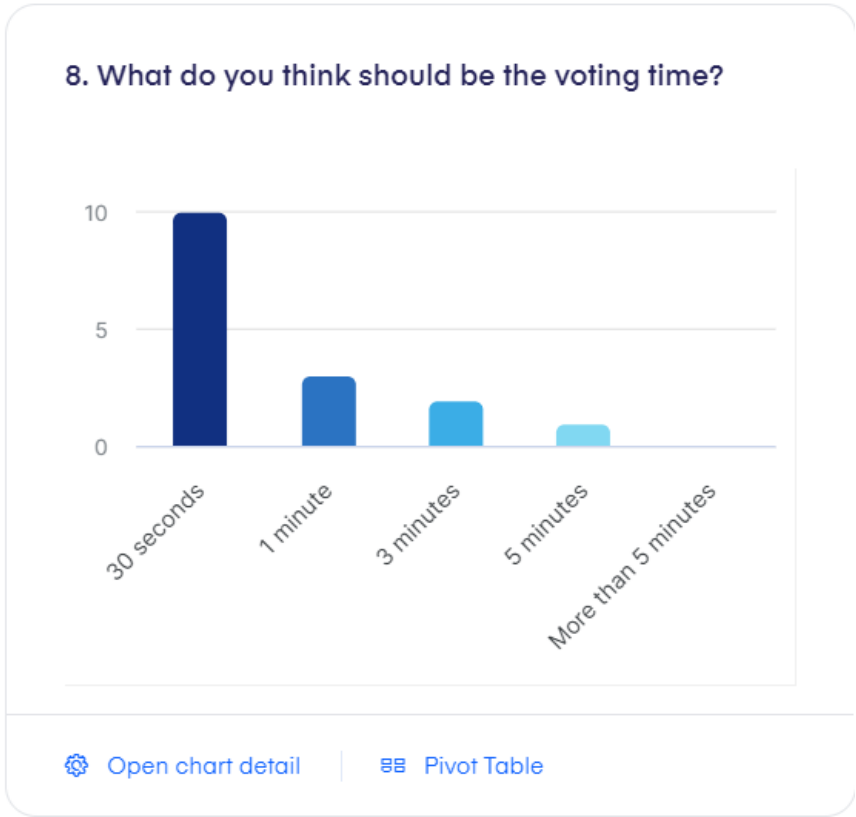## Question 2: Would you use your phone during a live event

6. Would you use your phone during a live event to ...

The answer is quite split – 7 people won't use a phone, the other 7 won't mind using one

Bar chart:
- No, I won't use my phone at a live event
- Yes, I don't mind using it
- Don't know

⚙ Open chart detail | 🔲 Pivot Table

Question 3: When a vote appears, how many options would you like to see?

7. When a vote appears, how many options of colo...
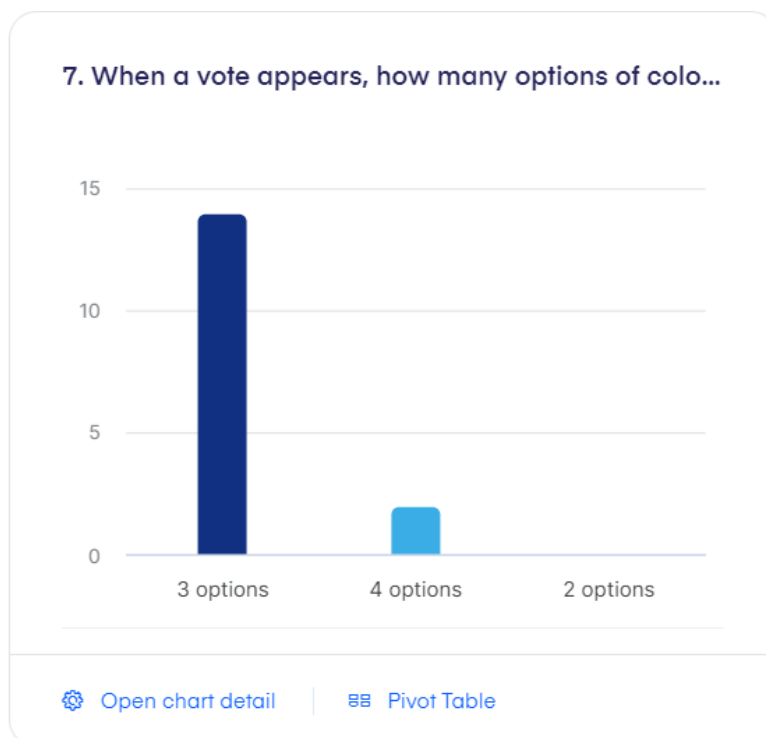
It unanimously for 3 options. We were thinking of going with 3 options either way, because of the above-mentioned Abundance of paradox. But it is nice to see that the users want that as well.

Bar chart:
- 3 options
- 4 options
- 2 options

⚙ Open chart detail | 🔲 Pivot Table

Question 4: What do you think should be the voting time?

8. What do you think should be the voting time?

We were pretty sure that users would be either 30 seconds or a minute, because they are the shortest. 11 people chose the first option with 30 seconds voting time during a live event.

References:

Abundance of choice:
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Paradox of choice:
https://www.usertesting.com/blog/how-to-use-the-paradox-of-choice-in-ux-design

Hamburger menu:
https://www.invisionapp.com/inside-design/pros-and-cons-of-hamburger-menus/