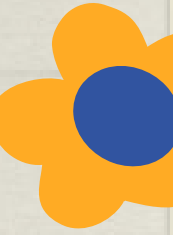# The More the Options The Harder to Make Decisions

Shining a light on dark patterns in UX design: How to do well by doing good

COMMLD 517A
By Yun-Fen(Amy) Huang

- E-grocer specializes in Asian and Hispanic grocery items

- Over 7 million registered consumers

- Most diverse items from different countries compare to its competitors like Omsom or Yamibuy. (China, Mexico, Japan, Korea, Vietnam, Philippines, India, America)

Weee!

# Is it really more efficient to shop online?

Bottlenecks

Memory

- **Working Memory:** the rapid decay and displacement of information, people can only hold short digits, letters, or single addition problems at a time.

- **Signal Detection**: Ignoring the noise to attend to the signals, knowing the meaningful signal based on users' goals of the moment

Attention

- **Task Orientation:** matching whether the users have a goal or no goal

- **Attentional Focus**: the use of a F-shaped pattern, and the understanding of the exclusive direction of our attention

Working Memory
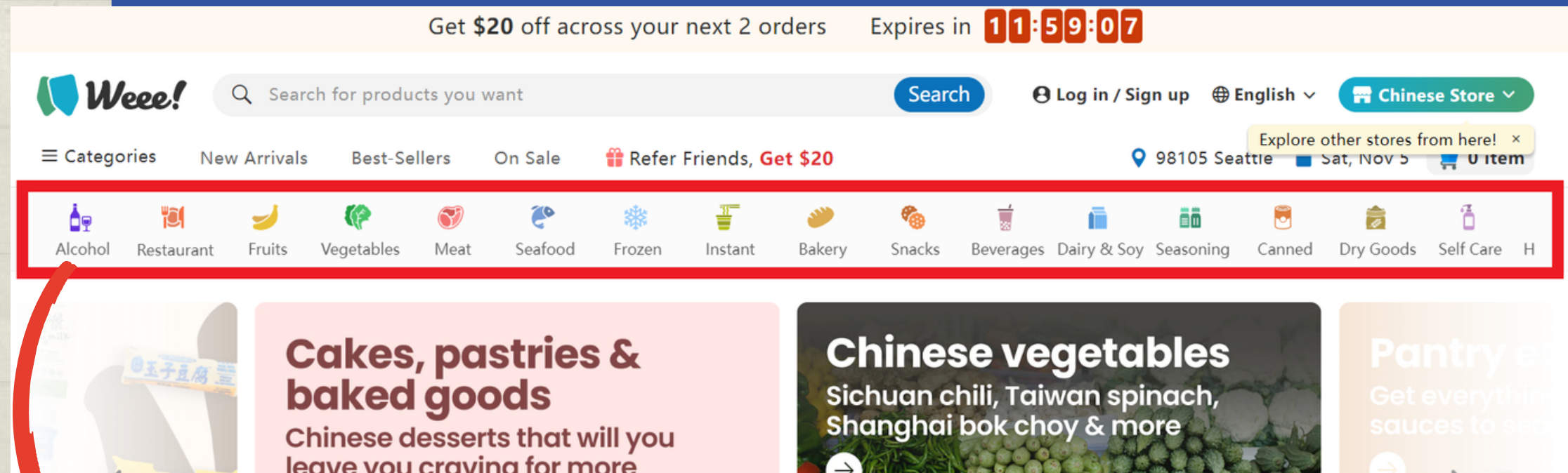
There are 17 different categories which can be overwhelming for users to look at. It is also a challenge for the users to remember so many categories at a time.

- With working memory, we can only hold seven digits at a time, six letters, or a single addition problem.

- It looks good to have various kinds of categories for users to choose from, however, the users may just remember some of them and forget the rest since there are too many to remember.

Signal Detection

- "To catch more good memes, the cost is wasting the attentional capacity on more bad memes."

- With so many options, filters, and repeated items' names under each category, it can be distracted for the users to get the "signal" they want originally.
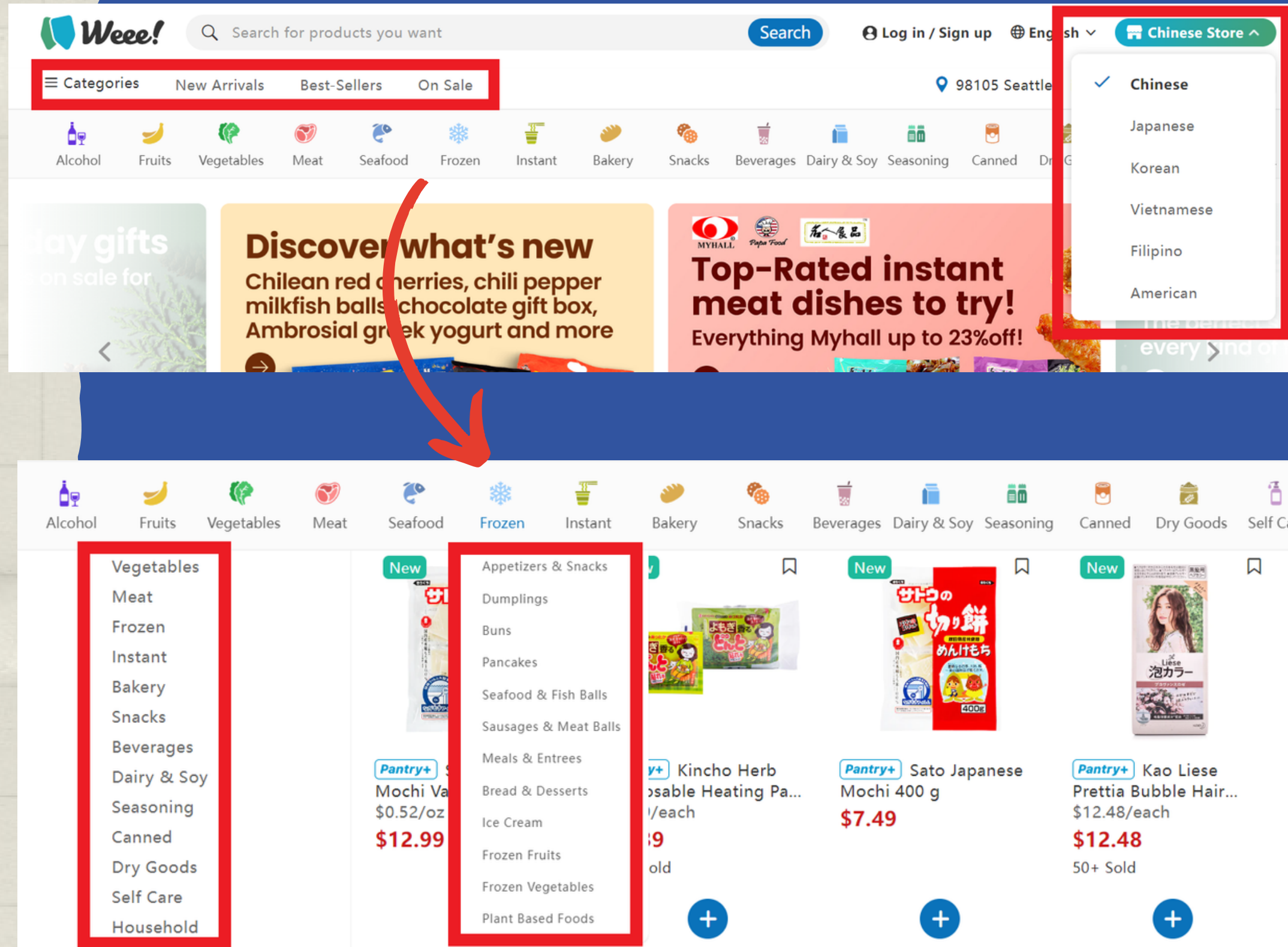
Wrap-up

"A person's objective in decision-making is to arrive at the best possible decision outcome with the least possible effort."

It seems like there are more options when shopping online because of various platforms and countless products from all around the world for us to choose from. Many shopping website also think that the more the better. However, with overwhelming choices, it can sometimes let people to waste more time making more unnecessary decisions than expected unconsciously.

Improvements

Satisfy the Users

- Understand whether the users have goals or no goals and why most users visit the website.
- Make things <u>simple</u> and <u>easy</u> for the users to find what they want without thinking too much or going through too many steps.
- Think about the <u>F-shaped pattern</u> and put important things on the left side of the screen. For example, the button to choose different stores is at the top right corner which is easy to ignore and can be meaningless for the users of being distracted.
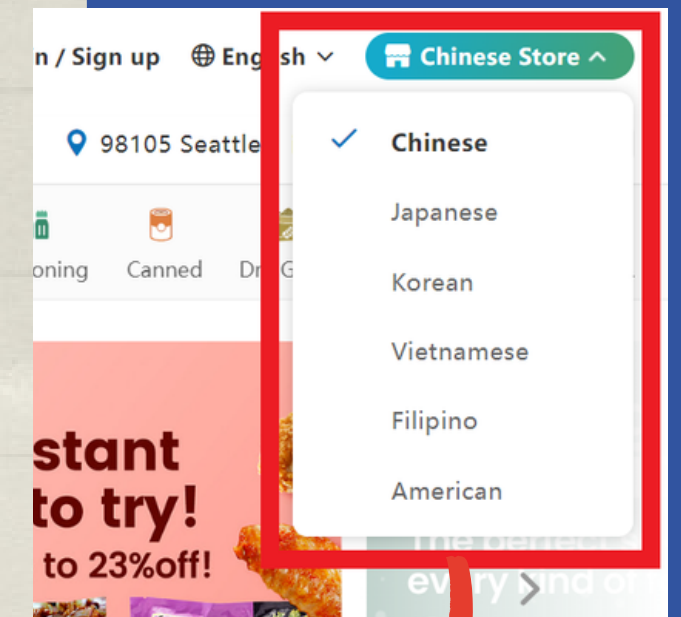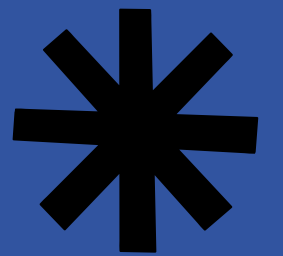
Follow the Users' Intuition

Reorganize the Grouping

- Eliminate the repeated categories, and reduce the number of different categories shown at a time. For example, rather than having 17 categories, put "Beverage", "Dairy", and "Alcohol" into a larger category of "Drinks". Putting "Self-care" and "Household" into "Groceries" or sort the rest of the food as "Fresh food" and "Dry goods".
- Reduce the number of colors
- Choose clear icons that are easy to understand

| Alcohol | Restaurant | Fruits | Vegetables | Meat | Seafood | Frozen | Instant | Bakery | Snacks | Beverages | Dairy & Soy | Seasoning | Canned | Dry Goods | Self Care | H |

How these changes will benefit the company in long term?

- The users will be more willing to shop on the website, the usage will increase
- Higher user loyalty since it is more efficient
- More competitive with other grocery shopping platforms
- Attract more new and diverse users with its friendly and intuitive user interface.
- Increase the revenue with more orders (less waste of time to decide which product to buy, more time to shop as many items as the users want)

Thank You

Q & A