Choices, Choices, Choices

By: Wendy De La Rosa
Quick Recap

➔ Too much choice often leads to inertia and dissatisfaction, this is true even with experts
➔ Instead of providing more information, we must change the environment
  ➔ Create a real and meaningful default
  ➔ Make it concrete
  ➔ Create an environment that facilitates active choice (going from low to high)
  ➔ Build confidence by creating a good comparison group and utilizing recommendation and rejection agents