Learning to overcome the

Choice Paradox

by Fabricio Buzeto

Fabricio Buzeto

a.k.a Fabs

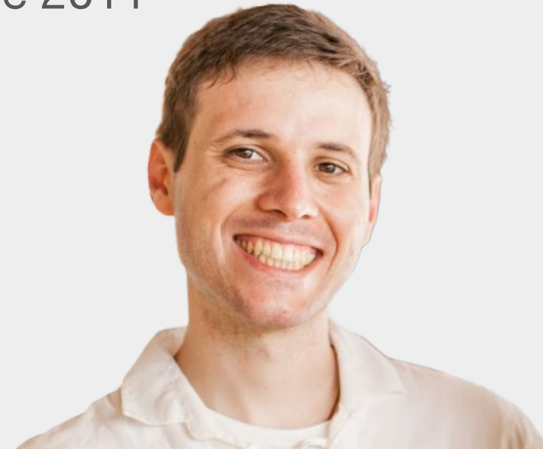
In love with code since 2002

Entrepreneur since 2005

Researcher since 2008

Startuping since 2011

CTO @ **bxblue**



Problem-solving is an analytical process used to **identify the possible solutions** to the situation at hand. Making decisions is a **part** [of it]

Kepner, Charles Higgins; Tregoe, Benjamin B.- 1965
"The new rational manager: an updated edition for a new world"

Problem Solving
vs
Decision Making

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BOLETO
VISA
pix
powered by Banco Central

PayPal
mercado
pago
stripe
iugu

kafka

RabbitMQ

redis

aws

Ruby

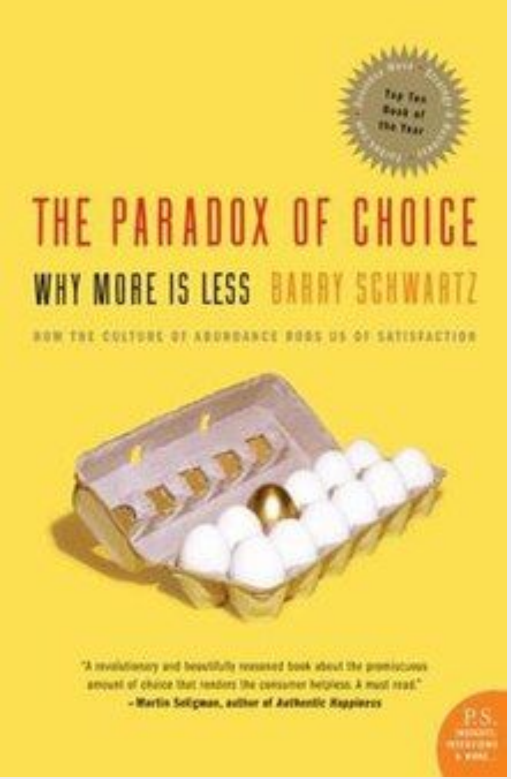
Java™

python™

Clojure

🎲 The Paradox of Choice

The Paradox of Choice


Top Ten Book of the Year
THE PARADOX OF CHOICE
WHY MORE IS LESS
BARRY SCHWARTZ
HOW THE CULTURE OF ABUNDANCE ROBS US OF SATISFACTION
"A revolutionary and beautifully reasoned book about the promiscuous amount of choice that renders the consumer helpless. A must read."
– Martin Seligman, author of Authentic Happiness
P.S.

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

Autonomy and freedom of choice are critical to our **well-being**, and **choice** is critical to freedom and **autonomy**.

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

… though [we] have **more choice** […] and, presumably, more freedom and **autonomy**, we don't seem to be benefiting from it psychologically

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

💸

Buyer's Remorse is the sense of regret after having made a purchase.

Marković, Zorica; Antanasijević, Iva - 2012
The Relation to Money as a Factor of the Consumer's Behavior

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https://www.pexels.com/pt-br/foto/esmalte-para-unhas-em-fundo-branco-3609620/

Analysis Paralysis is when the **fear** of making an **error** outweighs the realistic expectation [...] in a decision made in a timely manner

"Perfect is the enemy of good"

Roberts, Lon - 2010
"Analysis Paralysis: A Case of Terminological Inexactitude"

Choice ≠ happiness

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

Freedom ≠ Commitment

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

Rules ≠ Lack of Choices

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

Fear of Missing Out

Barry Schwartz- 2004
The Paradox of Choice – Why More Is Less

🧠 How your brain handles choices?

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Pre-frontal cortex

🧠

💻 Reasoning

🔋 High Energy Consumption

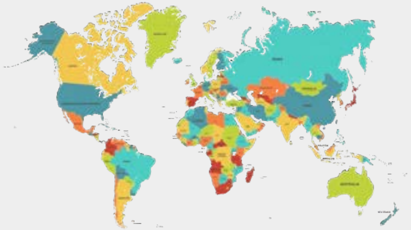
🔌 Synchronous

🐟 low memory

David Rock - 2009
Your Brain at Work

Chunking

Big things are made of smaller things



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Hippocampus*

🧠

- 💿 Memory storage
- 🕸 Connect the dots
- ♻️ Asynchronous

David Rock - 2009
Your Brain at Work

Photo by cottonbro from Pexels

Calming your 🧠

- 📝 Store and Compare
- ⏪ Review and Re-evaluate
- 📅 Delaying decisions

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Your Brain at Work

💻 Example 1: Variable Naming

```
def evaluate loan
    ...
    if payment > 1000.00
        loan_profitability_score = HIGH
    end
    ...
end
```

Example 1: Variable Naming

```
def evaluate loan
    ...
    if payment_avocado > 1000.00
        loan_profitability_score = HIGH
    end
    ...
end
```

💻 Example 1: Variable Naming

```
def evaluate loan
    ...
    if installment_monthly_value > 1000.00
        loan_profitability_score = HIGH
    end
    ...
end
```

Small Decisions

🍅

https://francescocirillo.com/pages/pomodoro-technique

🚶 25′ Working

🧘 5′ Break

x4 → 🧘 15′

👀 Review

♻️ Replan

💻 Example 2 - Code refactor

You have to deliver a new behavior in an existing feature, which code you don’t feel great about it. But is not sure how to act on it.

💻 Example 2 - Code refactor

```
def evaluate loan
    # Lots of code I'm not sure what to do about it
end
```

💻 Example 2 - Code refactor

```
def evaluate loan
    if installment_monthly_value > 1000.00
        loan_profitability_score = HIGH
    else
        old_evaluate loan
    end
end

def old_evaluate loan
    # Lots of code I'm not sure what to do about it
end
```

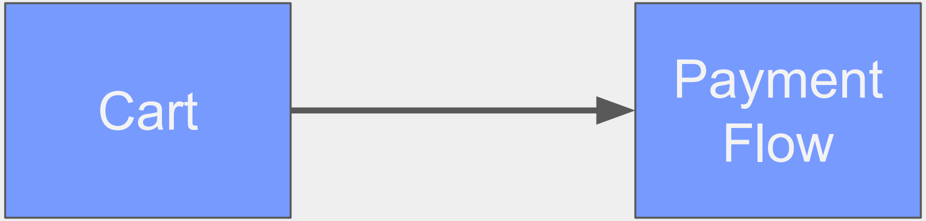
Example 2 - Code refactor

```
class MonthlyValueEvaluator
    def initialize(baseline_installment_monthly_value)
       @baseline_installment_monthly_value = baseline_installment_monthly_value
    end

    def evaluate loan
        loan.installment_monthly_value > @baseline_installment_monthly_value
    end
end

INSTALLMENTS_PROFITABLITY_SCORE = {
    MonthlyValueEvaluator.new(1000.0) => HIGH, ...
}

def evaluate loan
    INSTALLMENTS_PROFITABLITY_SCORE.find do |evaluator, score|
        evaluator.evaluate(loan)
    end&.dig(1)
end
```

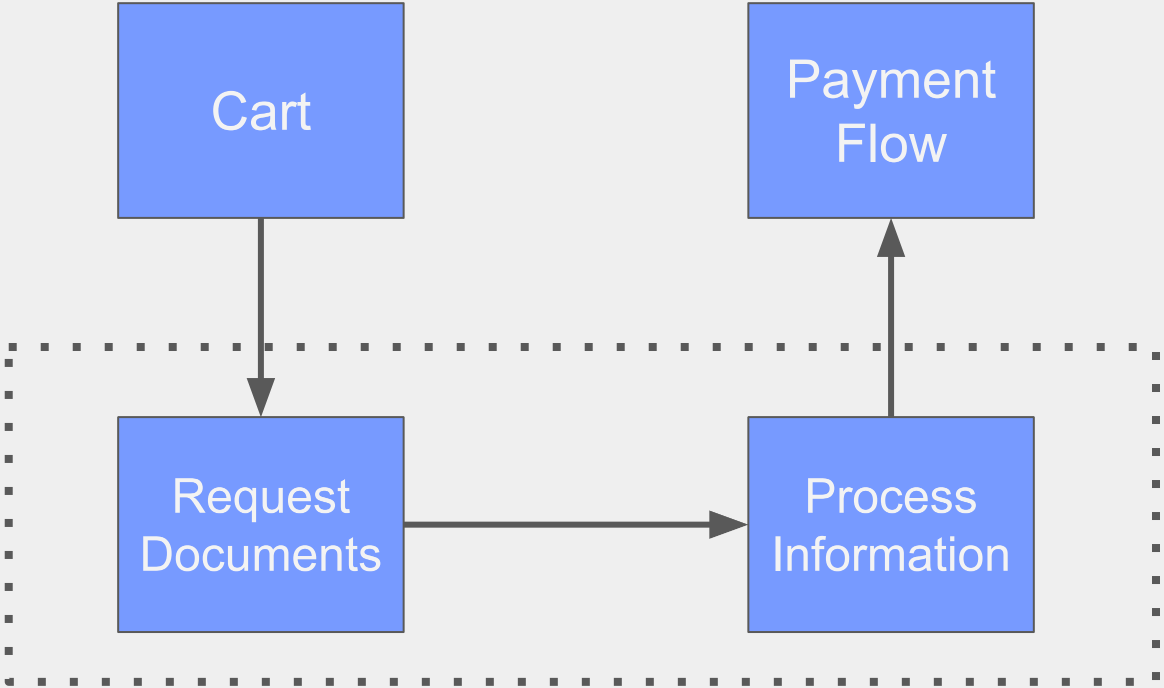
💻 example 3 - Task Attack

You are tasked with adding a new two step purchasing flow into the software. Should you go Top-down, Bottom-up our slice it?

💻 example 3 - Task Attack



💻 example 3 - Task Attack



🎯 How to choose?

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Chunking

Break big things into smaller things

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Consulting

Ask for advice

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Choose

Using one or more methods

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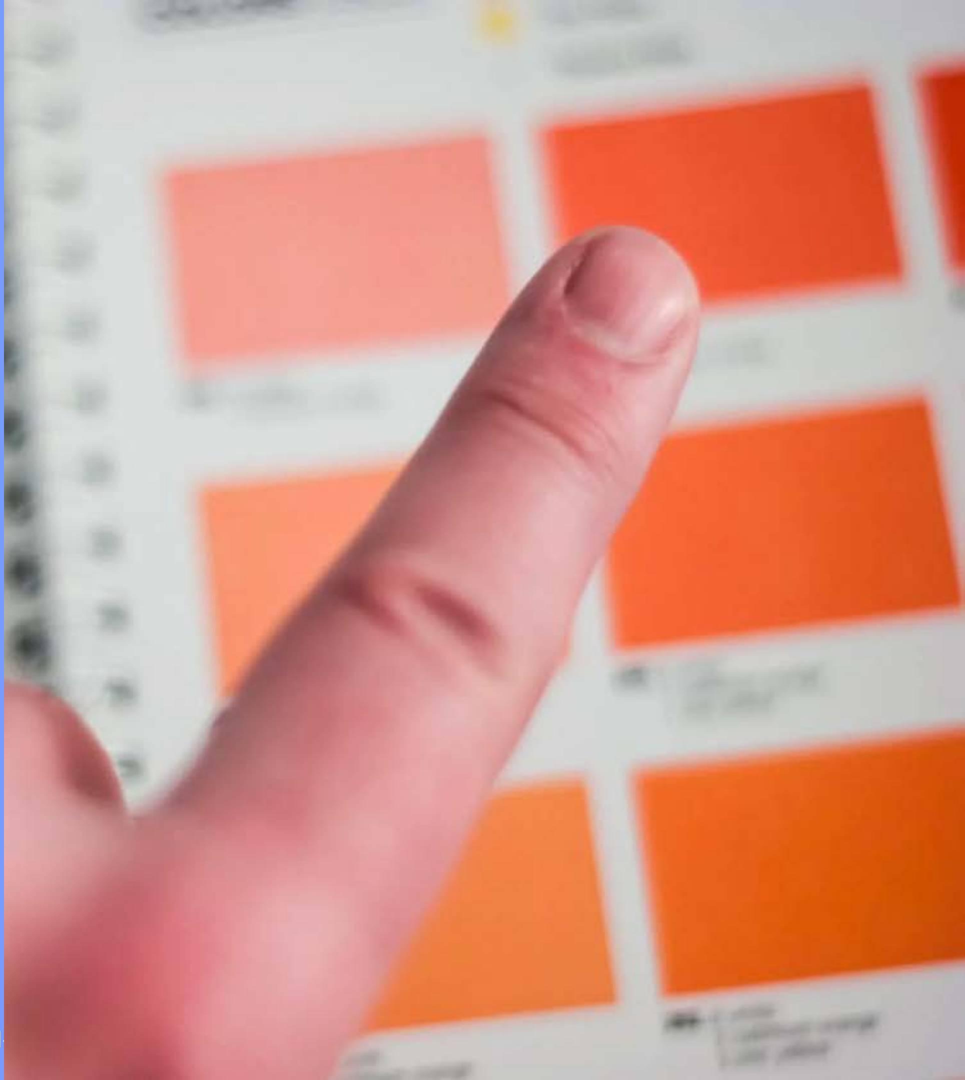

Methods

- Pros and Cons
- Analytic hierarchy process (AHP)
- Conjoint analysis
- Cost/benefit analysis
- ...

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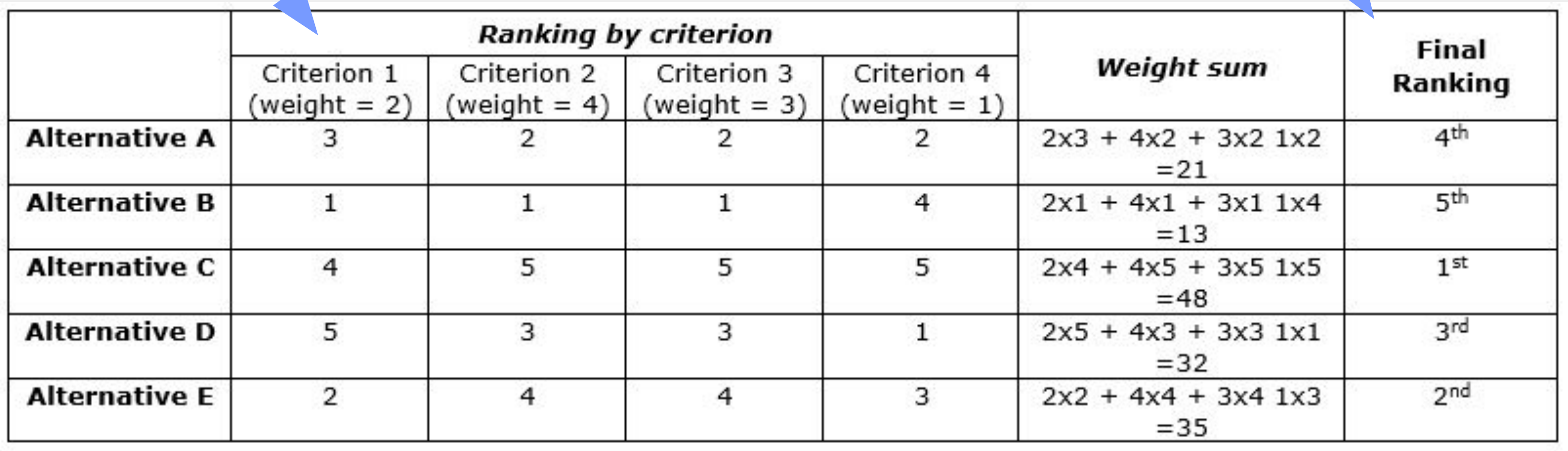
Criterias

Ranking



	Ranking by criterion				*Weight sum*	Final Ranking
	Criterion 1 (weight = 2)	Criterion 2 (weight = 4)	Criterion 3 (weight = 3)	Criterion 4 (weight = 1)		
Alternative A	3	2	2	2	2x3 + 4x2 + 3x2 1x2 =21	4th
Alternative B	1	1	1	4	2x1 + 4x1 + 3x1 1x4 =13	5th
Alternative C	4	5	5	5	2x4 + 4x5 + 3x5 1x5 =48	1st
Alternative D	5	3	3	1	2x5 + 4x3 + 3x3 1x1 =32	3rd
Alternative E	2	4	4	3	2x2 + 4x4 + 3x4 1x3 =35	2nd

Options

	Familiarity	Coverage	Pricing	**Score**	
PayPal	3	3	2	**8**	1st
stripe	2	3	2	**7**	2nd
iugu	2	2	3	**7**	2nd
mercado pago	1	2	2	**5**	4th

🐟 Review

Calm your 🧠

📝 Store and Compare

⏪ Review and Re-evaluate

⏱️ Establish your cadence

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Don’t over do it 🗣️

- 🤝 Look for help
- 🎓 Evaluate different methods
- ✋ Don’t overthink

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🙆‍♂️

Thanks

Learning to overcome the choice paradox

by Fabricio Buzeto

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We’re hiring