



?

### “Undecisive”

In modern life, people become more **undecisive** from little to big decision-making.



### Shopping

With all kinds of online & off-line retailers, it **takes longer time** for people to choose which product to buy.



### Education

Because of the information asymmetry, students **don't know** which program is best for them.

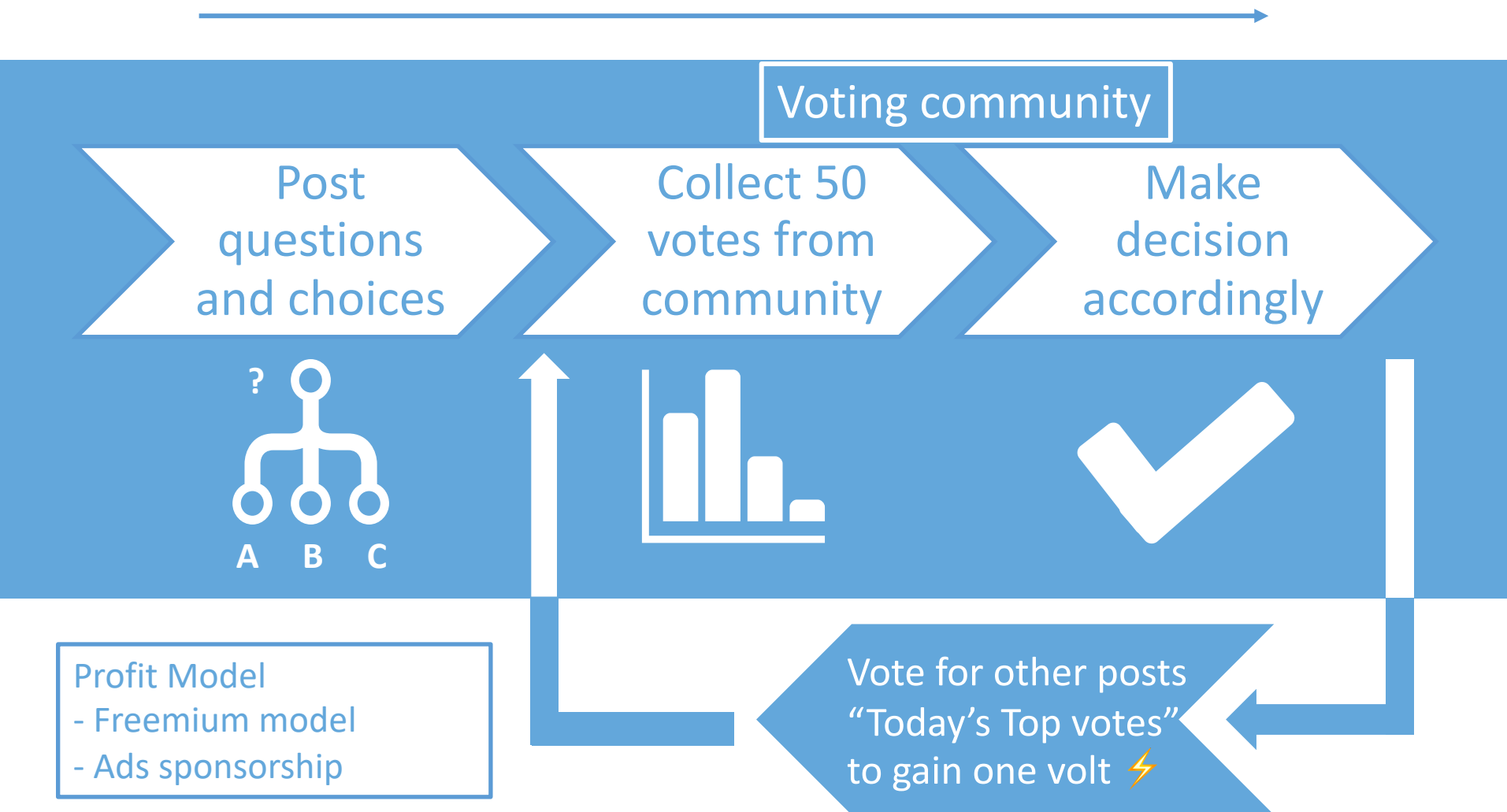


### Career

People always **struggle** while considering to change their career path.



“We make easy choice”





01

## Simplicity

It is found that people prefer to make a choice or take a short survey instead of giving paragraph-long answers

02

## Rewards

People can collect volts ⚡ by answering questions, and use volts ⚡ to initiate a question (5 votes => 1 question)

03

## Curiosity

People can only see the results after they answer.

Community Currency: ⚡ (volt)

- Vote for posts: + 1 volt ⚡
- Add reasons for votes: +2 volts ⚡ ⚡
- Post questions: - 5 volts ⚡ ⚡ ⚡ ⚡ ⚡



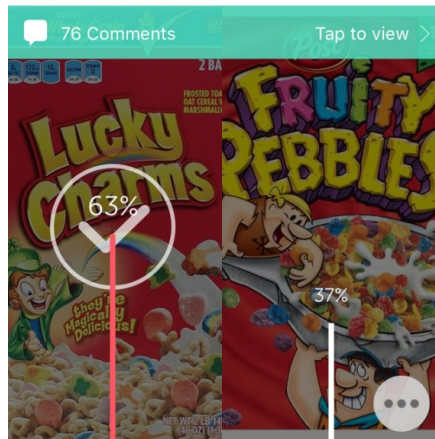
## Wishbone



A simple voting system to allow users vote for others' questions.

Which do you like better?

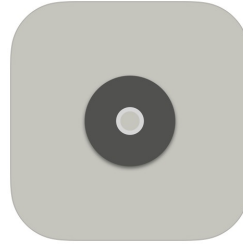
2/100



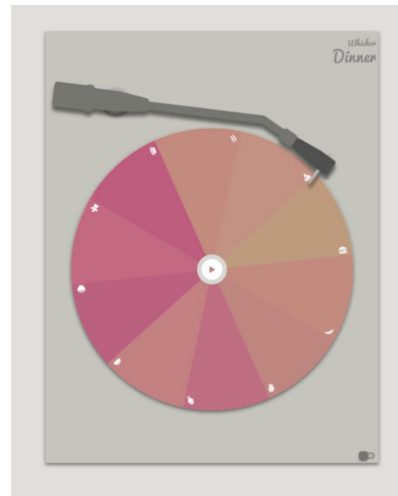
horse\_\_gymnast

11067 votes

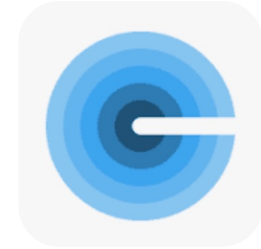
## Whichor



A lottery tool to get a random choice.



## ChoiceMap



Use large dataset to recommend choices.

Ranked options	
TREATMENTS	
Option 4	92% >
Option 1	86% >
Option 6	75% >
Option 3	44% >
Option 2	40% >
Option 7	21% >
Option 5	9% >



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