UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true.

And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

**MORE CHOICES AND FEATURES RESULT IN HIGHER SATISFACTION**

Having choices is considered a good thing. We are used to choices and we value dearly if we can be in control.

However, the more choices a website or web application offers, the harder it is to understand the interface. Studies show that having too many options often leads to decision paralysis and frustration. As a general rule, people only value an abundance of features before they actually start using the given product. After they have started using it, the simpler solution wins with higher satisfaction.

**MYTH 12**

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