


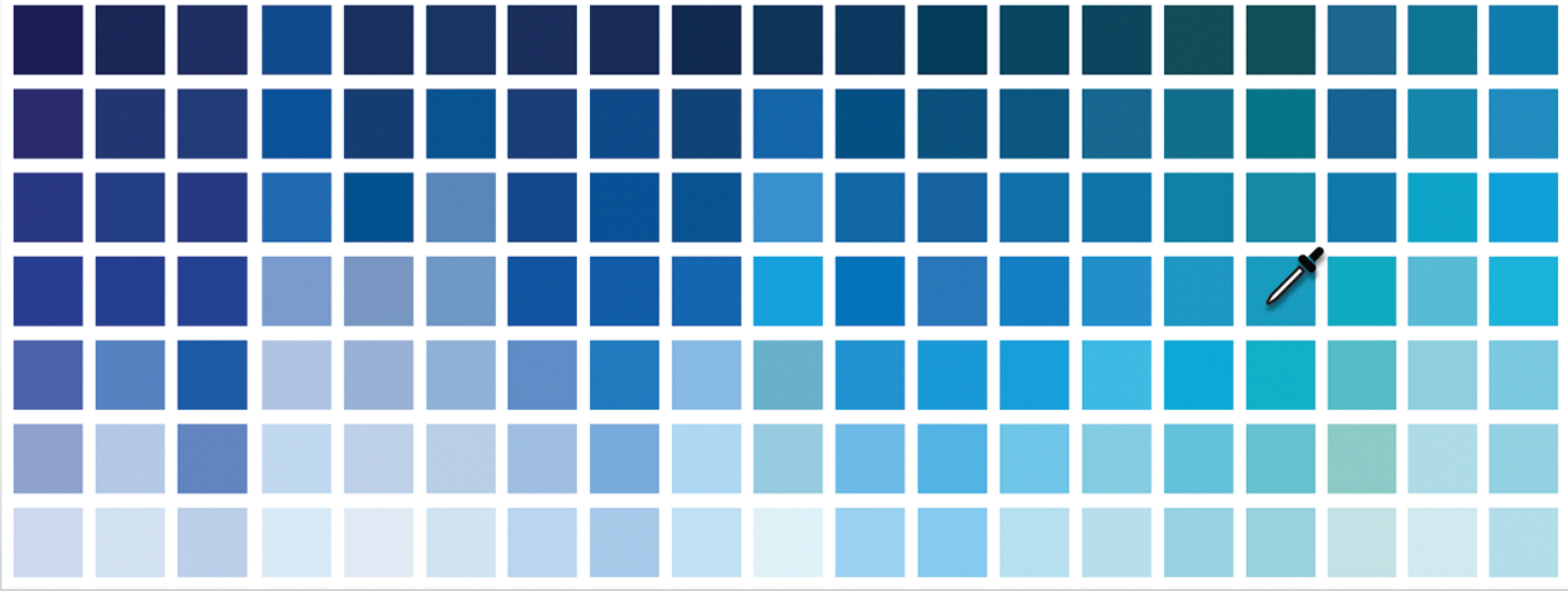
Prudential Challenge Lab: "COLOR ME CONFUSED"


Decision Paralysis and Too Much Investing Choice


This online experience demonstrated the concept of "Decision Paralysis" – a common behavior that occurs when people are faced with too many options. It drove participants to a humorous video experiment (next example), describing the importance of making investing for retirement less complex.

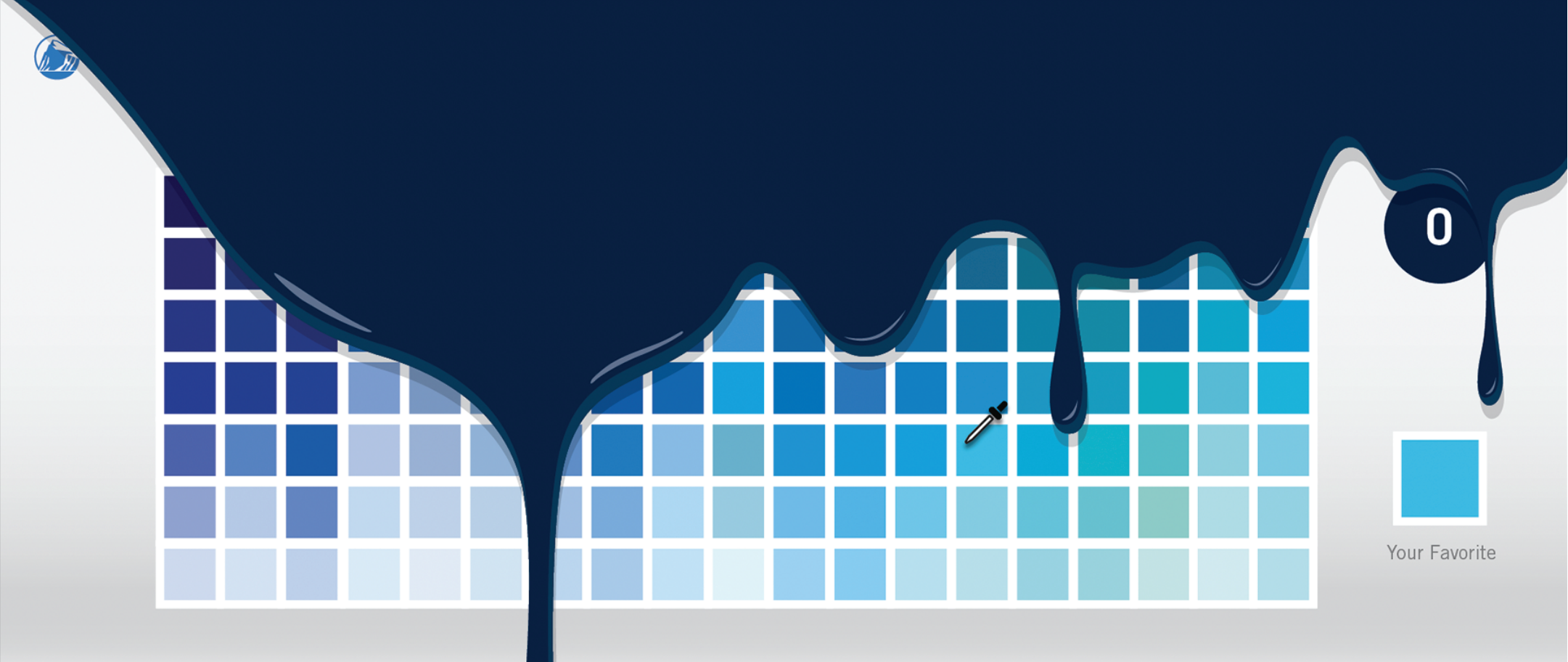
 **CAN COMPLEXITY COLOR YOUR DECISION MAKING?**  Choose your favorite color to find out.


 **GOOD CHOICE.** Could you be a little more specific? Hurry, you have 7 seconds. Go back >>

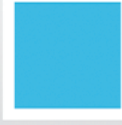


 **5**

 Your Favorite



 **0**

 Your Favorite

HOW MUCH CHOICE IS TOO MUCH CHOICE?

"Decision Paralysis" can occur when people have too many options.

See what our experiment reveals about decision-making and retirement investing.

[Watch the video >](#)

