

[BE FOUNDATIONS - NUDGES]
**STRUCTURING
COMPLEX CHOICES**



Choices & aspects & features - oh my! How would these companies approach your business question? Use this worksheet to STRUCTURE COMPLEX CHOICES.

1) AMAZON

2) GOOGLE

3) EXPEDIA

4) ZILLOW

5) ZAPPOS

6) NETFLIX

7) COKE FREESTYLE MACHINE

8) TARGET (OR A GROCERY STORE)

9) T-MOBILE (OR ANOTHER CELL PHONE PROVIDER)

10) VOLVO (OR OTHER CAR SALES)

**WANT
HELP?**

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