UX with Prithiv

Design Trade-Off Decision Matrix

Make better UX decisions.
Compare your options.
Choose with confidence.



UX designers constantly face competing priorities:

- Simplicity vs functionality
- Consistency vs flexibility
- Speed vs quality
- Personalisation vs privacy
- User needs vs business requirements

How do you decide which direction to take?

Use this Design Trade-Off Decision Matrix to compare your design options objectively.

Step 1

Define the design decision

What problem are you trying to solve?

Example: Should we simplify the checkout process or add more information to help users make informed decisions?

Step 2

List your design options

Option	Description
Option A	Simplified checkout with fewer fields
Option B	Detailed checkout with additional information
Option C	Progressive checkout that reveals information step by step

Step 3

Evaluate each option

Score each option from 1 to 5.

1 = Poor **2 = Below average** **3 = Average**
4 = Good **5 = Excellent**

Decision criteria	Option A	Option B
User experience	5	3
Accessibility	4	4
Business impact	4	3
Technical feasibility	5	4
Development effort	5	3
Total score	23	17

Illustrative scores only. Adjust them based on your research, project context and team input.

Step 4

Understand the trade-offs

Option A – Simplified checkout

Advantage: Faster and easier to complete.

Trade-off: Some users may need additional information before purchasing.

Option B – Detailed checkout

Advantage: More information is available upfront.

Trade-off: More cognitive effort and potentially more friction.

Option C – Progressive checkout

Advantage: Information appears when users need it.

Trade-off: Requires more implementation effort.

Step 5

Make your decision

Ask yourself:

1. Which option best addresses the user's problem?
2. Which option supports the business goal?
3. What constraints could affect implementation?
4. What risks are we accepting?
5. How will we validate the decision?

Final decision: _____

Reason for choosing it: _____

Risks and compromises: _____

How will we measure success? _____

Remember

A higher score doesn't automatically mean a better design.

Use the matrix to structure discussions, make assumptions visible and understand the consequences of each choice.

Good UX decisions aren't about avoiding trade-offs. They're about making the right trade-offs for the problem you're solving.

Save this matrix and use it in your next design review!