Just within choice realm, you have many design choices for defaults.

Mass Defaults
- Lowest cost / lowest risk defaults
- Random defaults
- Forced or active choices
- Benign defaults
- Hidden option

Personalized Defaults
- Persistent defaults
- Smart defaults
- Adaptive defaults

Source: Goldstein, D. et al. "Nudge Your Customers Toward Better Choices." *Harvard Business Review* (2008)

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