[](http://www.google.com.au/imgres?imgurl=http://sweetspotstrategy.com/wp-content/uploads/crestockimages/1813772-ms.jpg&imgrefurl=http://sweetspotstrategy.com/psychology-of-choice-guiding-product-design&h=400&w=400&tbnid=tcJkTS2lz3wyVM:&zoom=1&docid=SdiLjJhg71u0bM&ei=WwbrVNPRJ4bs8gWexYDwAg&tbm=isch&ved=0CCsQMygOMA4)Makes the wrong choice.

[](http://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=&url=http://becuo.com/cute-sorry-face&ei=IgfrVNedGtDo8AWqjIGAAw&bvm=bv.86475890,d.dGc&psig=AFQjCNGn0hvdUR6p-E1ORpmxerYTmwxzQg&ust=1424775330804412)

Feels bad about it. [](http://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0CAcQjRw&url=http://www.techydad.com/2013/09/saying-sorry/&ei=zQfrVJ6ZIpXo8AWrz4KgAw&bvm=bv.86475890,d.dGc&psig=AFQjCNGNmmH8eWkEuFsY0vhjZPOpST8auw&ust=1424775453467426)Says sorry.

[](http://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0CAcQjRw&url=http://www.manataka.org/page2693.html&ei=HQjrVIudGsPp8AXo64CIAw&bvm=bv.86475890,d.dGc&psig=AFQjCNFxke4T2Gw-qgLPMFaKM5OSq-4qTg&ust=1424775559290541)

Is forgiven.

[](http://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0CAcQjRw&url=http://charlieglickman.com/2012/02/06/intentions-dont-matter-on-making-amends/&ei=gQjrVLjTMozg8AX84YK4Aw&bvm=bv.86475890,d.dGc&psig=AFQjCNESOj4dvtHIYg3z8uOsSMYcmqnS5w&ust=1424775651667989)Makes up for wrong choice.