

**#15 Users say the product has become boring.
What could be the reason?**

Post-SignUp



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#70 Social desirability bias

Users are dissatisfied with more serious aspects of the product than its boringness. When talking about boringness, they mask their real opinion not to sound rude.

#43 Group attribution error

We became associated with the category of products that are out of trend. Maybe we failed in our public communication and/or marketing strategies.

#6 Cue-dependent forgetting

We did not prepare joyful reminders, and over time, everything that made users happy became commonplace for them.

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We always have many options for dealing with user boredom. Starting with our ability to add some humor and quirkiness to the product (**#12 Bizarreness effect**, **#13 Humor effect**), ending with personalized messages to users (**#14 Picture superiority effect**, **#22 Framing effect**, **#75 Barnum effect**). Depending on the type of product, we can also add smart alerts to the system (**#49 Automation bias**), as well as re-present the existing functionality (**#39 Recency illusion**).