

**#18 Our users pay too much attention to the secondary components of the product. What could be the reason?**

Post-SignUp



UX Core Guide by Wolf Alexanyan  
<https://uxcg.io>



**#15 Von Restorff effect, #20 Contrast effect**

We have made one element of the interface stand out too clearly from the others.

**#74 Dunning-Kruger effect, #28 Selective perception**

Due to their incompetence, users exaggerated the importance of some components of the product.

**#83 Loss aversion**

Users compare secondary components of our product with the same ones that our competitors have. As our competitors have those better developed, our users consider our weakness as their "personal loss," the pain of which is higher than other functionality we provide.

**#64 Spotlight effect**

Users misjudge how visible these product components are to other people on the platform.

**#11 Base rate fallacy, #22 Framing effect, #12 Bizarreness effect, #16 Self-reference effect**

We used bad wrapper for the features. As a result, people overestimated minor features and underestimated main ones.

**#36 Neglect of probability, #30 Ostrich effect**

Users exaggerate the risks because of the emotional discomfort of just thinking about them.

**#19 Conservatism (belief revision), #25 Confirmation bias**

We have left out the faith and ideological values of our users. The minor product elements conflict with the values of our users.