

#17 Our users use only one feature of the product among many others. What could be the reason?

Post-SignUp



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#15 Von Restorff effect, #28 Selective perception

We have emphasized a specific object (button, icon, other) too strongly in contrast with others.

#46 Functional fixedness

The problem is rooted in the behavioural patterns (habits) of our users. In such cases, we can play with elements positioning. For example, we can move elements from less popular features of the product to the most popular ones or vice versa. This should be done carefully since the slightest mistake can cause users tremendous anger (just imagine what would happen if Facebook simply swap places of “like” and “heart” reacts.)

#93 Ambiguity effect, #30 Ostrich effect

Users are worried about the integrity of their data. They’re not sure that new functionality will not be a waste of time.

#88 Endowment effect, #83 Loss aversion

Users overestimate the value of the functionality they use because of the time they invested in it.

#86 Zero-risk bias

Users feel that their current use of the product is the safest. This opinion could be without rational explanation.

#68 Pro-innovation bias, #20 Contrast effect

Other components of our product are much worse than we think. It seems that they cannot be worse since one of the product components is very popular, but the data shows the opposite.

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To encourage users to use other parts of the product, we can try **#80 Appeal to novelty, #39 Recency illusion, #64 Spotlight effect, #5 Context effect**. In our communication where we promote other features of the product, we should consider the **#19 Conservatism (belief revision), #22 Framing effect**.