#3 Our users do not use the product features they have requested. What could be the reason?

Post-SignUp

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#93 Ambiguity effect
Users are worried about losing the data that they worked on using previous functionality. They do not feel confident that new functionality will not be a waste of time.

#80 Appeal to novelty
Users wanted functionality by appealing to the fact that competitors have it or to the "novelty" of the technology. Desire was driven by an emotional impulse, not a rational assessment of utility. In fact, the functionality turned out to be way less useful than they thought.

#21 Distinction bias
When it became possible to assess the requested features, users realized that the previous system/functionality was better.

#63 Curse of knowledge
We could not put ourselves in the user's shoes and misinterpreted their wishes. The error can also be related to the **#72 Consensus bias**.

#68 Pro-innovation bias
We did not notice how we created something that was more convenient for us than for our users.

#46 Functional fixedness
It is difficult for users to adapt to changes due to the habits they formed when working with previous functionality.

#73 Hard-easy effect
We overestimated the ability of our users to use the requested features. The functionality turned out to be too complicated for them.

#58 Normality bias
Users did not consider the scale of the requested changes. This led to the desire to return to the old methods of work.

#84 IKEA effect
The new functionality implies that users will stop using the old system and switch to the new one. Users didn't take into account their emotions towards the old functionality in which they put a lot of time and energy.

#61 The Magical Number 7+-2
We added functionality without considering Miller's Law. The number of objects required for memorization made it challenging to master the new features.

#74 Dunning-Kruger effect
Users, whose opinion was accepted as the basis for the feature's development, turned out to be incompetent in the issue under discussion.

#70 Social desirability bias
If users voted for a feature publicly, their responses might reflect a desire to appear preferable in the eyes of others. In fact, instead of carefully analyzing proposed options, they stuck to a line of conduct that correlated with their public image.
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Users might simply not notice the new functionality. Perhaps we poorly presented new features (**#28 Selective perception**). If the design allows, we can emphasize the features using the **#15 Von Restorff effect**.