

#4 We are unable to create the correct associations with our product on the market. What could be the reason?

Pre-SignUp

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#22 Framing effect

The problem is in the form of our communication. The "wrapper" of our content is too weak.

#30 Ostrich effect

Our public communication and marketing materials include content that is emotionally uncomfortable for users.

#43 Group attribution error

We have been associated with wrong group/collective/product category properties that we didn't want to.

#3 Illusory truth effect, #1 Availability heuristics, #8 Frequency illusion

The intensity of our marketing content is too weak and not enough to generate associations with the product.

#4 Mere-exposure effect

In our public communication and marketing materials, we use objects that are unknown to our audience.

#7 Mood-congruent memory bias

Our public communication and marketing materials are in severe contrast to the current emotions of our audience.

#19 Conservatism (belief revision)

Our content goes against the ideological or moral values of our audience.

#16 Self-reference effect

Our communication and marketing materials do not affect the target audience personally

#17 Negativity bias

We recently improved the quality of our communication and marketing materials but did not take into account the time it takes for audiences to forget previous, harmful practices.

#61 The Magical Number 7+-2

We have not determined the main idea that we want to be associated with on the market. We focused on promoting too many ideas simultaneously, and as a result, users became indifferent to our content.

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Perhaps our communication and marketing materials are too monotonous. It may make sense to use non-standard solutions (**#12 Bizarreness effect, #13 Humor effect**).