**#11 Our users accuse us of problems that have arisen because of their carelessness.**

# #

The key question when discussing this problem is if users become victims of our intentional choice, or if it happened by accident? If the problem happened by accident, the reason was most likely related to **#62 Illusion of transparency, #63 Curse of knowledge**. It's never too late to apologize, compensate losses, and develop a safety mechanism to prevent such things from happening again. On the other hand, we may have done this intentionally.

**#10 Omission bias, #36 Neglect of probability, #58 Normality bias, #67 Planning fallacy**
We knew that people would underestimate the importance of checkboxes, buttons, and small texts in their profile settings. In such cases, most often users prone to **#89 Backfire effect, #91 Reactance**. Users will appeal for justice (**#47 Just-world fallacy**), habits (**#46 Functional fixedness**) and time/financial losses (**#83 Loss aversion**). In our turn, we have to use the correct accent in communication (**#22 Framing effect**), create **#76 Illusion of control** and **#51 Placebo**.