



#83 Loss aversion, #88 Endowment effect

If we are unsure whether the users will like the new functionality, we should put it in an implicit place. If we put the functionality in a visible place, and later it turns out that most users do not need it, it will be much more difficult to remove it without causing a negative reaction from the users.

#5 Context effect

The functionality should harmoniously fit into the context of both the product and the specific page where we place it.

#54 Halo effect

The way we present the new functionality sets the tone for future updates. The more pompous we present the functionality, the higher we put the expectation bar ([#22 Framing effect](#)).

#28 Selective perception

We should investigate users' expectations from the added functionality, and during the presentation, put special emphasis on them.

#46 Functional fixedness

If by adding functionality, we change any of the established workflows, then it can cause a sharply negative reaction.

#62 Illusion of transparency

We should explain all the advantages of the functionality as simply as possible, even if we think that everything is self-explanatory.

#67 Planning fallacy

We can significantly overestimate our ability to implement functionality within the agreed time frame.

#91 Reactance

If we introduce functionality that can significantly change the product, but at the same time do not allow users to refuse (at least temporarily) these changes, we run the risk of running into a sharply negative reaction.

#73 Hard-easy effect

We should minimize the threshold for using the functionality and the learning cycle time of it. All team members should consider the assumptions about the simplicity of the new functionality. Besides, it would be very useful to evaluate usability in advance by giving a group of users access to the functionality.

#94 Information bias

If we are constantly looking for additional information about the launch of the functionality, we should determine how exactly this information will affect our decision. In other words, we should define the success criteria for our researches.