



#6 Cue-dependent forgetting, #1 Availability heuristics, #42 Illusory correlation

We stopped reminding our users of those pleasant, successful moments that they experienced with our product. An example of an effective "reminder" is Facebook's features "On This Day," "Your most-liked post of last year," etc.

#5 Context effect, #63 Curse of knowledge

Our communication or the form of our actions has changed. In its turn, it has changed the product context for the users.

#3 Illusory truth effect, #8 Frequency illusion

We have become a victim of direct or indirect discrediting/information campaigns of our competitors.

#17 Negativity bias

In the recent product updates, we accidentally caused users strong emotional discomfort. Perhaps we even quickly resolved the problem but did not take sufficient measures to "smooth out" the incident.

#25 Confirmation bias, #72 Consensus bias

We have lost contact with our users. Even though we continuously upgrade the product, we do not learn from users' reaction. We are not fighting their hypotheses about drop-in product quality. Consequently, day after day, they continue to reassure themselves of their assessments of the "declining quality" of the product.

#46 Functional fixedness

Perhaps the frustration of users is related to product updates. It may be difficult for them to adapt to changes due to the habits of long-term use of the software with the old methods.

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Depending on the intensity and duration of the disappointment, we can try to slow it down by conducting various polls ([#76 Illusion of control](#)). We can make updates more proportional in terms of evoked emotions ([#24 Weber-Fechner Law](#)). Also, we can try to create a positive emotional response in the part of the product where our users' interaction with it ends (Log out, Application closing, etc.) ([#101 Peak-end rule](#)). If for some reason, we can't change the course and make any significant changes to the product, then it might be wise to provide users with [#51 Placebo](#).