



## #91 Reactance

Any change that will limit the users' capabilities is a highly sensitive one.

## #88 Endowment effect

Any component that users considered "their own" is a highly sensitive change. It does not matter whether the user used the functionality or not ([#83 Loss aversion](#)).

## #84 IKEA effect

Any product component that was customized or built by the user, is highly sensitive to change.

## #1 Availability heuristics

Any component that is fresh in the user's memory becomes sensitive to changes.

## #50 Bandwagon effect

Any component that is used by the majority of users is sensitive to change.

## #5 Context effect

Any product has a basic set of features that provide the "context" of the entire product. Such components are highly sensitive to changes.

## #19 Conservatism (belief revision)

Any change affecting the moral, ethical, or ideological values of our audience is critically sensitive.

## #27 Post-purchase rationalization

The components we have used to help the user rationalize their purchases/decisions are particularly sensitive to change.

## #46 Functional fixedness

Any change in a common workflow in a product is highly sensitive.

## #58 Normality bias

Any change that brings uncertainty into the future of a component/product may cause a sharp reaction from users.

## #74 Dunning-Kruger effect

This may sound obvious, but the most sensitive components are always those that the user considers most important. Often, especially in the B2B model, the user's incompetence can lead to the fact that we will not be able to make changes to those system components that are redundant or incomplete.