#5 Our users are complaining about product updates. What could be the reason?

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#4 Mere-exposure effect
We recently made multiple modifications of the same component that our users had strong feelings for.

#84 IKEA effect
With our latest updates, we have modified the part of the product in which our users have invested a lot of time, energy, emotions.

#20 Contrast effect
We did not properly distribute the release dates and put too many releases in a short span of time. Thus, it attracted too much user attention.

#22 Framing effect
We did not care about explaining the significance of the upcoming updates, which caused users' anger.

If we are forced to make a series of updates, we can provide users with an option to choose a convenient time for applying them (Similar to Windows updates). The options in their turn should be within the framework of our business needs (**#51 Placebo**, **#76 Illusion of control**). If we can't provide options, at least we have to publicly apologize for the inconvenience and let the time heal everything (**#100 Fading affect bias**).