#63 Curse of knowledge
We need to define comfort criteria that perfectly reflect our audience. If we have already created a "Persona" for our project, we can add these criteria there. Criteria must match the beliefs of our audience (**#19 Conservatism (belief revision)**).

#104 Primacy effect
We should pay special attention to the starting elements of any process (workflows). For example, the process of registration (sign-up workflow), purchasing a product (purchase workflow), filling out a user profile, etc.

#49 Automation bias
We can add a system of smart prompts/reminders/tips based on user behavior patterns. Even a minimal investment in this direction can improve user comfort. In turn, the frequency of occurrence of such messages should be adjusted, taking into account **#34 Clustering Illusion**.

#64 Spotlight effect
We must clearly explain to the user which of his actions are public and which ones are visible only to him. If the product implies privacy, we must show our commitment to a full privacy policy on any page where the user may have privacy/data security-related concerns.

#91 Reactance
We must avoid any conflict with the user and try to resolve issues without referring to the terms of service or any other conditions that the user could simply miss.

#61 The Magical Number 7+-2
We should take care of a logical categorization of UI objects to avoid difficulties when the user wants to remember/find something.

#4 Mere-exposure effect
In our communication, we can use objects familiar to users. The objects, in their turn, should be associated with trust and reliability.

#99 Prejudice
We must take into account the prejudices of our audience and use this knowledge whenever possible. For example, we can avoid using numbers with negative associations ("13", "666," etc.). Also, we could use some prejudices to our advantage. For example, when sending the temporary access code to the application (One-time password), we can use nice numbers symbolizing good luck (777555), etc.

#73 Hard-easy effect
We need to simplify all the actions that the user can take. If we notice a little complexity in any process of the product (workflow), users will find it even more difficult.

#30 Ostrich effect
If we know which elements of the product can cause emotional discomfort to the user, we should determine which ones can be removed and which ones can be made less noticeable.

#5 Context effect
We must keep track of each product page's context and make sure that the integrity of the context is not compromised when planning the smallest changes.

#6 Cue-dependent forgetting
We may periodically remind the user of the good experience they have with our product. The simplest example is the "Most liked photo" feature on Facebook, which periodically shows the most popular photos of our profile, and so on. Timing for showing such reminders can be synchronized with good events for the user in the product (**#7 Mood-congruent memory bias**).

#8 Frequency illusion
Our communication should be structured in such a way that doesn't annoy the user. It is not only about the frequency of notifications but also about the monotony of the semantic load.

#16 Self-reference effect
In those parts of the product where the user may have the slightest doubt about his actions, we can add contextual buttons/shortcuts. This will allow the user to understand that whatever he is doing is clearly in his interests.

#17 Negativity bias
We must avoid negative events in our product. This applies to both communication and product functionality. No matter how good we are, negative situations will affect our users' experience for a while.

#102 Serial recall
When designing workflows for users, we should consider the "serial recall" effect.

#93 Ambiguity effect
We should avoid ambiguous wording and add tooltips to avoid confusion in any part of the product.

#32 How to make the product as comfortable as possible? Part 3/3

Development   Pre-SignUp   Post-SignUp

UX Core Guide by Wolf Alexanyan
https://uxcg.io

#86 Zero-risk bias

We can mitigate some user concerns if we tell them something obvious to us but not obvious to them. So, adding indicators of "99.9% server availability," "no connection problems," etc., can increase the user experience and cost us almost nothing in terms of implementation.

#84 IKEA effect

The more energy users invested in a particular part of the product, the more valuable it is for them. Changes in such components should be communicated carefully.

#76 Illusion of control

If we have established a certain "status quo" with the users, where they think they can significantly influence the project's events, we shouldn't prove them the opposite.

#20 Contrast effect

If our goal is to create a sense of comfort and stability, we should not use elements that contrast strongly with our previous communication and design elements. The more homogeneous and coherent the product is, the more comfortable it is perceived.

#70 Social desirability bias

If we use user surveys for collecting the data we should design them in accordance with social desirability bias. The survey questions and answers should be structured in a way so people are comfortable choosing between them.

#50 Bandwagon effect

If the user has to make a decision that he's unsure about, we can provide him with statistics, pushing him to join the majority.

#101 Peak-end rule

We should take care of the comfortable completion of a series of actions in the product (workflows). All the final actions of the workflows (a series of steps) should be coherent not to annoy users.

#

In conclusion, I will add that in the matter of comfort, one of the most important roles plays the delivery of information (**#22 Framing effect**). So, we need to make sure that our communication is comfortable enough (**#62 Illusion of transparency**), meets the audience's criteria for "fairness" (**#47 Just-world fallacy**), and emphasizes their positive expectations (**#25 Confirmation bias**, **#28 Selective perception**).