#22 Our users have not appreciated or downplayed the latest product updates. What could be the reason?

Post-SignUp

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#20 Contrast effect
The recent updates have not contrasted with the previous ones. If we expect users to distinguish between monotonous updates/events, we are most likely to be disappointed.

#22 Framing effect, #62 Illusion of transparency
We haven't bothered to provide a nice wrapper for our updates. The "wrapper" refers to any element of our communication with users. These include mailing lists, alerts, release notes, images, etc.

#28 Selective perception
Our updates did not meet user expectations.

#80 Appeal to novelty
Our main argument in support of changes was their novelty. Users, in turn, were interested in other things.

#88 Endowment effect, #83 Loss aversion
Our updates mean that users will completely or partially abandon the part of the product in which they have invested a lot of time and energy.

#7 Mood-congruent memory bias
Our updates fall on that period of our user's life cycle in which he has a gloomy mood. Consequently, the user makes judgments based on emotional impulses rather than logical judgment (#9 Empathy gap).

#61 The Magical Number 7+-2
We presented the updates by breaking them into too many parts and thus "diluted" their impression. As a result, users became indifferent to the information that we wanted to convey through the release notes.

#68 Pro-innovation bias
We have exaggerated the significance of what we have created. We may have become a victim of the **#69 Overconfidence effect**.

#74 Dunning-Kruger effect
Our users' competence and knowledge do not allow them to assess the significance of our updates objectively. Our mistake is that we didn't take care of a convenient "wrapper" for updates.

#72 Consensus bias, #63 Curse of knowledge
We misinterpreted our users' feedback, and the system updates were not as interesting as we thought.