#51 Why our users make mistakes when using the product?

#78 Risk compensation

We've used too many safety elements, tips, and warnings on the product pages. Over time, our users developed a tolerance for such data and became immune to it.

#63 Curse of knowledge, #72 Consensus bias

What we consider to be an error is considered as a norm by the user.

#61 The Magical Number 7+-2

We've grouped UI elements awkwardly. We should find options for optimizing the interface without changing the usual workflows (**#46 Functional fixedness**).

#10 Omission bias

Mistakes occur because of user inactivity. We need to change the form of communication (**#22 Framing effect**) and clearly show the problems that may follow because of inaction (**#14 Picture superiority effect, #21 Distinction bias**).

#49 Automation bias

Our users rely too much on system hints.