#14 We were accused of a careless approach to business. What could be the reason?

#12 Bizarreness effect

In our public communication, or in the product itself, we use too many non-standard solutions/elements, that do not correspond to our audience's conservative ideas.

#13 Humor effect

Our audience finds the humor we used as inappropriate to promote the product.

#15 Von Restorff effect

We used too many non-standard solutions for interface visualization. Some of those were interpreted as a "frivolous attitude to business."

#7 Mood-congruent memory bias

Our communication with users caused them emotional dissonance. We did not consider their moods connected with the latest world/local events (conjuncture changes).

#54 Halo effect

Users created high expectations from product based on the object we used to attract them. The actual product didn't match the wrapper.

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We could fall victim to user idiosyncrasies - unique taste preferences of users.