



### #15 Von Restorff effect, #20 Contrast effect

We have made one element of the interface stand out too clearly from the others.

### #74 Dunning-Kruger effect, #28 Selective perception

Due to their incompetence, users exaggerated the importance of some components of the product.

### #83 Loss aversion

Users compare secondary components of our product with the same ones that our competitors have. As our competitors have those better developed, our users consider our weakness as their "personal loss," the pain of which is higher than other functionality we provide.

### #64 Spotlight effect

Users misjudge how visible these product components are to other people on the platform.

### #11 Base rate fallacy, #22 Framing effect, #12 Bizarreness effect, #16 Self-reference effect

We used bad wrapper for the features. As a result, people overestimated minor features and underestimated main ones.

### #36 Neglect of probability, #30 Ostrich effect

Users exaggerate the risks because of the emotional discomfort of just thinking about them.

### #19 Conservatism (belief revision), #25 Confirmation bias

We have left out the faith and ideological values of our users. The minor product elements conflict with the values of our users.