#57 How to add additional value to a product "out of nothing" at minimal cost? Part 1/2

Development Pre-SignUp Post-SignUp UX Core Guide by Wolf Alexanyan
https://uxcg.io

#86 Zero-risk bias
We can add to our offer various guarantees and notes about the complete absence of some risks. It should be understood that we are talking even about such things that may be obvious to most users.

#62 Illusion of transparency
We can simplify product documentation and emphasize in our business proposal that we have the most accessible guides/documents on the market. It should be noted that it is not at all necessary for our product to have documentation.

#93 Ambiguity effect
We can add a point to our business proposal that emphasizes the transparency of our product. In the same logic, we can indicate the absence of "surprises" when working with us. Example: "No hidden fees."

#1 Availability heuristics, #3 Illusory truth effect
We can closely follow market trends and associate with them in our communication. It can be anything: support for some kind of technological movement, decisions of a public company, etc. If implemented correctly, such steps will help to significantly increase the value of the product and improve the image of our company. Note that we are not talking about the implementation of the functionality here. I'm only talking about our public communication, commenting, discussions.

#16 Self-reference effect
By changing the texts in the product, we can achieve greater self-reference among users, which, in turn, will increase the value of the product in their eyes. Even the simplest change of the name of the link "Click here" to "If you are a veteran, click here" can benefit the product.

#19 Conservatism (belief revision), #25 Confirmation bias
If the specificity of the product and the market allow, we can emphasize the commitment of the product to protect the ideological, moral, and ethical values of users.

#57 How to add additional value to a product "out of nothing" at minimal cost? Part 2/2

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#27 Post-purchase rationalization

We can add elements to make it easier to rationalize user choices. The simplest example: an alert in the form "97% of users were happy with this purchase!" We should note that here I am talking about choice in general, without a mandatory commercial component.

#80 Appeal to novelty

We may modify our communication related to product releases. For example, from "planned updates" with a shortlist of innovations, we can move towards bright, catchy phrases that would emphasize the novelty of the functionality and the relevance of the release.

#75 Barnum effect

We can modify our communication sent to users by adding information about their exclusivity. Weak example: "You are one of 25 unique users whom we selected to get their opinion on option A."

#47 Just-world fallacy

If the specificity of the product allows, we can periodically emphasize our commitment to "universal justice".

#73 Hard-easy effect

The simplest categorization or rearrangement of existing elements on the interface can significantly increase the user's satisfaction and excitement.

#63 Curse of knowledge

The most exciting methods of adding value come with a better understanding of our users. The more details we know about them, the easier it for us to implement tiny but charming value add-ons for our users.