#8 What could be the reason for users' high sensitivity to product changes?

#68 Pro-innovation bias
We misinterpreted users' wishes and did not notice how we created something that was more convenient for us than for them.

#88 Endowment effect
We accidentally removed the part of product functionality that users considered as "their own." It doesn't matter if they used this functionality or not.

#73 Hard-easy effect
The problem is the complexity of new features. Perhaps they solve users' problems but are overly difficult to use.

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

#16 Self-reference effect
Our updates affect one specific group of our users disproportionately compared to the others. Perhaps due to the nature of our product, users think that recent updates are making them "visible by others" (**#64 Spotlight effect**).

#83 Loss aversion, #63 Curse of knowledge, #19 Conservatism (belief revision)
With each update, we add overall value to the product, but we do not count the negative emotional weight of our users' losses. In other words, we ignore the emotional discomfort that we cause to users.

#22 Framing effect
We didn't bother explaining the importance of the updates, which caused offense. As a result, users interpreted our inaction in a very negative way (**#31 Subjective validation**).

#81 Escalation of commitment
Users are not following the update instructions we made. The reason is in their disagreement to follow the rules that we have agreed with them previously (this is especially relevant for B2B clients).

#46 Functional fixedness
Our updates have affected those workflows of the product where our users had established habits.

#
Such issues can be solved by creating the **#76 Illusion of control**, and/or **#51 Placebo**.