



#96 Conjunction fallacy, #1 Availability heuristics

Potential users are worried about the recent events (global, market), in the light of which our product's weaknesses look worse than they are.

#17 Negativity bias

Potential users have had a very bad experience with our competitors' product. As a result, they began to perceive the slightest flaws in our product critically.

#83 Loss aversion

Our product's weaknesses look even weaker because of the contrast with the competitors' product (**#20 Contrast effect**). Potential users consider our product's weaknesses as a "loss," the bitterness of which is higher than the pleasure of the strong parts of it.

#43 Group attribution error

The opinion of users is not based on rational assessment but stereotypes prevailing in our market. We are credited with the negative traits that most of our competitors have.

#46 Functional fixedness

Potential users are accustomed to a specific set of actions that they have performed in other products. They are trying to figure out how much they will have to change their habits if they start using our product.

#74 Dunning-Kruger effect

Potential users are incompetent in the discussed topic, so they cannot distinguish essential product features from minor ones.

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Often, potential users who are hesitant to choose can be nudged by using **#79 Hyperbolic discounting**. This is especially efficient if their arguments about a competitor's product are relevant.