



#8 Frequency illusion, #1 Availability heuristics

We disproportionately distributed our communication across product pages.

#5 Context effect

The content we used in some of the product parts falls out of context. Perhaps the form of our communication itself attracts too much attention ([#15 Von Restorff effect](#)).

#42 Illusory correlation

Our communication with users didn't change, but the world of our users did. Some of the recent events affected the users and led to the fact that they began to see our communication differently. In other words, they started paying attention to other things ([#2 Attentional bias](#)).

#22 Framing effect

The problem is not in the number or place of communication but its form. We have not worked enough on wording and accents.

#34 Clustering Illusion, #38 The illusion of validity

We went too far in an attempt to create a sense of "comfort," "care," "attention," etc.

#30 Ostrich effect

The problem is not in the quantity, quality, or wording of our communication. The problem is that the user feels discomfort due to the subject of communication (for example, we remind him that he has a significant loan debt). Therefore, he pours his discomfort into abstraction, calling the product "obsessive" in general.