

#27 We want to launch a product in a market full of negative associations. What should be considered?

Part 1/2

Development

Analytics



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#68 Pro-innovation bias

If the project is still at the development stage, we should allow outside observers to evaluate our thoughts and ideas. Perhaps the idea we want to implement is not good enough to avoid all the market risks.

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If we have already conducted some surveys of potential users, we should consider **#70 Social desirability bias**.

#45 Stereotype, #98 Implicit stereotypes

We should carefully study the stereotypes prevailing in the market and understand the ones that play into our hands as well as the ones that should be avoided by all means.

#93 Ambiguity effect

When working in such a market, we should be specific in everything that is generally possible. The audience will interpret any discrepancy in our communication in an extremely negative way.

#25 Confirmation bias, #28 Selective perception

Any mistake we make in communication or product functionality will be greeted sharply negatively (as something expected).

#80 Appeal to novelty

We must take care of our product's image from the very beginning and clearly distinguish our difference from other products on the market. The use of this bias should be a mandatory component of our communication.

#62 Illusion of transparency

When talking to our audience, we should do it as clearly as possible. We must exclude the possibility of any discrepancies.

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#3 Illusory truth effect

To be "clean" in such a market, we must be careful with our news release frequency. In addition to this, it is important that our communication is consistent and does not fall out of the context (our "storyline") that we adhere to (**#5 Context effect**).

#4 Mere-exposure effect

In such a market, it may be risky to use objects familiar to the audience for promo campaigns. We can know the attitude of potential users to the market. We can know the relationship of users to an object. But we cannot calculate how users will interpret their combination.

#7 Mood-congruent memory bias

When launching on such markets, as well as publishing some updates, we should time it with the conjuncture (world, market, region). We should make sure that people do not have any additional stress because of external events (covid, war, revolution, etc.).

#16 Self-reference effect, #22 Framing effect

Before creating content/communication that will affect people personally, we need to understand their relationship to the market, product, and the fact that they relate to our audience. So, in some cases, despite the competent use of the self-reference effect, we may fail because of the ideological values/beliefs of users (**#19 Conservatism (belief revision)**).

#17 Negativity bias

It should be understood that working in troubled markets implies a constant presence in the risk zone. We will always be expected to behave badly because of market stereotypes (**#43 Group attribution error, #28 Selective perception**). Moreover, the audience will react very sharply to our every mistake.

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We will undoubtedly make mistakes. However, it should be understood that most of them will be forgotten much faster than we might think (**#100 Fading affect bias**).