

#48 User involvement in product development.

Post-SignUp



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#63 Curse of knowledge, #72 Consensus bias

If users show increased interest in getting involved in the project development, we need to make sure we clearly understand their motives.

#76 Illusion of control

We should control the degree of user involvement in the life of the project. Freedom of choice and freedom of speech should be within the framework convenient for us.

#74 Dunning-Kruger effect

If the user is incompetent but at the same time insists on involving himself in any process of the project, we do not need to reject him immediately. Instead, we can let him press some buttons, express his opinion, etc. (**#51 Placebo**).

#75 Barnum effect

If we want to involve the user in the life of the project, we should emphasize the importance of the user's "exceptional" characteristics in our communication. Besides, we can exaggerate the significance and visibility of his actions (**#64 Spotlight effect**).

#50 Bandwagon effect

Using the "majority" factor will be useful to involve users in decision-making/voting on the project.