

#12 Potential users exaggerate the risks of using our product. What could be the reason?

Pre-SignUp



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#22 Framing effect, #11 Base rate fallacy, #15 Von Restorff effect, #63 Curse of knowledge, #62 Illusion of transparency

In our public communication, we used ineffective wording or graphic images.

#74 Dunning-Kruger effect

The problem is the incompetence of the user. Often, incompetence, and as a result, incomplete understanding of the product, is masked by exaggeration of risks. This is especially true in the B2B domain.

#73 Hard-easy effect

We underestimated the difficulty of using the product. Perhaps one of the risks that the user sees, but does not say directly, is the time he thinks it will take him to learn how to work with the software.

#64 Spotlight effect

The user thinks that his actions will be visible to others while using the product. He may not realize our privacy policy and privacy settings in the product. In this case, we may help him with this.

#17 Negativity bias

The user recently had a bad experience with a competitor's product and viewed our product in the same context.

#50 Bandwagon effect

The user has little understanding of the risks, so he appeals to society's prevailing opinion that these types of products contain significant risks. In this case, we can give logical arguments based on the system's statistics and performance indicators, and smooth out the emotional component with a story about what a unique team we have (#96 Conjunction fallacy).

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In the B2B domain, we may be able to create an additional special offer that will be disproportionately more expensive, but at the same time will completely close at least one of the aspects that bother the user (#86 Zero-risk bias, #93 Ambiguity effect).