

## Design Patterns Examples & Taxonomy of *unethical* patterns

India HCI 2014 workshop. 7<sup>th</sup> Dec 2014  
Rasagy Sharma  
@rasagy

Divide into

5



Groups

- A. E-commerce (web) startup
- B. News (online) startup
- C. Ebola Vaccine campaign
- D. File storage app

15  
minutes

*"Increase user signups, user engagement & overall revenue!"*

5

minutes

Responses:

1. Likert Scale
2. Add comments

1. Dark Patterns
2. Malicious Interface Design
3. Evil by Design

## Dark Patterns

*To spread awareness about Dark Patterns, to name & shame sites that use them.*

14 Patterns

Curated by Harry Brignull

## Bait & Switch

Invite user to do one thing, switch to something else (that is undesirable)

## Disguised Ads

Misleading ads to get people to click, but act as a navigation device



## Forced Continuity

Aka *Credit card rollover*, automatically billing customers

## Forced Disclosure

Extensive personal information, forced to disclosed in return of low-cost action

## Friend Spam

Quick signups using existing credentials, and spamming contacts posing as you

## Hidden Costs

Costs revealed only once you reach the last stage of checkout process

## Misdirection

Focus on one thing to distract attention from another

## Privacy Zuckery

Deliberate use of confusing jargons & UI components to let users share more

## Roach Motel

Easy to get in, hard to get out

## Road Block

Prevent task completion by making them do another task



## Sneak into Bucket

Sneak items based on obscure options in previous steps

## Price Comparison Prevention

Avoiding ease of comparison and forcing user to memorize costs

## Faraway Bill

Moving away from physical bills (push) to online equivalent (pull)

## Trick questions

Quick glance vs detailed reading to figure out the reverse meaning

## Malicious Interface Design: Exploiting the User

*Taxonomy of malicious UI design techniques.*

11 techniques

Paper by Gregory Conti, Edward Sobiesk

## Coercion

Threatening or forcing user to do mandatory (unnecessary) actions

## Confusion

Ask questions or tasks that the user doesn't understand

## Distraction

Distraction by exploiting perception & pre-attentive processing



## Exploiting Errors

Using user's errors in your advantage (like mistyping urls)

## Forced Work

Delay the actual task, or make the task complex

## Interruption

Interrupt the user's task flow

## Manipulating Navigation

Using IA & navigational mechanisms to prevent user to easily reach a section

## Obfuscation

Hiding or complicating certain elements of the page

## Restricting functionality

Limiting or omitting controls

## Trick

Misleading and deception, including lies & spoofs as baits

## Shock

Disturbing & controversial content



## Evil by Design

*Persuasive/Manipulative design patterns.*

57 patterns (based on 7 sins)

Website (& also a book) by Chris Nodder

Pride

Sloth

Gluttony

Anger

Envy

Lust

Greed

**Pride:** Positive messages, desirability, commitment...

Sloth

Gluttony

Anger

Envy

Lust

Greed

Pride

**Sloth:** Least resistance, defaults, obfuscate...

Gluttony

Anger

Envy

Lust

Greed

Pride

Sloth

**Gluttony:** Reward, foot in door, door in face, impatience-compliance...

Anger

Envy

Lust

Greed

Pride

Sloth

Gluttony

**Anger:** Scare, slippery slope, anonymity...

Envy

Lust

Greed

Pride

Sloth

Gluttony

Anger

**Envy:** Manufacture desirability, status, ownership before purchase...

Lust

Greed

Pride

Sloth

Gluttony

Anger

Envy

**Lust:** Flatter, push polls (message/question), give to get...

Greed



Pride

Sloth

Gluttony

Anger

Envy

Lust

**Greed:** Gamify it, don't finish, win!, illusive superiority...