The Human Factor (THF)

Week 10: Human-Centred Design and Dark Patterns

Dr Tara Capel

THE UNIVERSITY of EDINBURGH

Week 10 Outline

- CW2 Presentations and CW3 Reflection
- Human-Centred Design in Industry
- Dark Patterns
- Next steps

CW2 Presentations

- Deadline has been moved to Thursday April 3rd
  - If your group would still like to present on Tuesday April 1st let Tara know and we can create a Tuesday presentation session
- Presentations will run in **two sessions 2-3:30pm and 4-5pm** – schedule will be uploaded to the CW2 folder
- One member of your group must upload your presentation slides before 2pm Thursday April 3rd
- Each member of your group must be present for the presentation and contribute to its delivery at your assigned presentation time
- Please email Tara if there are any issues with your presentation time

Topic: ...

Student names & ID

THF Coursework 2

Introduction (1 minute)

- Introduce yourselves and the topic of your coursework

Design Ideas (1 minute)

- List all your design ideas here (this may go over more than one slide, consider grouping them into themes)
- You don’t need to talk through all of your design ideas, just give an overview

Sketches (2 minutes)
(duplicate this slide for the other two sketches)

- Describe your sketch in a paragraph

- Add your sketch here

Prototype Demonstration (4 minutes)

- Include short rationale for chosen prototype based on:
    a. **Experience**: will it enhance the experience of your participants?
    b. **Innovation**: is the design idea novel?
    c. **Feasibility**: can you build a prototype to test it
- Explain key functionality
- Show how users can interact with it

References

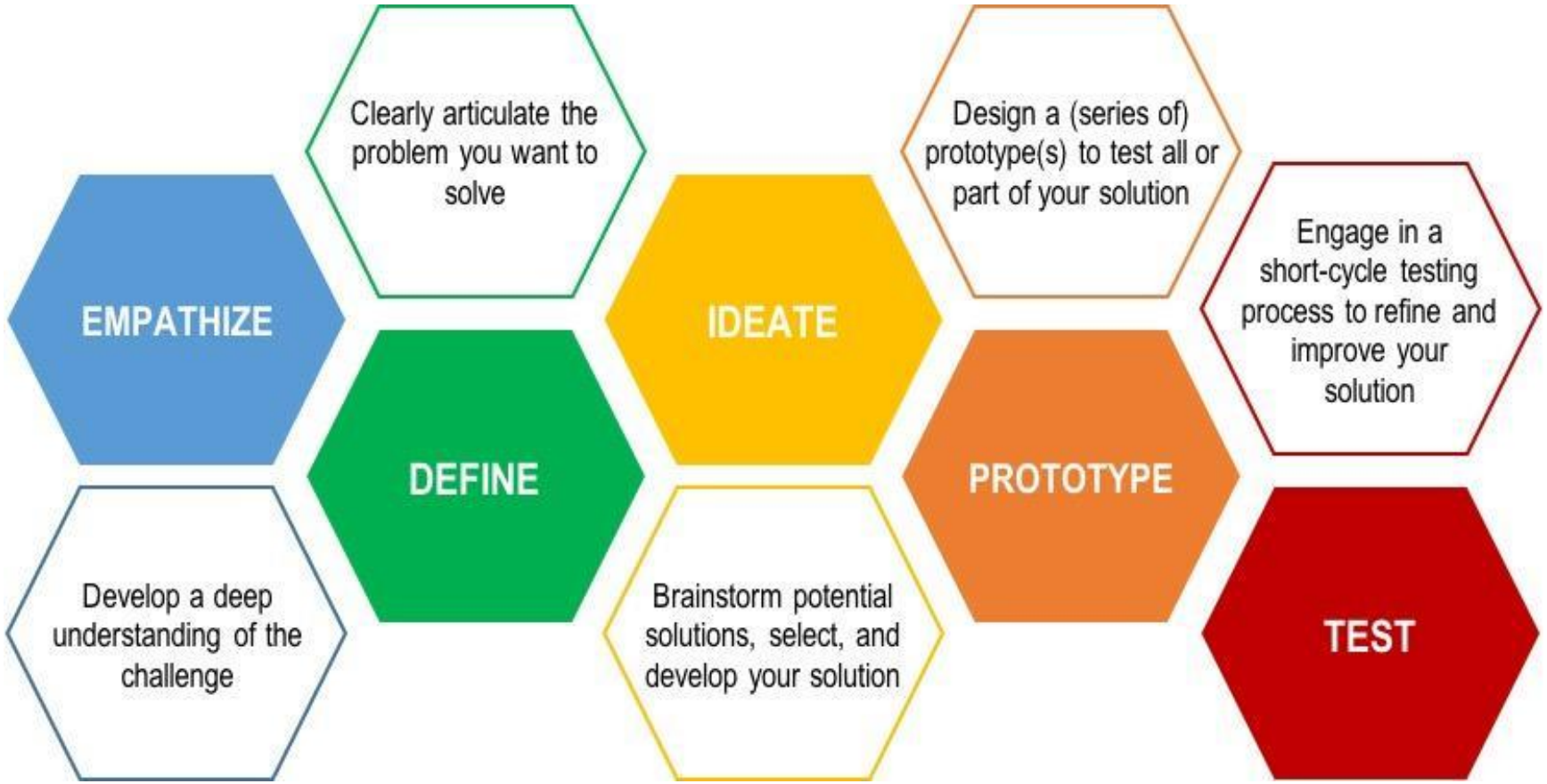
- List all references used during presentation
- You can use APA or whatever reference style you prefer

Questions

Student names

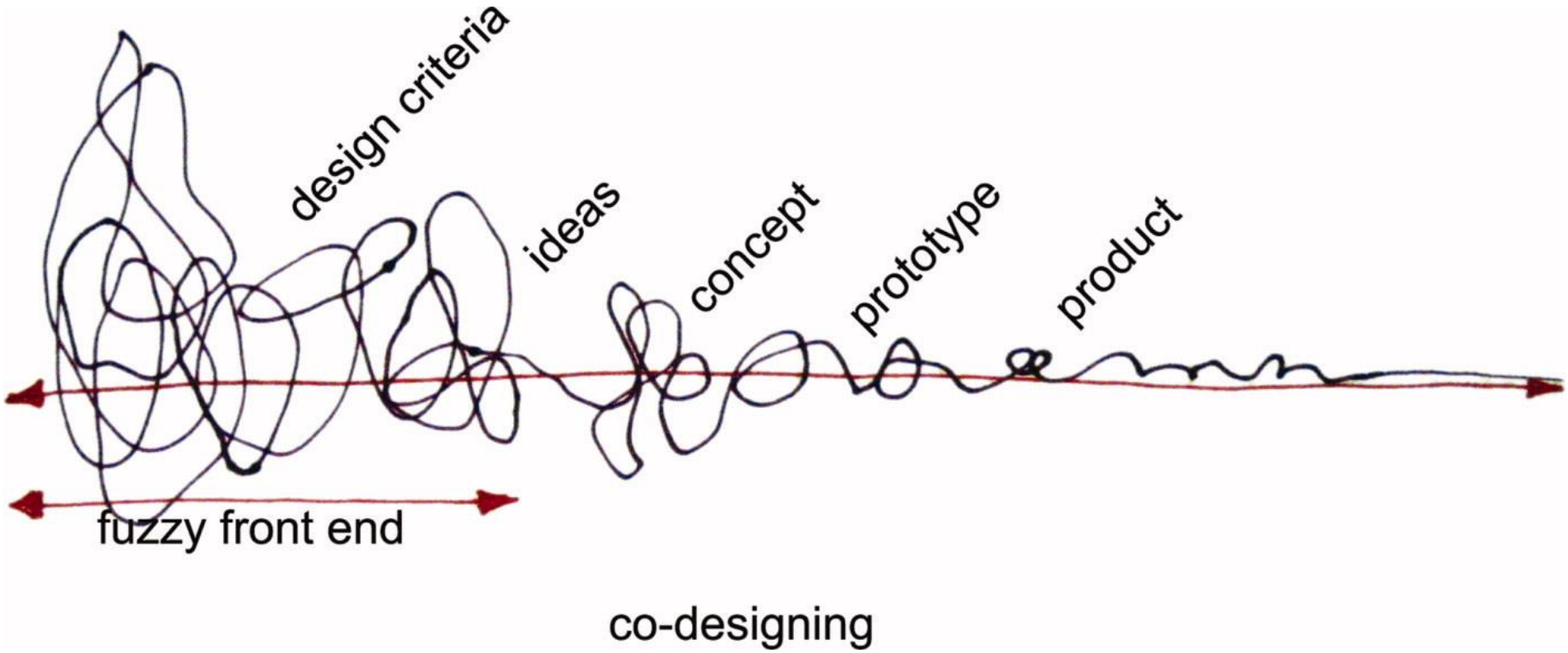
Human-Centred Design Process from THF Course to Industry

Human-Centred Design (Stanford model)



http://longevity3.stanford.edu/designchallenge/design-thinking-process/

Human-Centred Design Process in the Real World



Sanders EB, Stappers PJ. Co-creation and the new landscapes of design. Co-design. 2008 Mar 1;4(1):5-18 https://doi-org.ezp01.library.qut.edu.au/10.1080/15710880701875068

Human-Centred Design in Industry

- Similar research and analysis methods, but with more specific target audience and user groups
- More consideration of business goals
- Ideation and Prototyping:
  - More iterative cycles from design ideation to prototyping
  - Regular user testing of each prototype iteration
- Stakeholder communication
- Different constraints
- Work as a UX team

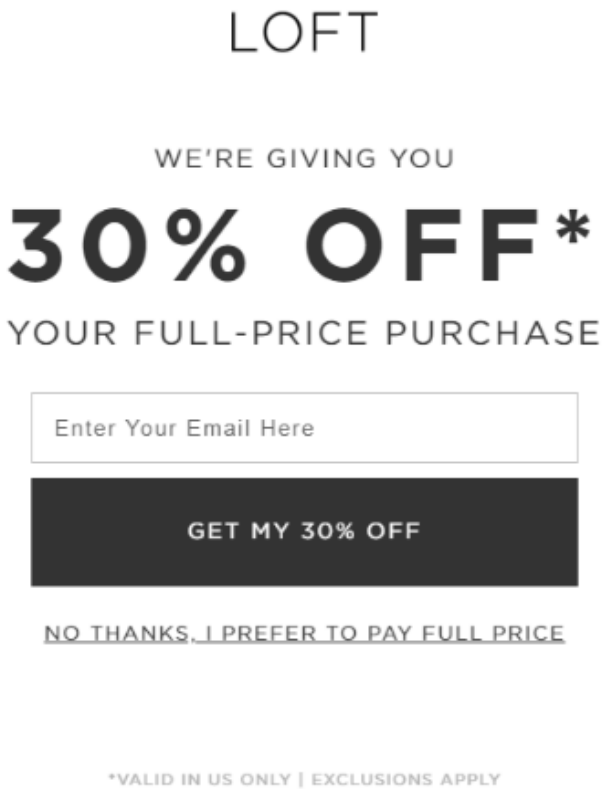
Dark Patterns

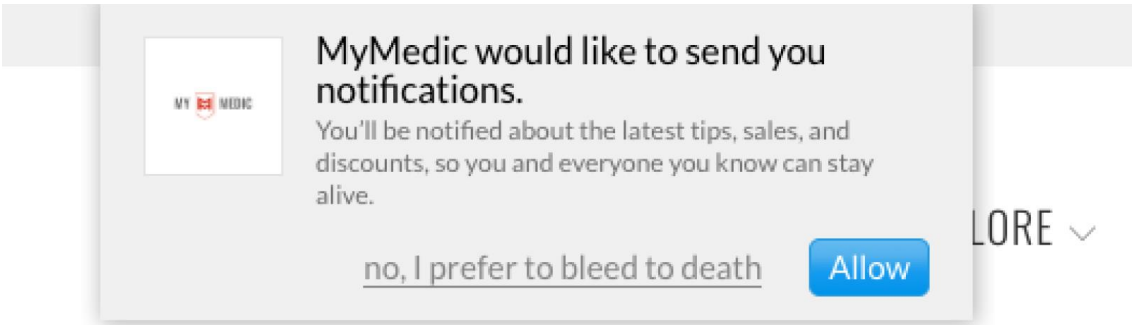
What are Dark Patterns?

- Also known as deceptive patterns or deceptive design patterns
- They are tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something (deceptive.design)
- Deliberately deceptive design practices aimed at benefitting the platform at the user's expense
- Term coined by Dr Harry Brignull

Types of Dark Patterns

Confirm Shaming

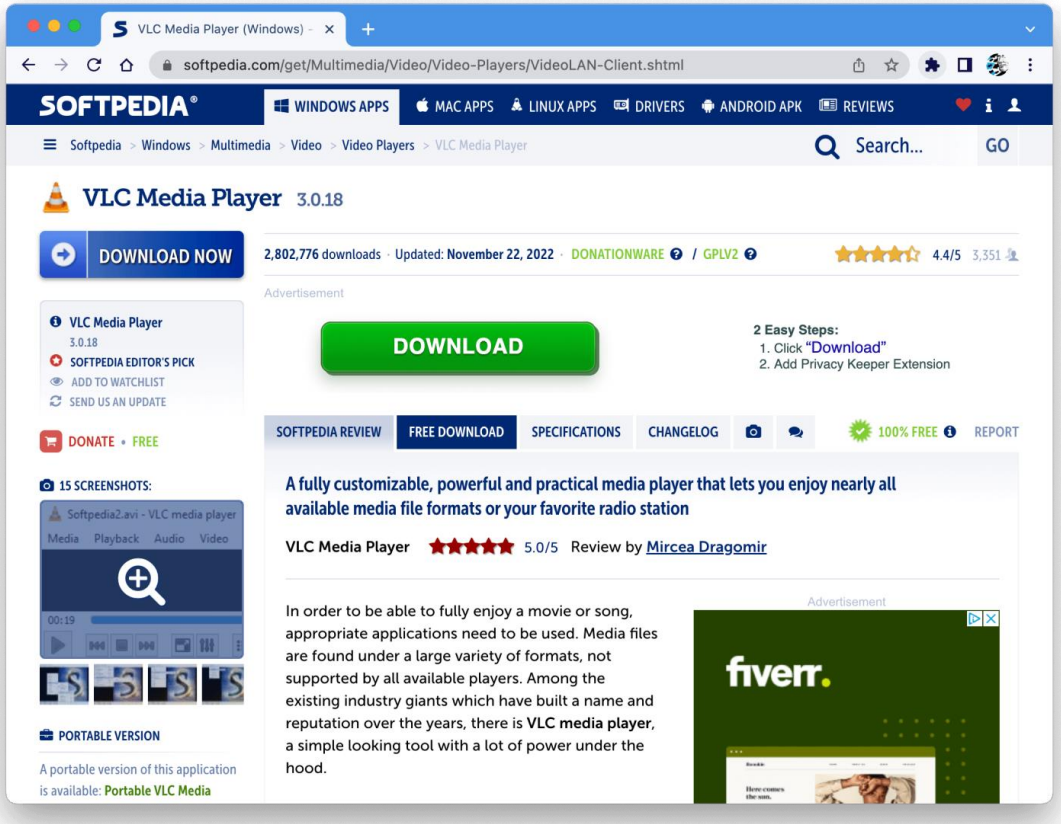




https://uxbooth.com/articles/ux-dark-patterns-manipulinks-and-confirmshaming/

https://www.deceptive.design/types/confirmshaming

Disguised Ads



https://www.deceptive.design/types/disguised-ads

Fake Scarcity/FOMO

Tshirt

$250.00 USD

Size

S

Only 3 Left In Stock 12 Sold Just Today

ADD TO CART

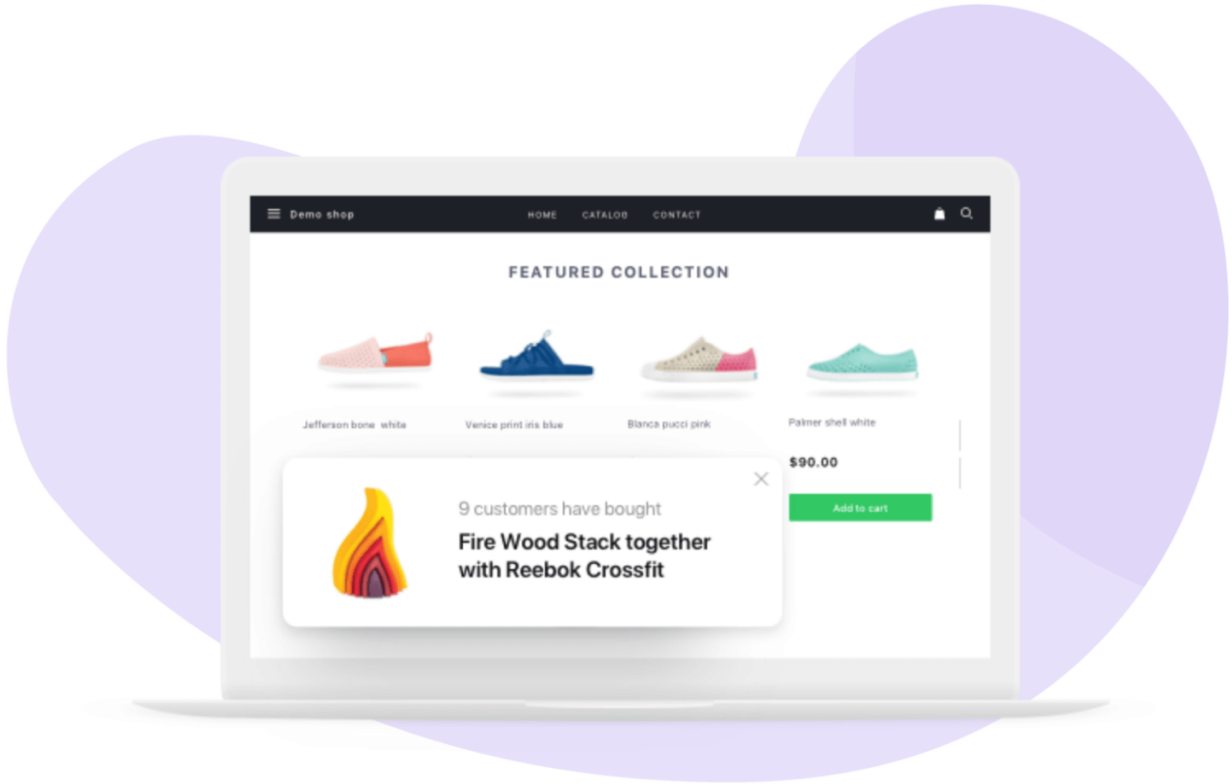
BUY IT NOW

The Shanghai T-Shirt is cut in soft stretch cotton jersey to a fitted silhouette with a contrast heat-pressed. Ribbed crewneck with a center-back slit. Short sleeves. Slim fit. 95% cotton, 5% elastane.

SHARE TWEET PIN IT

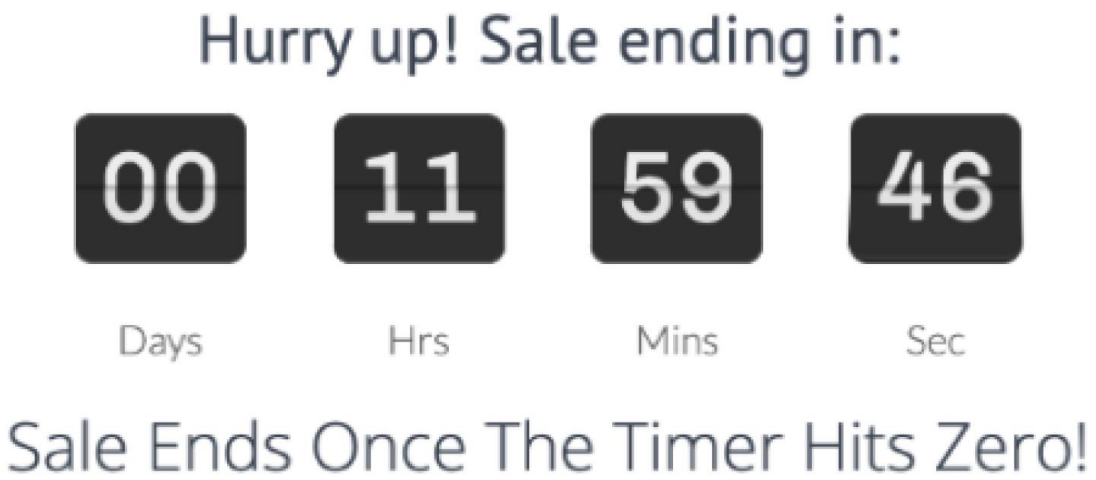
https://www.deceptive.design/types/fake-scarcity

Fake Social Proof



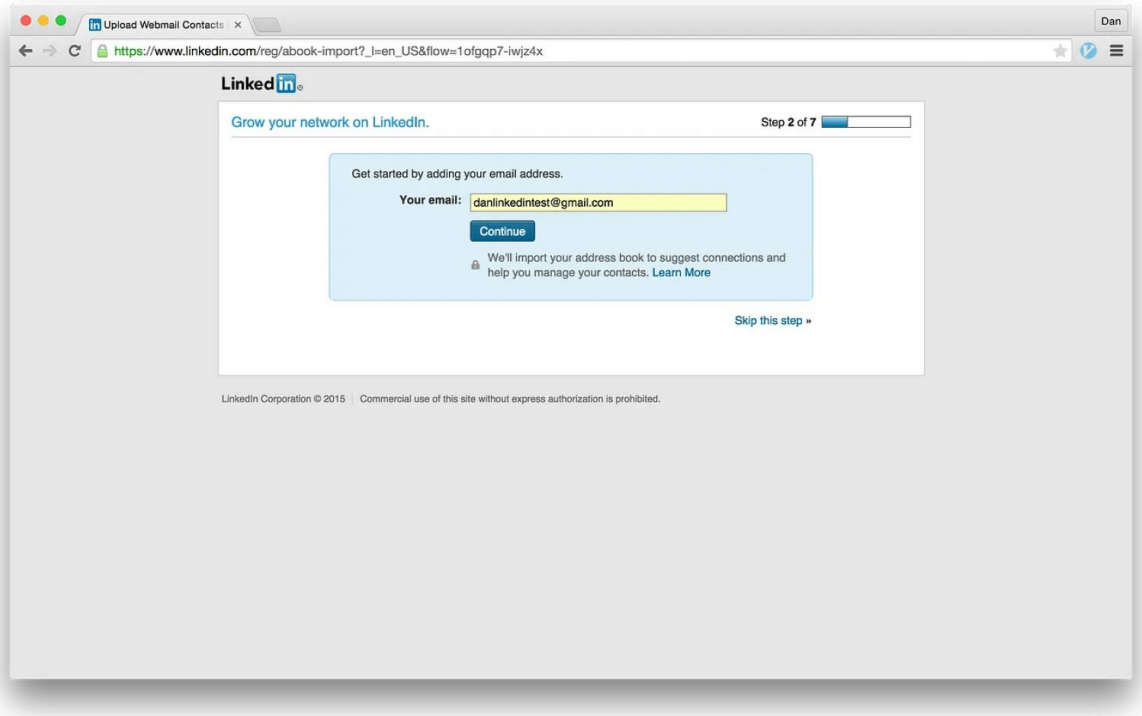
https://www.deceptive.design/types/fake-social-proof

Fake Urgency



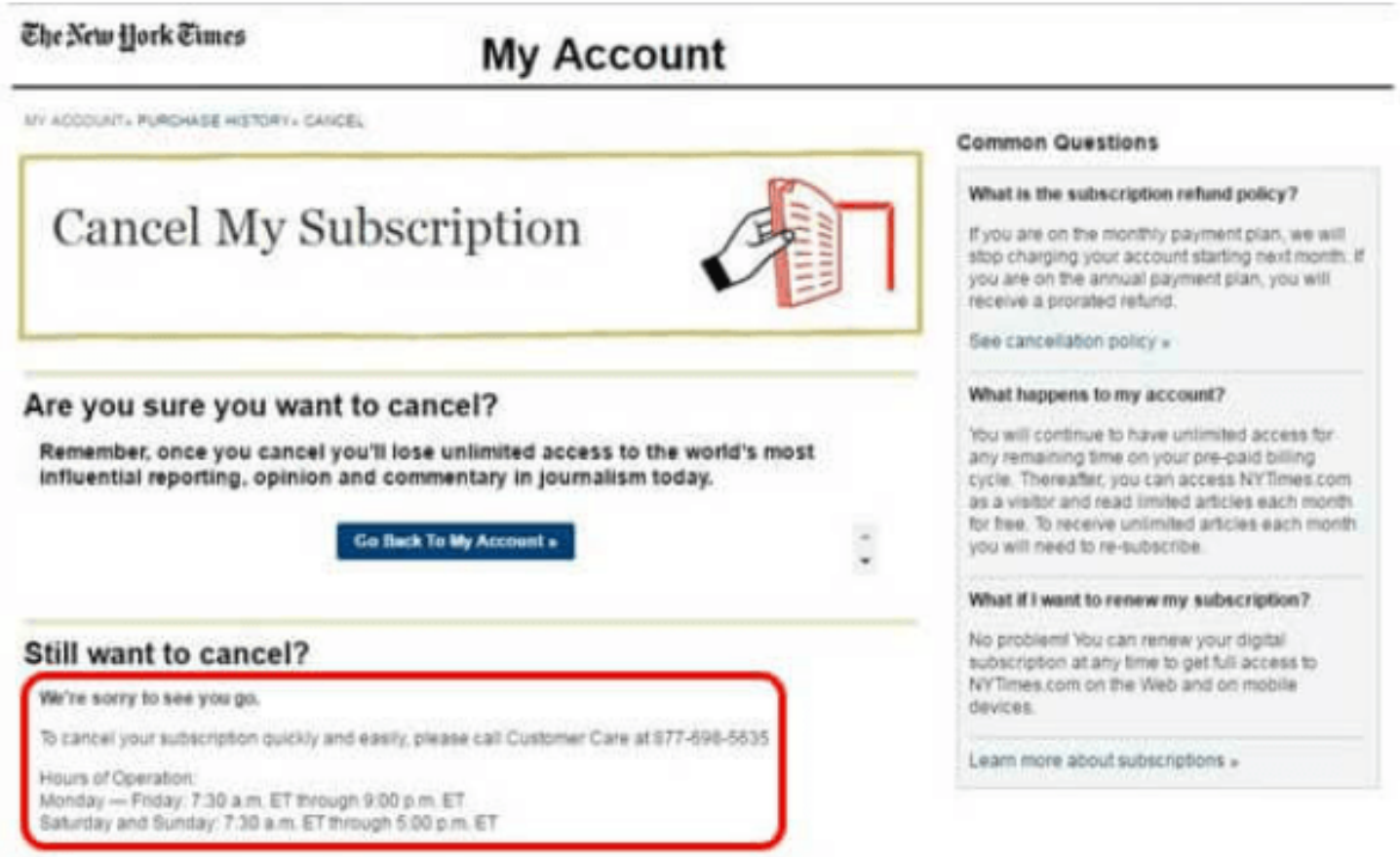
https://www.deceptive.design/types/fake-urgency

Forced Action



https://www.deceptive.design/types/forced-action

Hard to Cancel/Roach Motel



https://www.itispivotal.com/post/dark-patterns

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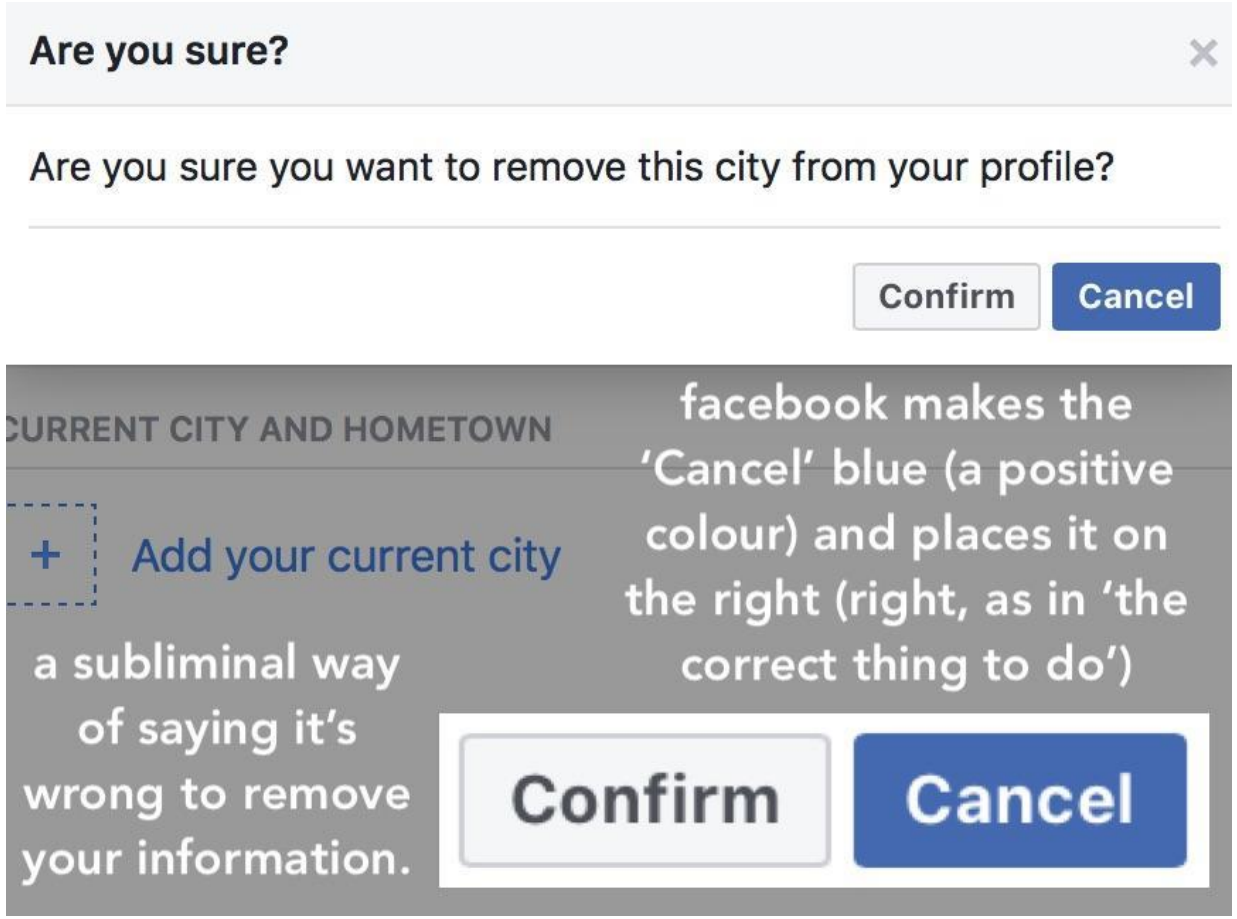
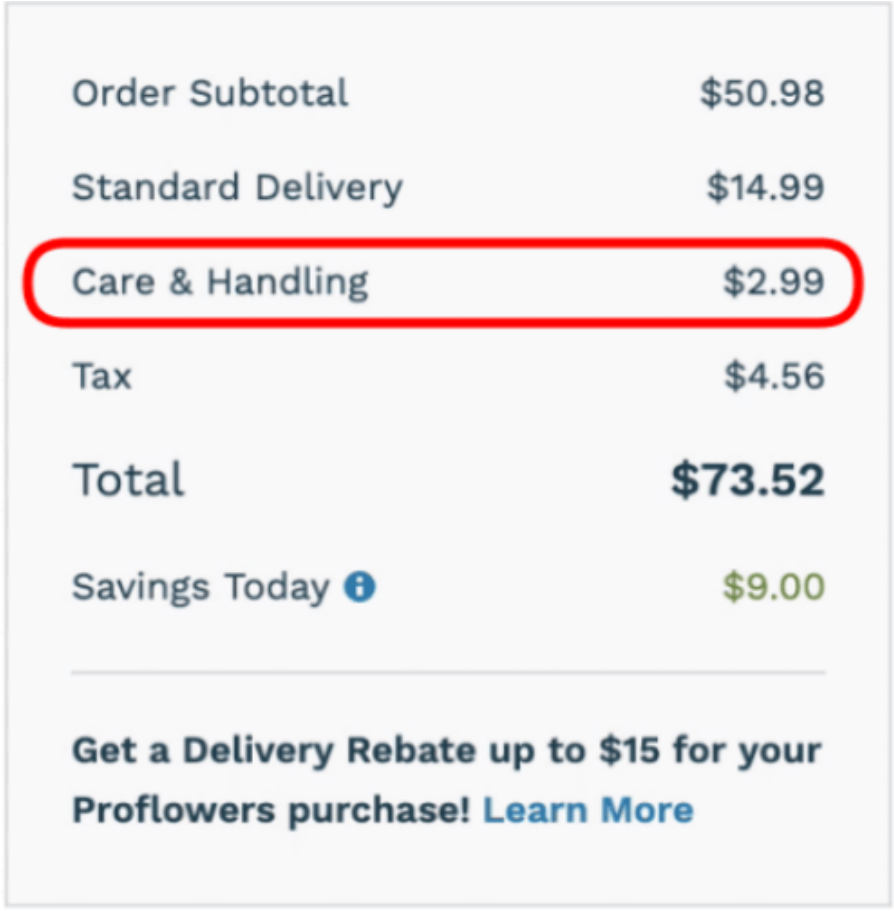


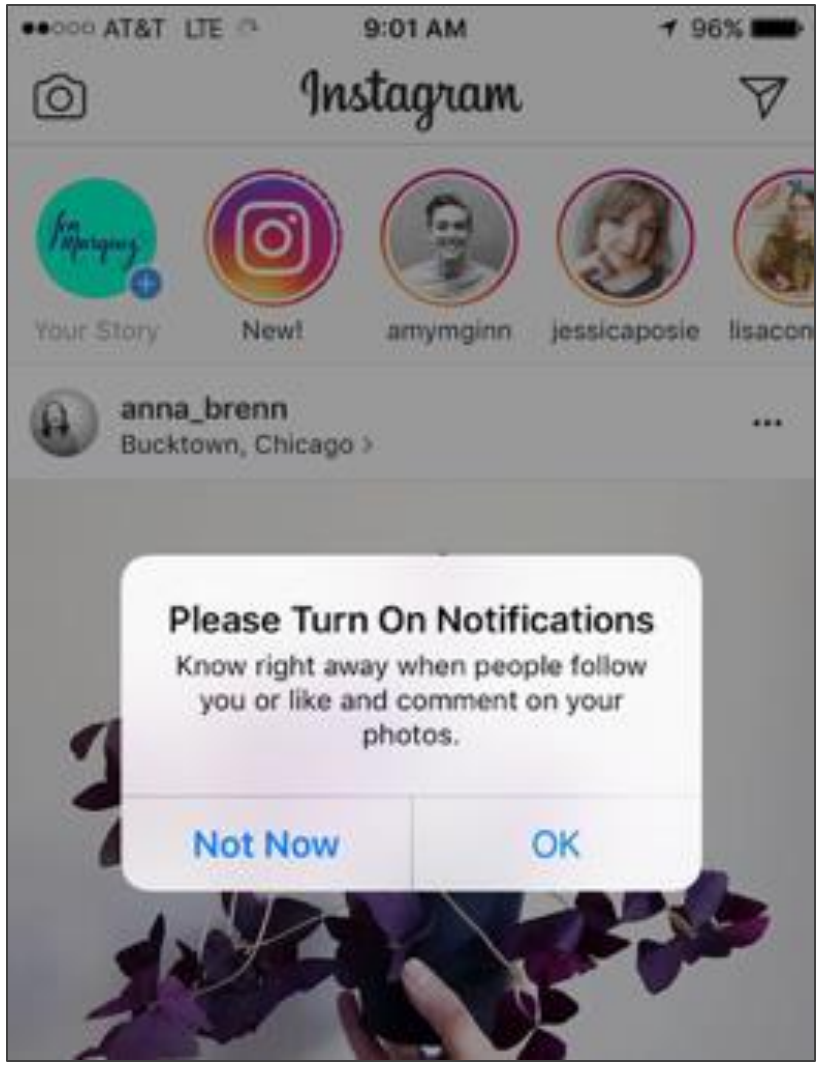
https://www.reddit.com/r/darkpatterns/comments/9g8rnk/facebooks_data_deletion_dark_pattern/

Hidden Costs



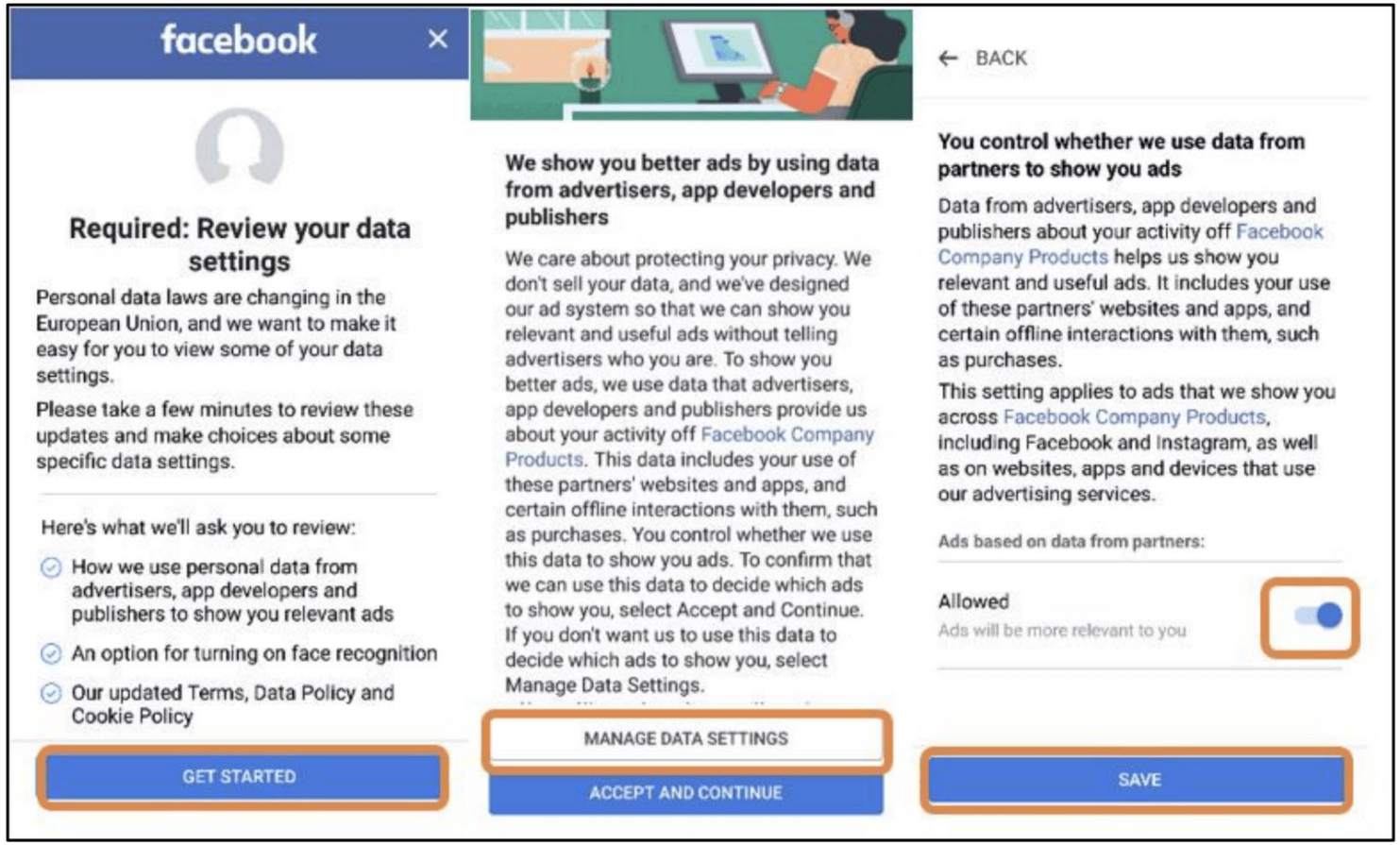
https://www.fyresite.com/dark-patterns-a-new-scientific-look-at-ux-deception/

Nagging



https://darkpatterns.uxp2.com/pattern/instagram-no-option-for-no/
https://www.deceptive.design/

Obstruction



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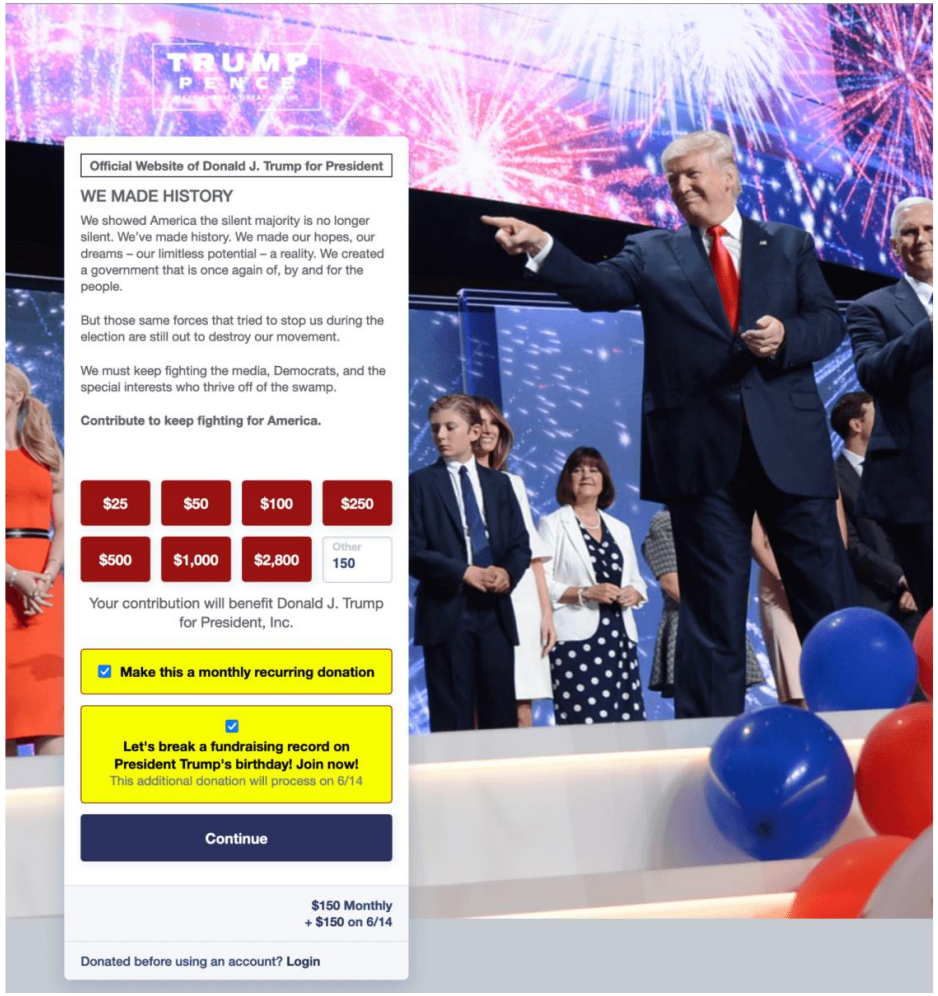
Preselection



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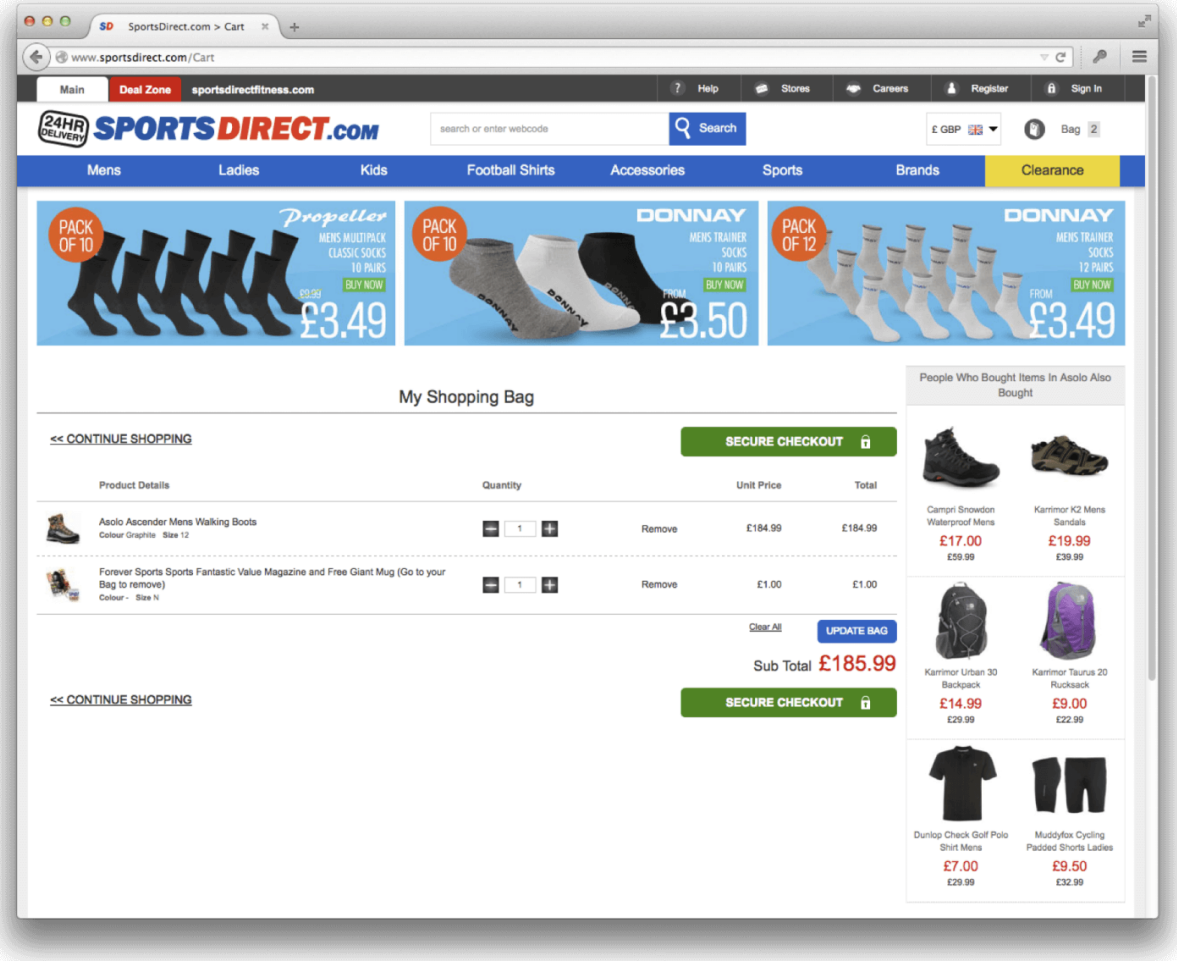
Sneaking

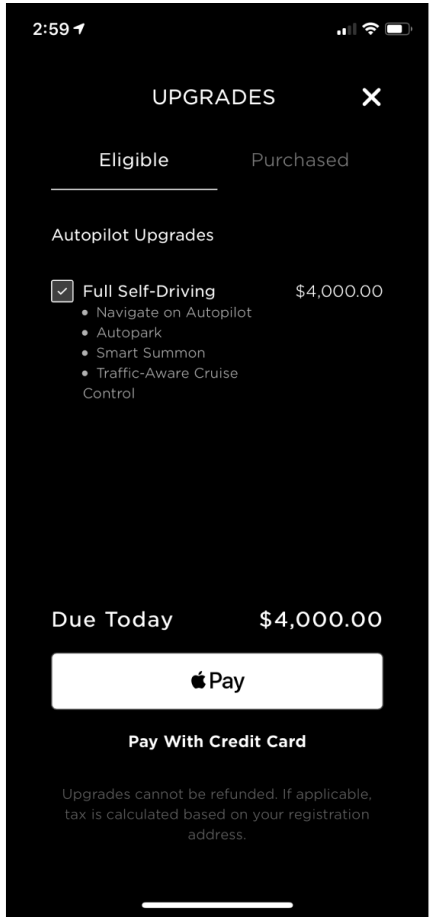


https://www.deceptive.design/types/sneaking

Trick Wording

https://www.deceptive.design/types/trick-wording

Visual Interference



https://www.deceptive.design/types/visual-interference

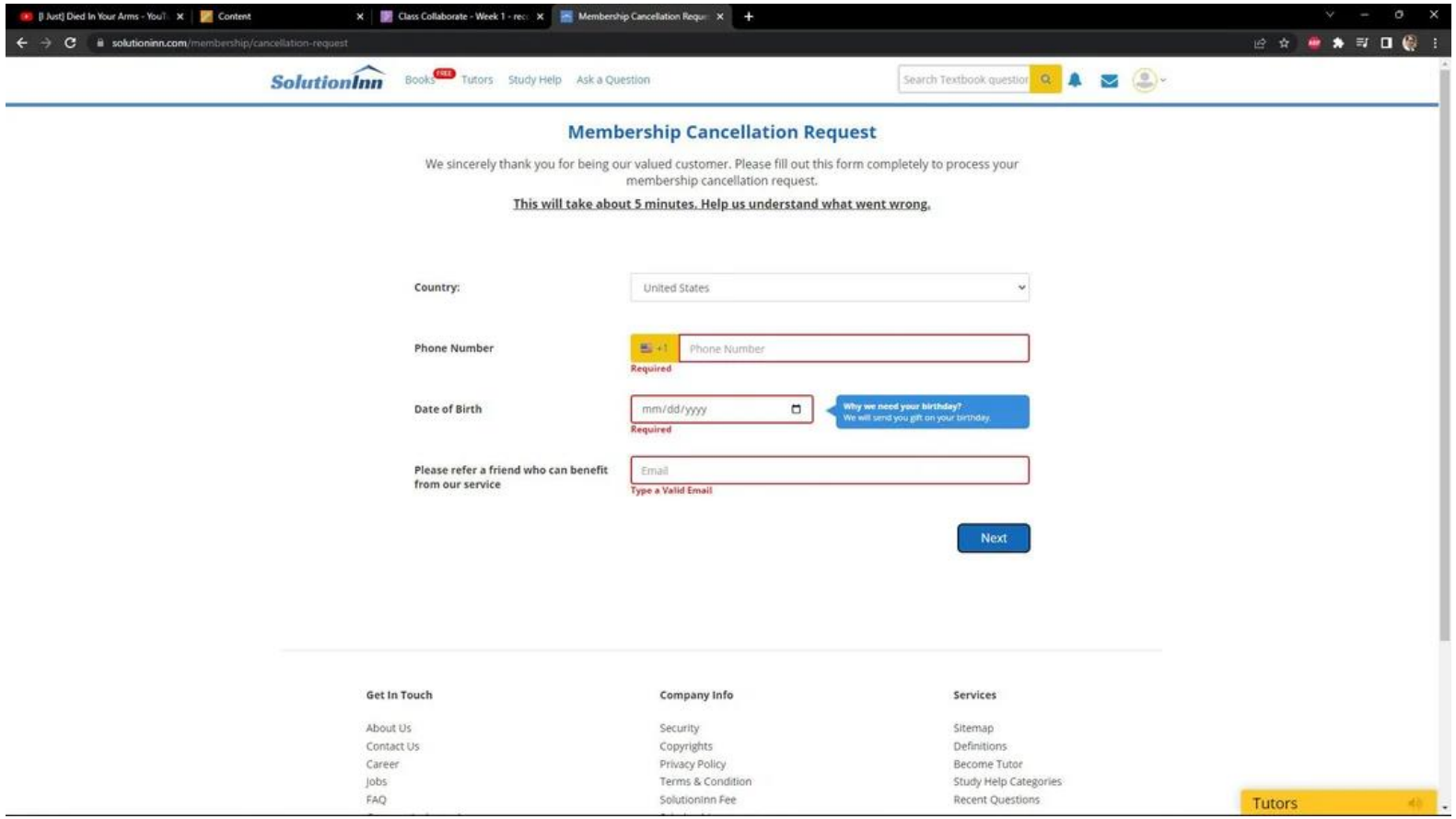
Ethical Design

Ethical Design Principles

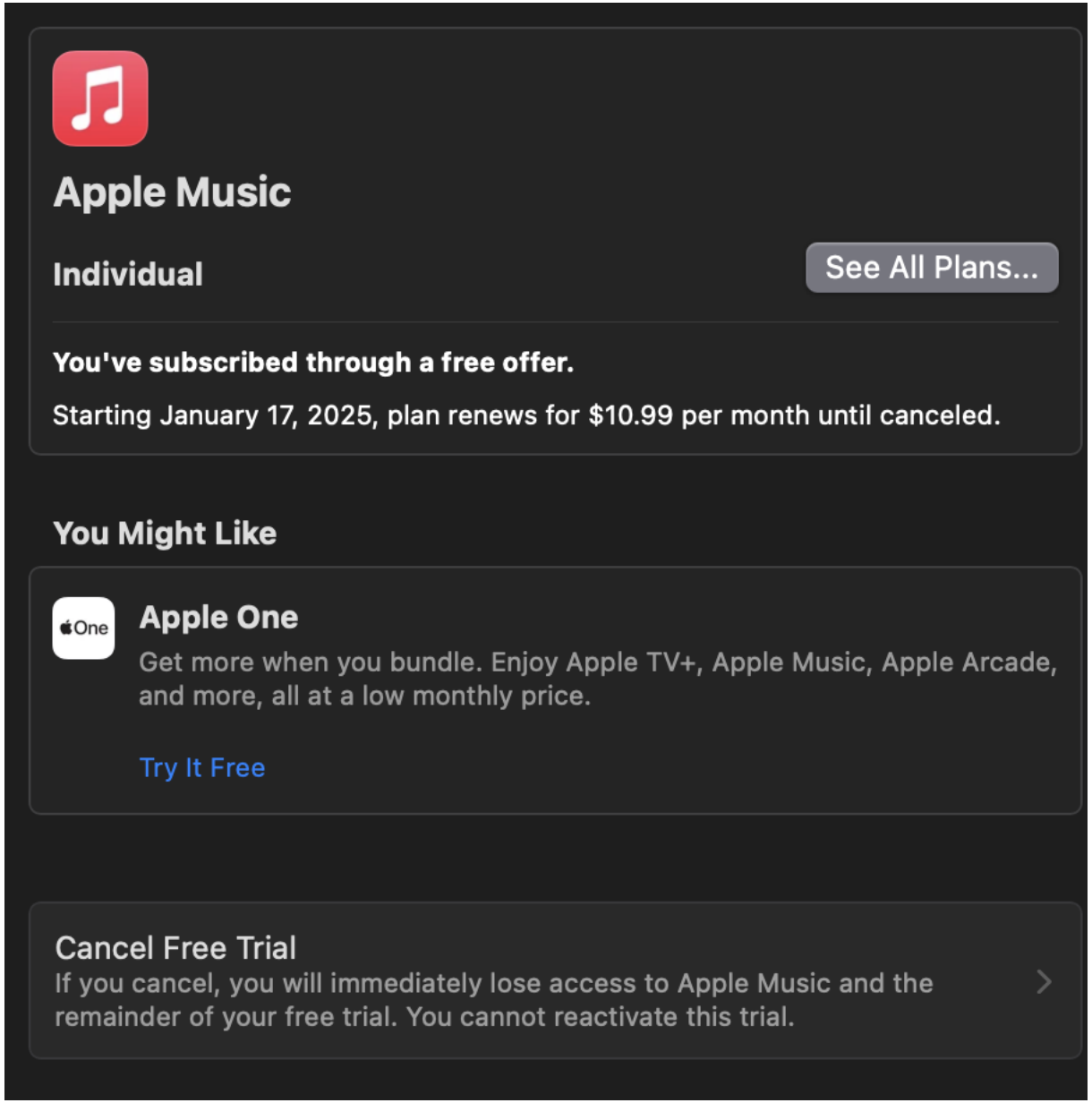
- Transparency: clear communication
- Informed consent: opt-in rather than op-out, granular permissions
- Autonomy: easy deactivation or deletion, no pressure tactics, voluntary notifications
- Design for clarity: simple navigation, unambiguous language, highlight key actions
- User wellbeing: healthy usage prompts, minimise addictive features (infinite scroll, autoplay), inclusive design
- Privacy: accessible privacy policies, minimal data collection, user data control, data security

Activity

- On the next slides are 4 screenshots of real-life interfaces using dark patterns
- Work in groups to identify the dark patterns in each example and suggest how they would redesign them to be more ethical
- Class discussion



https://www.reddit.com/r/assholedesign



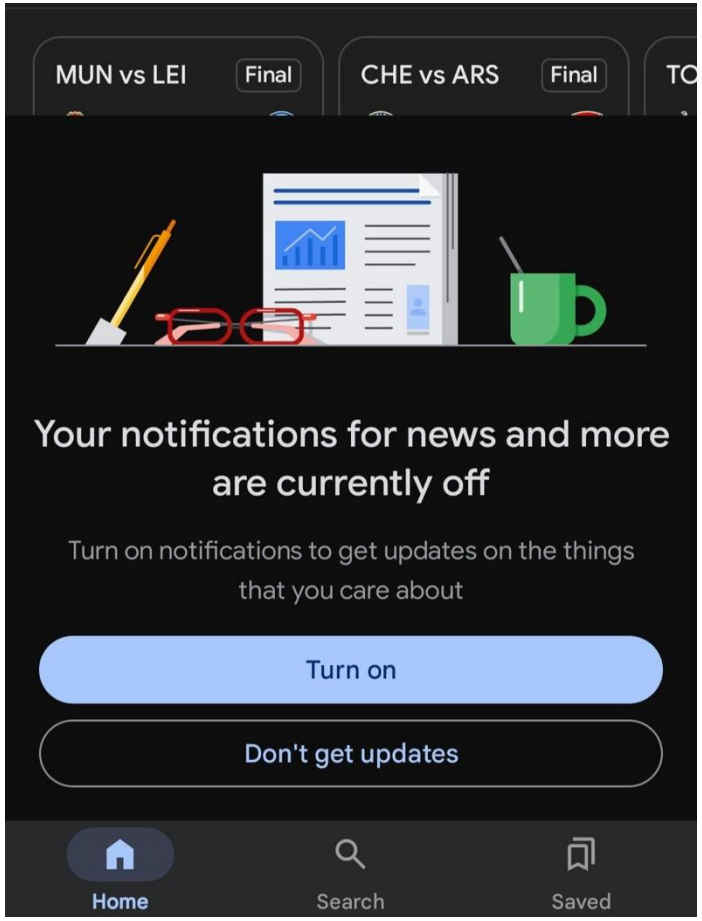
https://www.reddit.com/r/assholedesign/comments/1g664x4/apple_doesnt_let_you_cancel_your_free_trial_to/#lightbox

Allow Instagram to use your app and website activity?

To provide a better ads experience, we need permission to use future activity that other apps and websites send us from this device. This won't give us access to new types of information. **Learn more** about how we limit our use of your activity if you turn off this device setting, and related settings on Instagram.

Make Ads Less Personalized

Make Ads More Personalized



https://www.reddit.com/r/assholedesign/comments/1gp5uz3/aggressive_notifs_ping_from_google_because_i/#lightbox

Next Steps

CW2 Steps

- **Ideate:** Brainstorm 10 design ideas and describe them in 2-3 sentences
- **Sketch:** Create sketches for 3 of your design ideas and describe them in a paragraph
- **Prototype:** Develop 1 of your ideas into an interactive prototype that a potential user could try out
- **Prepare and rehearse** your 8-minute presentation

Any questions?