

The Human Factor (THF)

Week 10: Human-Centred Design and Dark Patterns

Dr Tara Capel

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

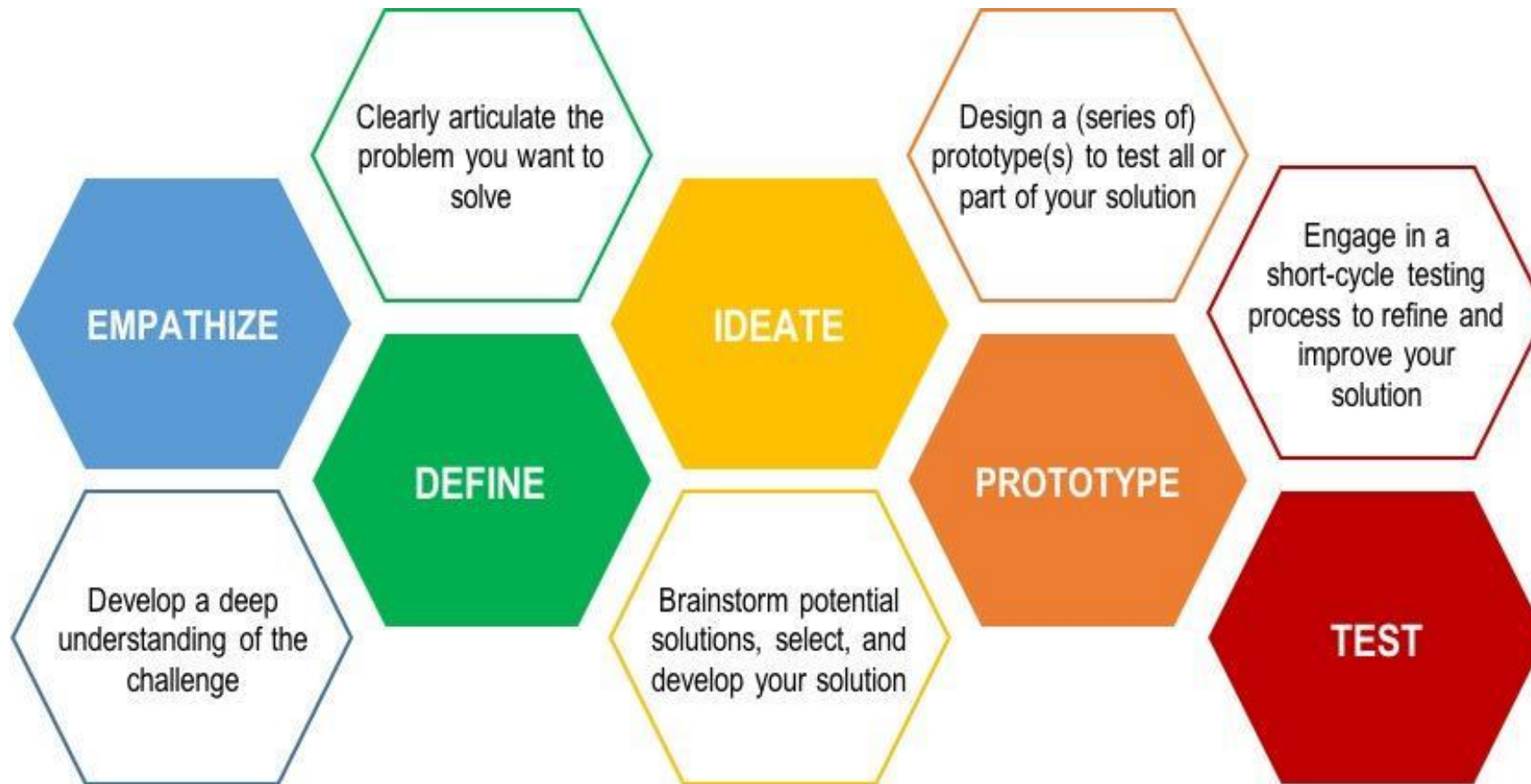
- List all references used during presentation
- You can use APA or whatever reference style you prefer

Questions

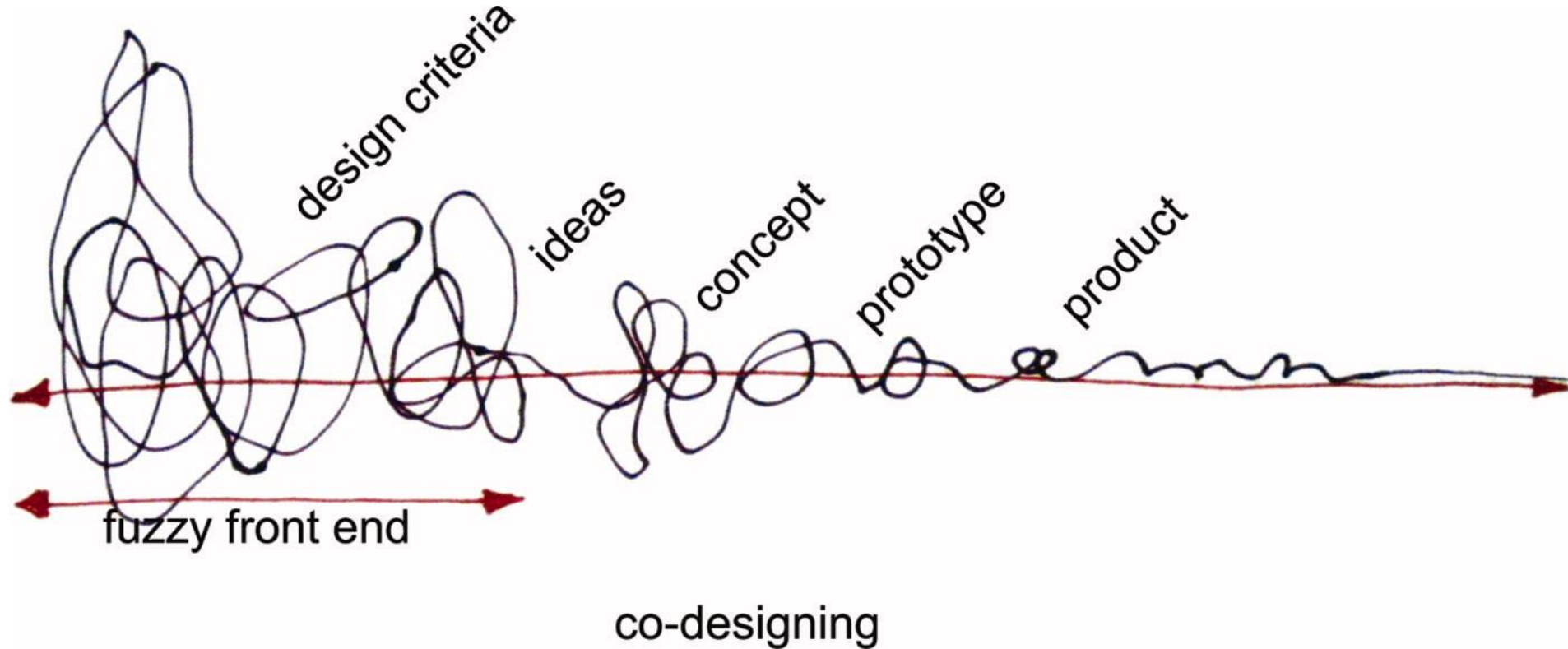
Student names

Human-Centred Design Process from THF Course to Industry

Human-Centred Design (Stanford model)



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

LOFT

WE'RE GIVING YOU

30% OFF*

YOUR FULL-PRICE PURCHASE


Enter Your Email Here

GET MY 30% OFF

NO THANKS, I PREFER TO PAY FULL PRICE

*VALID IN US ONLY | EXCLUSIONS APPLY

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

 MyMedic would like to send you notifications.

You'll be notified about the latest tips, sales, and discounts, so you and everyone you know can stay alive.

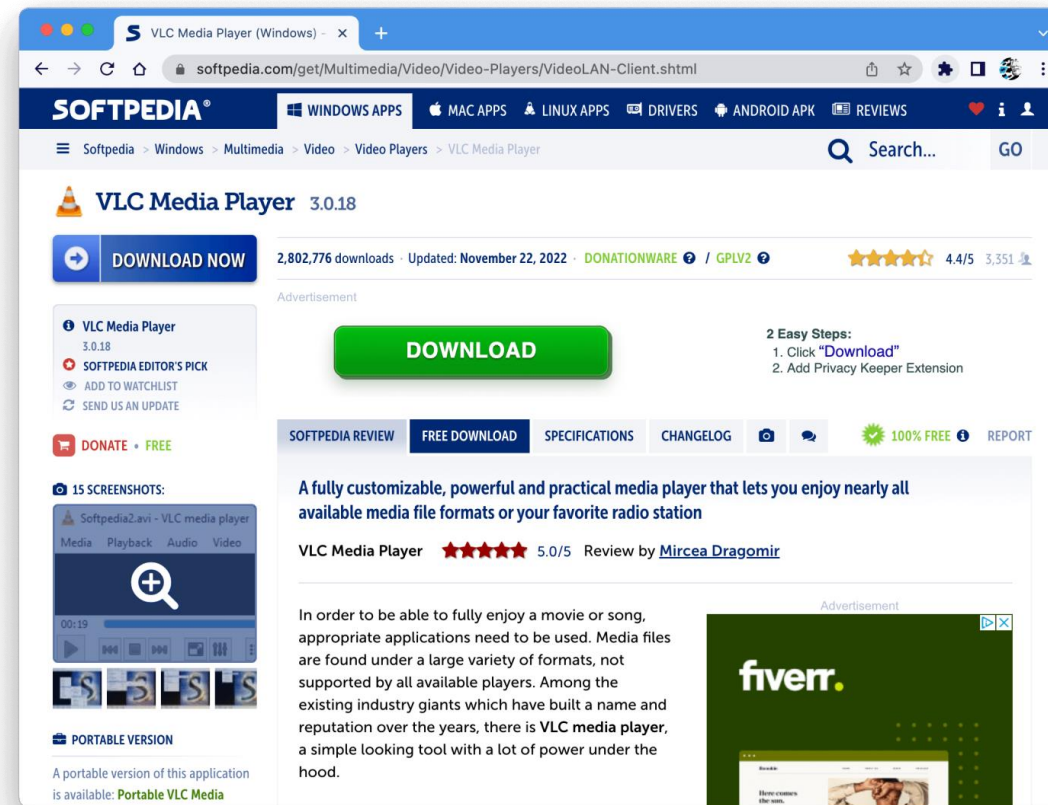
no, I prefer to bleed to death

Allow

LORE ▾

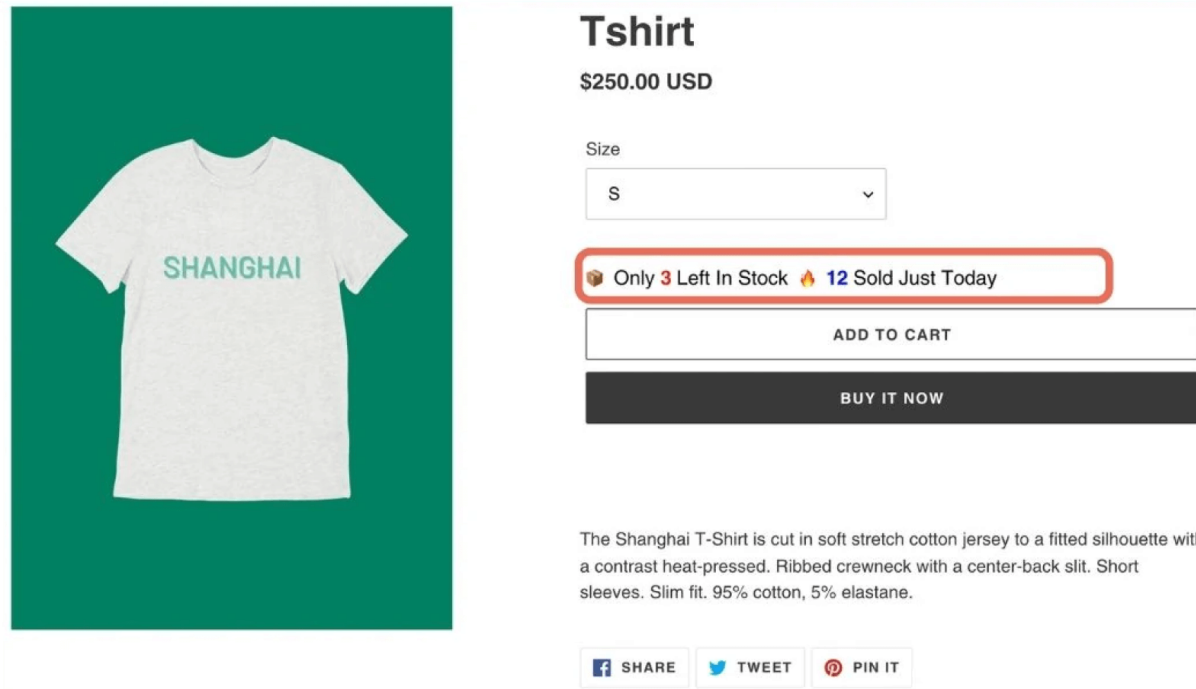
<https://www.deceptive.design/types/confirmshaming>

Disguised Ads



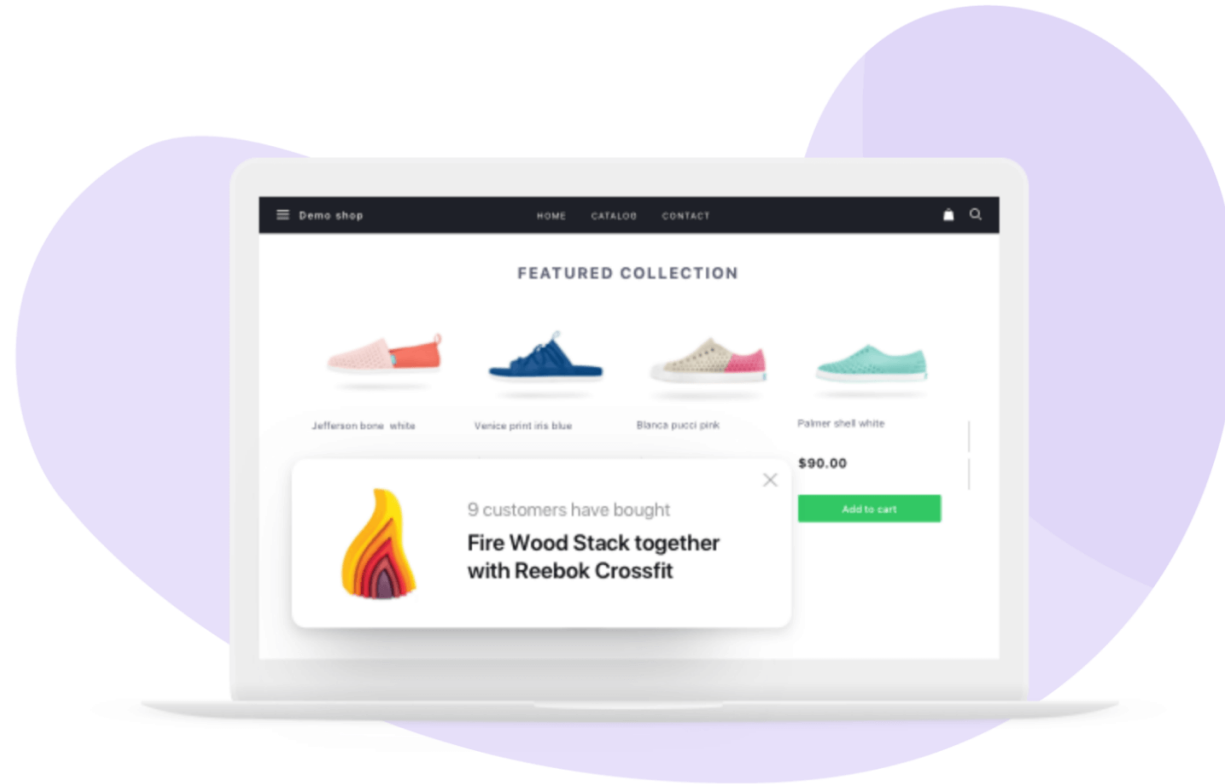
<https://www.deceptive.design/types/disguised-ads>

Fake Scarcity/FOMO



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

Fake Social Proof



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

Fake Urgency

Hurry up! Sale ending in:

00 11 59 46

Days

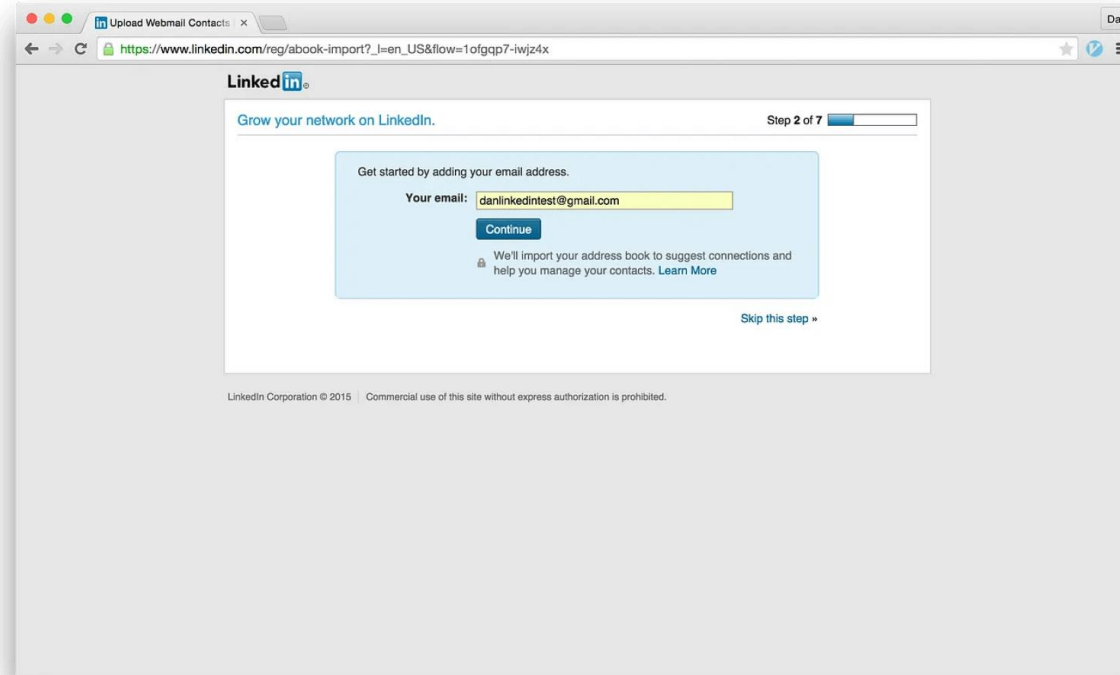
Hrs

Mins

Sec

Sale Ends Once The Timer Hits Zero!

Forced Action




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

Hard to Cancel/Roach Motel

The New York Times**My Account**

MY ACCOUNT • PURCHASE HISTORY • CANCEL

Cancel My Subscription



Are you sure you want to cancel?

Remember, once you cancel you'll lose unlimited access to the world's most influential reporting, opinion and commentary in journalism today.

[Go Back To My Account »](#)

Still want to cancel?

We're sorry to see you go.

To cancel your subscription quickly and easily, please call Customer Care at 877-698-5635

Hours of Operation:
Monday — Friday: 7:30 a.m. ET through 9:00 p.m. ET
Saturday and Sunday: 7:30 a.m. ET through 5:00 p.m. ET

Common Questions

What is the subscription refund policy?

If you are on the monthly payment plan, we will stop charging your account starting next month. If you are on the annual payment plan, you will receive a prorated refund.

[See cancellation policy »](#)

What happens to my account?

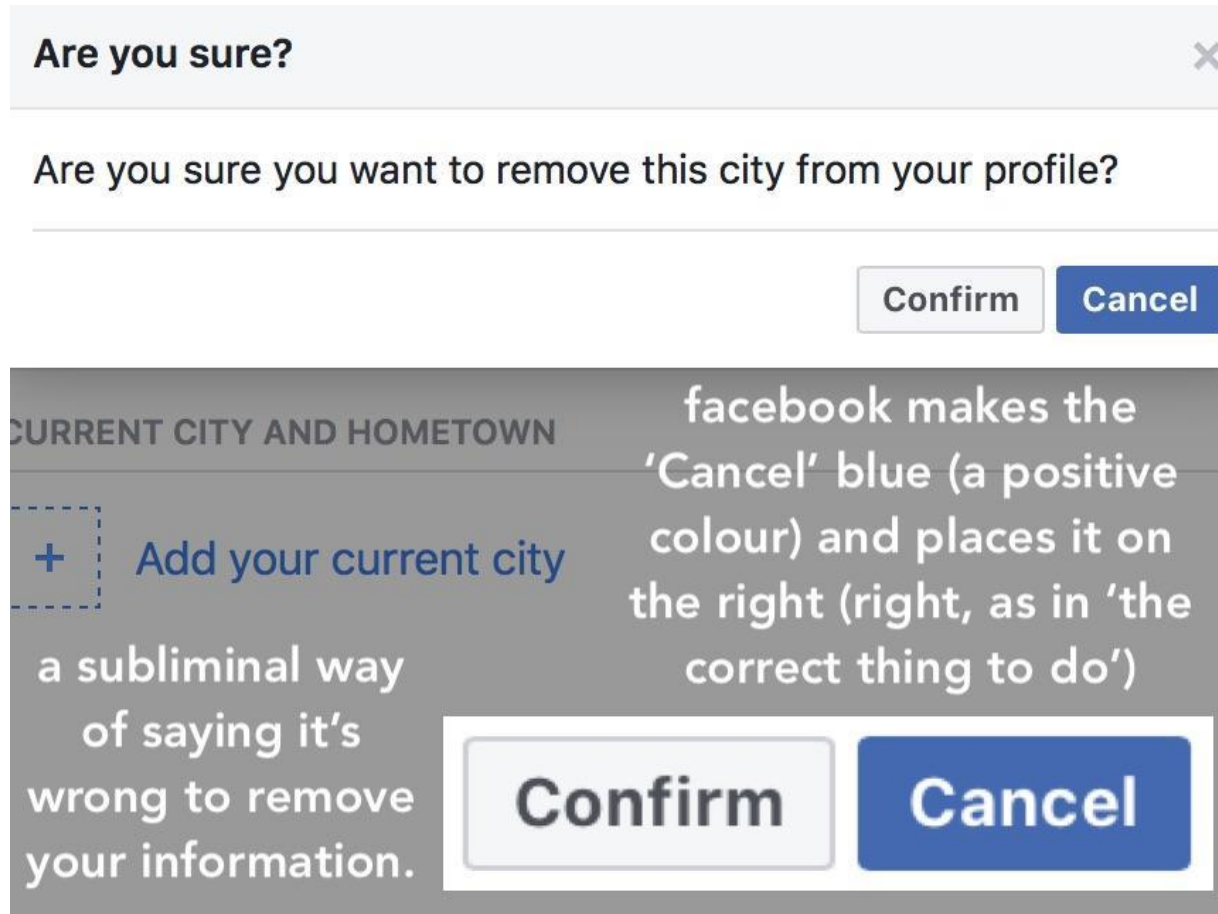
You will continue to have unlimited access for any remaining time on your pre-paid billing cycle. Thereafter, you can access NYTimes.com as a visitor and read limited articles each month for free. To receive unlimited articles each month you will need to re-subscribe.

What if I want to renew my subscription?

No problem! You can renew your digital subscription at any time to get full access to NYTimes.com on the Web and on mobile devices.

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Hard to Cancel/Roach Motel



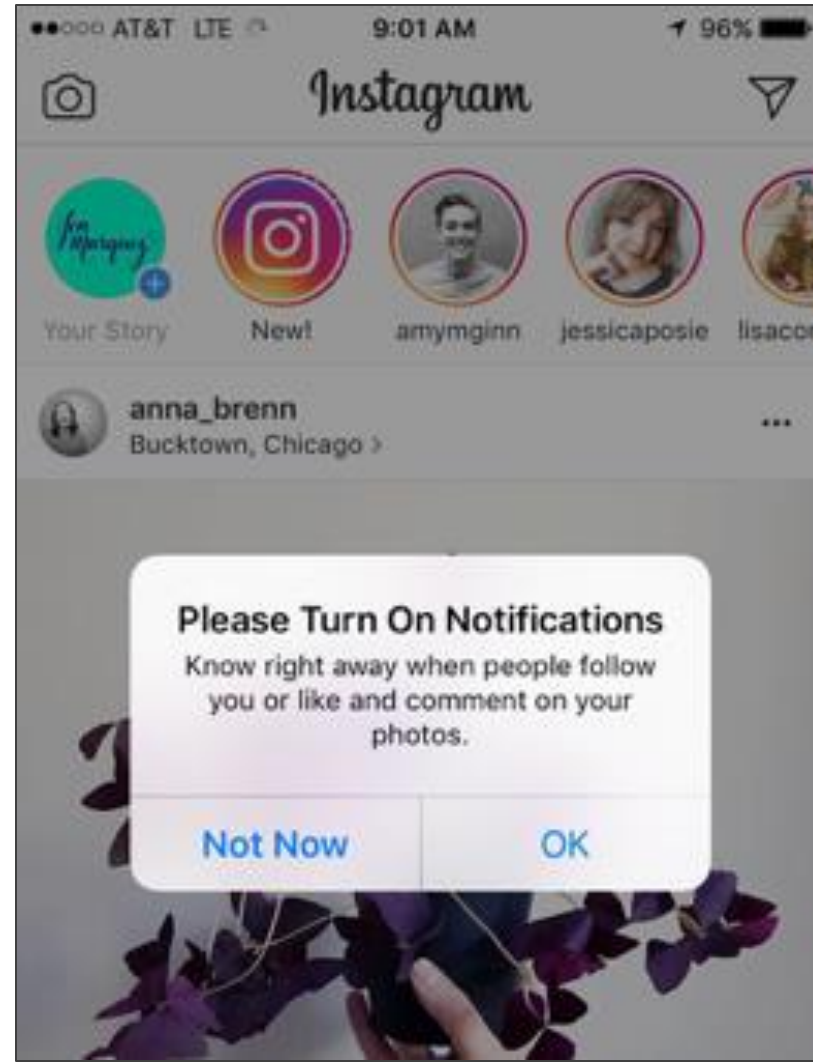
https://www.reddit.com/r/darkpatterns/comments/9g8rnk/facebook_data_deletion_dark_pattern/

Hidden Costs

Order Subtotal	\$50.98
Standard Delivery	\$14.99
Care & Handling	\$2.99
Tax	\$4.56
Total	\$73.52
Savings Today ⓘ	\$9.00

Get a Delivery Rebate up to \$15 for your Proflowers purchase! [Learn More](#)


Nagging




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

Obstruction

facebook



← BACK



Required: Review your data settings

Personal data laws are changing in the European Union, and we want to make it easy for you to view some of your data settings.

Please take a few minutes to review these updates and make choices about some specific data settings.

Here's what we'll ask you to review:

- How we use personal data from advertisers, app developers and publishers to show you relevant ads
- An option for turning on face recognition
- Our updated Terms, Data Policy and Cookie Policy

GET STARTED

We show you better ads by using data from advertisers, app developers and publishers

We care about protecting your privacy. We don't sell your data, and we've designed our ad system so that we can show you relevant and useful ads without telling advertisers who you are. To show you better ads, we use data that advertisers, app developers and publishers provide us about your activity off Facebook Company Products. This data includes your use of these partners' websites and apps, and certain offline interactions with them, such as purchases. You control whether we use this data to show you ads. To confirm that we can use this data to decide which ads to show you, select Accept and Continue. If you don't want us to use this data to decide which ads to show you, select Manage Data Settings.

MANAGE DATA SETTINGS

ACCEPT AND CONTINUE

You control whether we use data from partners to show you ads

Data from advertisers, app developers and publishers about your activity off Facebook Company Products helps us show you relevant and useful ads. It includes your use of these partners' websites and apps, and certain offline interactions with them, such as purchases.

This setting applies to ads that we show you across Facebook Company Products, including Facebook and Instagram, as well as on websites, apps and devices that use our advertising services.

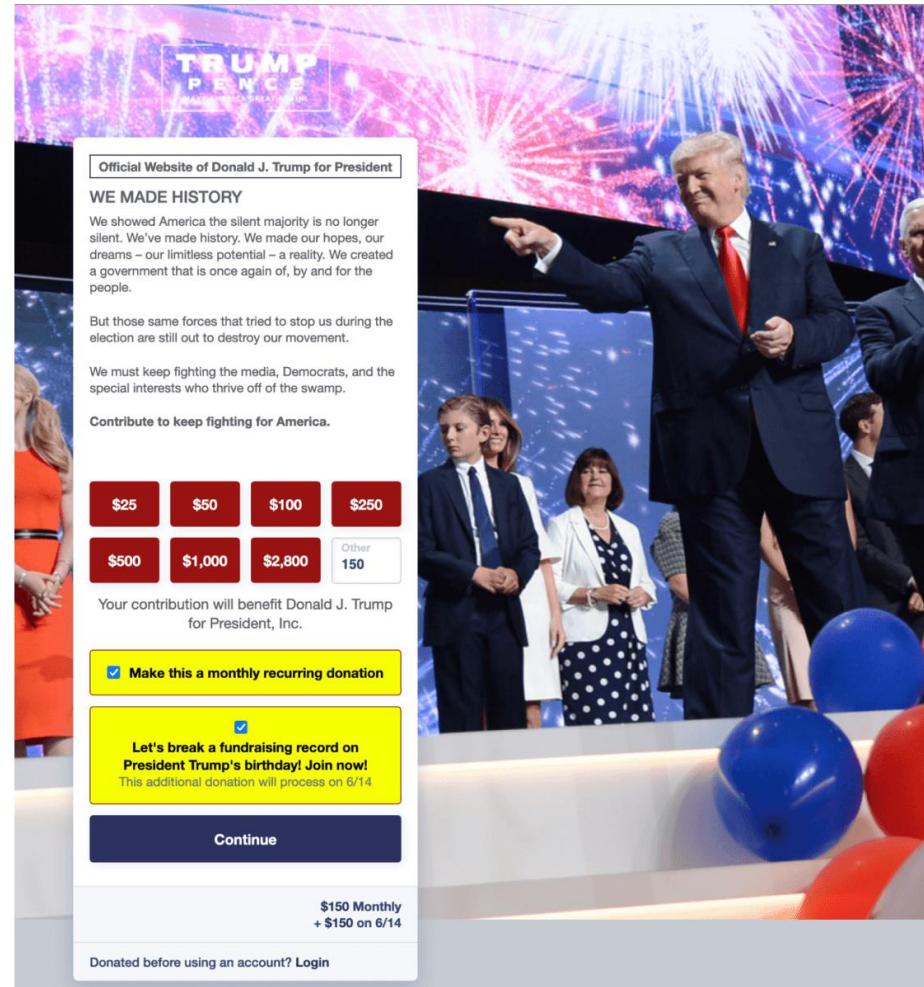
Ads based on data from partners:

Allowed
Ads will be more relevant to you

☒

SAVE

Preselection



The image shows a screenshot of the official website of Donald J. Trump for President, featuring a donation preselection interface overlaid on a background image of Donald Trump and his family at a campaign event with fireworks.

Official Website of Donald J. Trump for President

WE MADE HISTORY

We showed America the silent majority is no longer silent. We've made history. We made our hopes, our dreams – our limitless potential – a reality. We created a government that is once again of, by and for the people.

But those same forces that tried to stop us during the election are still out to destroy our movement.

We must keep fighting the media, Democrats, and the special interests who thrive off of the swamp.

Contribute to keep fighting for America.

Donation options:

- \$25
- \$50
- \$100
- \$250
- \$500
- \$1,000
- \$2,800
- Other 150

Your contribution will benefit Donald J. Trump for President, Inc.

☒ Make this a monthly recurring donation

☒ Let's break a fundraising record on President Trump's birthday! Join now!
This additional donation will process on 6/14

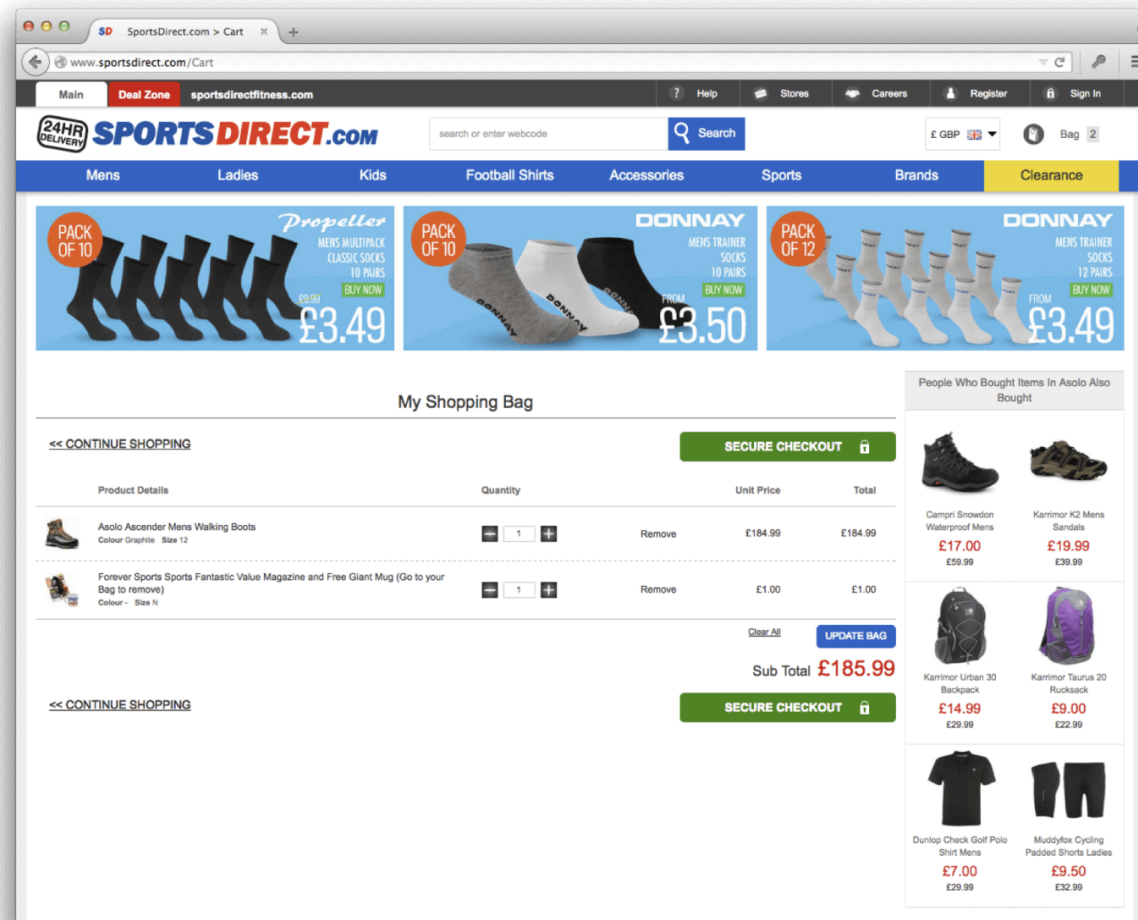
Continue

\$150 Monthly
+ \$150 on 6/14

Donated before using an account? [Login](#)

<https://www.deceptive.design/types/preselection>

Sneaking



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

Trick Wording

Search » Select » **Services** » Payment » Itinerary

Passenger Details - All passenger names must match those in the passport/accepted travel document

1 ☐ Title First name Last name ☐ 0.00 GBP

Beat the queues, buy priority boarding: Yes ☐ No ☐ 0.00 GBP

Buy AXA travel insurance [View policy benefits](#) Please select a country of residence 0.00 GBP

If you do not wish to buy insurance select **No Travel Insurance** in the drop down menu.

SMS Confirmation

Click Yes to receive a text message confirming your Reservation Number and flight details ([Click for information](#))? Yes ☐ No ☐ 0.00 GBP

Your mobile phone number will be entered on the following page and will only be used to send important flight information.

Ryanair Approved Cabin Bag

Samsonite Yes ☐ No ☐ 0.00 GBP

The Samsonite Aspire cabin bag is available exclusively at Ryanair.com and is approved for carriage on Ryanair flights, subject to our cabin baggage weight and size restrictions detailed in the cabin bag specification below.

If you would like to purchase an approved Ryanair Cabin bag from Samsonite please click "Yes" ([Cabin Bag specification](#))

Free Delivery!

Sports Equipment/Musical Instruments/Infant Equipment

☐ ☐ ☐ Please check box if one or more passengers wishes to carry sports equipment, a musical instrument or infant equipment. ☐

Special Assistance

☐ Please check box to reserve special assistance at the airport for members of your party. Failure to prebook special assistance may result in the service being unavailable. ☐

☐ **Important - Please check box to continue**

I have read and accept Ryanair's Terms and Conditions of Travel and Website Terms of Use. All travel is offered in accordance with Ryanair's General Conditions of Carriage for Passengers and Baggage.

I will advise Ryanair of any changes to my contact details including my email address to a local Ryanair reservations centre.

The e-mail address provided at the time of reservation will be used to notify passengers of any flight time changes, in response to general correspondence, or to send other important travel information. Evidence of e-mail dispatch will be accepted as evidence of receipt.

We offer SSL (Secure Socket Layer) technology to protect your personal information. **CONTINUE**

[Home](#) | [F.A.Q.](#) | [Privacy Policy](#) | [Terms and Conditions](#) | [Conditions of Carriage](#) | [Terms of Use](#) | [Contact Us](#) | [Fees](#)

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Flights

Going Out: 11/10/2010 10:30hrs

East Midlands - Berlin

1 x Adult 10.99 GBP

Taxes/Fees 0.00 GBP

1 x Web Check in 5.00 GBP

Coming Back: 18/10/2010 13:45hrs

Berlin - East Midlands

1 x Adult 16.99 GBP

Taxes/Fees 0.00 GBP

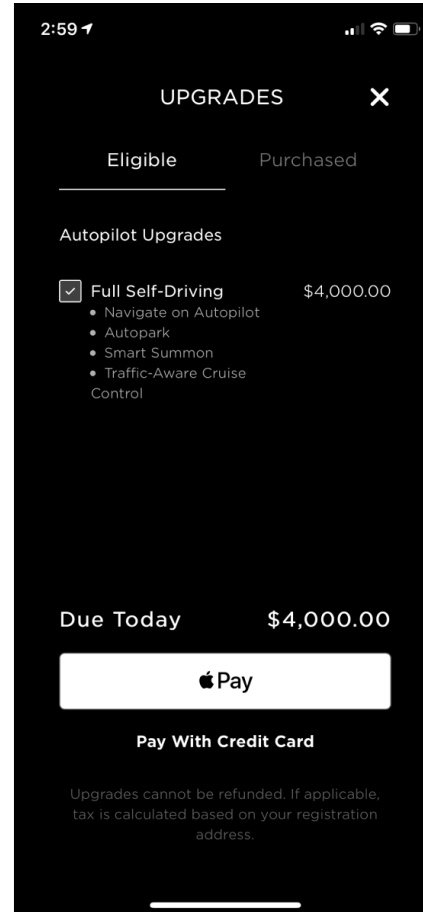
1 x Web Check in 5.00 GBP

Total

Total Cost 37.98 GBP

Excluding administration fee (if applicable)

Visual Interference



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

Ethical Design

Ethical Design Principles

- Transparency: clear communication
- Informed consent: opt-in rather than opt-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

Just Died In Your Arms - You!

Content

Class Collaborate - Week 1 - rec

Membership Cancellation Request

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SolutionInn

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Search Textbook question

Membership Cancellation Request

We sincerely thank you for being our valued customer. Please fill out this form completely to process your membership cancellation request.

This will take about 5 minutes. Help us understand what went wrong.

Country:

United States

Phone Number

+1 Phone Number

Required

Date of Birth

mm/dd/yyyy

Required

Why we need your birthday?
We will send you gift on your birthday.

Please refer a friend who can benefit from our service

Email

Type a Valid Email

Next

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Contact Us

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FAQ

Company Info

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Privacy Policy

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



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

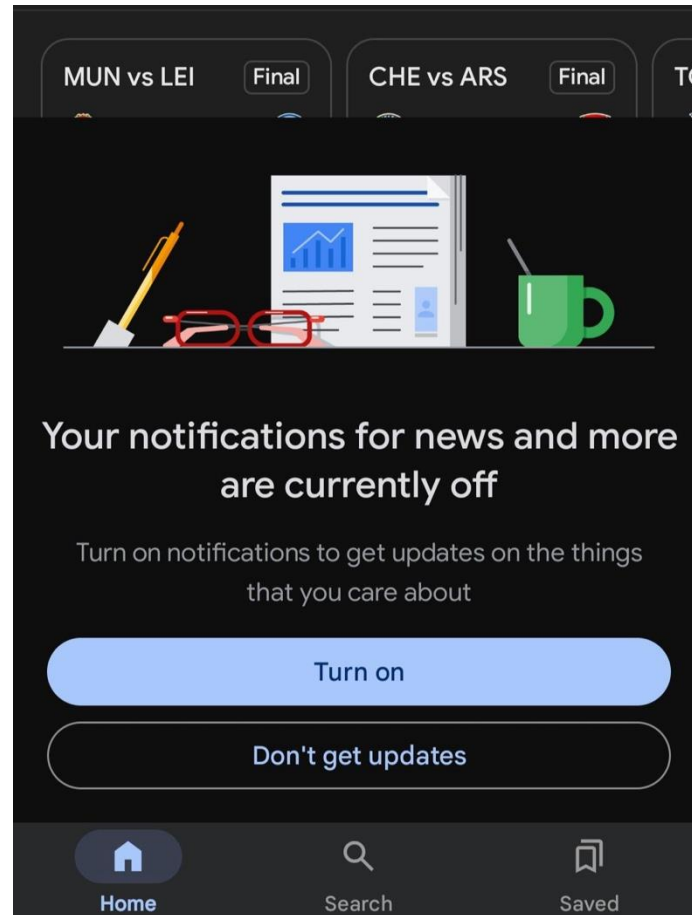


Allow Instagram to use your app and website activity?

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?