

6.1040: Software Studio

Deceptive Design & Concept Smells

Arvind Satyanarayan & Daniel Jackson



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Trick questions
Sneak into basket

Roach motel

Privacy zuckering

Price comparison prevention

Misdirection

Hidden costs

Bait and switch

Confirmshaming

Disguised ads

Forced continuity

Friend spam

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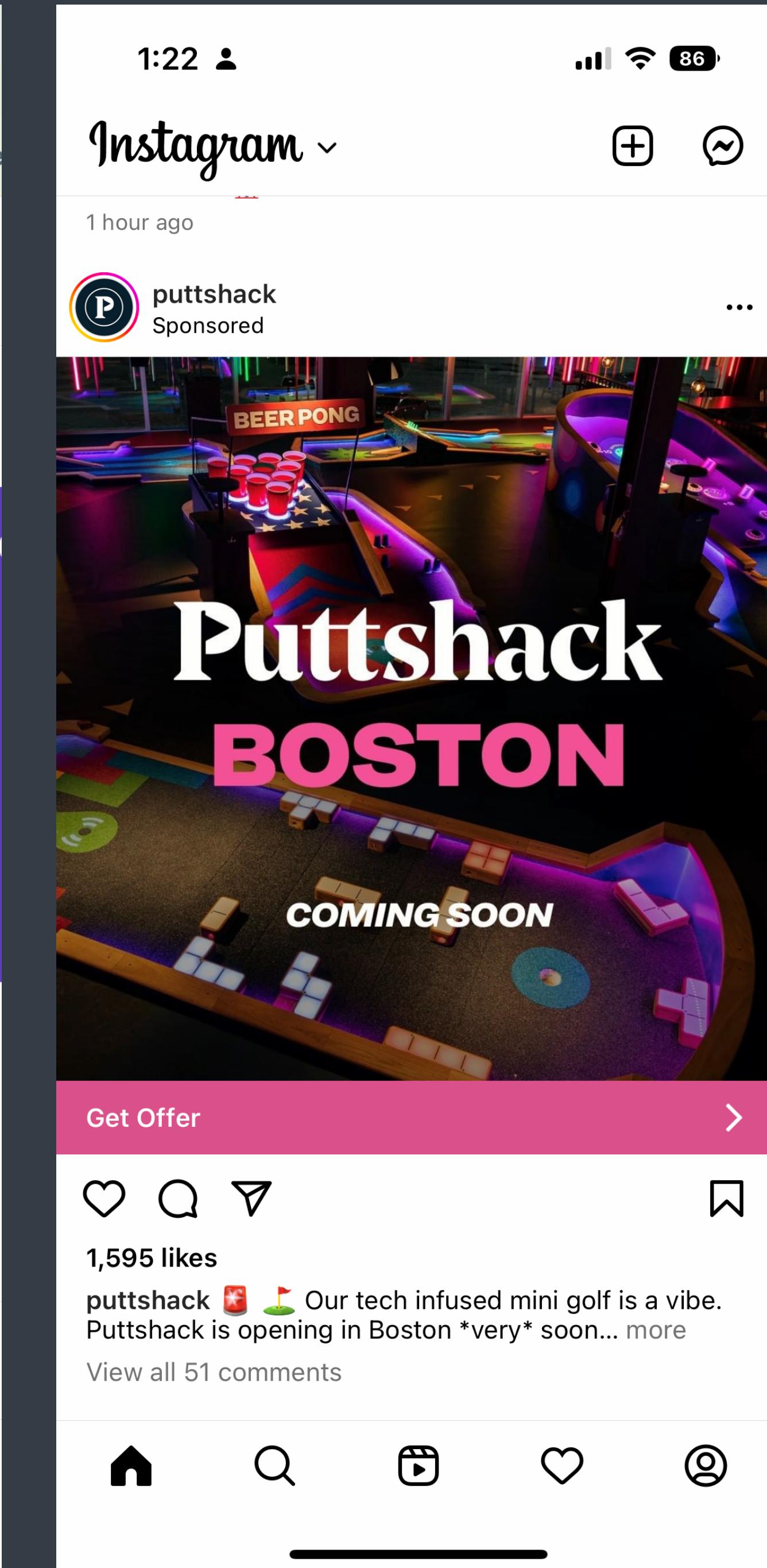
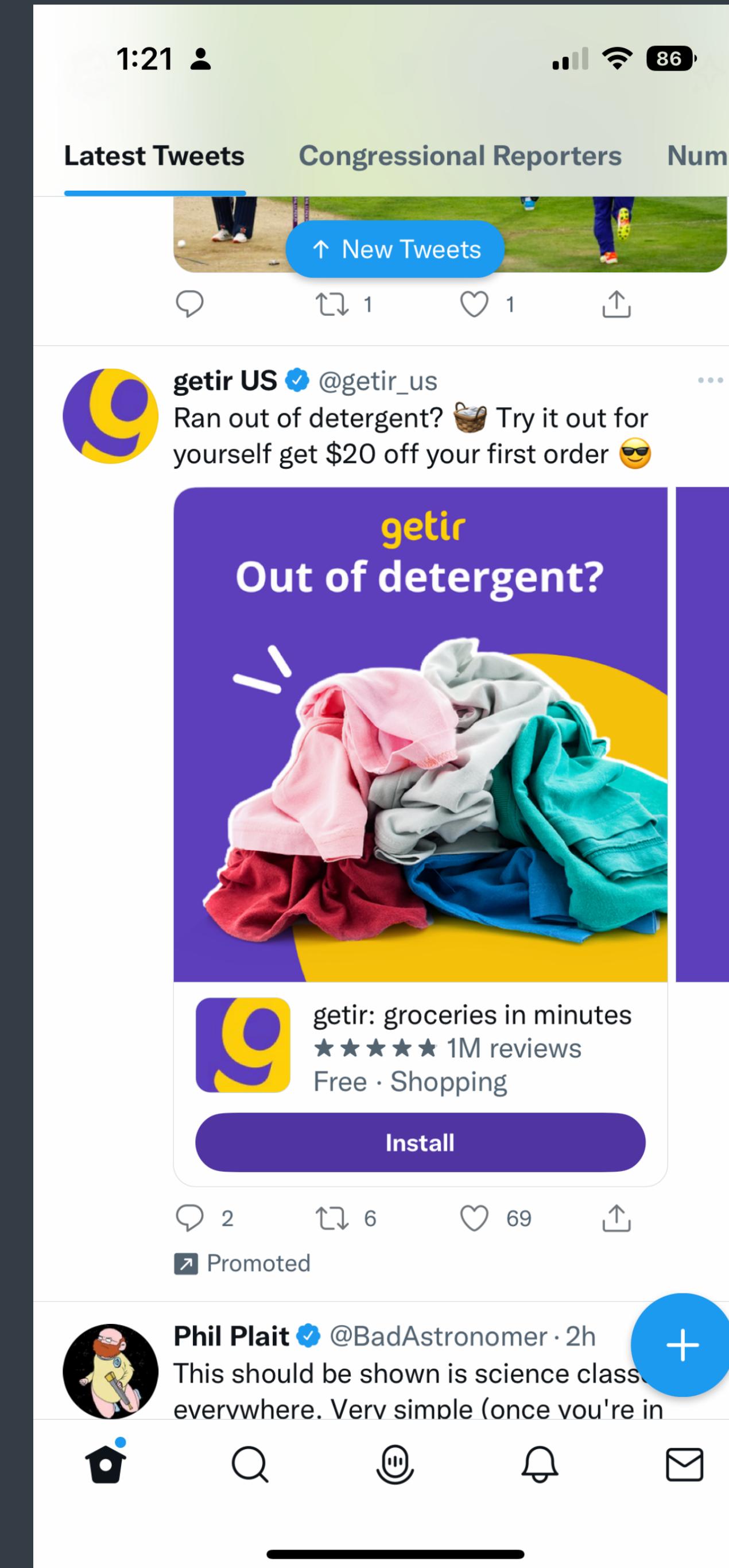
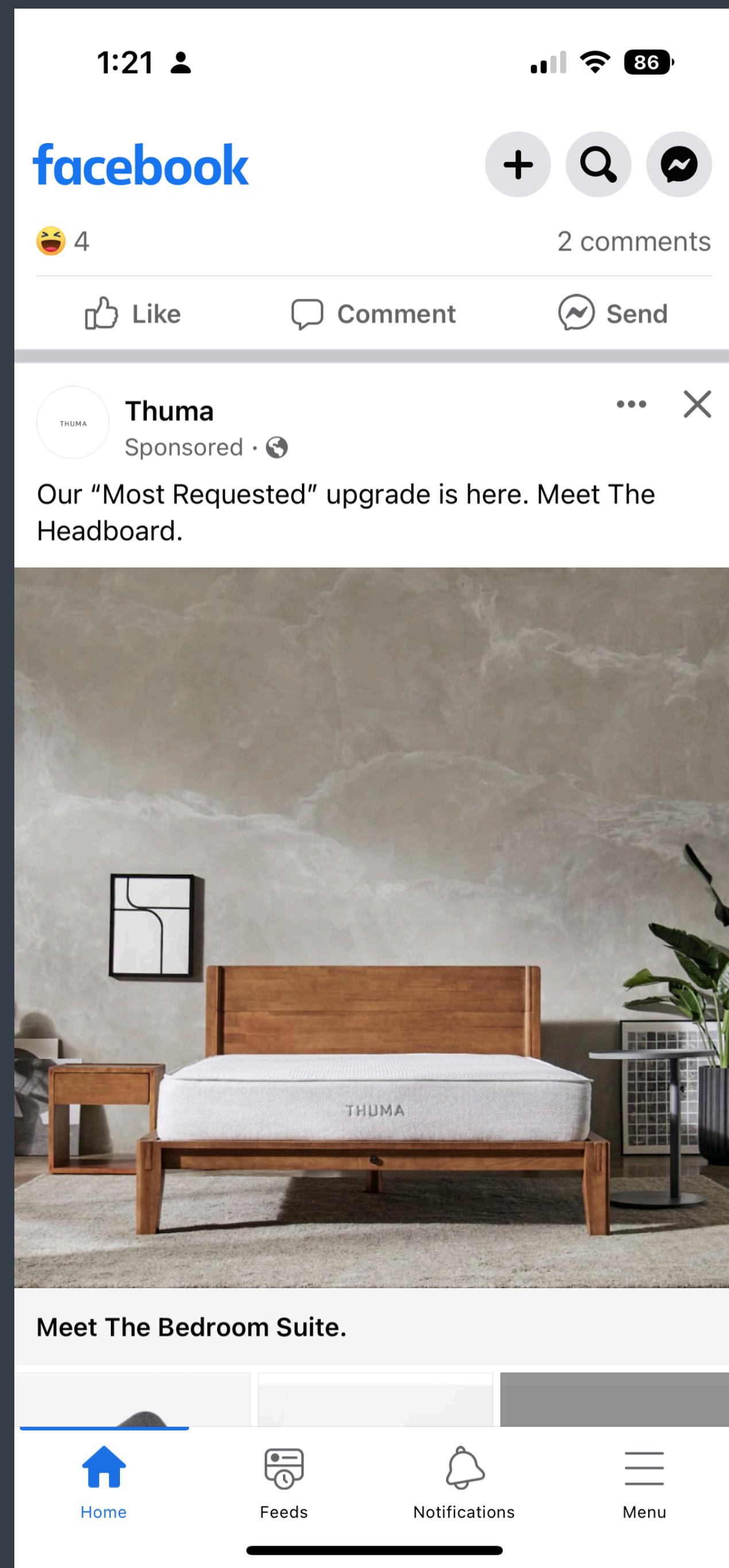
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The name of the website and its icon appear at the top of the results card to help anchor each result, so you can more easily scan the page of results and decide what to explore next. Site owners can learn more about how to choose their preferred icon for organic listings [here](#).



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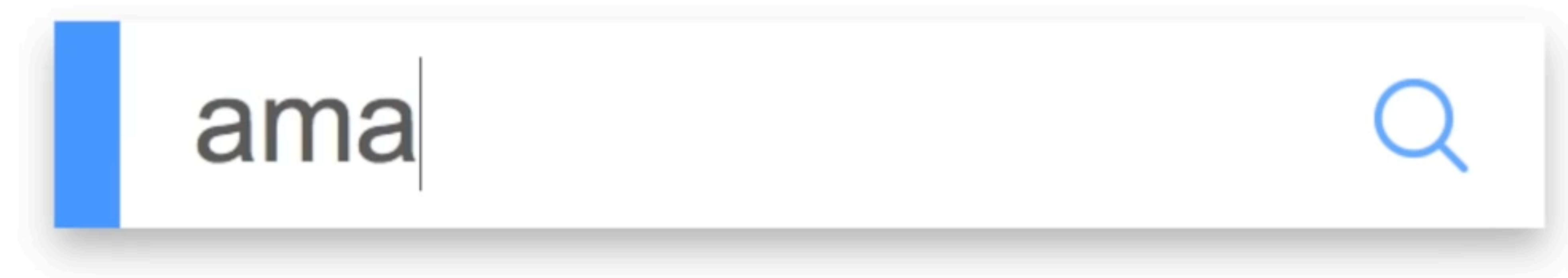
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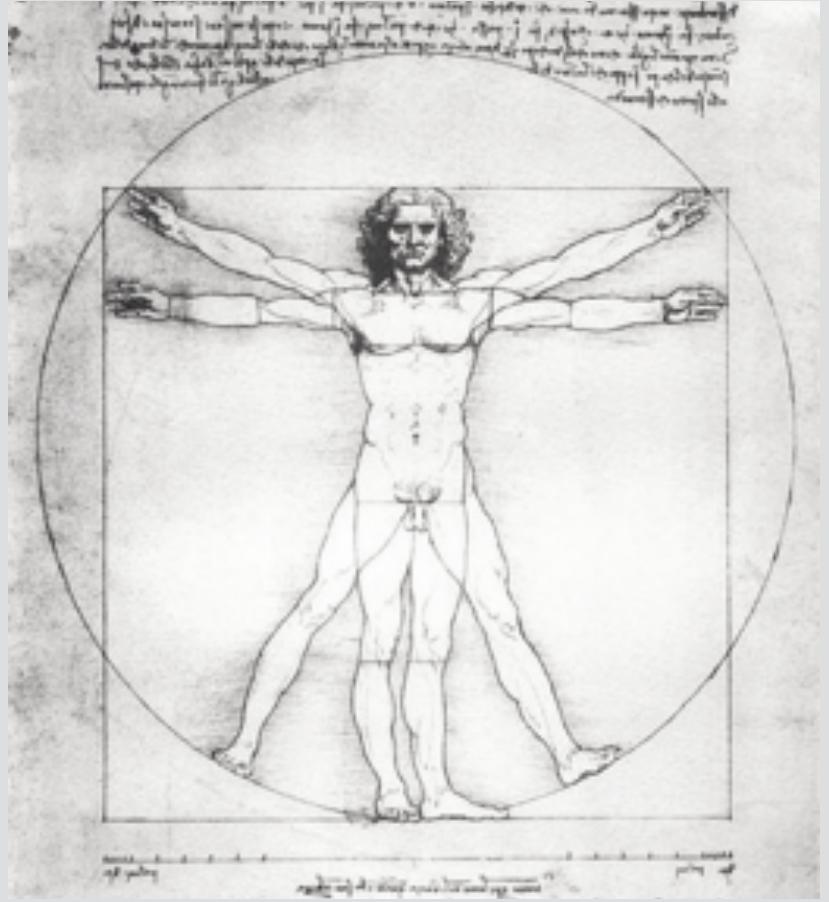
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levels of UX design



physical

color, size, layout,
type, touch, sound

concrete



linguistic

icons, labels, tooltips,
site structure

abstract



conceptual

semantics, actions,
data model, purpose

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CONCEPT

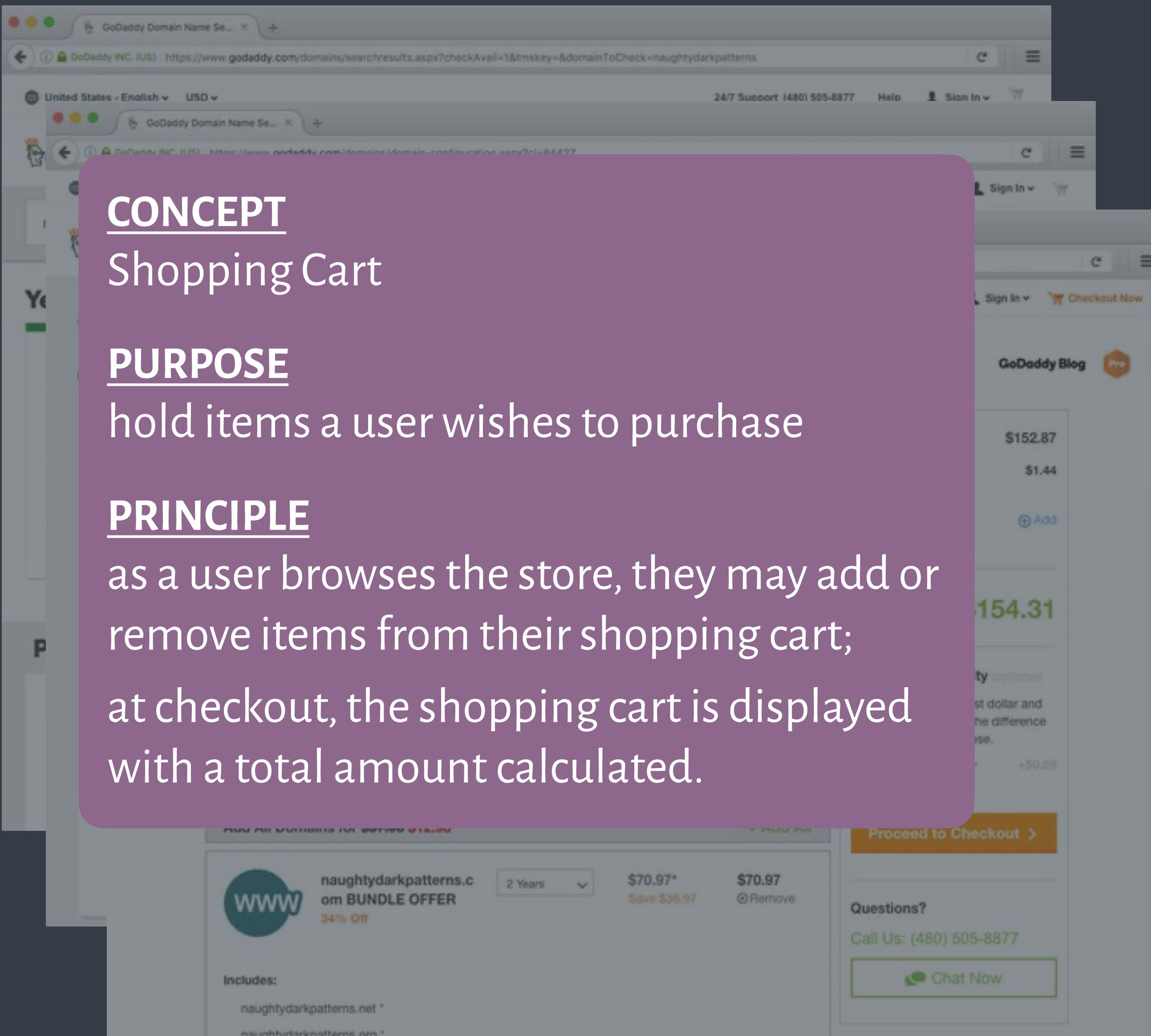
Shopping Cart

PURPOSE

hold items a user wishes to purchase

PRINCIPLE

as a user browses the store, they may add or remove items from their shopping cart; at checkout, the shopping cart is displayed with a total amount calculated.



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CONCEPT

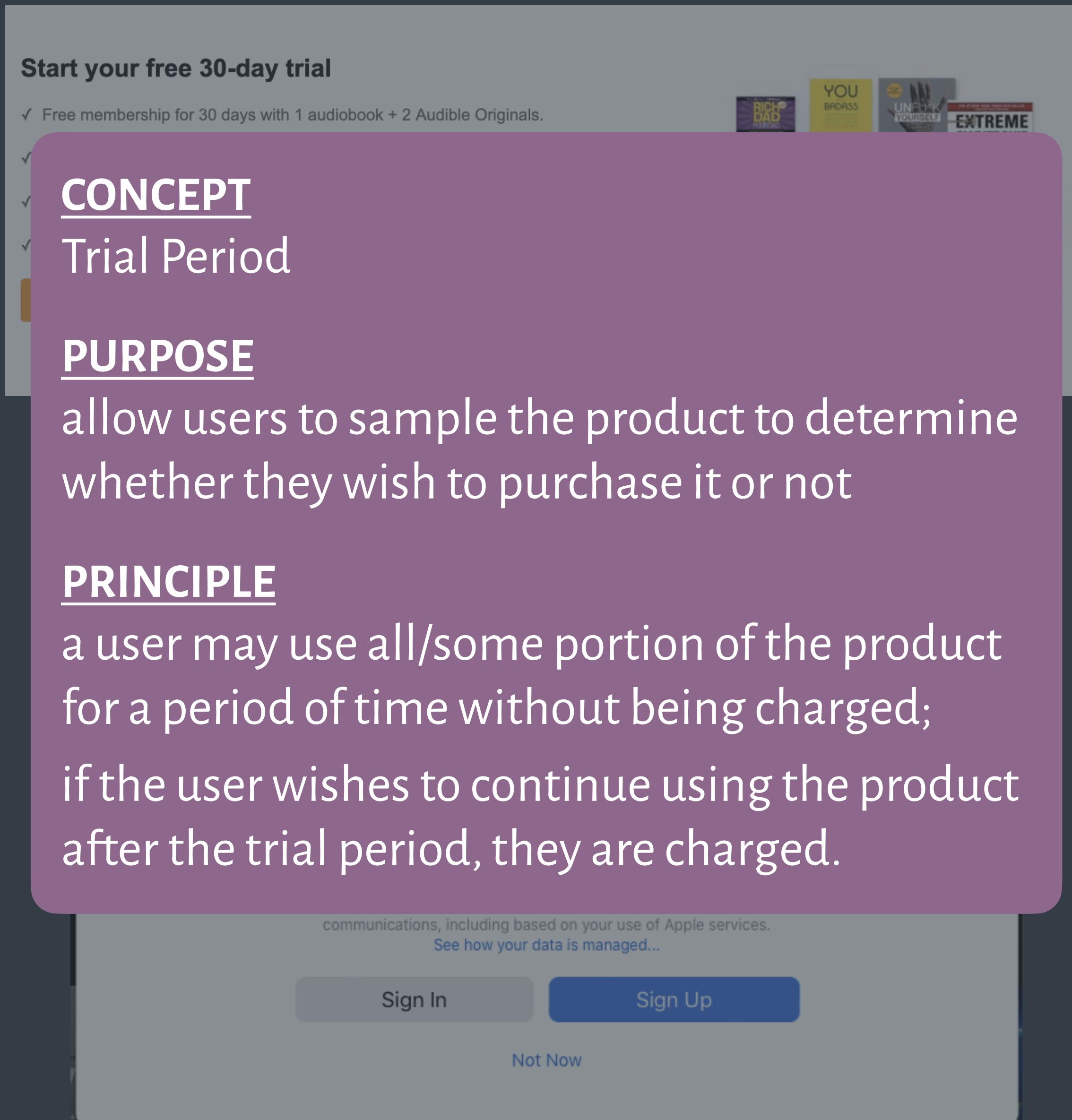
Trial Period

PURPOSE

allow users to sample the product to determine whether they wish to purchase it or not

PRINCIPLE

a user may use all/some portion of the product for a period of time without being charged; if the user wishes to continue using the product after the trial period, they are charged.



Sneak into Basket

CONCEPT

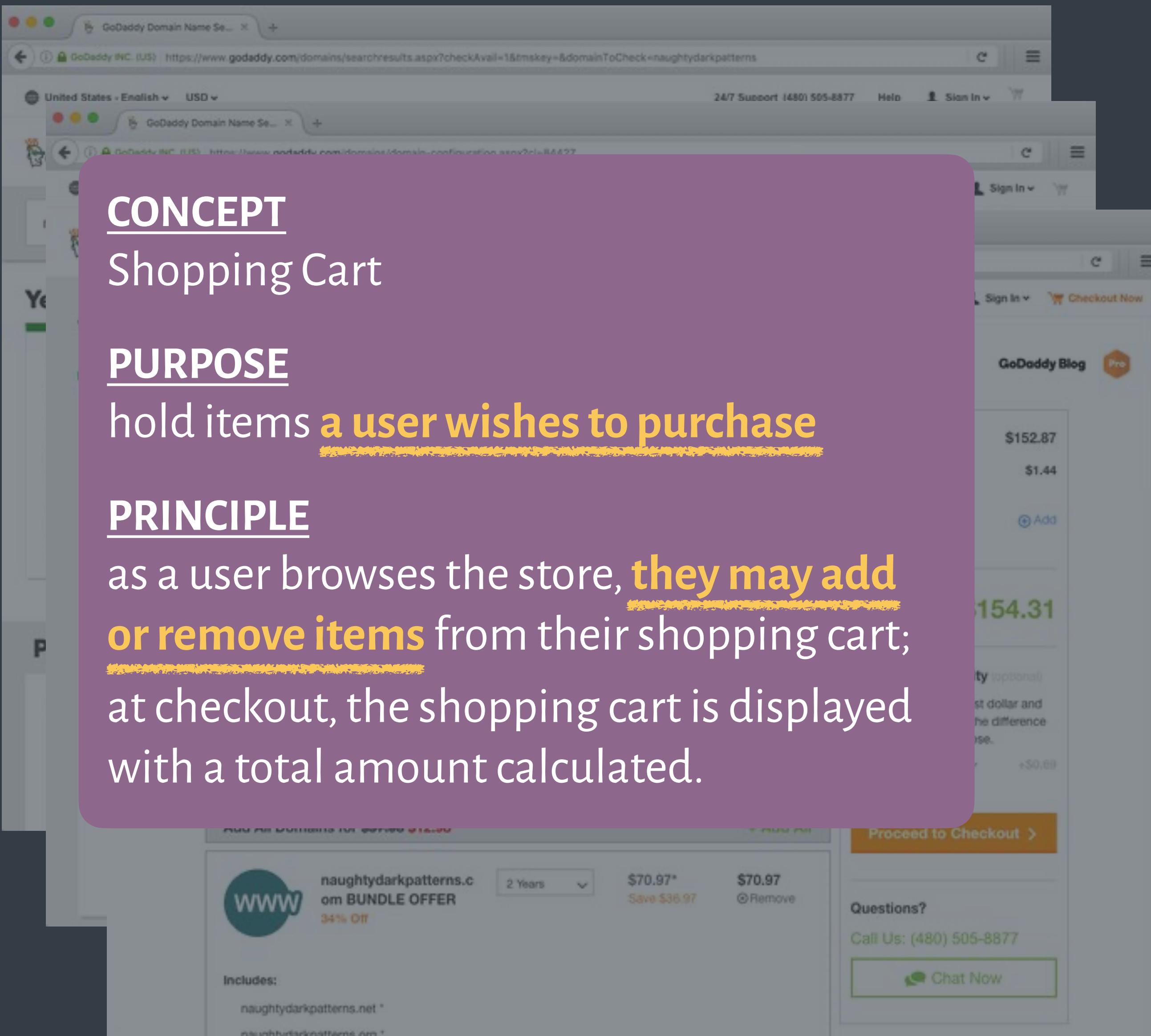
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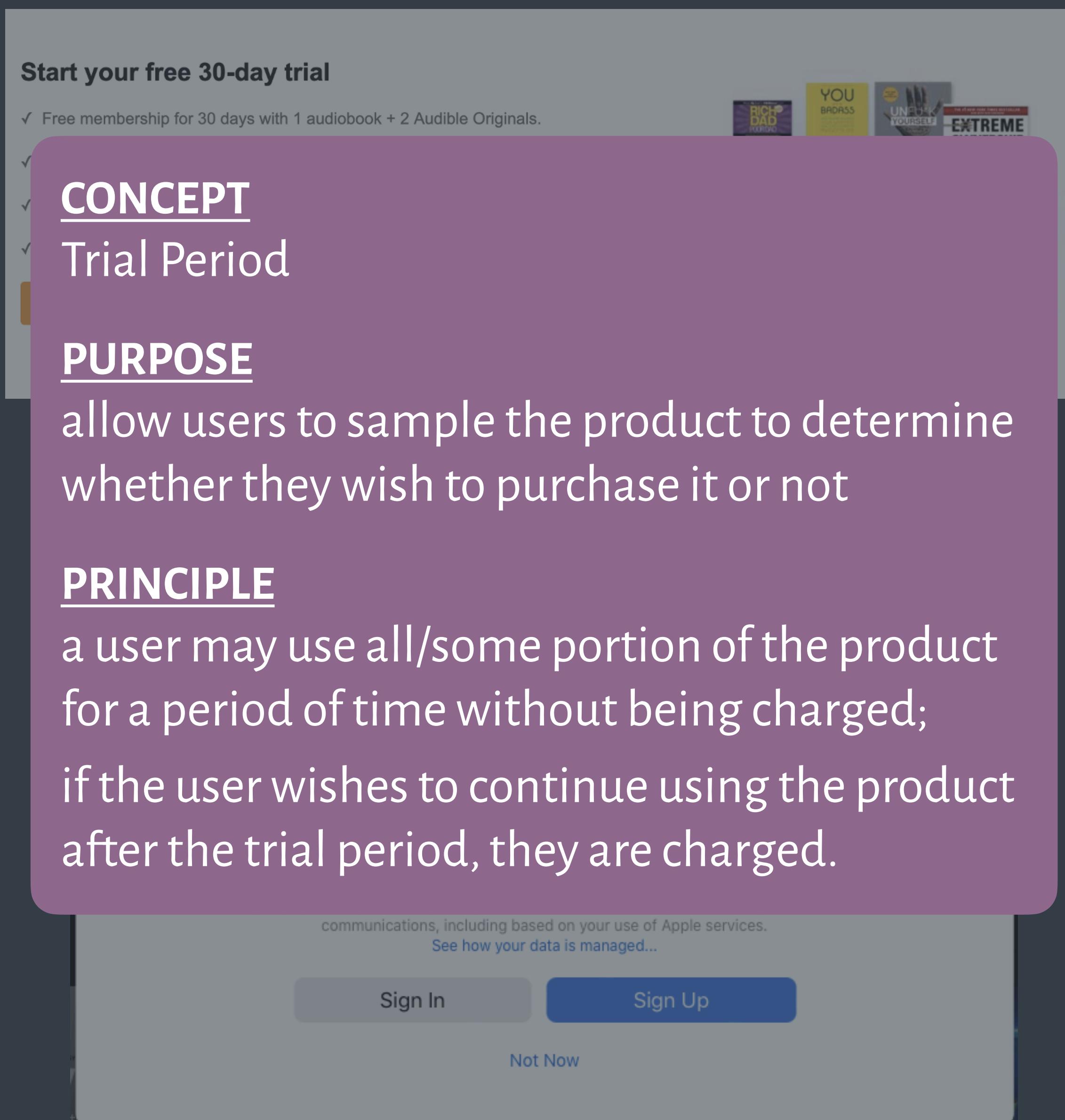
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Sneak into Basket Masquerading Concepts

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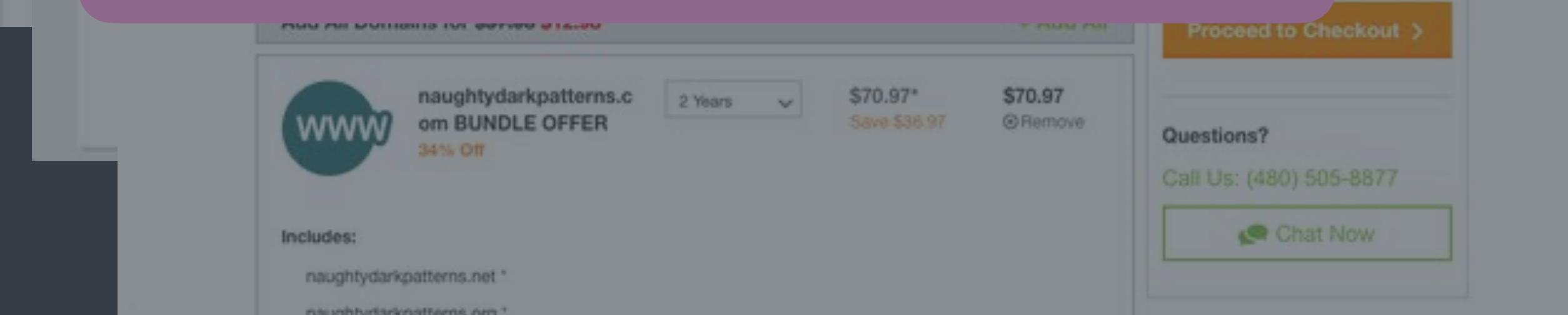
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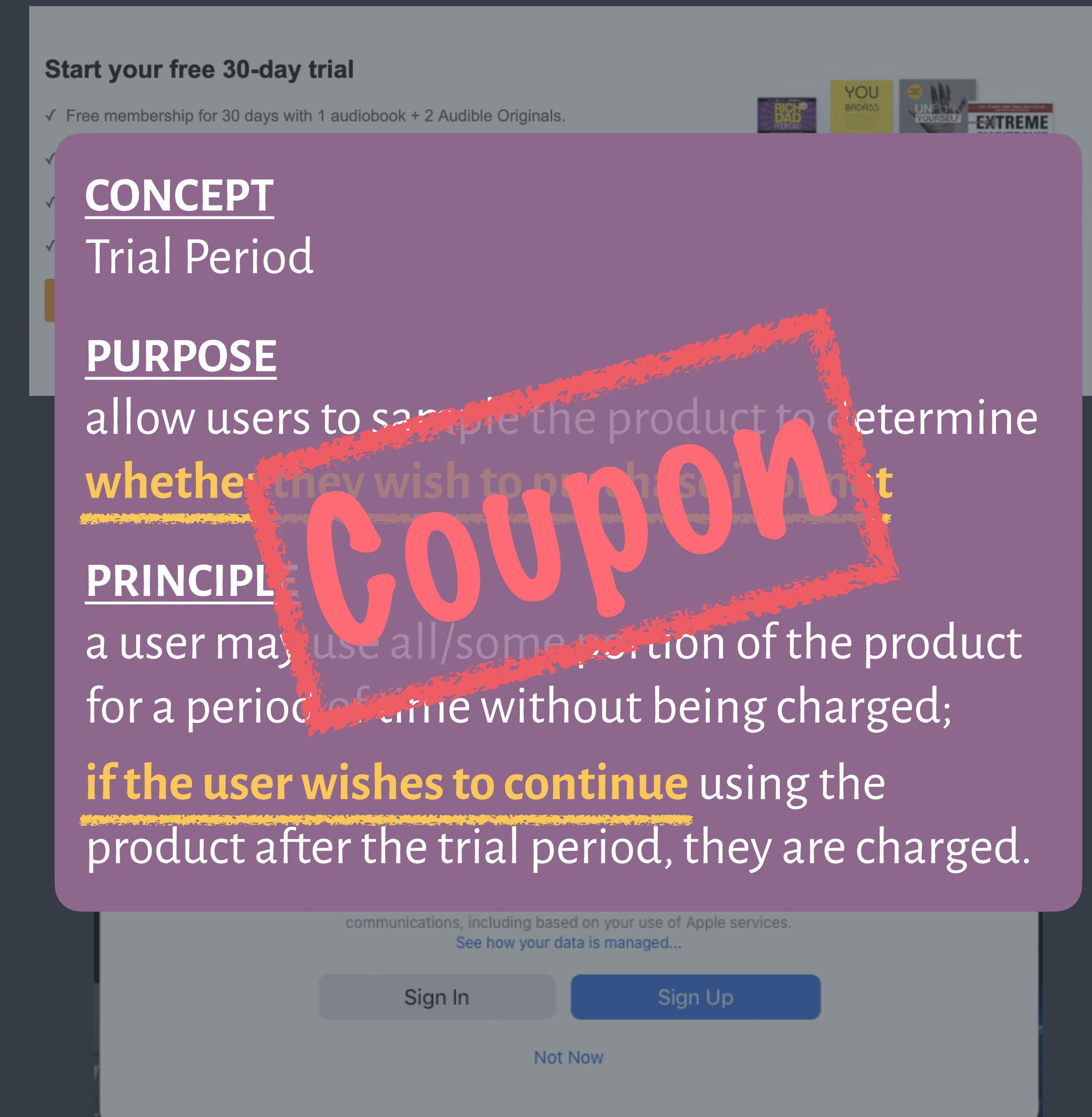
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Piggybacking

CONCEPT

Link

PURPOSE

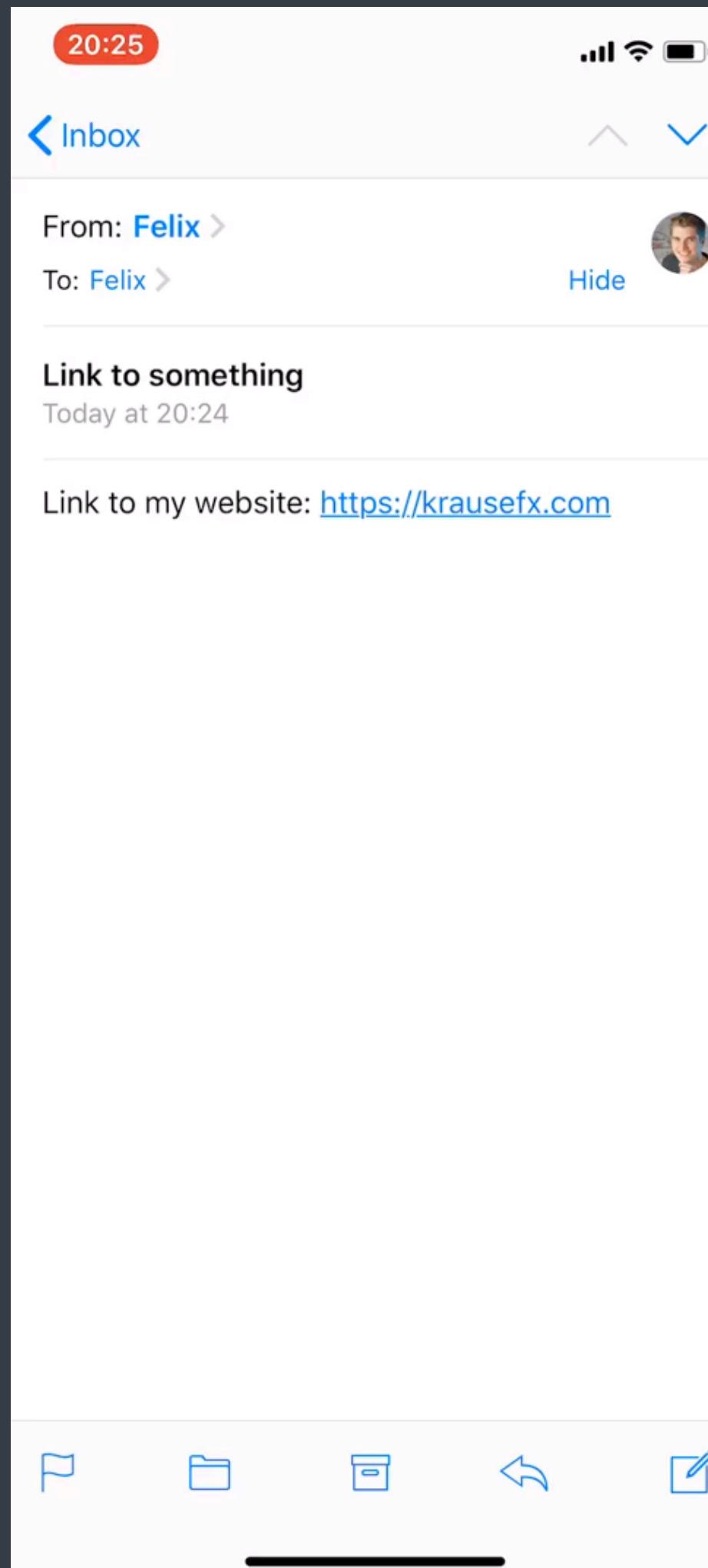
reference another piece of content

PRINCIPLE

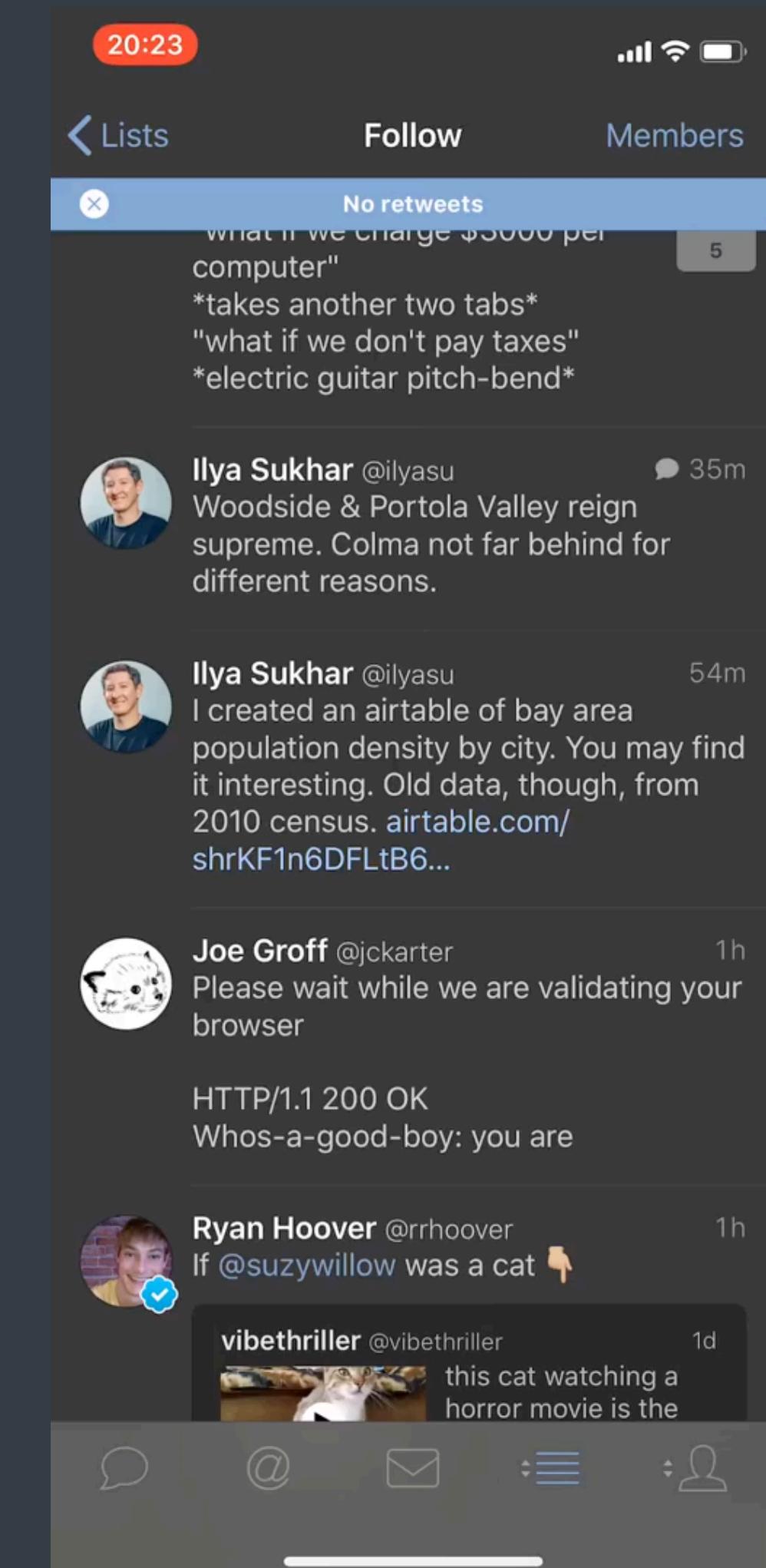
when a click is clicked/tapped,
navigate the browser to the
referenced content

From Felix Krause

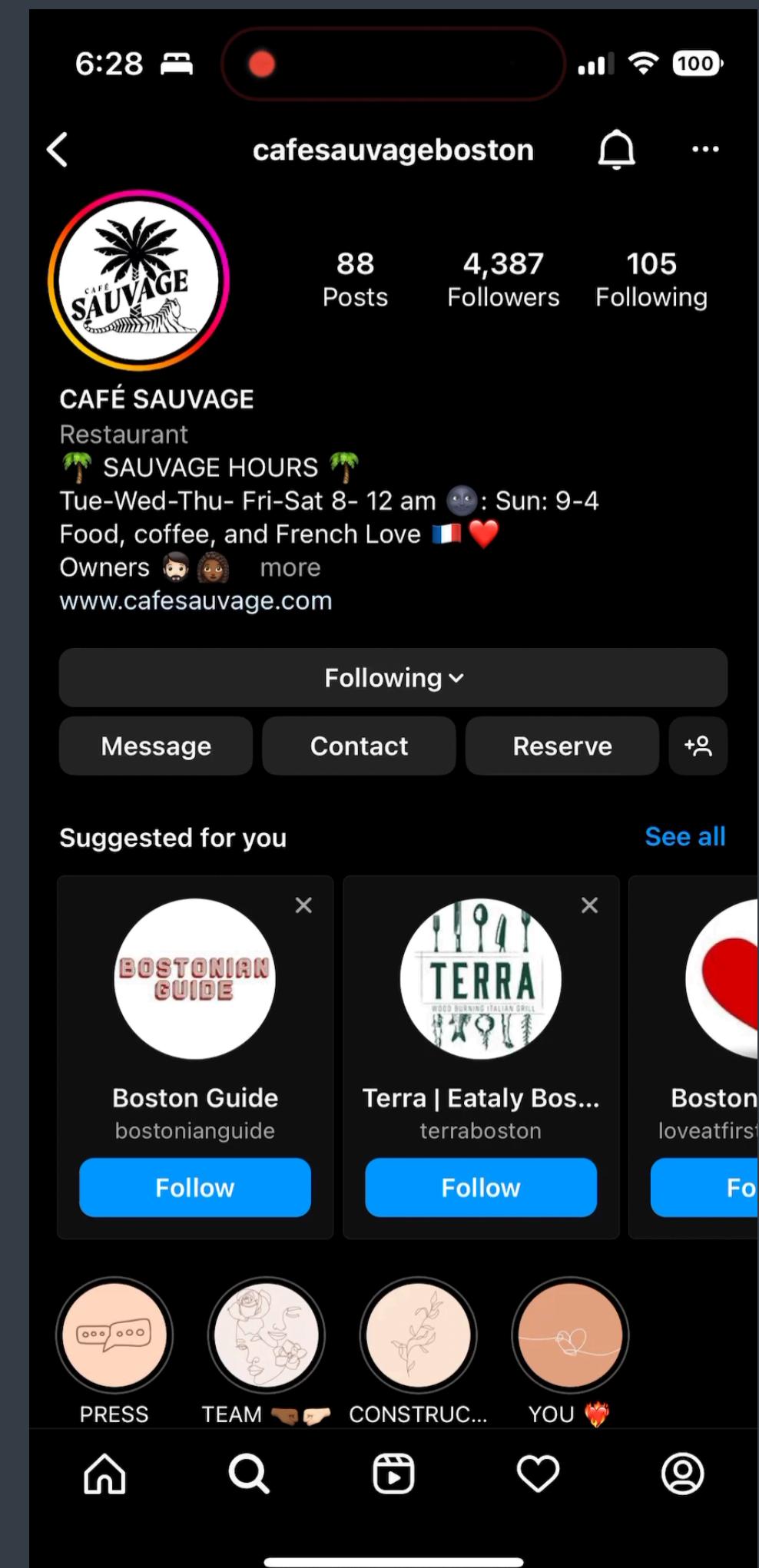
A single concept has multiple purposes



Safari



In-App Browser



Custom WebView



Piggybacking

A single concept has multiple purposes

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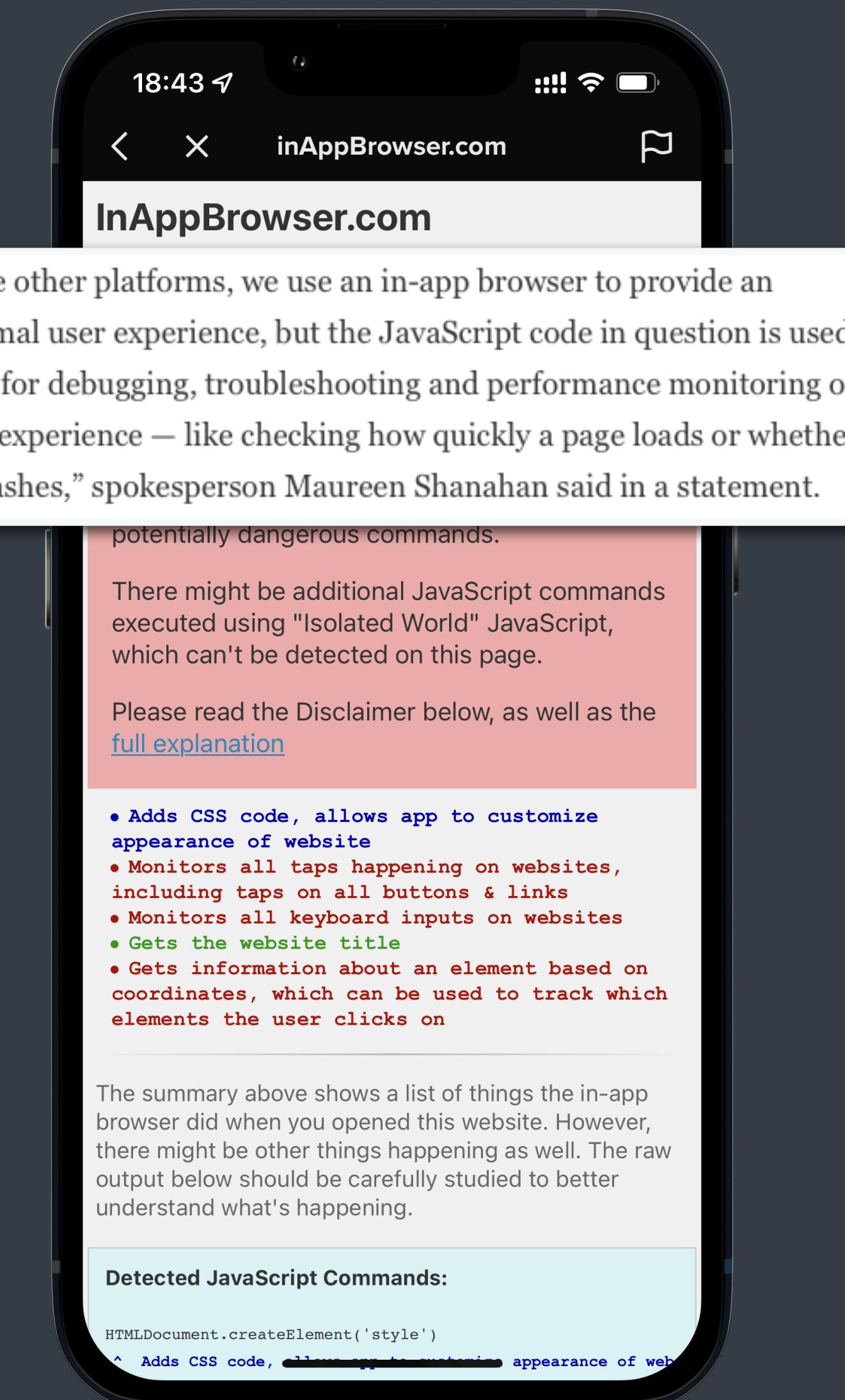
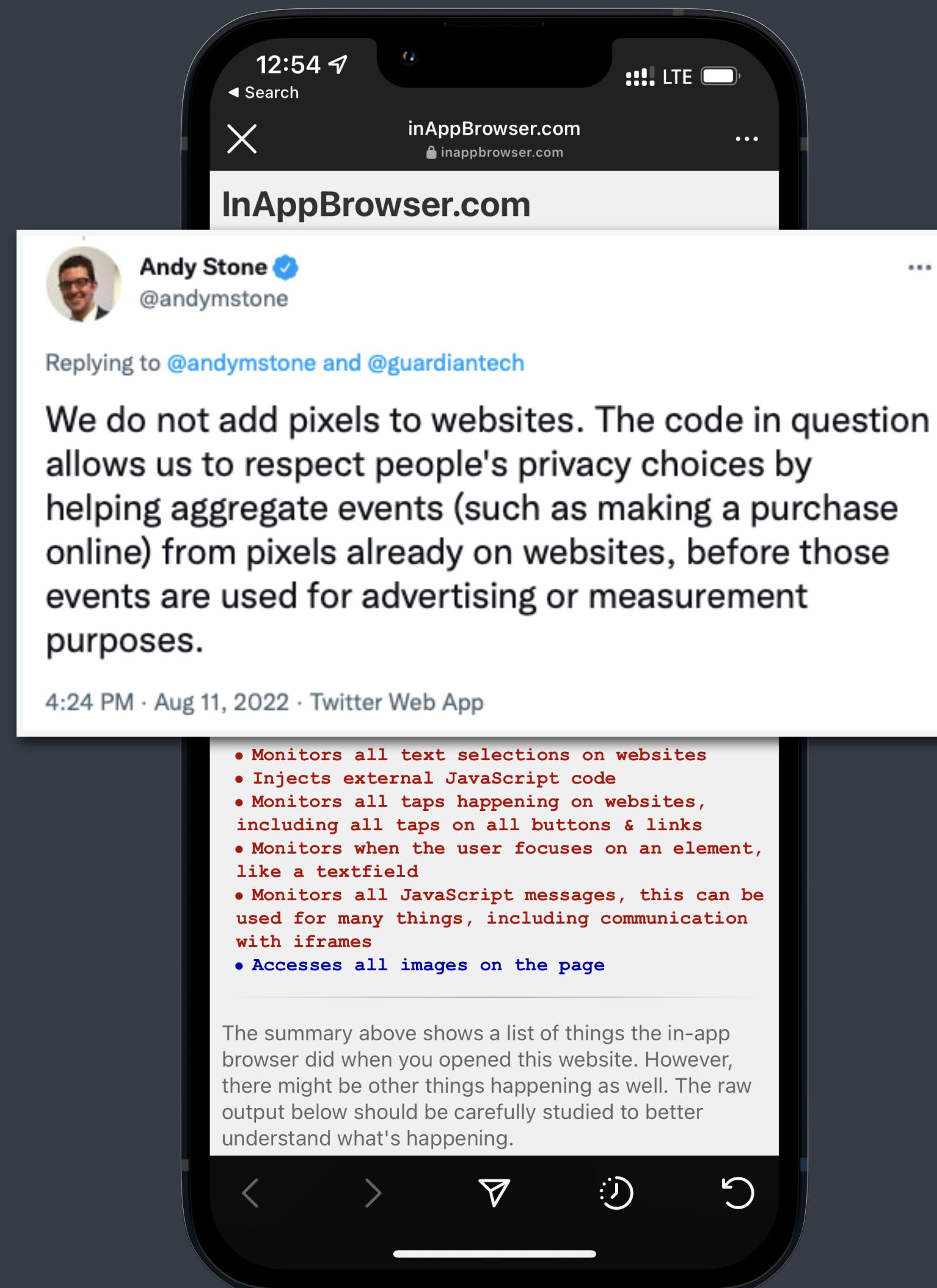
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PURPOSE

reference another piece of content

PRINCIPLE

when a click is clicked/tapped,
navigate the browser to the
referenced content



🐷 Piggybacking



CONCEPT

Notification

PURPOSE

keep users updated on progress, even if the app isn't open

PRINCIPLE

when an event occurs, send the user a message with the updated details



Piggybacking

The collage includes:

- A screenshot from the Twitter mobile app showing a tweet from Randy Luecke (@me1000) about Apple Music on Amazon Echo.
- A screenshot of a Twitter post by christopher moltisanti (@OGmoltisanti) with a photo of a phone screen displaying a notification for "We've changed".
- A screenshot of a Twitter post by Steve Lederer (@stevieleed5) critiquing the practice of piggybacking notifications.
- A screenshot of an iPhone home screen showing a notification from the Apple Store about an iPhone upgrade.

CONCEPT Notification

PURPOSE

keep users updated on progress, even if the app isn't open

PRINCIPLE

when an event occurs, send the user a message with the updated details

The screenshot shows the Apple Developer website with the following visible text:

Apple Developer News Discover Design Develop Distribute Support Account Documentation

Overview

User-facing notifications communicate important information to users of your app, regardless of whether your app is running on the user's device. For example, a sports app can let the user know when their favorite team scores. Notifications can also tell your app to download information and update its interface. Notifications can display an alert, play a sound, or badge the app's icon.



Proxy Actors

When a concept's subject/target is unclear or unexpected

CONCEPT

Tip

PURPOSE

show appreciation for service provided

PRINCIPLE

at the conclusion of a service transaction,
the user pays the service provider an
additional 15-20%

Dmillz648 · 3 yr. ago

I'm worried that the orders will guarantee less now, but we get all the tips. Meaning a previously guaranteed 10 dollar order might now only guarantee 5 bucks, and you get a 2 dollar tip, meaning you got 7 bucks for that order.

61 Give Award Share Report Save

lwilliams91 · 3 yr. ago

That's my worry too. And it saved me in times that I've been stiffed, so we'll have to see the model. I'm nervous but excited. If you go to DD's twitter and read the replies, everyone is pissed at DD for "stealing workers' tips"

32 Give Award Share Report Save

The New York Times

NEW YORK | My Frantic Life as a Cab-Dodging, Tip-Chasing Food App Deliveryman

My Frantic Life as a Cab-Dodging, Tip-Chasing Food App Deliveryman

Louise Matsakis

@lmatsakis

I don't believe that a single person intends to give a tip to a multibillion dollar venture-backed startup. They are trying to tip the person who delivered their order. This deceptive model should be illegal

By Andy Newman

July 21, 2019

On my first DoorDash shift, a lunch customer left a \$10 tip. I was curious about [the company's interesting tipping model](#). DoorDash offers a guaranteed minimum wage for each order, the guarantee was \$6.85 and the tip was \$3.25. I ended up getting \$10.10 for the order.

2/ But it's clear from recent feedback that we didn't strike the right balance. We thought we were doing the right thing by making Dashers whole when a customer left no tip. What we missed was that some customers who *did* tip would feel like their tip did not matter.

11:19 PM · Jul 23, 2019 · Twitter Web Client

7 Retweets 67 Quote Tweets 60 Likes



Proxy Actors

When a concept's subject/target is unclear or unexpected

CONCEPT

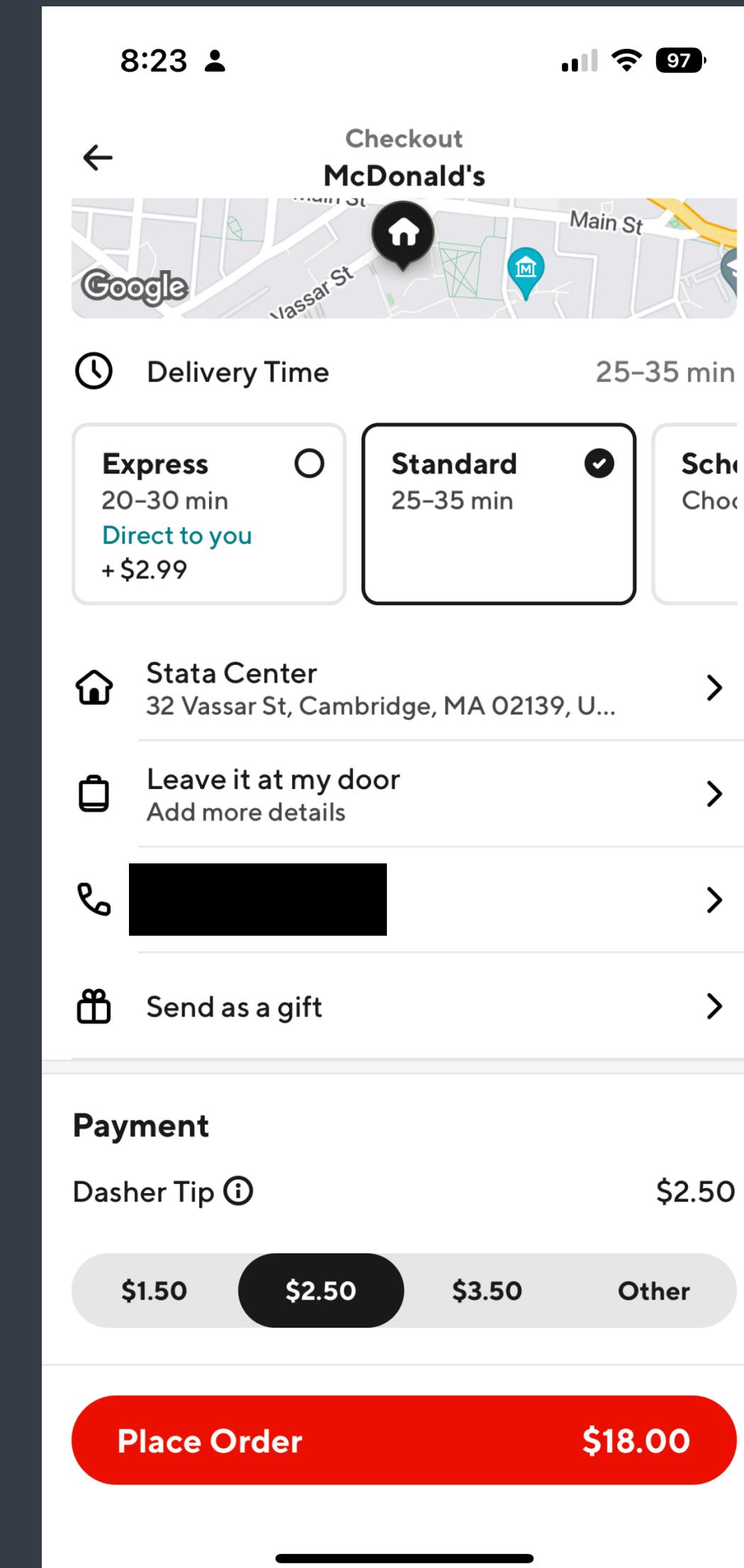
Tip

PURPOSE

show appreciation for service provided

PRINCIPLE

at the conclusion of a service transaction,
the user pays the service provider an
additional 15-20%





Proxy Actors

+



Masquerading Concepts

CONCEPT

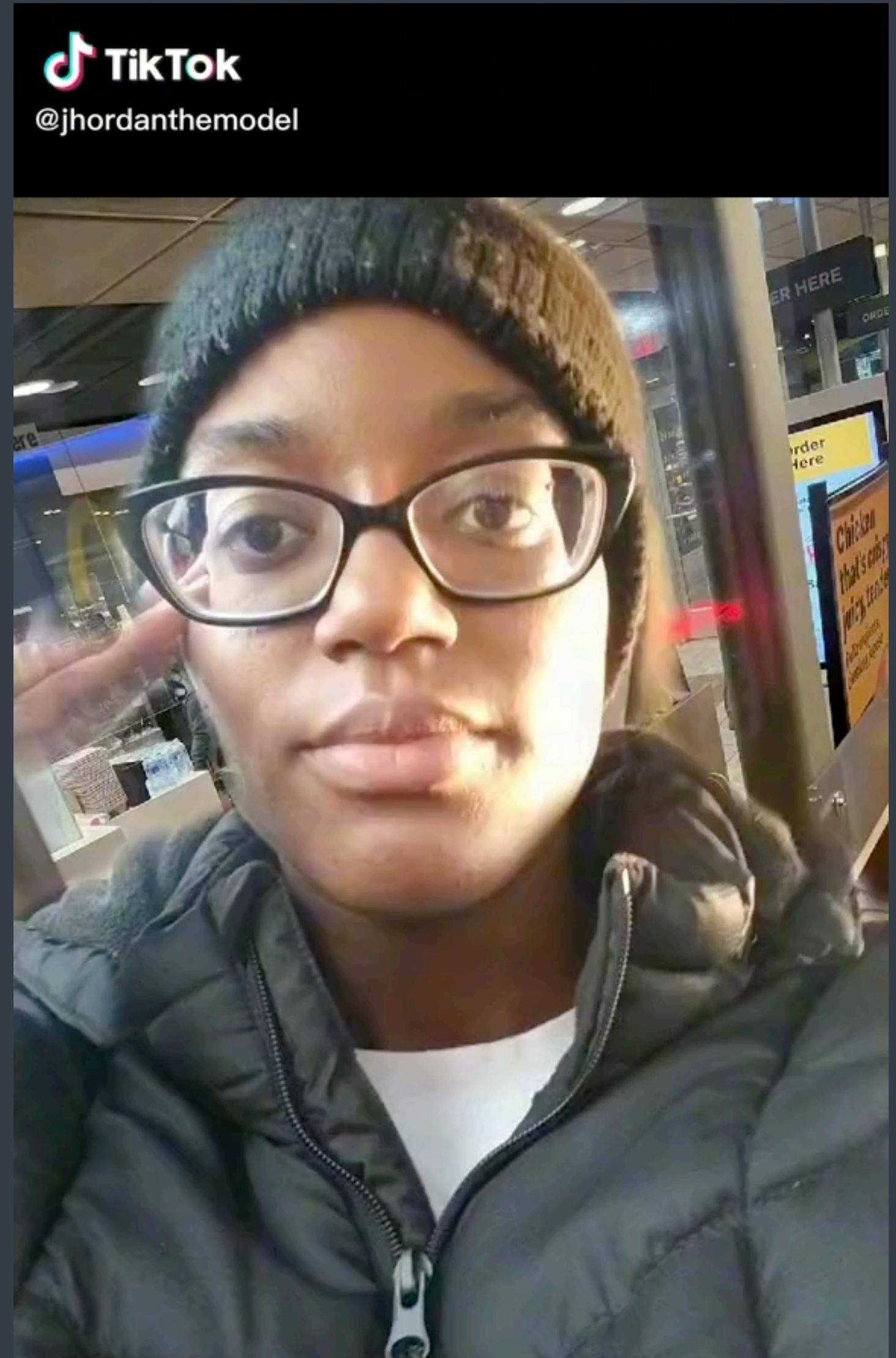
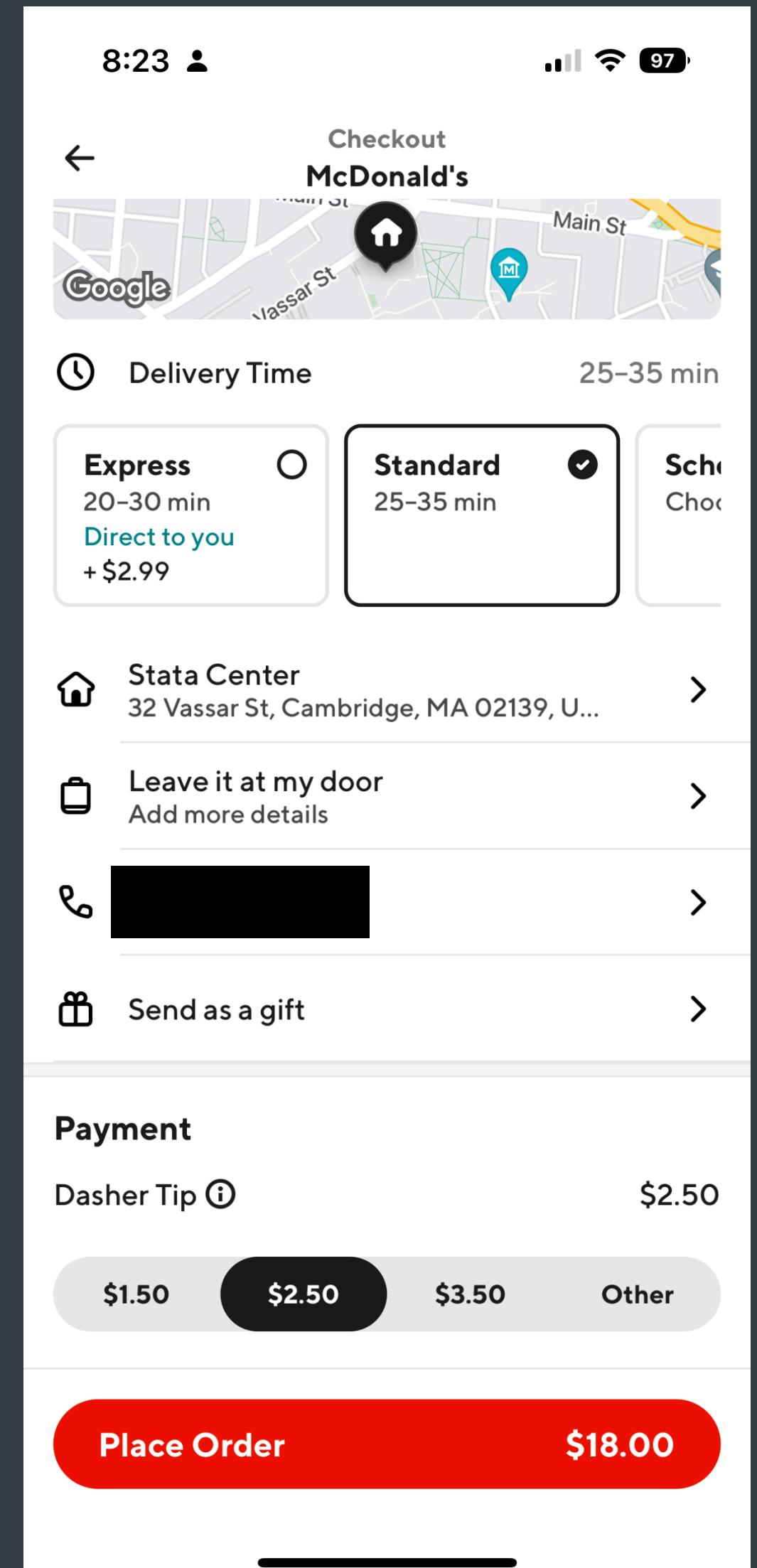
Tip

PURPOSE

show appreciation for service provided

PRINCIPLE

at the conclusion of a service transaction,
the user pays the service provider an
additional 15-20%





Proxy Actors

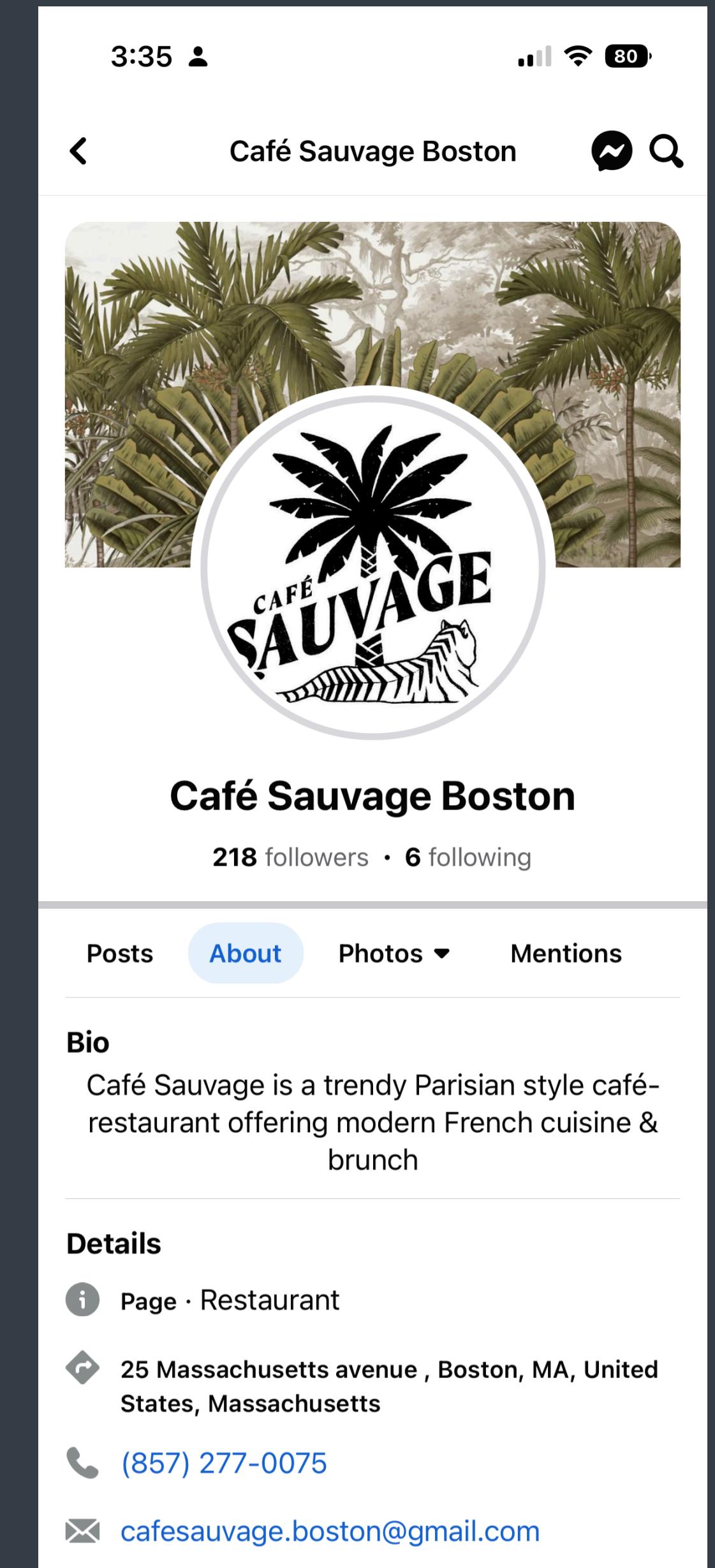
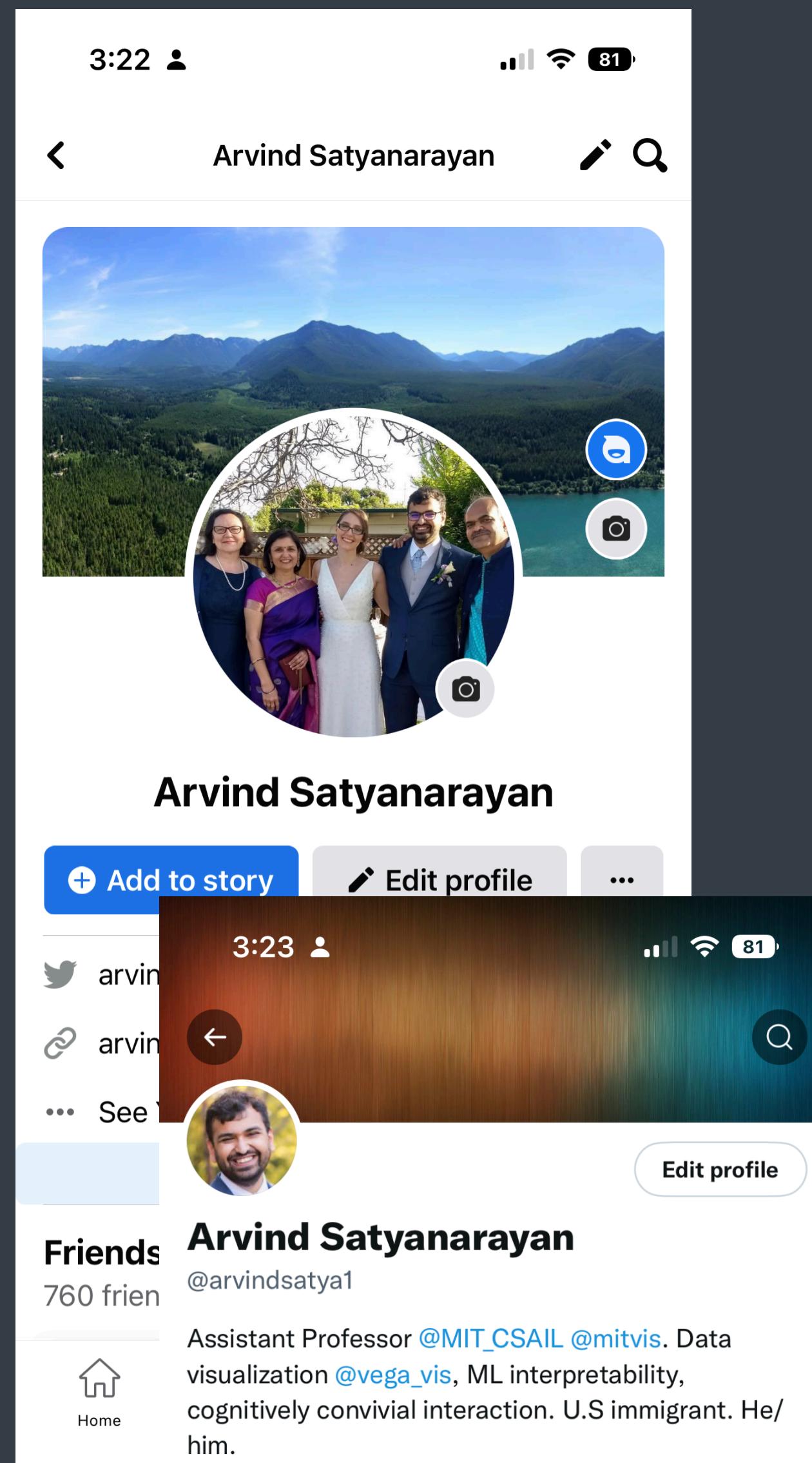
When a concept's subject/target is unclear or unexpected

CONCEPT

Profile

PURPOSE

provide information about the entity that created the social media account



CONCEPT

Profile

PURPOSE

provide information about the entity that created the social media account



Posts

Posted by u/John_Dope90 9 years ago

24 If I claim my business on yelp will I be coerced by them?



Posted by u/dunnsk 2 years ago 🎉

1.1k Do not trust Yelp. They will lie to you, take your money, and never respond to your requests.

General

I set up n improving was Septe

Next day, repeated me if I sig her info s advertising

Posted by u/Devin_McMurreyCIL 6 months ago

3 Rant about Yelp.

General

Recently my wife and I purchased a small business in a small town. It was a very easy transition as my wife had worked there since 2017 and knew the business in and out. We created our own website and I have been working to improve the SEO in a few simple ways. One way to boost your SEO score is with backlinks from "reputable" sites that google doesn't read as spam. I figured, what easier way to get a quick backlink than through yelp?

I was able to go in and claim the page through text verification to our business line and everything seemed like it was going to go smoothly.

Well I couldn't have been more wrong.



tacos, cheap dinner, Max's

Boston, MA 02108



For Businesses

Write a Review

Restaurants ▾ Home Services ▾ Auto Services ▾ More ▾

Stanhope Garage

6 reviews

Unclaimed ⓘ • Auto Repair [Edit](#)

[Write a review](#) [Add photo](#) [Share](#) [Save](#)

Location & Hours



277 Northampton St
Boston, MA 02118
Tremont St & Camden
St
South End

[Get directions](#)

[Edit business info](#)

(617) 262-0691

[Get Directions](#)
277 Northampton St Boston, MA
02118

[Start request](#)

This business has not enabled messaging, but you can still request quotes from other businesses like them.

[Start request](#)

(617) 262-0691

[Get Directions](#)
277 Northampton St Boston, MA
02118



How is Yelp able to put my business on their website without my permission? Its now an unclaimed business for the very reason I don't want reviews. We are a very small, unconventional business with nontraditional specifics - like hours. We work one on one with clients. A negative review could be devastating to us especially if it cannot be addressed and removed.

4/26/2018





Proxy Actors

CONCEPT

Gapless Playback

PURPOSE

provide an uninterrupted experience of consecutive tracks





Proxy Actors

CONCEPT

Gapless Playback

PURPOSE

provide an uninterrupted experience of consecutive tracks





Proxy Actors

CONCEPT

Gapless Playback

PURPOSE

provide an uninterrupted experience of consecutive tracks



Replying to [@netflix](#)

NOW GIVE ME A TOGGLE SO THE END CREDITS DON'T GET SMALL IMMEDIATELY AND I CAN READ ALL THE GUEST STARS AND/OR SIT IN THE MOMENT.

3:36 PM · Feb 6, 2020 · Twitter Web App



Sound Mixer PETER BENTLEY
Boom Operator COLIN JONES
2nd Boom Operator DAVID HOLMES
Gaffer ERIK MESSERSCHMIDT
Best Boy Electric PAUL HOWARD
Electricians RUBEN RAMOS
ALAN EDWARDS
GREG REYHER
Dimmer Board Operator KELLY WALDMAN
Genny Operator DAVE JOSEPH

Next episode playing in 12 seconds



Replying to [@netflix](#) and [@emotionalpedant](#)

Great. Now do the automatically start the next episode feature. Some of us like to watch credits/listen to end credits. Keep the skip to nxt ep button, but don't force us to watch in 5 seconds. No commercials means we need time for bathroom breaks.

3:17 PM · Feb 6, 2020 · Twitter for Android



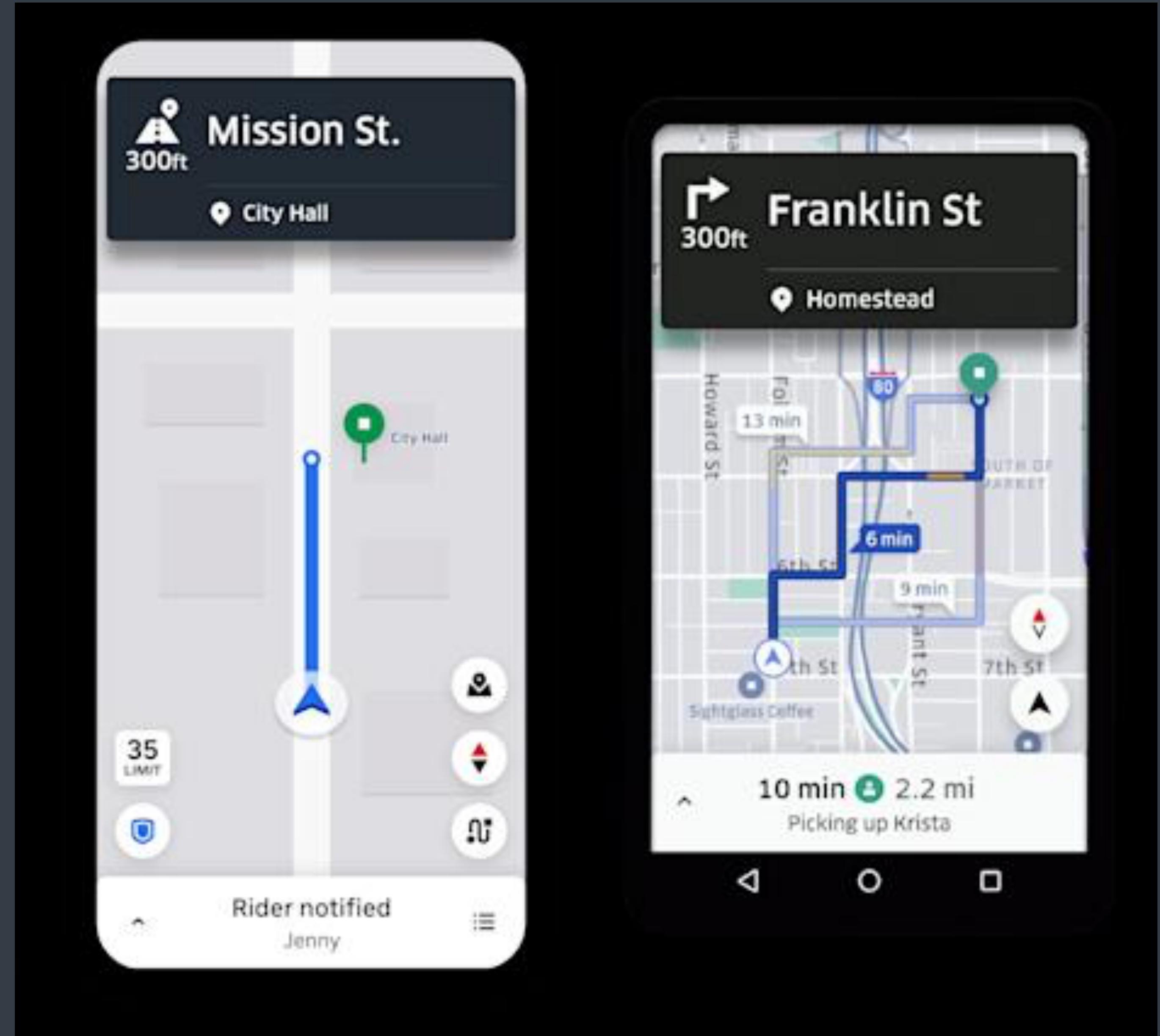
Proxy Actors

CONCEPT

Gapless Playback

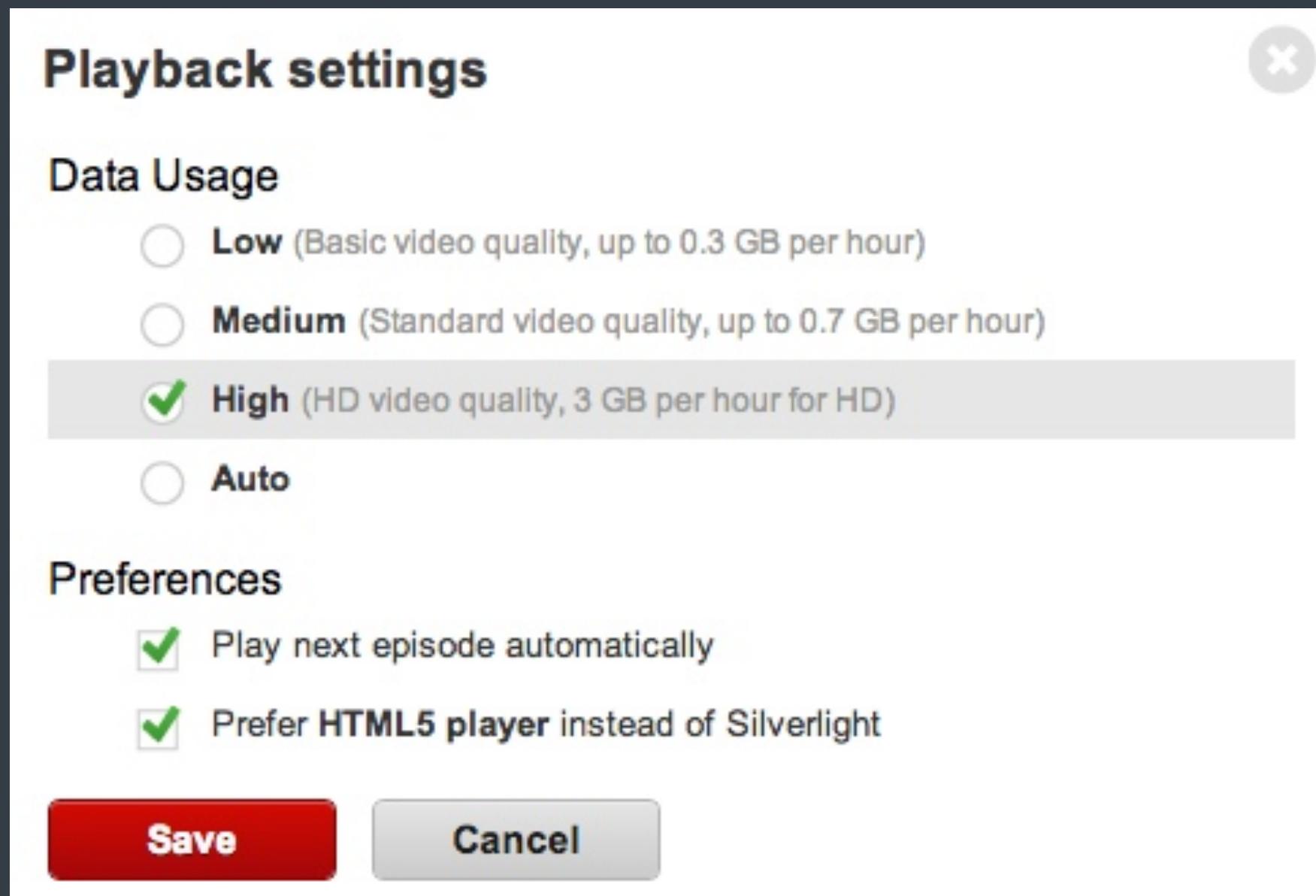
PURPOSE

provide an uninterrupted experience of consecutive tracks

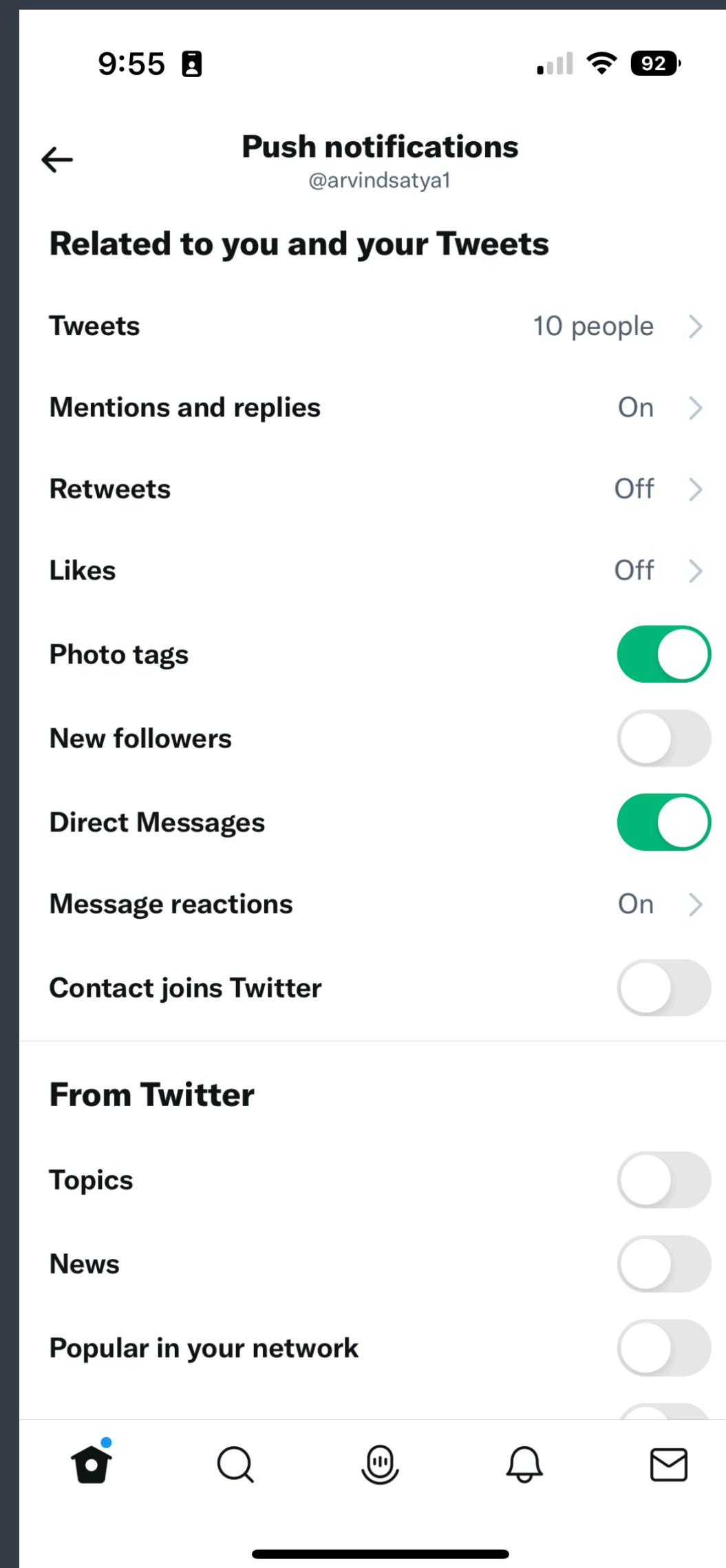


Mitigation Strategies

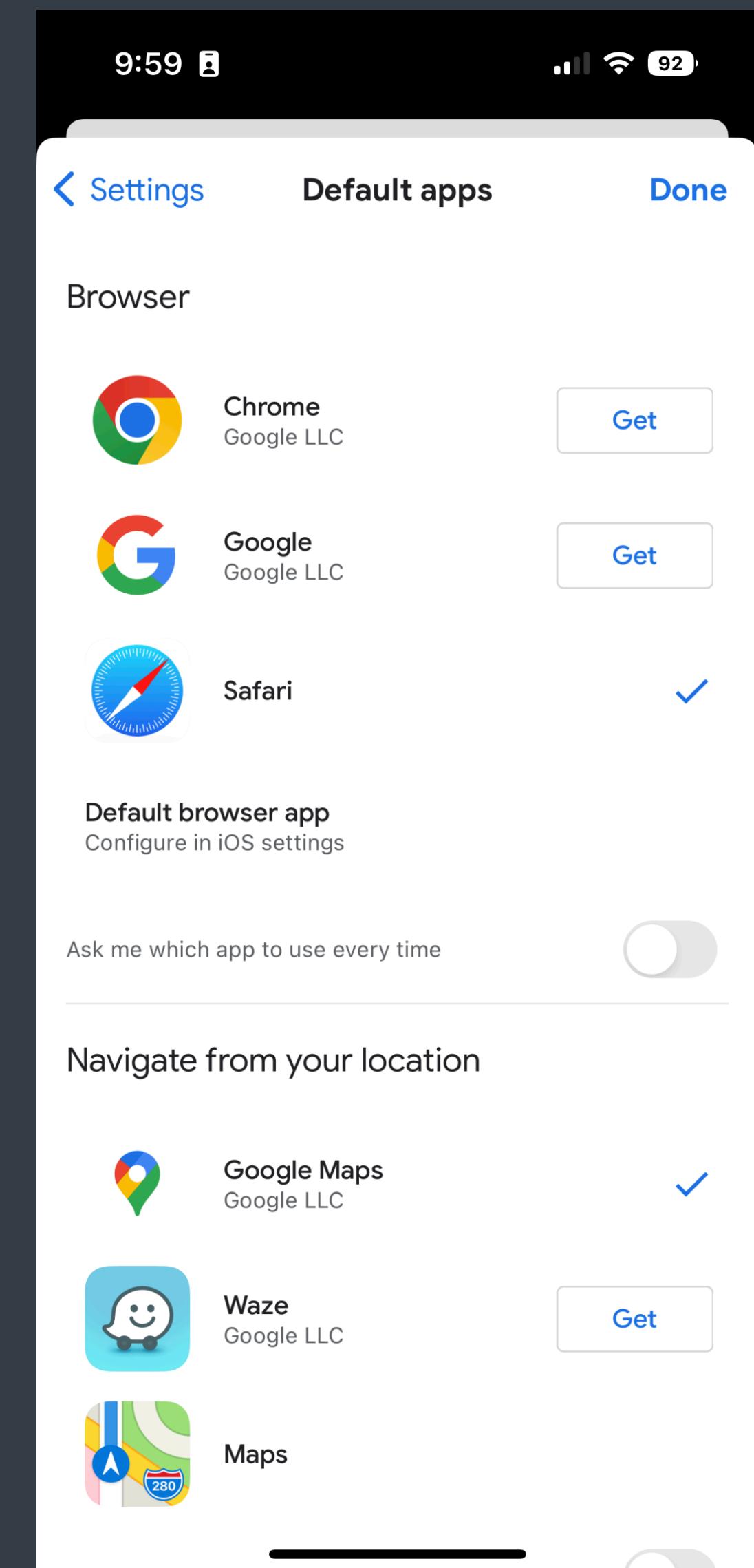
Give users options



Netflix: disable "post-play"



Twitter: customize notifications



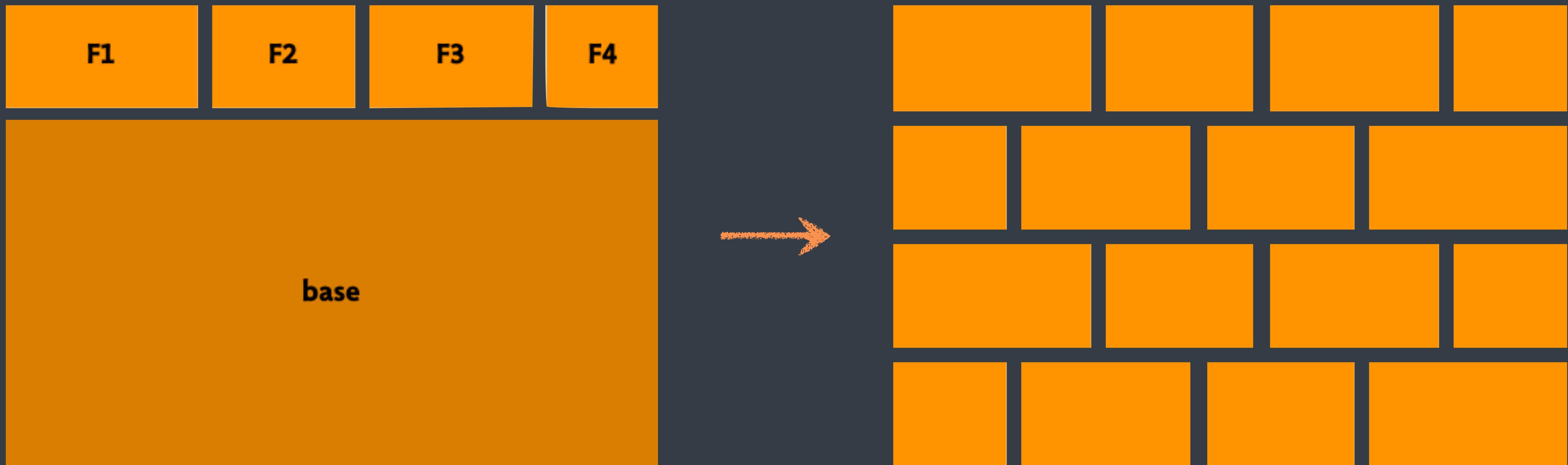
Google Apps: customize default apps

Mitigation Strategies

Give users options

Conduct a concept audit

Break an app down into its constituent concepts



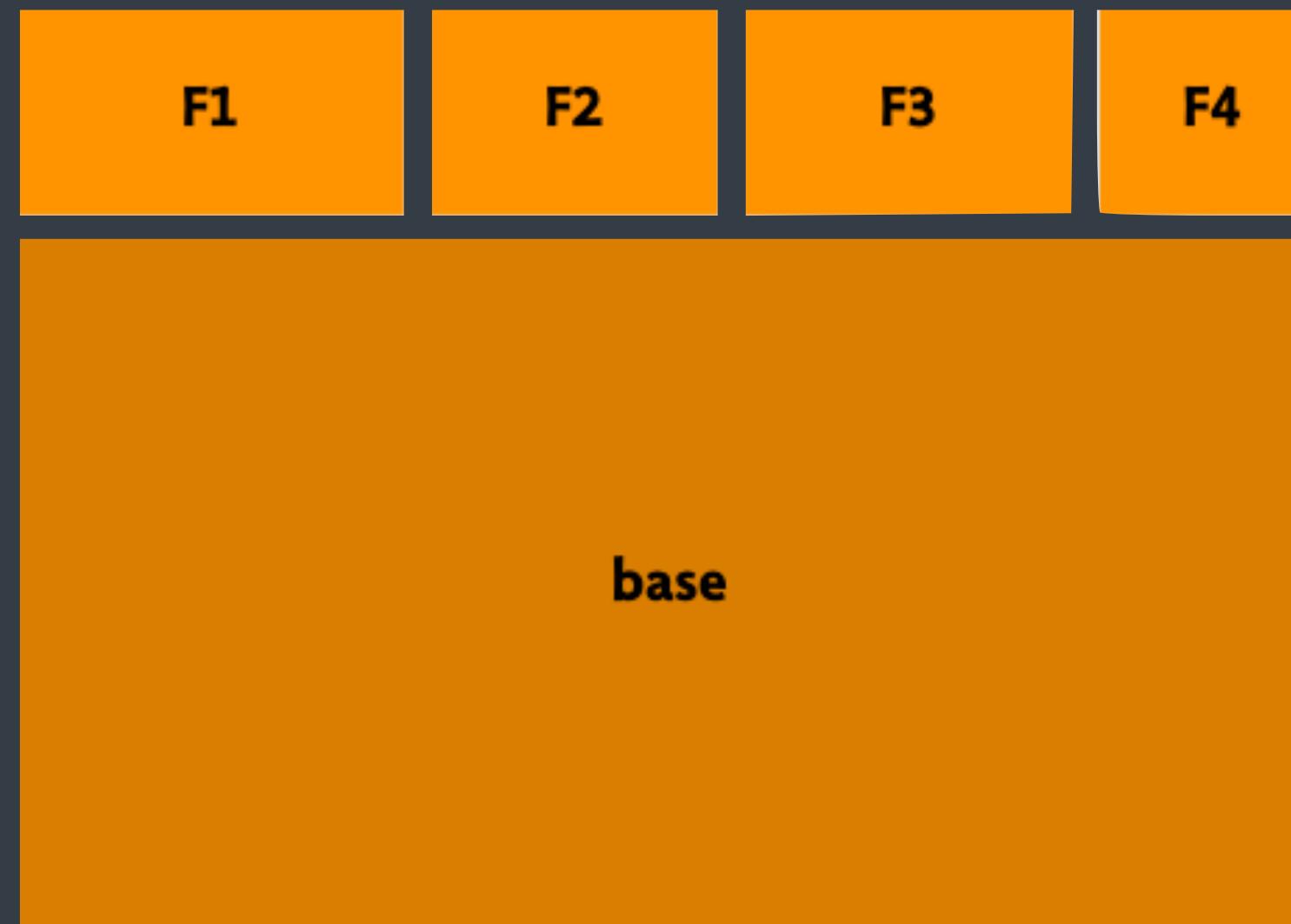
Mitigation Strategies

Give users options

Conduct a concept audit

Break an app down into its constituent concepts

VSD analysis at the level of concepts.



Stakeholders

Direct Stakeholders · Indirect Stakeholders · Non-targeted Stakeholders · Children · Variation in Abilities · Changing Hands · Onward Transmission

Time

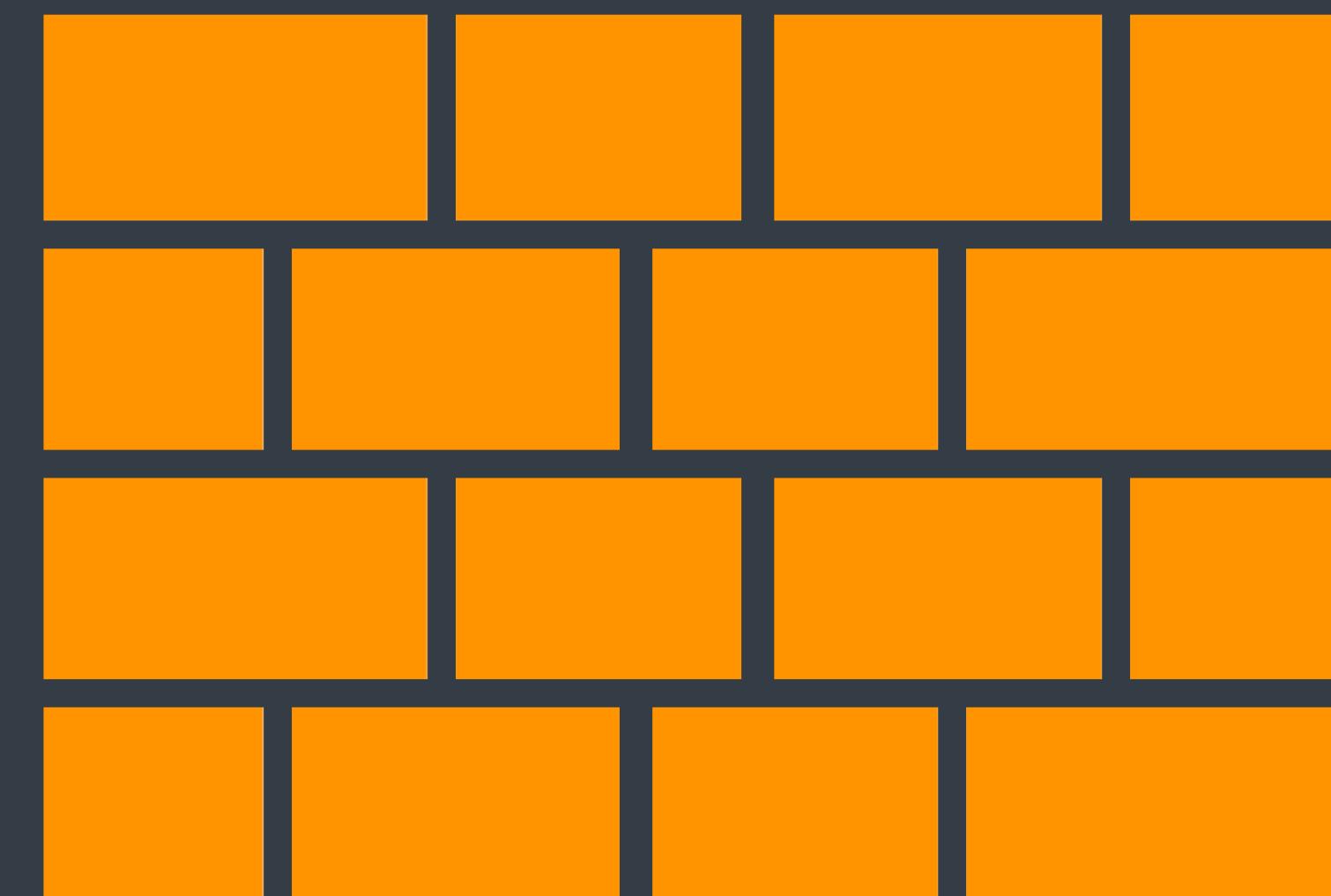
The Long Now · Long-Term Health & Well-Being · Sustainability · Work of the Future · Adaptation · Non-Use · Obsolescence

Pervasiveness

Widespread Use · Diverse Geographies · Crossing National Borders · Accounting for Culture · Political Realities

Values

Elicit Stakeholder Values · Consider Key Values at Stake · Evaluate User Experience of Values · Value Tensions · Personal Values



Mitigation Strategies

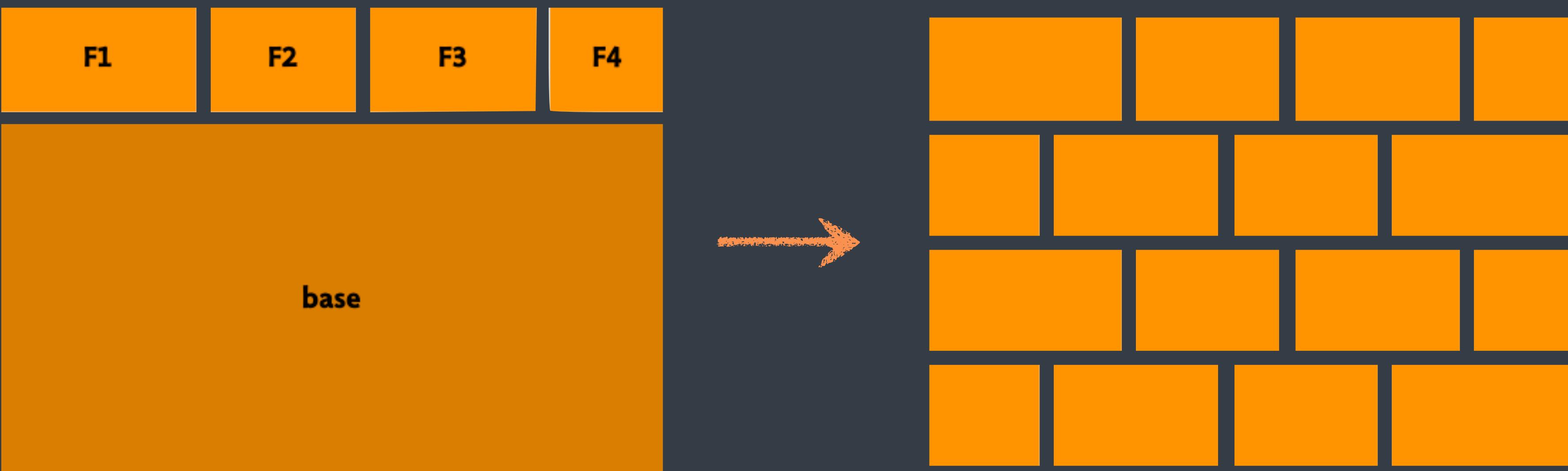
Give users options

Conduct a concept audit

Break an app down into its constituent concepts

VSD analysis at the level of concepts.

Do you need a concept?



'The Business of War': Google Employees Protest Work for the Pentagon

By [Scott Shane](#) and [Daisuke Wakabayashi](#)

April 4, 2018

WASHINGTON — Thousands of Google employees, including dozens of senior engineers, have signed a letter protesting the company's involvement in a Pentagon program that uses artificial intelligence to interpret video imagery and could be used to improve the targeting of drone strikes.

'The Business of War': Google Employees Protest Work for the Pentagon

By [Scott Shane](#) and [Daisuke Wakabayashi](#)

April 4, 2018

WASHINGTON — Thousands of Google employees, including dozens of company executives, have signed a letter to Sundar Pichai, the company's chief executive, calling for Google to cancel its involvement in a classified military program known as Project Maven.

[Sign this letter](#)

Dear Sundar,

We believe that Google should not be in the business of war. Therefore we ask that Project Maven be cancelled, and that Google draft, publicize and enforce a clear policy stating that neither Google nor its contractors will ever build warfare technology.

'The Business of War': Google Employees Protest Work for the Pentagon

By [Scott Shane](#) and [Daisuke Wakabayashi](#)

April 4, 2018

WASHINGTON — Thousands of Google employees are protesting work they say the company is doing for the Defense Department's artificial intelligence program, Project Maven.

Dear Sundar,

We believe that Google Project Maven be canceled, stating that neither Google

TECHNOLOGY

The New York Times

Google Will Not Renew Pentagon Contract That Upset Employees

By [Daisuke Wakabayashi](#) and [Scott Shane](#)

June 1, 2018

SAN FRANCISCO — Google employees upset that the technology it developed for the Pentagon for artificial intelligence will be used for lethal purposes, are pressuring the company to cancel the contract, which expires next year.

Diane Greene, who is the head of Google's cloud division, has won a contract with the Pentagon to develop AI technology. In a weekly meeting with employees last week, she told them Google was backing away from its A.I. work with the military, according to a person familiar with the discussions. She did not publicly about it.



The Keyword

Latest stories

Product updates

Company news

AI

AI at Google: our principles

Jun 07, 2018 · 4 min read



Sundar Pichai
CEO

Fill Out Your MUD Cards

<http://tiny.cc/61040-fa22-mud>

Give us Feedback

<http://tiny.cc/61040-fa22-feedback>

RSVP to Reading Group

<http://tiny.cc/61040-fa22-pizza>