

## Case Study: Dark UX Patterns

In the case study mentioned above, it is evident that the Client's request to use an unethical UX design to deceive users was the first indication of fraudulent behaviour. The table below illustrates the actions taken and the violations committed by the Client and the UX team during the design and launch of the website.

Violation	Actions	ACM Code of Ethics	BCS Code of Conduct A BCS member shall :
Public Interest	<ol style="list-style-type: none"><li>1. Changing button designs to trick users to purchase unintended products.</li><li>2. Fraudulent behaviour by the Client and the UX team towards the end users.</li></ol>	Principle 1.2 Avoid harm	<ol style="list-style-type: none"><li>1. have due regard for public health, privacy, security and wellbeing of others and the environment.</li><li>2. conduct your professional activities without discrimination on the grounds of sex, sexual orientation, marital status, nationality, colour, race, ethnic origin, religion, age or disability, or of any other condition or requirement.</li><li>3. avoid injuring others, their property, reputation, or employment by false or malicious or negligent action or inaction.</li></ol>
Professional competence and integrity	<ol style="list-style-type: none"><li>1. Providing misleading information by combining the incorrect button designs with consequential actions.</li></ol>	Principle 1.3 Be honest and trustworthy.	<ol style="list-style-type: none"><li>1. ensure that you have the knowledge and understanding of legislation and that you comply with such legislation, in carrying out your professional responsibilities;</li><li>2. avoid injuring others, their property, reputation, or employment by false or malicious or negligent action or inaction.</li></ol>

Public Interest			
Public Interest	1. In the disclaimer section of the website, the design choice to change the text colours to a mixture of red and green, thereby making it unreadable for visually impaired users.	Principle 1.4 Be fair and take action not to discriminate.	1. conduct your professional activities without discrimination on the grounds of sex, sexual orientation, marital status, nationality, colour, race, ethnic origin, religion, age or disability, or of any other condition or requirement. 2. develop your professional knowledge, skills and competence on a continuing basis, maintaining awareness of technological developments, procedures, and standards that are relevant to your field
Professional competence and integrity			
Duty to relevant authority.	1. Client and UX team disregarded their moral obligation towards the public by consciously employing deceiving UX designs.	Principle 1.1 Contribute to society and to human well-being, acknowledging that all people are stakeholders in computing.	1. carry out your professional responsibilities with due care and diligence in accordance with the relevant authority's requirements while exercising your professional judgement at all times;

Duty to the profession.	1. Overlooking the ethical concerns of the design choices.	Principle 2.1 Strive to achieve high quality in both the processes and products of professional work.	1. seek to improve professional standards through participation in their development, use and enforcement;
Public Interest		Principle 3.1 Ensure that the public good is the central concern during all professional computing work.	1. have due regard for public health, privacy, security and wellbeing of others and the environment; 2. have due regard for the legitimate rights of third parties.
Professional competence and integrity	1. Insufficient user testing for the malicious design choice and no efforts made to change the high-risk UX design.	Principle 2.5 Give comprehensive and thorough evaluations of computer systems and their impacts, including analysis of possible risks.	1. avoid injuring others, their property, reputation, or employment by false or malicious or negligent action or inaction;
Duty to the profession	1. Failure on behalf of the UX manager, to reject the client's unethical design request .	Principle 3.4 Articulate, apply, and support policies and	1. act with integrity and respect in your professional relationships with all members of BCS and with members of other professions with whom you work in a professional capacity;

Duty to relevant authority.		processes that reflect the principles of the Code.	2. NOT disclose or authorise to be disclosed, or use for personal gain or to benefit a third party, confidential information except with the permission of your relevant authority, or as required by legislation;
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After highlighting the multiple violations committed by both parties, we can infer that their project's life cycle was based on unethical practices. Since both parties lack the integrity and competence to conduct business responsibly, a restructuring in management and an ethical audit must occur.

#### References :

Association for Computing Machinery (2018) ACM Code of Ethics and Professional Conduct. Available from: <https://www.acm.org/code-of-ethics> [Accessed 23 January 2024].

Association for Computing Machinery (N.D.) Case: Medical Implant Risk Analysis. Available from: <https://ethics.acm.org/code-of-ethics/using-the-code/case-dark-ux-patterns/> [Accessed 23 January 2024].

British Computer Society (2022) Code of Conduct for BCS Members. Available from: <https://www.bcs.org/membership-and-registrations/become-a-member/bcs-code-of-conduct> [Accessed 23 January 2024].