

Legend: = Always, = Sometimes, = Never			Asymmetric?	Covert?	Deceptive?	Hides Info?	Restrictive?	Cognitive Biases
Category	Type	Description						
Sneaking	Sneak into Basket	Adding additional products to users' shopping carts without their consent						Default Effect
	Hidden Costs	Revealing previously undisclosed charges to users right before they make a purchase						Sunk Cost Fallacy
	Hidden Subscription	Charging users a recurring fee under the pretense of a one-time fee or a free trial						None
Urgency	Countdown Timer	Indicating to users that a deal or discount will expire using a counting-down timer						Scarcity Bias
	Limited-time Message	Indicating to users that a deal or sale will expire will expire soon without specifying a deadline						Scarcity Bias
Misdirection	Confirmshaming	Using language and emotion (shame) to steer users away from making a certain choice						Framing Effect
	Visual Interference	Using style and visual presentation to steer users to or away from certain choices						Anchoring & Framing Effect
	Trick Questions	Using confusing language to steer users into making certain choices						Default & Framing Effect
	Pressured Selling	Pre-selecting more expensive variations of a product, or pressuring the user to accept the more expensive variations of a product and related products						Anchoring & Default Effect, Scarcity Bias
Social Proof	Activity Message	Informing the user about the activity on the website (e.g., purchases, views, visits)						Bandwagon Effect
	Testimonials	Testimonials on a product page whose origin is unclear						Bandwagon Effect
Scarcity	Low-stock Message	Indicating to users that limited quantities of a product are available, increasing its desirability						Scarcity Bias
	High-demand Message	Indicating to users that a product is in high-demand and likely to sell out soon, increasing its desirability						Scarcity Bias
Obstruction	Hard to Cancel	Making it easy for the user to sign up for a service but hard to cancel it						None
Forced Action	Forced Enrollment	Coercing users to create accounts or share their information to complete their tasks						None