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Date: January 27, 2024

Report on Dark Patterns Used by AcmeOnlineStore.com

1. Website Information and Ownership:

Website Name:

Acme Online Store

Website URL:

www.acmeonlinestore.com

Owner/Operator:

Acme Retail Solutions Inc.

Contact Information:

[object Object],[object Object]

2. Website Services:

Main Services Offered:

Acme Online Store offers a variety of products including electronics, apparel, and home goods.

User Interaction Points:

Key user interaction points include the homepage, product pages, and checkout process.

3. Dark Patterns Identified and Reasons:

Dark Pattern 1: Misleading Countdown Timer

[object Object],[object Object]

Dark Pattern 2: Hidden Subscription Checkbox

[object Object],[object Object]

4. Recorded Time and Date:

Date of Observation:

January 25, 2024

Time of Observation:

3:45 PM

5. Dark Pattern Severity Score Presented by Us:

Severity Rating (on a scale of 1-10):

[object Object],[object Object]

6. Images Supporting Claim:

[Image 1: Misleading Countdown Timer] [Image 2: Hidden Subscription Checkbox]

7. Recommendations:

Recommendation 1:

Clearly communicate genuine limited-time offers without resorting to misleading countdowns.

Recommendation 2:

Ensure that subscription options are opt-in rather than pre-checked during the checkout process.

8. Conclusion:

In conclusion, the purpose of this report is to bring to your attention the identified dark patterns on Acme Online Store. Addressing these concerns will not only improve the user experience but also contribute to the overall ethical practices of the website.

Thank you for your attention to this matter. If you have any questions or require further clarification, please do not hesitate to contact me.

Sincerely, John Doe

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