

Interactive Quiz: "Spot the Dark Pattern"

Scenario 1: Misleading Urgency

Imagine you're browsing an online store, and you come across a product with a timer counting down, indicating that the sale ends in the next 10 minutes. What should you consider?

1. It's a great deal, and I should buy it immediately.
2. Take a moment to evaluate if the product meets my needs, and check if the countdown resets if I refresh the page.
3. Close the website, as this seems like a pressure tactic.

Scenario 2: Hidden Costs

You're about to make a purchase, and during the checkout process, you notice that additional fees are added, increasing the total cost significantly. What should you do?

1. Proceed with the purchase; the extra fees are probably standard.
2. Double-check the itemized breakdown to understand the added costs.
3. Ignore the fees and complete the purchase; it's too much hassle to go back.

Scenario 3: Confirmshaming

After selecting an item, a pop-up appears, guilt-tripping you into subscribing to the newsletter. What's your response?

1. Subscribe immediately to avoid feeling guilty.
2. Close the pop-up without subscribing.
3. Provide a fake email address to bypass the guilt-trip.

Interactive Scenario: "Navigate the Dark Patterns Maze"

You're on an e-commerce website, and you encounter various design elements. Navigate through the scenarios and make choices to avoid falling into dark pattern traps.

Scenario 1: Upselling Trickery

- You're about to check out, and a pop-up suggests adding a product to your cart at a special discounted rate. What do you do?
 - Add the item; it's a great deal.
 - Decline the offer and proceed to checkout.
 - Close the website to avoid additional temptations.

Scenario 2: Sneaky Subscriptions

- While signing up, there's a pre-checked box for a newsletter subscription. What's your action?
 - Leave it checked; newsletters can be interesting.
 - Uncheck the box to avoid unwanted subscriptions.
 - Provide a fake email address to bypass the subscription.
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Scenario 3: Limited Stock Alert

- You're viewing a product, and a notification claims only two items are left. Your response?
 - Quickly purchase to secure one of the last items.
 - Verify the stock elsewhere before deciding.
 - Disregard the alert; it's likely a tactic to create urgency.

At the end of the scenarios, users receive feedback on their choices, explanations about the dark patterns encountered, and tips on how to navigate such situations in real-life online shopping.