

1. Description of the Interaction: I recently encountered a deceptive pattern on a mobile shopping application. During the checkout process, the app presented a pre-selected option for a premium shipping service with an additional cost. This option was designed to blend with other information on the page, making it easy to overlook. If not carefully deselected, users would inadvertently pay more for shipping. This pattern could be considered deceptive as it manipulates user behavior towards a more profitable outcome for the company, without clear consent from the user.

2. Types of Deceptive Pattern: This interaction represents a combination of "Sneak into Basket" and "Misdirection." The "Sneak into Basket" aspect is evident in the way the premium shipping option is pre-selected and subtly presented. The "Misdirection" occurs as the design distracts users from noticing this pre-selected option by focusing their attention on other elements like order totals or promotional offers.

3. Usability Heuristics Not Supported: The interaction primarily violates the following Nielsen's usability heuristics:

a. **Heuristic 1 - Visibility of System Status:** The app does not clearly inform users of the added cost and change in their transaction status due to the pre-selected shipping option.

b. **Heuristic 3 - User Control and Freedom:** Users are not given straightforward controls to opt-out of the premium shipping, as it requires careful attention to deselect this pre-selected option.

c. **Heuristic 5 - Error Prevention:** Ideally, the system should prevent errors by not assuming a preference for a paid service. Instead, it should require a deliberate choice from the user.

By automatically adding an additional service with extra cost, the app fails to provide clear visibility of system status and control to the users, while also not preventing the error of unintentional service selection.