

# Samsara

## Five Basic

## User

## Engagement

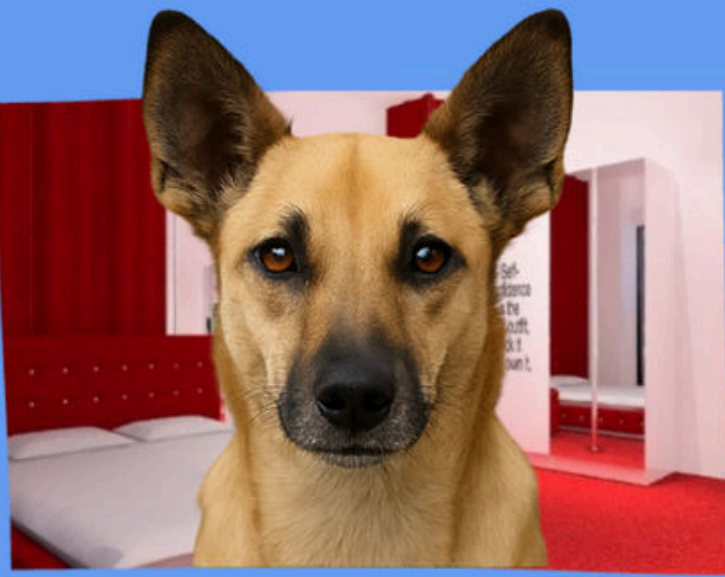
## Techniques



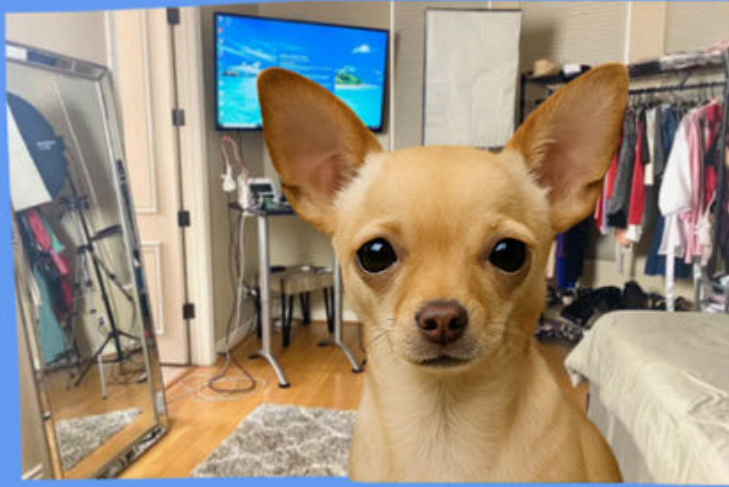
# Dark Pattern

Helps user **to make the right choice.**

Example: cookies consent screen



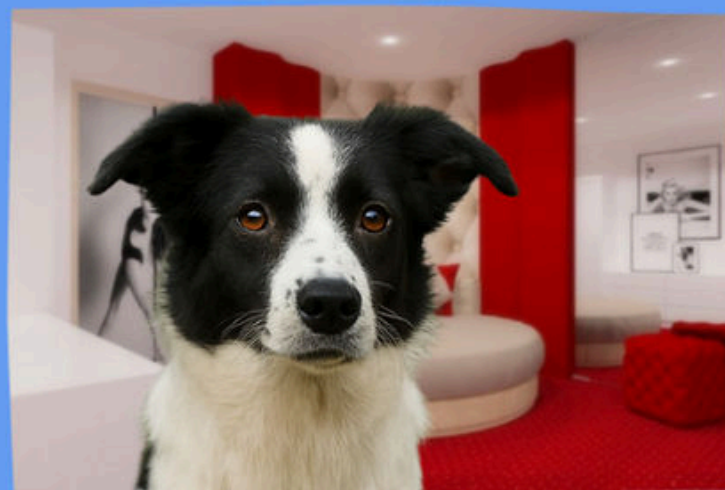
Laura, 8



Mimi, 5



Daizy, 6



Darlin, 3



Kido, 1

Pro



Bunny, 1

Pro



## Consent to Cookies

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Settings

Accept all

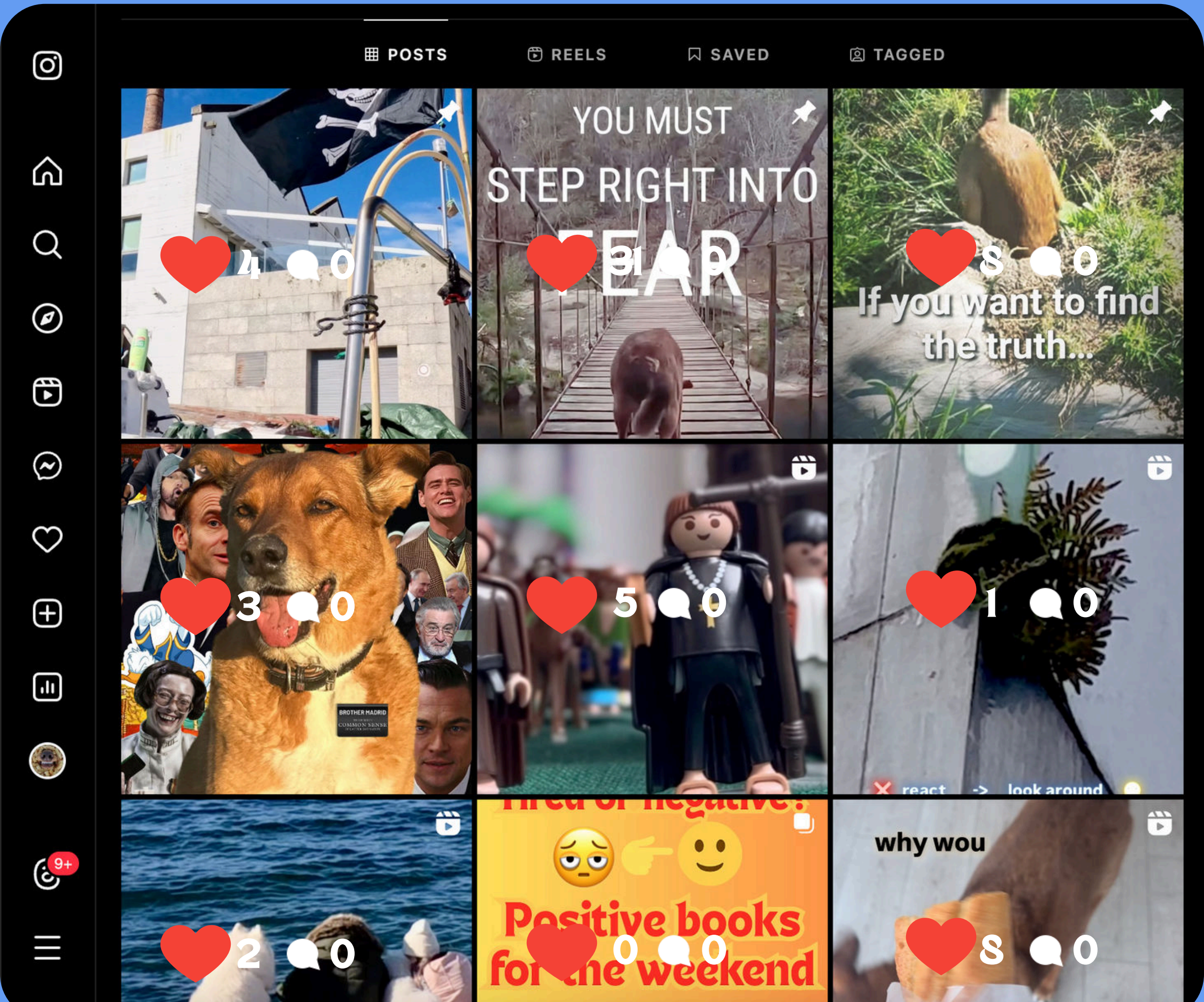
Privacy notice



# Operant Conditioning

Helps user to understand **what is important** to do and how.

Example: better posts recieve more likes

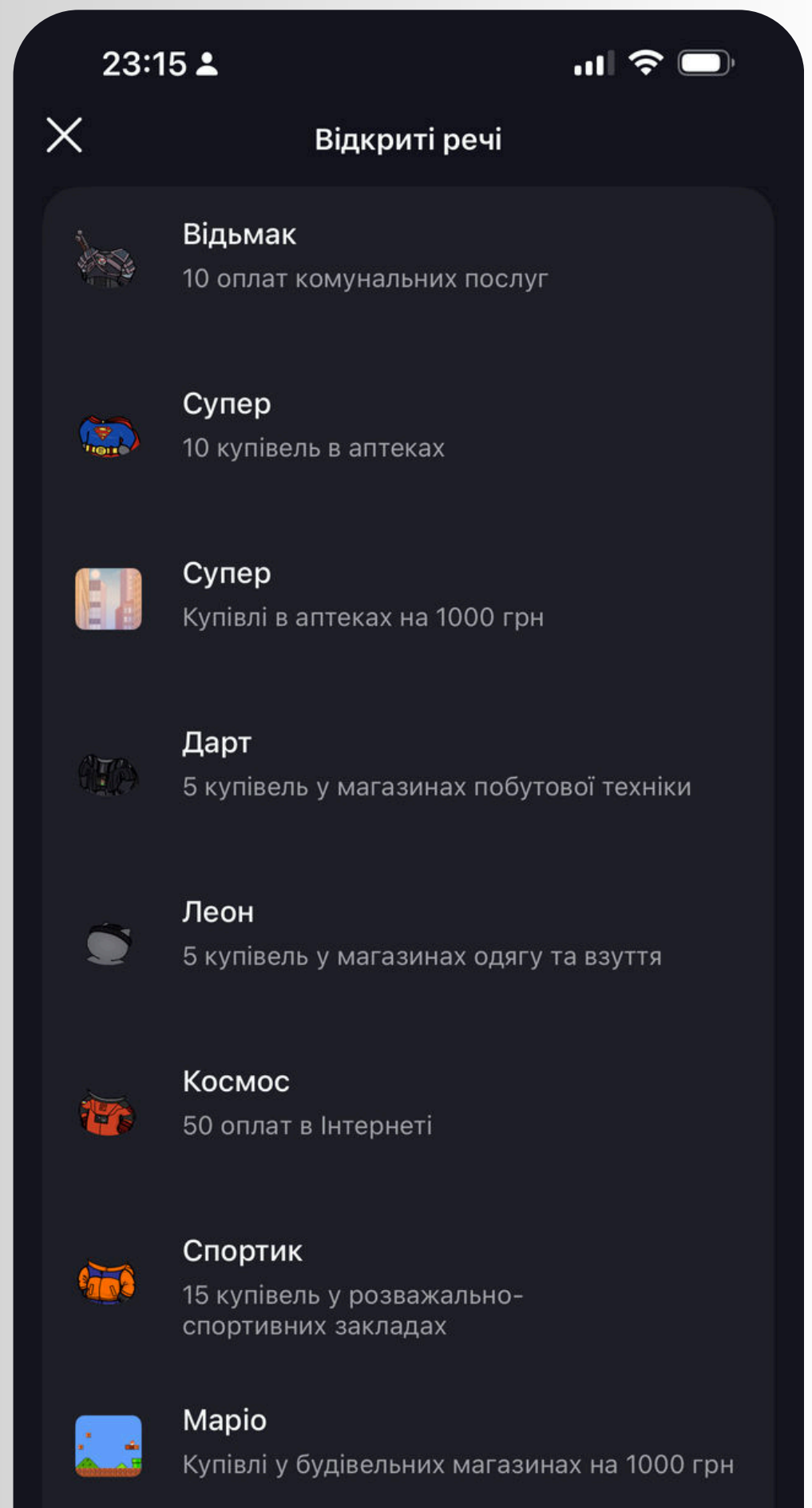
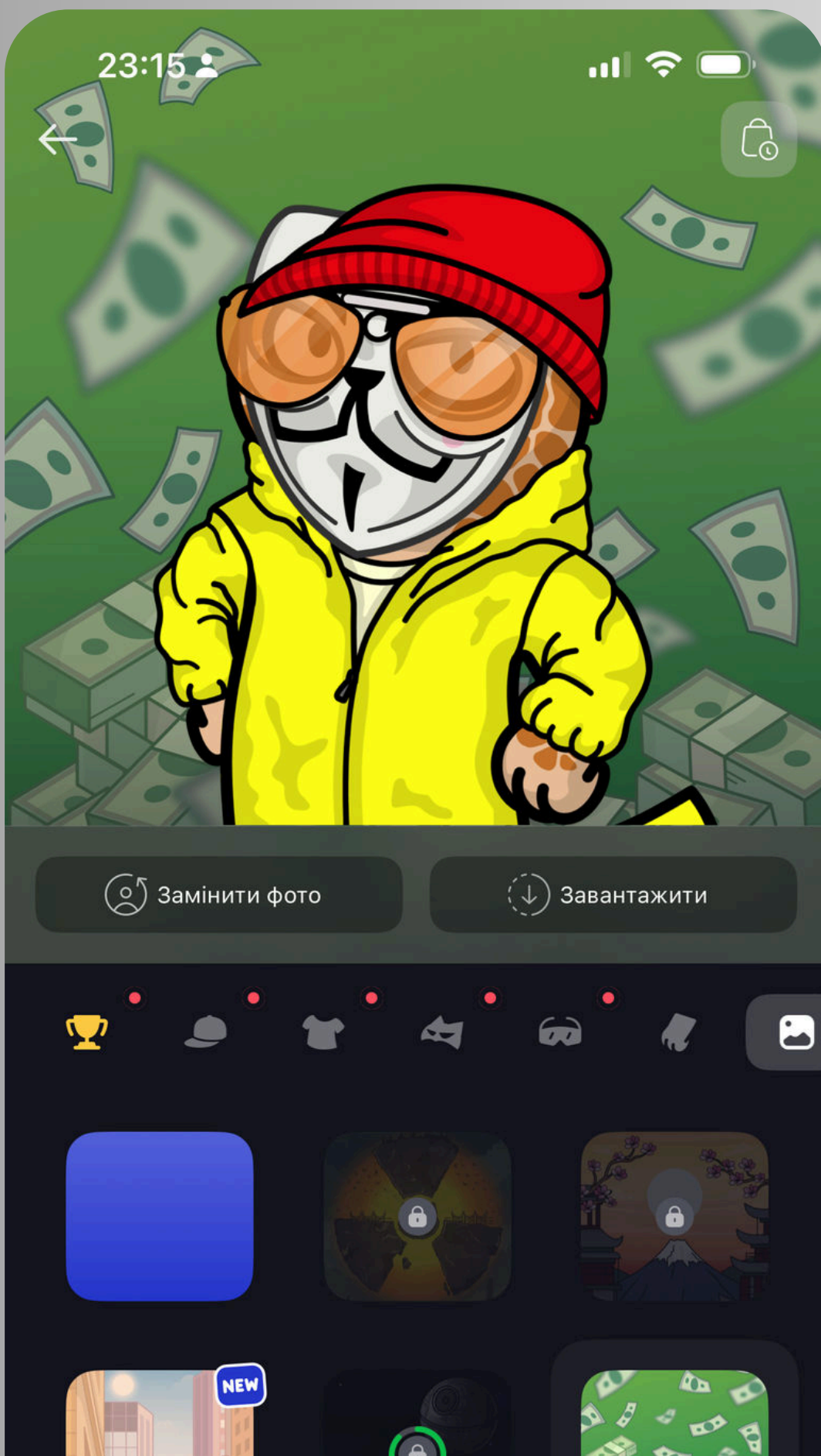




# Ludic Loop

Helps user **not to forget the value** product brings.

Example: instant reward after paying by credit card






# Spectacle (Guy Debord)

Helps user **to keep focus on the goal.**

Example: any news feed that brings a sense of connection with reality


→ foxnews.com



**BEHIND THE CURTAIN**

Former Biden staffer says she  
s 'lied to' as devastating  
relations emerge


min read



**'CATASTROPHE'**

Russia fires back at Trump's 'illegal  
and unacceptable' Iran threats


🕒 4 min read



**TRAGIC TURN**

Top chef killed in freak acc  
during tropical vacation w  
boyfriend

🕒 3 min read




**HEALTH**

**NIGHTMARE SCENARIO**

ert reveals reasons why 90% of  
mericans don't sleep through the  
t


min read



**WINGMAN FOREVER**

Tom Cruise breaks silence on co-  
star Val Kilmer's death with  
emotional tribute

🕒 3 min read



**WATCH**

**SENDING A MESSAGE**

Whoopi Goldberg signs of  
'View' by rallying the move  
resisting Trump

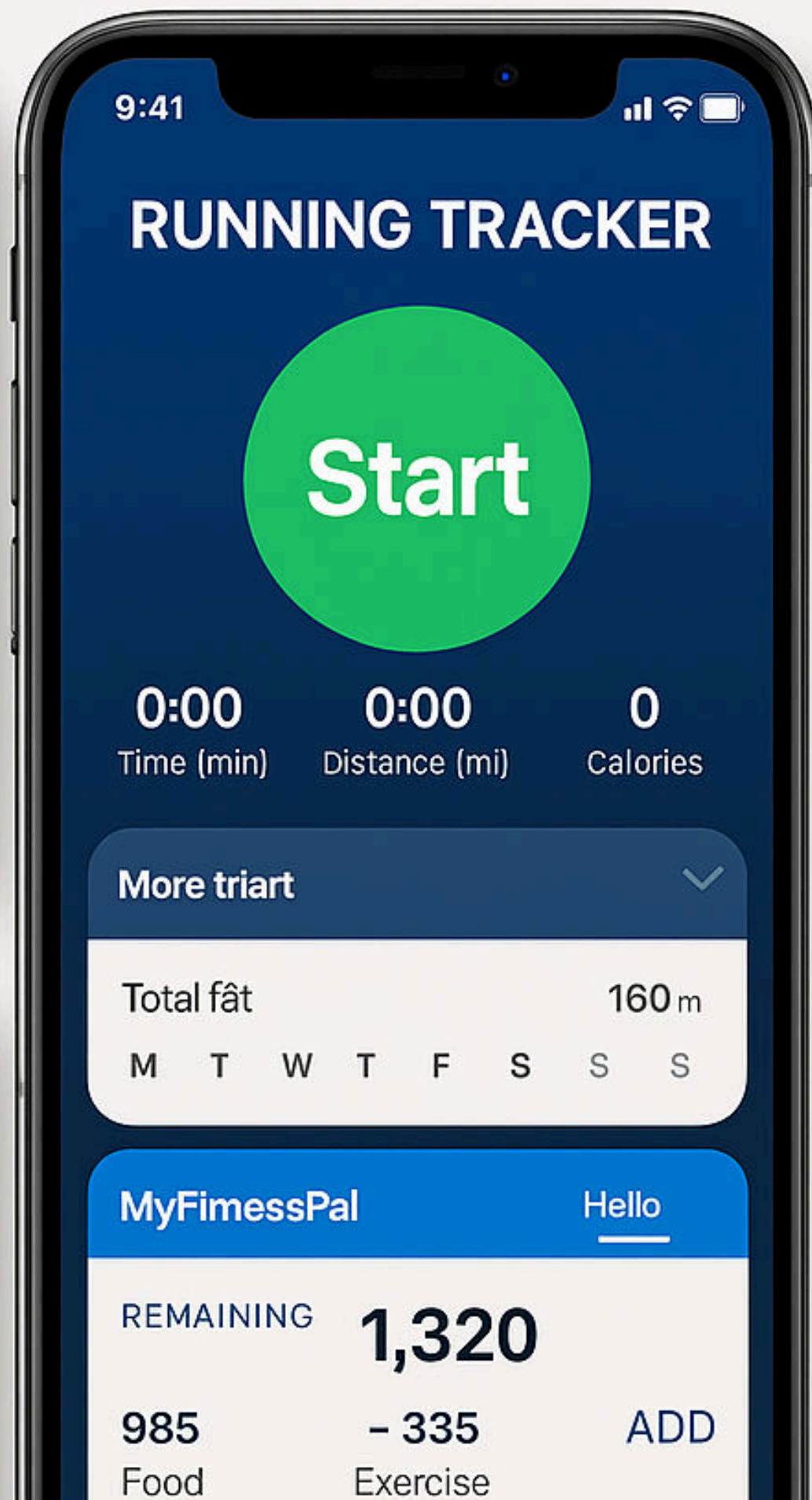
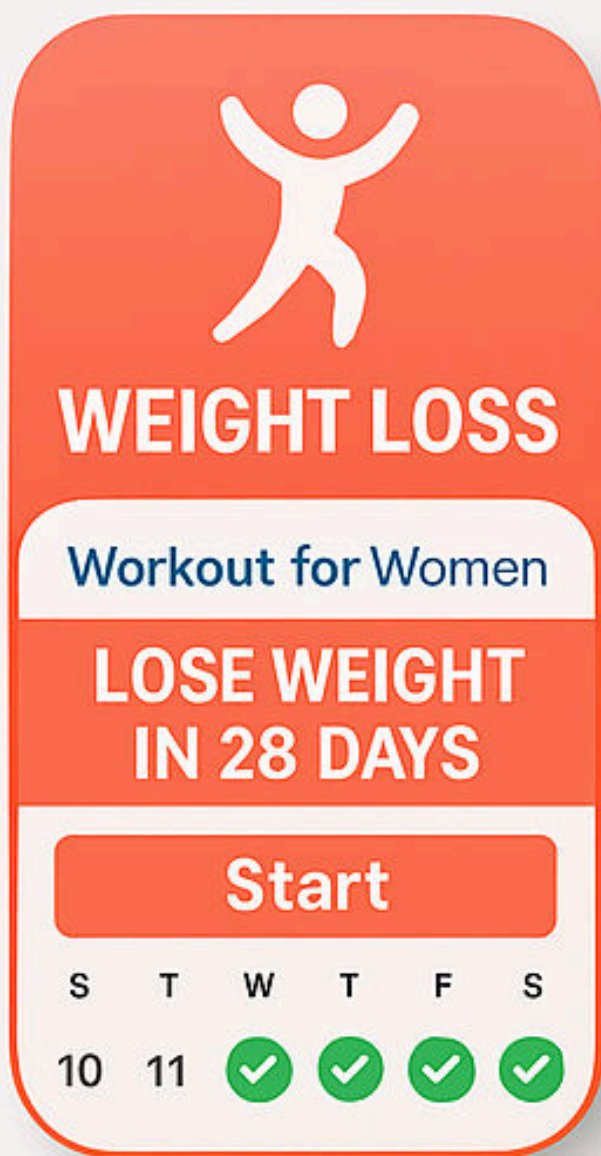
- 'Remember, the resistance is re  
not alone'



# Displacement Activity

Helps user **to develop and grow.**

Example: any mindfulness & wellness application







# Wanna Exit?

**BROTHER MADRID**  
THE CHURCH OF  
**COMMON SENSE**  
OF LATTER-DAY SAINTS

**Share with 3  
people 🏹...**