Text

Description automatically generatedGraphical user interface, application

Description automatically generatedGraphical user interface

Description automatically generated

Text

Description automatically generated

Graphical user interface, application

Description automatically generated

Graphical user interface, text, application

Description automatically generated

A screenshot of a computer

Description automatically generated with low confidence

Graphical user interface, text, application, email

Description automatically generated

Text

Description automatically generated with low confidence

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text

Description automatically generated with medium confidence

Chart

Description automatically generated

Diagram

Description automatically generated with medium confidence

Diagram

Description automatically generated with medium confidence

Graphical user interface, application

Description automatically generated with medium confidence

A picture containing text

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

Graphical user interface, text, application, Teams

Description automatically generatedWhat are dark patterns?

Graphical user interface, text

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application, chat or text message

Description automatically generated

Graphical user interface, application

Description automatically generated

Have you ever tried to cancel a web service, for example. You click through many pages that look like this. Why do you want to cancel? Do you want a coupon? Tell us what we did wrong before finally reaching the end page, which just says you have to call us, cancel. This is something that we would consider to be a dark pattern, because it's potentially making your experience of cancelling so hard that in their eyes hopefully you will give up and just keep the service.

Graphical user interface, text, application, chat or text message

Description automatically generated

We can also see this in a much simpler example, here I bet you instinctively wanted to press the green button, but you didn't want to, In fact, you wanted to press the red button. But the red styling tricked you into not picking it by tapping into your prior experience of green being good, and in this case, potentially satisfying your needs.

Graphical user interface, text, application, email

Description automatically generated

This is particularly relevant for those pesky consent checkbox when you're completing a purchase online. The ones that say check this box to hear about our latest deals and offers. Now by default, we assume that this question means, if we don't check this box, we won't get any emails. So we keep that in our minds, and we don't go near that check box because we don't want spam emails.

Graphical user interface, text

Description automatically generated

But if it's presented like this, it's an opt out action, and we won't recognize the difference and instead, we leave it unchecked meaning, we believe that we're not going to get those emails, but instead we end up signing ourselves up for more emails.

Graphical user interface, application

Description automatically generated

It might look normal, but look at the prices. Here, they use all different types of measurements, kilograms and units. And that's because, it prevents you from easily comparing the prices.

Graphical user interface, diagram, text, application

Description automatically generated

Confirmed shaming, confirm shaming is particularly annoying. What they do is, they try to use negative reject confirmations to shame you into pressing yes. So for example, no, I don't want this awesome deal. Instead of simply a button that just says no.

Graphical user interface, text, application, Teams

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application, Teams

Description automatically generated

<https://www.deceptive.design/>

Introduction to wireframing

Diagram

Description automatically generated

Create mid fidelity wireframe

Graphical user interface, application

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

Graphical user interface, text, application, Teams

Description automatically generated

Create flowchart with [draw.io](https://draw.io/)

Create wireframe with [framer.com](https://framer.com)

Example of a flowchart is in the folder, example of a wireframe can be found [here](https://framer.com/projects/Shopping-app-example--ec6qAqL9iCvVcn1f3ITm-2W3LA)