Project proposal on the Case analysis of Dark UX Patterns

Dark UX

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UX Designer Responsibilities

Client Consultation

Competitor Analysis

Wireframing

Prototyping

Usability Testing

Communicating with Stakeholders

User Feedback

Interaction Design Foundation
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Significance/Contribution to the discipline
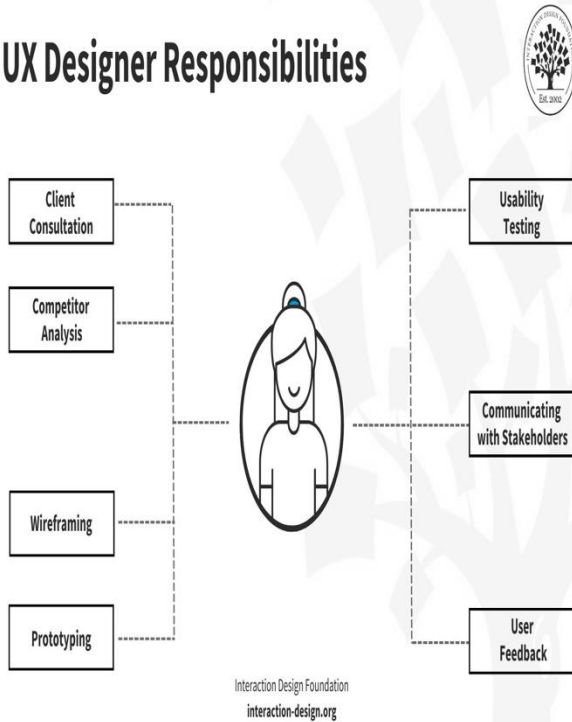
- Considering how corporate interests intersect with ethical design principles
- Demonstrating how false user experience methods affect user happiness and company finances (Ehsan and Riedl, 2024).
- Educating UX designers and developers about their moral duties
- Promoting clear ethical values and regulations in UX design
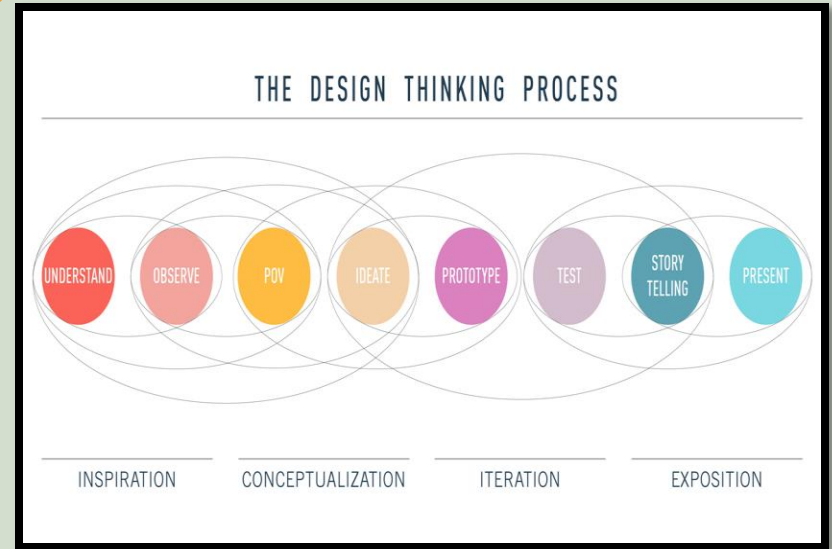- The importance of personal accountability in organisations

Significance/Contribution to the discipline

Investigating dark UX patterns teaches designers and developers ethics. UX designers must emphasise user autonomy while designing beautiful, useful interfaces (Unger and Chandler, 2023).
Education regarding designers' moral duties improves ethical understanding and accountability.
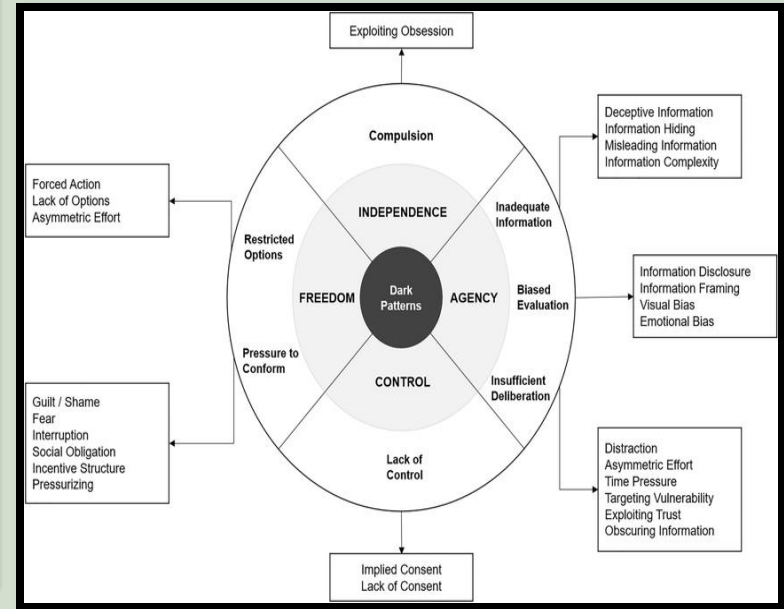
Research Question

How can companies balance business objectives with ethical UX design practices to minimise the use of dark patterns while maintaining user trust and long-term profitability?"

THE DESIGN THINKING PROCESS

UNDERSTAND · OBSERVE · POV · IDEATE · PROTOTYPE · TEST · STORY TELLING · PRESENT

INSPIRATION · CONCEPTUALIZATION · ITERATION · EXPOSITION

Aims and Objectives

Aim: The goal is to study dark UX trends in digital goods and services, their effects, and ethical implications, and propose ethical UX design guidelines.
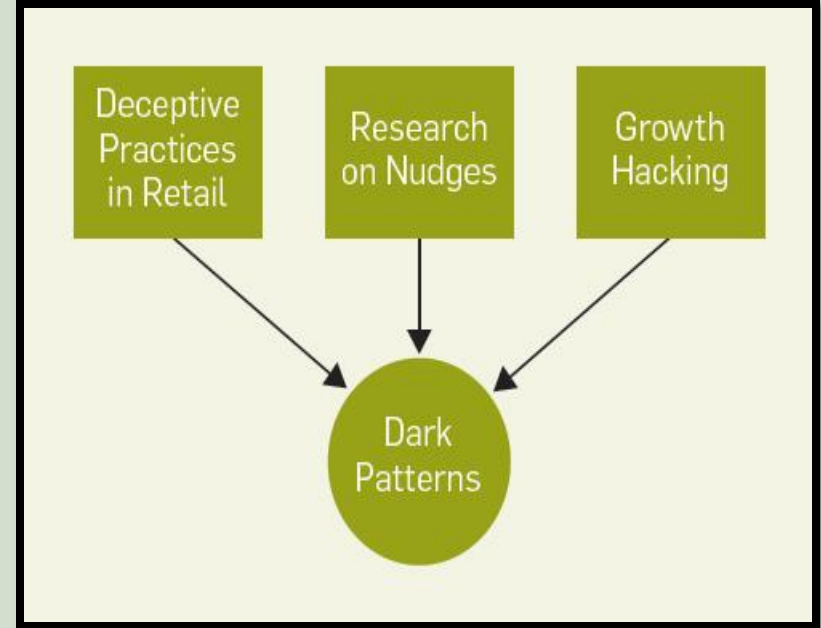
Key literature related to the project

Dark patterns, misleading user interface designs, are used due to organisational restrictions and decision-making processes

Business ethics literature suggests examining this factor from the standpoint of corporate ethics and accountability.
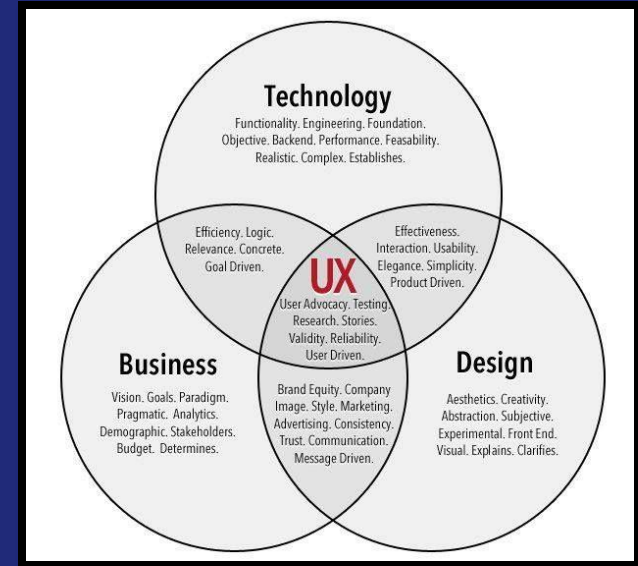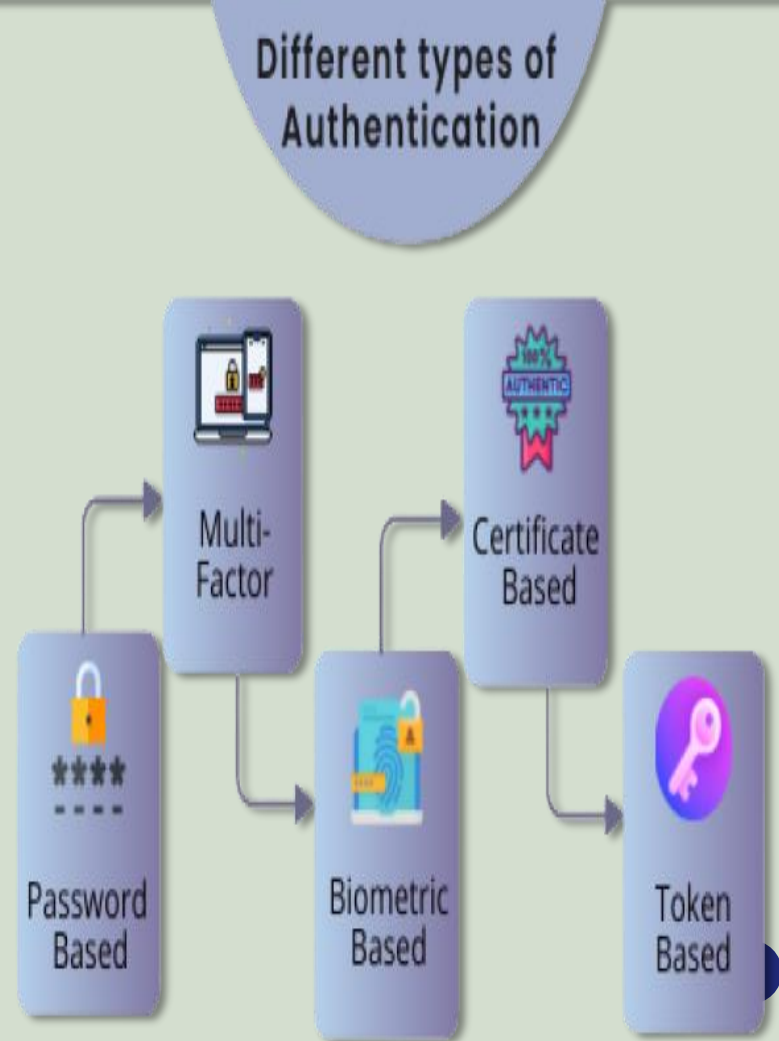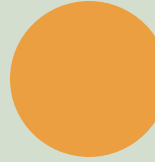
The intersection of ethics and corporate interests in UX design

Research on the intersection of ethical and commercial considerations in user experience design is crucial because it reveals the inherent tension between two frequently competing values: maximisation of profit for the company and maximisation of user health and pleasure.
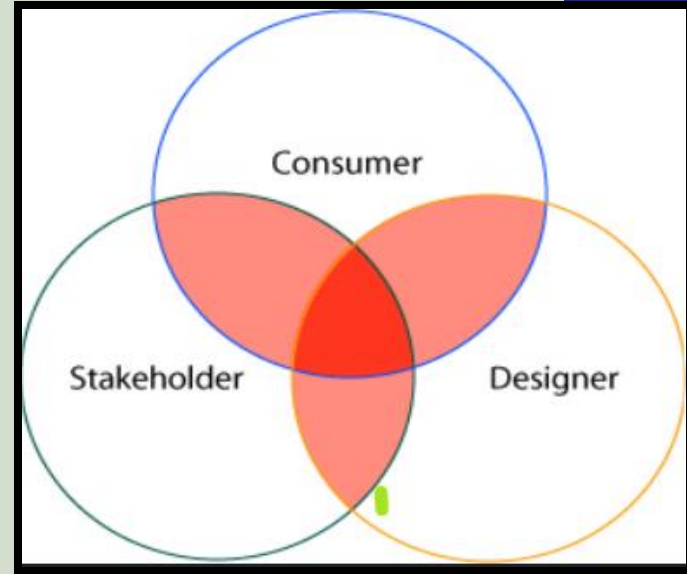
## The intersection of ethics and corporate interests in UX design

- Ensuring the privacy and security of user information is a core ethical obligation in the field of UX design.

- Designers must guarantee that user data is gathered, stored, and utilised in a safe and transparent manner, while also respecting user privacy and complying with any data protection requirements.

Different types of Authentication

Multi-Factor

Certificate Based

Password Based

Biometric Based

Token Based

The intersection of ethics and corporate interests in UX design

- Considering ethical principles in UX design is becoming imperative rather than discretionary.
- With the increasing prevalence and impact of technology in our lives, it is crucial to take into account the ethical consequences of our design choices.
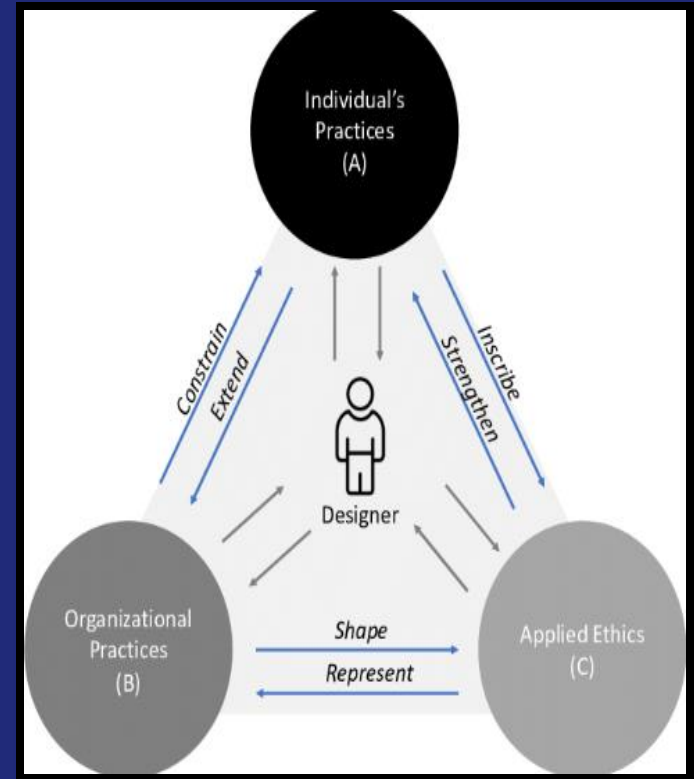
The impact of descriptive design on user satisfaction and business outcomes

- The impact of deceptive design on user satisfaction and corporate performance is substantial and multifaceted.

- Using "dark patterns," websites trick visitors into revealing personal information or subscribing up for services they might otherwise deny (Nevala, 2020).
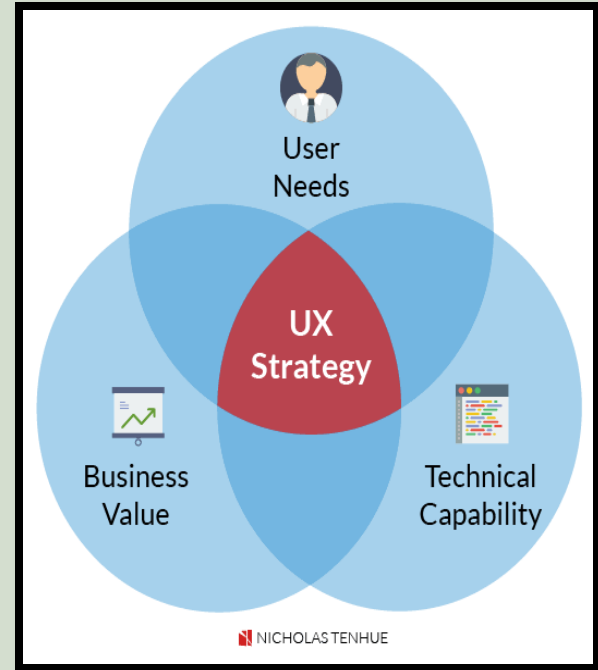
Educational imperatives and regulatory frameworks for UX ethical practices


- Educational and regulatory frameworks are needed to promote honesty and accountability in design, especially within UX ethical norms.
- UX designers need education to identify and avoid dark patterns, emphasising user-centred and ethical design (Lu *et al.*, 2024).

Literature Gap

While the immorality of dark UX patterns is gaining widespread attention, little is known about the long-term repercussions on user behaviour and company performance (Kuklenko, 2024).

Few research examines how these deceptions affect user confidence and devotion over time.
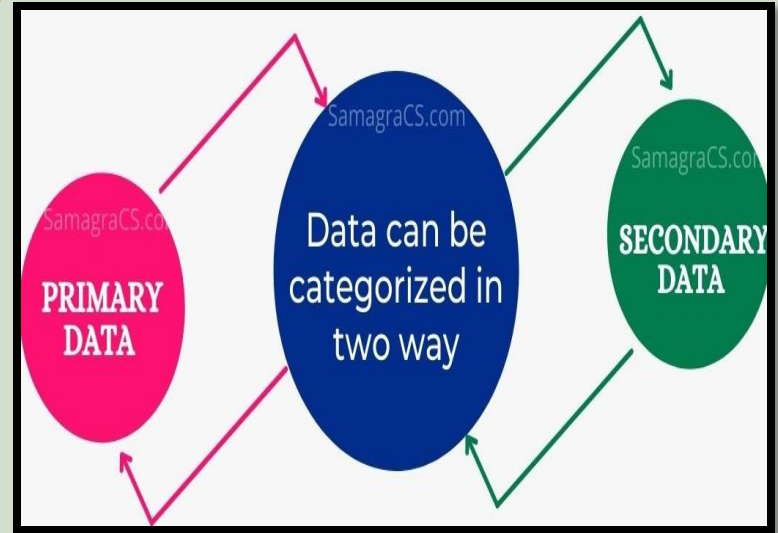
Methodology/Development strategy/Research Design

This research should use mixed methodologies to understand dark UX trends and their impacts. This study examines dark UX trends using many methods.

In order to evaluate current knowledge and identify topics for additional research, the procedure begins with a systematic literature review.
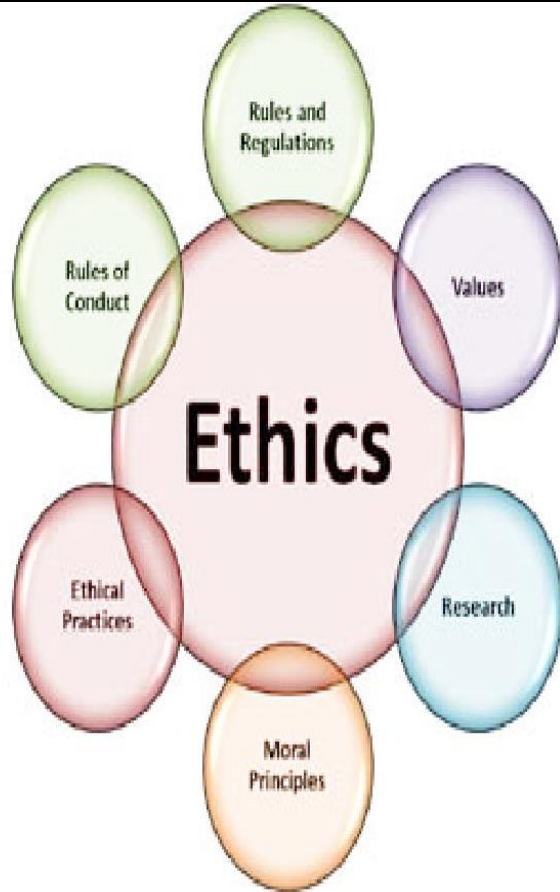
Ethical considerations and risk assessment

The research examines deceitful methods, which raises ethical concerns about participants being exposed to harmful or misleading interfaces.

Participants must get complete information about the study's goal, which may contain dark patterns, while ensuring that research objectives are not harmed

Dark patterns may cause stress or annoyance. Participants should be protected from psychological harm.

Ethical considerations and risk assessment

- Participants may encounter harmful or deceptive interfaces when exploring dishonest UX design techniques, therefore ethics and dangers must be considered.

- Participants must know the study's aims, especially dark patterns, to ensure honesty and scientific purity (Hung, 2021).

Ethical considerations and risk assessment

- Qualitative methods like focus groups and discussions illustrate how people encounter gloomy patterns.

- These tactics provide delicate information that numbers may miss to help us understand dishonest design's emotional and mental effects.
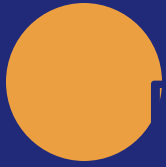
Timeline of proposed activities

No.	Chapters	W1-10	W11-20	W21-30	W31-40	W41-45	W46-50	W51-55	W56-60	W61-70	W71-75	W76-80	W81-87
1	Introduction												
2.	Literature Review												
3.	Research Methodology												
4.	Findings and Analysis												
5.	Ethical framework standards												
6.	Final report publication												

- This dark UX patterns research project's 20-month programme covers all study areas carefully.
- Two months are spent methodically reviewing literature and developing study methodologies, including ethical approval.

Thank you