

Week 6 Tutorial P1 - Learning Outcomes

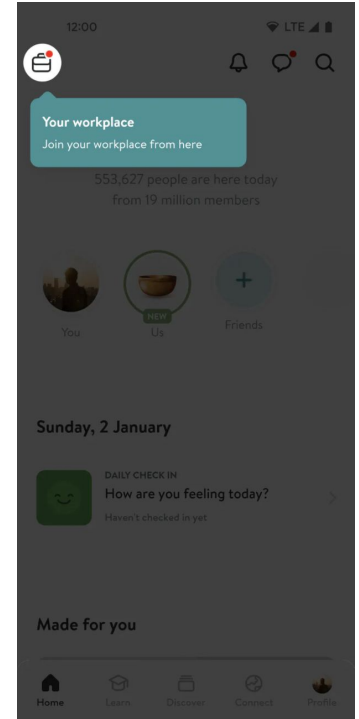
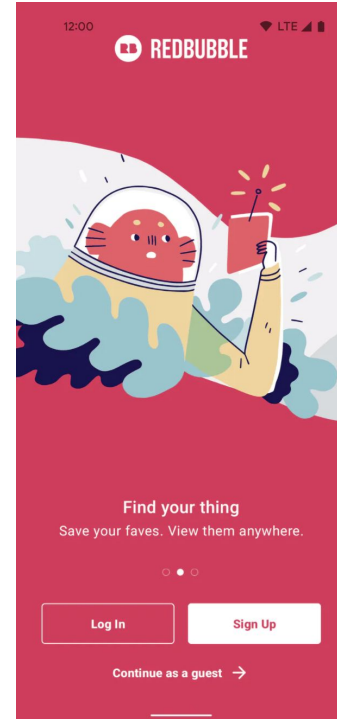
This week we will learn and practice designing onboarding experiences. We will also have an informal discussion of the implementation and effect of dark UX patterns.

- Learn about different types of onboarding.
- Design a user onboarding solution.
- Observe and discuss dark patterns in UI design.
- Assignment Stage E+F work and questions

What is onboarding experience?

Onboarding is interaction design that eases users into the experience of using a product.

- Introduce new users to basic features
- Help users learn about features
- Give users confidence and comfort
- Establish early engagement
- Create a good first-impression

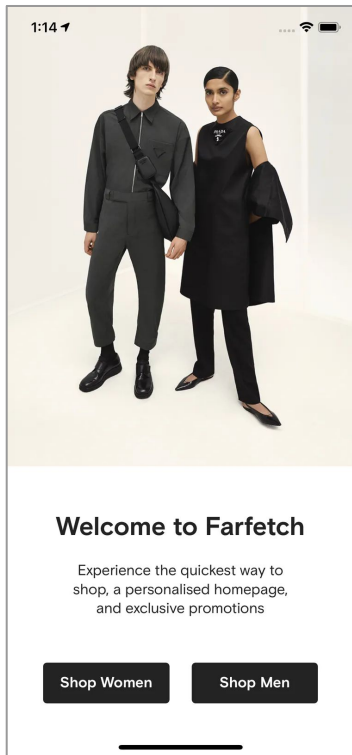


Onboarding patterns

Welcome Message

Most onboarding experiences begin with a simple welcome screen that offers an easy opportunity for action.

Set the initial tone for future interactions.



Deferred sign-up

Allowing a user to experience the value of a product before requesting account creation allows them to invest in the experience.

Show the benefits before asking for data.

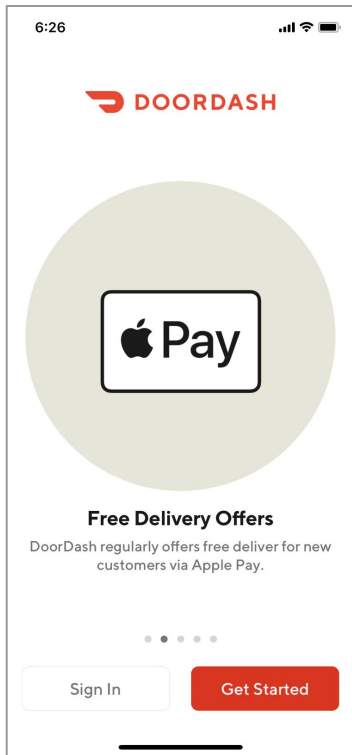


Onboarding patterns

Welcome tour

A short sequence of screens that briefly outline the main features and value of the product.

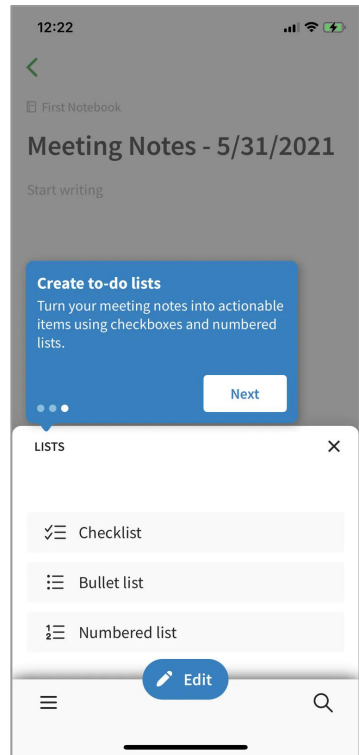
Allow users to learn the value with minimal effort.



Tooltip tour

Walk users through workflows and point out key actions that may be unfamiliar or otherwise be missed.

Be concise and allow the tour to be easily dismissed.

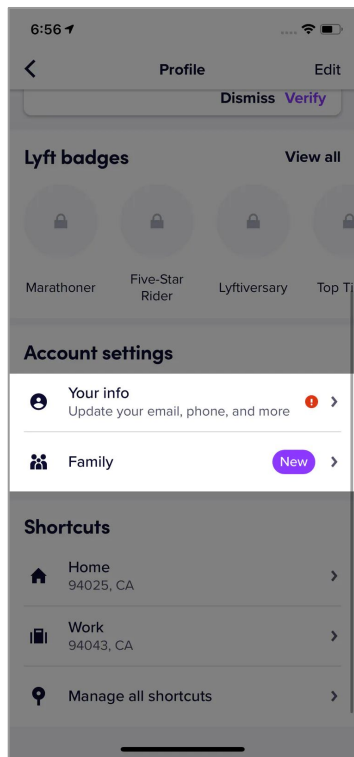


Onboarding patterns

Badges

Alert users to new information and features without disrupting their usual tasks.

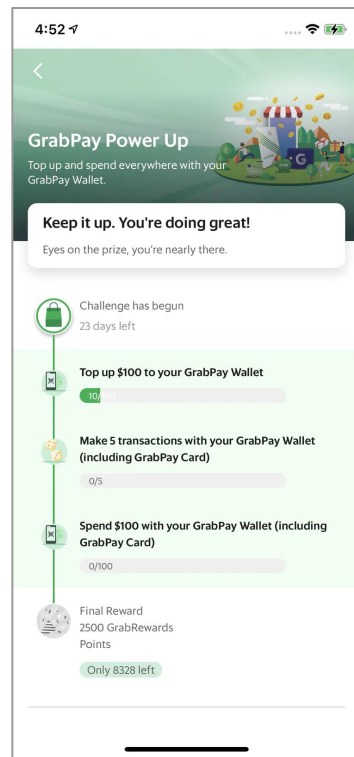
The badge should attract attention in an unobtrusive way.



Progress tracking

Checklists and progress bars that visualise goals and incentivise task completion.

Provides motivation and simplifies processes.

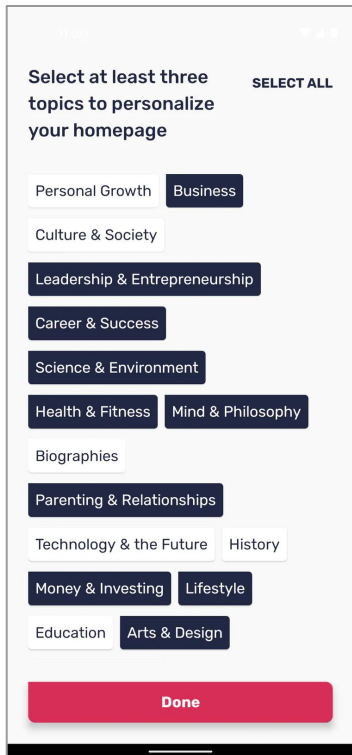


Onboarding patterns

Personalisation

Allow early customisation of the product experience.

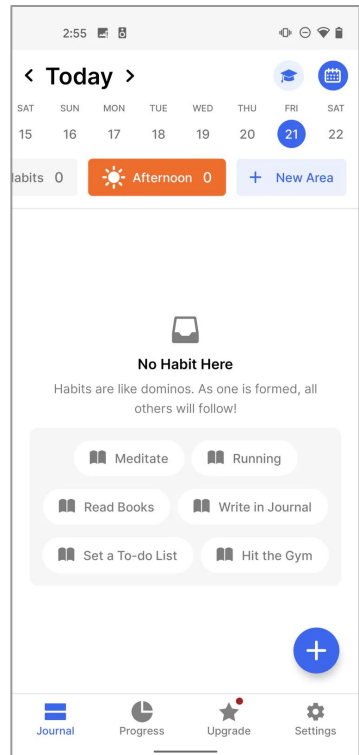
The user's first impression will be more relevant to their specific needs and preferences.



Empty State

Content provides value. A user's early interactions may lack content to display.

Use empty states to show users what could be there and prompt for action.



Brainstorm an onboarding strategy

Group discussion

Consider our previous example of a food delivery app

Imagine you are designing a new food delivery app that helps users order food from local restaurants. The name of the app is "FoodFinder".

Suggest and describe an onboarding strategy that makes use of each of the 6 onboarding types.

Be specific about how each feature could be implemented.

Describe your onboarding experience for the FoodFinder app

Welcome message

-

Deferred sign-up

-

Welcome tour

-

Tooltip tour

-

Badges

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Progress tracking

-

Personalisation

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Empty state

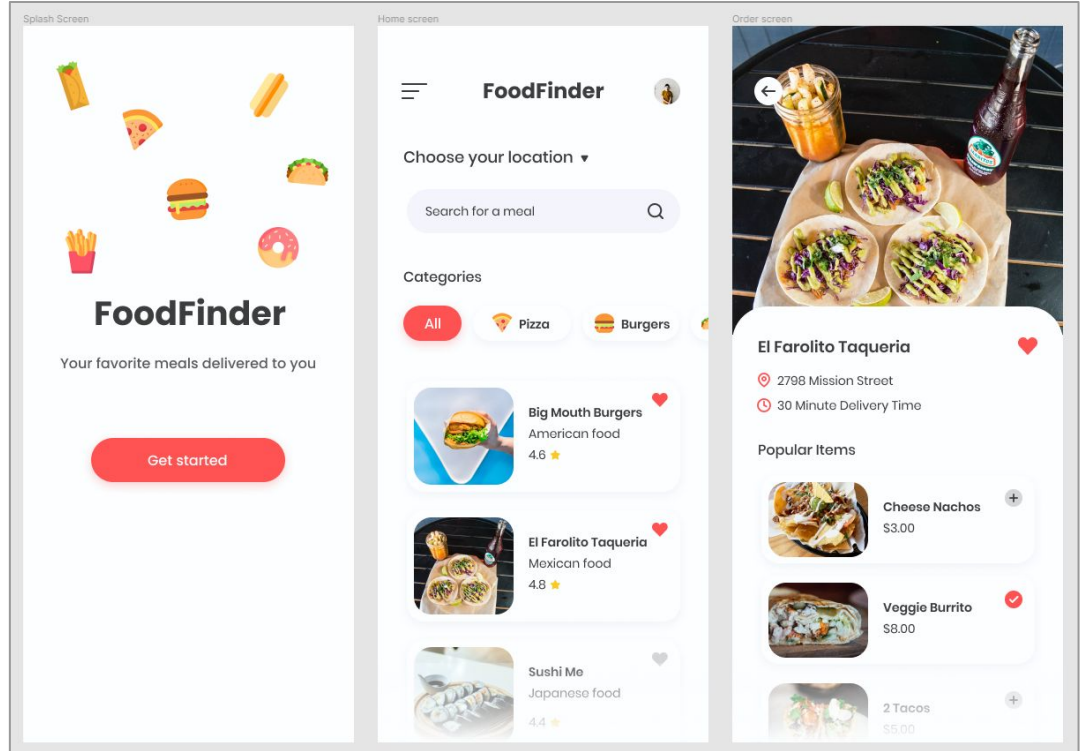
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Design your onboarding solution

Individual activity

Download the sample **FoodFinder.fig** project file from Moodle and import it into your Figma account.

Add a few new screens that implement some of the onboarding solutions discussed by your group.



Add a screenshots of your onboarding solutions here.



Dark patterns in UX

What is a Dark Pattern?

"Dark Patterns are tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something."

- <https://www.darkpatterns.org/>

Dark patterns employ usability theory in ways that work against users' best interests.

Dark patterns or bad designs?

Class discussion

Your tutor will show a variety of interface design examples. Consider the common types of dark patterns defined by [darkpatterns.org](https://www.darkpatterns.org).

Is the design a...

- Dark pattern?
- Bad design?
- Good design?

What usability theory is employed to trick users?

TYPES OF DARK PATTERN

Trick questions

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

Sneak into Basket

You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

Roach Motel

You get into a situation very easily, but then you find it is hard to get out of it (e.g. a premium subscription).

Privacy Zuckering

You are tricked into publicly sharing more information about yourself than you really intended to. Named after Facebook CEO Mark Zuckerberg.

Price Comparison Prevention

The retailer makes it hard for you to compare the price of an item with another item, so you cannot make an informed decision.

Misdirection

The design purposefully focuses your attention on one thing in order to distract your attention from another.

Hidden Costs

You get to the last step of the checkout process, only to discover some unexpected charges have appeared, e.g. delivery charges, tax, etc.

Bait and Switch

You set out to do one thing, but a different, undesirable thing happens instead.

Confirmshaming

The act of guilt-tripping the user into opting into something. The option to decline is worded in such a way as to shame the user into compliance.

Disguised Ads

Adverts that are disguised as other kinds of content or navigation, in order to get you to click on them.

Forced Continuity

When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning. In some cases this is made even worse by making it difficult to cancel the membership.

Friend Spam

The product asks for your email or social media permissions under the pretence it will be used for a desirable outcome (e.g. finding friends), but then spams all your contacts in a message that claims to be from you.

<https://www.darkpatterns.org/types-of-dark-pattern>



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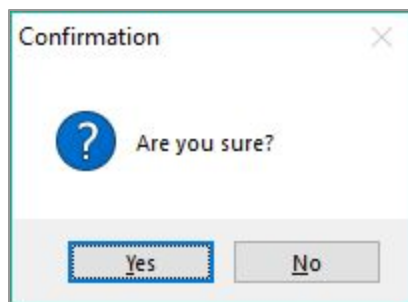
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It is lightweight, fast and simple to use, yet powerful for advanced users. You will be able to control compression, number of colors, metadata settings and much more, and select image format (JPG, GIF or PNG) for your output file.

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Current Plan:

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2019-06-25 12:32

Date	Action	Plan name
2018-06-25	Charged	Team for 5 (Annual)

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Assignment Work

Class discussion + individual work

Use the remaining time in the session to work on your assignment project.

This will be your last opportunity to ask questions about the assignment in class, so make it worthwhile!

Tutors can provide clarifications about the assignment brief and criteria.

Tutors cannot pre-assess your work or provide estimates of potential marks.

Tutors cannot provide suggested solutions for work that you are doing.

That's all for this week!

In the next session we will get to see what everyone has been working on in their assignments in the Stage F presentations.

Reminders

- **Stage E** is due Friday week 6, 11:55PM
 - Continue collaborating with your group, and submit on time.
- **Stage F** presentations take place during your Tutorial P2 session.
 - You must attend your allocated tutorial class.
 - Arrive on time - presentation order is determined by your tutor.
 - Practice your presentation and be aware of the time limit.