

Dark Patterns HW2
A Marketplace for SeeFood

Email from: SteveStevenson@CompanyCo.co
Subject: Fish Marketplace

New Guy,

Nice job on that Cob landing page, sounds like the Cob guys sold out of shoes. Sidenote: they paid in silver coins, so HR is gonna need you to sign some forms to get your pay this week.

Now they have some fish or something and they need a place to sell them. Whip that up for them real quick. Design just finished writing it up for you. They also attached some terms again. Now remember, we're getting a cut of the sales here too, so make it good.

-Steve Stevenson
Company Co.
Chief of External Contracts
Sir/Sir/Sir's

Attachments

Customer Initial Description:

Success habemus, hav the soles. Too many soles, must participes cum dominis, need web pag to trade sole. Sole fresh, sole delicious, magni pretii. Prodesse nos simul moralis. Vendere animas, commercia animarum, plus animarum, we will have more soles. Habebimus plures animarum. ~~habebimus plures animarum habebimus plures animarum habebimus plures animarum habebimus plures animarum habebimus plures animarum habebimus plures animarum habebimus plures animarum habebimus plures animarum~~

Design Team's User Story

Jean Claude is a connoisseur of fine fish, but he just doesn't have the time to go to the store and shop around for his fresh seafood. His favorite fish is definitely sole! He just loves that flaky flatfish flavor, but it's so hard to get fresh sole in his small French village. Now Jean Claude can sign up for Cob's Seafood, giving him access to the freshest, most delicious sole delivered right to his doorstep.

Jean Claude was searching vigorously on the internets for sole, when he found Cob's Seafood. He was expecting to pay a fortune for fresh delivered seafood, but the listed prices were so affordable he could barely believe his eyes. After following the simple process of making an account, Jean found a great top quality sole that was just perfect for him. Selecting the fish of his dreams, Jean Claude proceeded to checkout, and didn't pay particularly much attention to the rest of the process, nor did he check his credit card statement until after the order was ineligible for a charge-back. The fish was so great, he just didn't feel like he had to, and cool folks like Jean Claude know that checking card statements is for nerds anyways.

Personas

Jean Claude

French, aged 54
Cool
Doesn't check his card statements.
Loves flatfish
Has high disposable income



A Sole

French, aged 2 (deceased)
Previously frozen
Doesn't have a credit card
Flaky, delicious, goes well with butter
Hates flounders, trawl fishing




Mockups

Cob's Seafood Emporium

CART

<=GOES TO CHECKOUT


DESCRIBE FISH



COST GOES HERE

BUY


DESCRIBE FISH



COST GOES HERE

BUY

DESCRIBE FISH




COST GOES HERE

BUY

<= ADDS TO CART


DESCRIBE FISH



COST GOES HERE

BUY

DESCRIBE FISH



COST GOES HERE

BUY

Checkout

List of fish and stuff

Payment Info? Shipping Info?

☐ I agree to be billed XXXXX and solemnly swear to adhere to law of no backsies

☐ I accept the terms and conditions of purchase (TODO LINK TO TERMS HERE)

Submit Order

TERMS AND CONDITIONS OF PURCHASE

By accepting this agreement you enter into a binding and eternal contract with the ruinous powers to engage in full and total custodianship of (1) human soul, granted to you in exchange for the payment described in your purchase summary. You will also be mailed a frozen fish as described to you in the listing. This fish, henceforth called the “fish vessel”, represents the binding terms of your custodianship, and must be kept frozen at all times to avoid the risk of an all-consuming flame that can never be quenched. You hereby indemnify Cob’s of any harm caused by allowing the fish vessel to thaw, including but not limited to property damage, incineration, and the formation of gaping maws of despair on your property.

By consuming the fish vessel, you forfeit any rights to the above contracted soul, and agree to render your soul onto Cob’s, or our chosen agent, upon your expiration. To cancel this contract at any time, simply resurrect the fish vessel using the necromantic arts, then cast the living fish vessel into a suitable void, no less than 24 miles deep. Attach a notarized copy of your name, social security number, order number, and exact second of birth to ensure processing of your cancellation.

Professor’s Notes:

- You don’t have to actually handle payment info, just put placeholders anywhere someone actually pays and pretend it succeeded regardless
- You don’t have to save the cart, shipping info, etc when user leaves the page
- You are free to add additional “features” and layers of complexity to the payment process that haven’t been described or demonstrated above.
- Even in the dark version, make sure the actual amount the user “paid” is clear, i.e. committing regular old fraud definitely falls under “illegal” and doesn’t count.