

Dark Patterns HW3
A Soulo Web Game

Email from: SteveStevenson@CompanyCo.co
Subject: Cob's Game

Old Guy,

These Cob's guys are real go-getters, they sold out of fish and are pivoting to a gaming business. Customer relations tried to understand this one, but the language thing was a real barrier, so you're getting a pretty rough sketch from the design team. Our best guess is they want some kind of game. Follow what our design team sketched out, but you can make a judgment call on the details, i.e. nobody here gives a crap about "gameplay" or whatever. Just remember we get a cut of the sales.

The customers seemed happy with the previous thing you made. You should hear them laughing on the call, I actually still hear it inside my skull sometimes – super weird.

Congratulations on reaching your two month anniversary here at Company Co. I'll have the paperwork drawn up to reclassify you as Senior developer.

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

Attachments

Customer Initial Description:

Distribuendi pisces success, need web pag for ritual of interminabilis tenebrae. Ritual simpl:

- Accept quinque acuta sidus
- Speak the ancient carmina
- Repeat for seven nights
- Duos argenteos aeris
- Accept tenebris

Have mortales perform ritual soulo. Mortales wit sole given priority. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit. Tenebrae aeternae venit.

Design Team's User Stories

Susie is easily amused by repetitive nonsense. Being obligated to click on something every day for a week is practically therapeutic for her. When she found Cob's Soulo Game (Working Title), she was entranced by the beauty of the intro screen and instantly created a new account without reading the terms and conditions too carefully. She loves checking in daily at midnight to read the fun incantation of the day and earn CobBucks. If you miss a day, you have to start all over, and Susie thinks that would basically be a personal failure on her part as a human being. After a week of diligent check-ins, Susie

unlocks the dark mode skin for purchase, and instantly pays 2 brass CobBucks for it. Now the game looks even better.

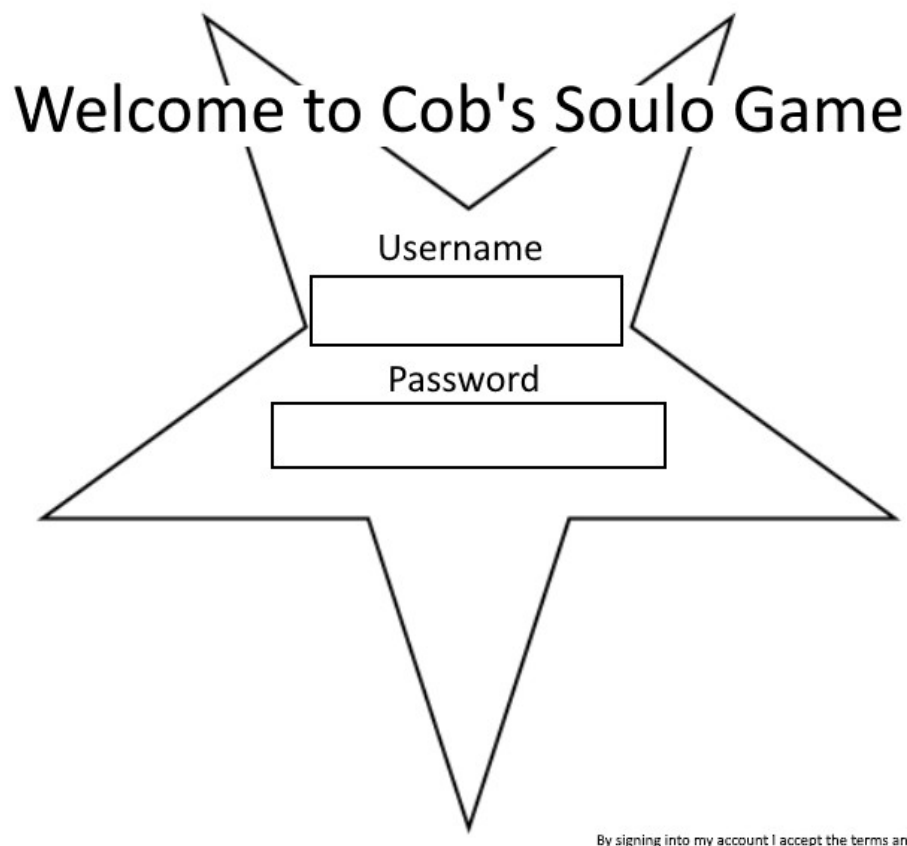
Mike has felt a little different since he bought that fish week. Sometimes when opens the freezer to get some nuggets, he hears the fish whisper to him in a language he can't understand. Yesterday was super clear: find Cob's Soulo Game (Working Title). Mike punched it into the search engine just like the fish said, and he even made an account, but he just didn't have the patience to do the daily midnight check-ins. Every Wednesday, Mike and the fish play checkers instead, which is a way more fun game. He wishes the fish could play chess, but his necromantic powers are too limited.

"Dark Mode Unlock" Flow Chart

Accept terms, register, and start the game > Check in at midnight, confirm you read the incantation > Repeat previous step for 7 days, earning 1 brass CobBuck per check-in > Unlock dark mode for purchase > Offer user to buy dark mode skin > User buys the skin > Profit*?

*how does this make money again?

Mockups



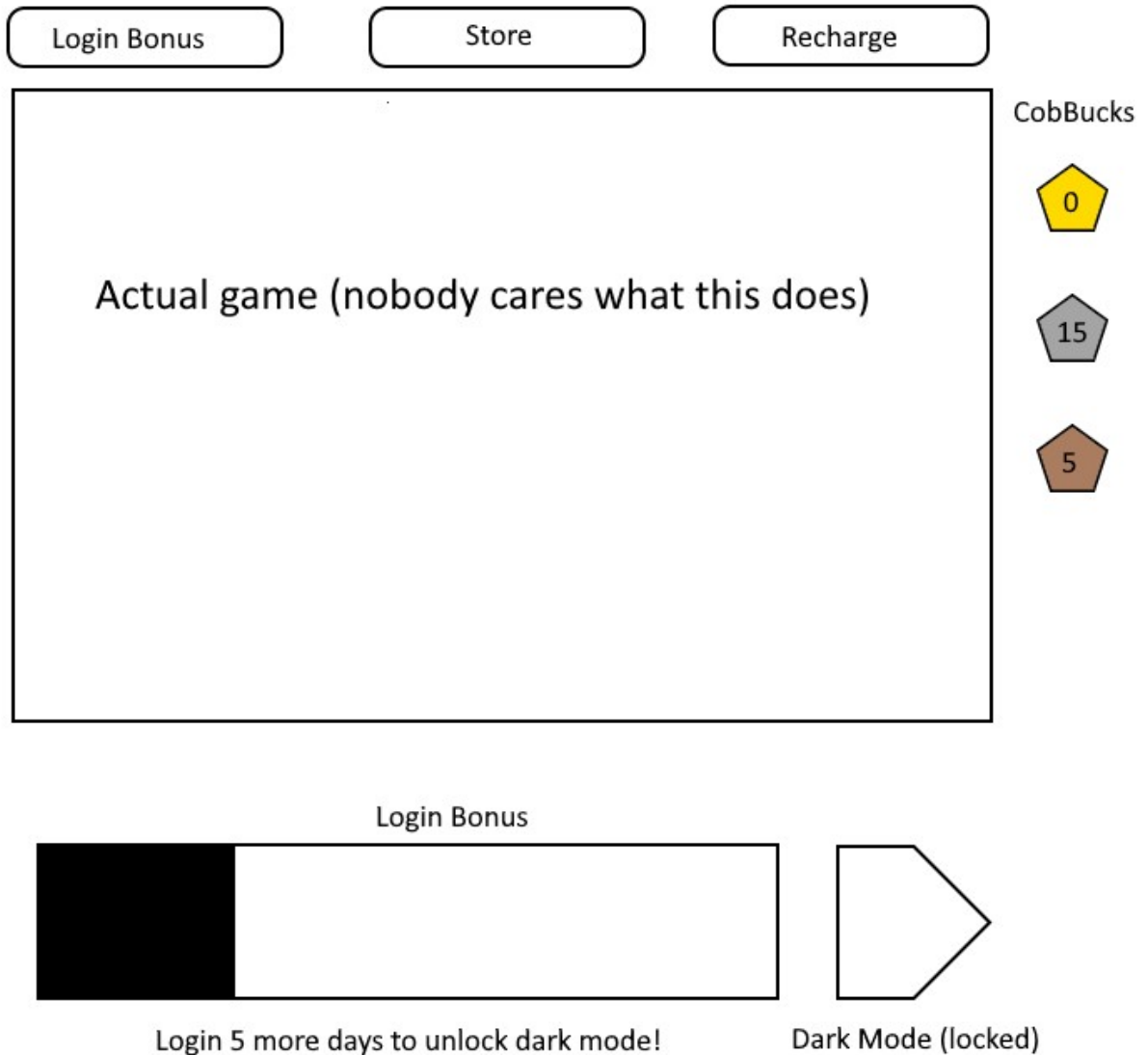
Welcome to Cob's Soulo Game

Username

Password

By signing into my account I accept the terms and conditions.

Cob's Soulo Game



Notes: Login bonus leads to mockup on next page. Store button leads to in-game purchase store. Format of store is up to the developer. Recharge button allows user to recharge Cob's Bucks using their credit card.

Daily Login Bonus

Incantation of the day goes here

☐

I have read the incantation above*

☐

I agree to be one step closer to dark mode!

Submit

*My checkmark here is equivalent to reciting this incantation out loud

Notes: Shows an error instead of submit button if time isn't within 1 hour of midnight.

Incantation

Volo videre tenebras aeternas

Ego certe amo tenebras

Vere fan tenebrarum

Me et tenebrae sunt sicut amici optimi

Ita vere gratum essem si habere possem infinitas tenebras

Hoc vere sit multum

Gratias tibi valde

Professor's Notes:

- You can use the terms and conditions from the first assignment, if needed.
- You don't have to handle payment info, accounts, or persistence between log-ins:
 - Just sign the user in regardless of what they type into user/pass
 - Give them CobBucks regardless of payment info, etc.
 - Blank boxes can be accepted too
 - If the page is refreshed, progress can reset, you don't have to save it
- To make this easier to test, you can either let the users claim their "daily" bonus multiple times in the same day, or start them out at day 6
 - Including the "within an hour of midnight" requirement is a small bonus
- You have to make a "store" with at least one item related to your "game"
 - Once unlocked, Dark Mode is also for "sale" here
- This is a hard one for business: you need to compel people to come back, buy things, etc.
 - The quality of your "game" doesn't matter for this purpose
- This is a hard one for the light pattern: You are obligated to create a daily check-in, tokenization, etc by your requirements. Think hard and consider how you might make this a less user-hostile experience without violating the requirements you have. Note that while the requirements told you a lot about what you have to do, they don't say much about what you can't do.
- For the dark pattern, I expect manipulation beyond what you are already obligated to implement.