

The Dark UX Saga

Product Requirements Document (PRD)

1. Project Overview & Goal

- **Concept:** A browser-based game teaching digital literacy through navigation of "bad" UX.
- **Goal:** Train users to recognize deceptive patterns without shaming them.
- **Primary Users:** Digital Natives (Gen Z) and Junior UX Designers.

2. Technical Stack & Constraints

- **Platform:** Web browser only; mobile responsiveness is a non-priority for the MVP.
- **Tools:** Lovable (React/Tailwind).
- **Logic:** JavaScript state management with Local Storage for high scores.
- **Assets:** LLM-generated manipulative copy and "Evil AI" sarcastic messages.

3. Core Mechanics & Scoring

- **Virtual Money Lost:** Accumulates when a user falls for a trap (e.g., \$99 per mistake).
- **Points:** +100 per "Pattern Spotted" (Success).
- **Gullibility Score:** Calculated as: Mistakes made / total levels x 100
- **Educational Loop:** Every level ends with a "Learn More" popup explaining the specific pattern and the technical term for it.

4. Level Definitions

1. **Level 1 (Roach Motel):** A subscription cancellation screen with deceptive "Keep My Benefits" buttons.
2. **Level 2 (Sneak into Basket):** A checkout screen where a high-cost "Protection Plan" is pre-selected and hidden in a dropdown.
3. **Level 3 (Confirmshaming):** A popup that insults the user if they choose the "No" option (e.g., "No, I'm boring and hate fun").
4. **Level 4 (Visual Interference):** A cookie banner where the "Decline" button is the same color as the background.
5. **Level 5 (Forced Continuity):** A "\$0 Free Trial" that hides the "Auto-Renew for \$199" clause in low-contrast, tiny text.