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Website Concept and Execution

The purpose of my website is the spread awareness about Dark Patterns. 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. I looked at 3 Dark Patterns in particular that stood out to me and what I thought were the most common ones: Confimshaming, Trick Questions, and Roach Motel. To help me spread awareness about Dark Patterns, I designed a fake company called Black Void Designs and I made forms for users to complete that resembled that particular Dark Pattern. These forms included subscribing to the website (with email) to get a deal, signing up for the website, and canceling a subscription. These forms were made to simulate an actual Dark Pattern. The concept of the website is simple: complete the forms. After each form there is a little write up about that particular Dark Pattern and the options you have when facing that type of pattern again. The execution of the website is using multiple pages. You can do the activity and go through the forms one at a time and I also gave the option of exiting at any time and returning to the home menu. No information will be saved when completing the forms.