

@AlyssaNicoll

Angular UI Component Library <https://www.telerik.com/kendo-angular-ui>

Progress®

Telerik® | Kendo UI for Angular ▾

# Kendo UI for Angular

Professional Grade Angular UI Components

Grid   Charts   Dropdowns   Full List of Controls

```
import { Component } from '@angular/core';
import { customers } from './customers';

@Component({
  selector: 'my-app',
  template: `
    <kendo-grid [kendoGridBinding]="gridData" [height]=>
      [pageable]={
        buttonCount: buttonCount,
        info: info,
        type: type,
        pageSizes: [5, 10, 20],
        previousNext: previousNext
      }"
      [sortable]="true"
  </kendo-grid>
  
```

Drag a column header and drop it here to group by that column

Contact Name	Con...	Co...	Country
 Maria Anders	Sales Rep...	Alfr... Futt...	Germany
 Ana Trujillo	Ow...	Em...	Mexico

# gaming



programming

# speaking



d  
i  
v  
i  
n  
g





# DARK —PATTERNS— NUK

— What **not** to do to users

# DARK PATTERNS

Harry Brignull coined the phrase in 2010



@harrybr

# WHAT ARE DARK PATTERNS?

*Dark patterns are patterns in UX that are meant to trick or manipulate users into actions they would not otherwise do.*



If you understand usability, you can easily trick users into doing things they probably don't want to do.



Amazon Registration

https://www.amazon.com/ap/register?\_encoding=UTF8&openid.assoc\_handle=usflex&openid.claimed\_id=http%3A%2F%2Fspecs.openid.net%2Fauth%2F2.0%2Fidentifier\_select&openid.identity=htt... Incognito

# amazon

## Create account

**Your name**

**Email**

**Password**

*i* Passwords must be at least 6 characters.

**Re-enter password**

**Create your Amazon account**

By creating an account, you agree to Amazon's  
[Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign-In](#)

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref\_=nav\_custrec\_newcust&

Incognito

amazon Try Prime

All

Deals on school supplies

Deliver to Kansas City 64116

Browsing History Alyssa's Amazon.com Today's Deals

EN Hello, Alyssa Account & Lists Orders Try Prime

Cart 0

Your Amazon.com Your Browsing History Recommended For You Improve Your Recommendations Your Profile Learn More

## More to Explore

The image shows the cover art for 'Bubble Guppies Season 3'. It features the show's two main characters, a girl with pink hair and a boy with blue hair, swimming in the ocean. The word 'nickelodeon.' is at the top, and 'SEASON 3' is prominently displayed in large yellow letters.

The image is a movie poster for 'Mission: Impossible - Ghost Protocol'. It features Tom Cruise as Ethan Hunt looking intensely at the viewer. The title 'MISSION: IMPOSSIBLE' is written vertically along the left side of the poster.

The image promotes Kindle Unlimited. It features the 'kindleunlimited' logo in orange and grey, followed by the text 'Unlimited Reading. Unlimited Listening. Any Device.' Below this, there is a photograph of an open book with several small paper boats floating on the pages.

Recently Added TV Shows in Prime Video  
88 ITEMS

Recently Added Movies in Prime Video  
100 ITEMS

Kindle Unlimited  
100 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref\_=nav\_custrec\_newcust&

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amazon Try Prime

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## More to Explore

# WHAT ABOUT DELETING

Recently Added TV Shows in Prime Video 88 ITEMS

Recently Added Movies in Prime Video 100 ITEMS

Kindle Unlimited 100 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref\_=nav\_custrec\_newcust&

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The image is a movie poster for "Mission: Impossible - Ghost Protocol". It features Tom Cruise as Ethan Hunt looking intensely at the viewer. The title is written vertically along the left side of the poster.

The image shows the Kindle Unlimited logo, which consists of the words "kindleunlimited" in lowercase. Below it, the text "Unlimited Reading. Unlimited Listening. Any Device." is displayed, with "Any Device." pointing towards an open book.

Recently Added TV Shows in Prime Video

88 ITEMS

Recently Added Movies in Prime Video

100 ITEMS

Kindle Unlimited

100 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref\_=nav\_custrec\_newcust&

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amazon Try Prime

All

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Browsing History ▾ Alyssa's Amazon.com Today's Deals

EN Hello, Alyssa Account & Lists Orders Try Prime ▾ Cart 0

Your Amazon.com Your Browsing History Recommended For You Imp...

**Your Lists**

- Shopping List
- Wish List

---

- Create a List
- Find a Gift
- Save Items from the Web
- Wedding Registry
- Baby Registry
- Friends & Family Gifting
- AmazonSmile Charity Lists
- Pantry Lists
- Your Hearts
- Explore Idea Lists
- Explore Showroom
- Discover
- Take the Home Style Quiz

**Your Account**

- Your Account
- Your Orders
- Your Dash Buttons
- Your Lists
- Your Recommendations
- Your Subscribe & Save Items
- Memberships & Subscriptions
- Your Service Requests
- Your Prime Membership
- Your Garage
- Your Fanshop
- Your Pets
- Start a Selling Account
- Register for a Business Account
- Your Amazon Credit Cards
- Your Content and Devices
- Your Music Library
- Your Amazon Photos
- Your Amazon Drive
- Your Prime Video
- Your Kindle Unlimited
- Your Watchlist



Recently Added TV Shows in Prime Video 88 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref\_=nav\_custrec\_newcust&

Incognito

amazon Try Prime

All

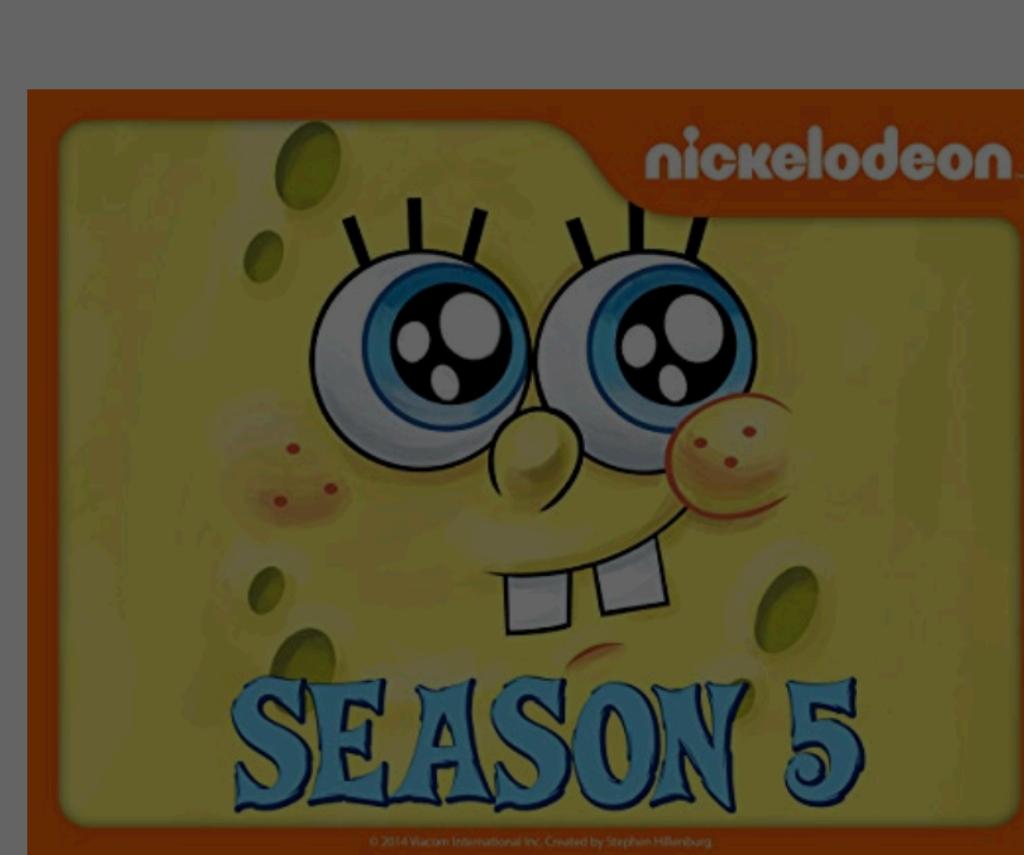
Deals on school supplies

Deliver to Kansas City 64116

Browsing History ▾ Alyssa's Amazon.com Today's Deals

EN ▾ Hello, Alyssa Account & Lists Orders Try Prime ▾ Cart 0

Your Amazon.com Your Browsing History Recommended For You Imp...



Recently Added TV Shows in Prime Video 88 ITEMS

DJ SNAKE CARTE BLANCHE

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- Explore Showroom
- Discover
- Take the Home Style Quiz

**Your Account**

- Your Account ↗
- Your Orders
- Your Dash Buttons
- Your Lists
- Your Recommendations
- Your Subscribe & Save Items
- Memberships & Subscriptions
- Your Service Requests
- Your Prime Membership
- Your Garage
- Your Fanshop
- Your Pets
- Start a Selling Account
- Register for a Business Account
- Your Amazon Credit Cards
- Your Content and Devices
- Your Music Library
- Your Amazon Photos
- Your Amazon Drive
- Your Prime Video
- Your Kindle Unlimited
- Your Watchlist



All ▾



Deals on school supplies

Deliver to  
Kansas City 64116

Browsing History ▾

Alyssa's Amazon.com

Today's Deals

EN  
🌐 ▾

Hello, Alyssa  
Account & Lists ▾

Orders

Try Prime ▾



## Your Account



### Your Orders

Track, return, or buy things again



### Login & security

Edit login, name, and mobile number



### Prime

View benefits and payment settings



### Your addresses

Edit addresses for orders and gifts



### Payment options

Edit or add payment methods



### Gift cards

View balance or redeem a card

## Digital content and devices

- Amazon Drive
- Apps and more
- Audible settings
- Kindle content
- Digital gifts you've received
- Games and software
- Music settings
- Video settings
- Your uploaded product videos
- Digital and device forum

## Email alerts, messages, and ads

- Advertising preferences
- Communication preferences
- Product sampling preferences
- Email
- Message center
- Shipment updates via text
- Alexa shopping notifications

## More ways to pay

- 1-Click settings
- Allowances
- Amazon credit cards
- Amazon Coins
- Amazon Pay
- Coupons
- No-Rush reward balance
- Shop with Points

Your Account

https://www.amazon.com/gp/css/homepage.html?ie=UTF8&ref\_=nav\_youraccount\_ya

🔍 ⌂ S | Incognito ⌂ ⌈

- Amazon tax exemption program
- Archived orders
- Download order reports
- Language settings
- Lists
- Manage saved IDs
- Profile
- Pet Profiles

- Login with Amazon
- Seller
- Your Trade-In Account
- Twitch account settings
- Amazon Second Chance

- Dash buttons
- Giveaways
- Prime Pantry
- Rentals by Amazon
- Your Printing Projects

## Memberships and subscriptions

- Audible membership
- Kindle Unlimited
- Music Unlimited
- Print magazines
- Subscribe & Save
- Prime Video Channels
- Other memberships & subscriptions

## Your recently viewed items and featured recommendations

After viewing product detail pages, look here to find an easy way to navigate back to pages you are interested in.

› View or edit  
your browsing  
history

## Your recently viewed items and featured recommendations

After viewing product detail pages, look here to find an easy way to navigate back to pages you are interested in.

View or edit  
your browsing  
history

Back to top

### Get to Know Us

Careers  
Blog  
About Amazon  
Press Center  
Investor Relations  
Amazon Devices

### Make Money with Us

Sell on Amazon  
Sell Under Private Brands  
Sell on Amazon Handmade  
Sell Your Services on Amazon  
Sell on Amazon Business  
Sell Your Apps on Amazon  
Become an Affiliate  
Advertise Your Products  
Self-Publish with Us  
› See More

### Amazon Payment Products

Amazon Rewards Visa Signature Cards  
Amazon.com Store Card  
Amazon Business Card  
Amazon.com Corporate Credit Line  
Shop with Points  
Credit Card Marketplace  
Reload Your Balance  
Amazon Currency Converter

### Let Us Help You

Your Account  
Your Orders  
Shipping Rates & Policies  
Amazon Prime  
Returns & Replacements  
Manage Your Content and Devices  
Amazon Assistant  
Help



English

United States

# Hi, Alyssa. What can we help you with?

## Some things you can do here



### Your Orders

Track packages  
Edit or cancel orders



### Returns & Refunds

Return or exchange items  
Print return mailing labels



### Digital Services and Device Support

Find device help & support  
Troubleshoot device issues



### Manage Prime

Learn about Prime benefits  
Cancel Prime membership



### Payments & Gift Cards

Add or edit payment methods  
View, reload gift card balance



### Account Settings

Change email or password  
Update login information

## Find more solutions



Go

## Browse Help Topics

## Find more solutions



Go

# Browse Help Topics

### Recommended Topics

- Where's My Stuff?
- Managing Your Orders
- Account Settings & Payment Methods
- Returns & Refunds
- Shipping Policies
- Amazon Devices
- Digital Services & Content
- Amazon Business Accounts
- Other Topics & Help Sites
- Need More Help?

### Learn how to...

- Order with Free Shipping by Amazon
- Manage Your Orders
- Global Shipping Rates
- Placing an Order
- Change Your Payment Method
- Manage Your Account Information
- About Two-Step Verification



Amazon.com Help

https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=508510&ref\_=footer\_gw\_m\_b\_he

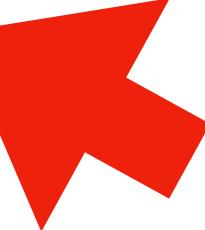
# Browse Help Topics

Recommended Topics

- Where's My Stuff?
- Managing Your Orders
- Account Settings & Payment** >
- Methods
- Returns & Refunds
- Shipping Policies
- Amazon Devices
- Digital Services & Content
- Amazon Business Accounts
- Other Topics & Help Sites
- Need More Help?

## Account Settings & Payment Methods

- [End Your Amazon Prime Membership](#)
- [About Problems Signing In](#)
- [Manage Your Address Book](#)
- [More in Account Settings & Payment Methods](#)





Back to top

Amazon.com Help: Managing Y X +

https://www.amazon.com/gp/help/customer/display.html/ref=hp\_gt3\_mya\_more?nodeId=201945240

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**amazon** Try Prime All Deals on school supplies

Deliver to Kansas City 64116 Browsing History Alyssa's Amazon.com Today's Deals EN Hello, Alyssa Account & Lists Orders Try Prime

## Help & Customer Service

### Managing Your Account

Search Help Go

[All Help Topics](#)

Returns & Refunds  
Ordering  
Payment, Pricing & Promotions  
Security & Privacy  
Shipping & Delivery  
Site Features  
Gifts, Gift Cards & Registries  
**Managing Your Account**  
Amazon Business Help  
Author, Publisher & Vendor Guides  
Amazon Device Support  
Digital Services & Content  
Selling at Amazon.com  
Amazon Global Store

**Quick Solutions**

[End Your Amazon Prime Membership](#)  
[About Problems Signing In](#)  
[Manage Your Address Book](#)

**Payment Issues**

[Add & Manage Payment Methods](#)  
[About Unknown Credit Card Charges](#)  
[Resolve a Declined Payment](#)  
[About the Amazon Prime Membership Charge](#)

**Account Settings**

[Reset Your Password](#)  
[Sign Out Of Your Account](#)  
[Change Your Account Settings](#)  
[About Closing Your Account](#)  
[More](#)

**Quick solutions**

**Payment Methods**

[Types of Credit and Debit Cards That Can Be Used](#)  
[Assign a Checking Account as a Payment Option](#)  
[Redeem a Gift Card](#)

## Help & Customer Service

Search Help Go

◀ All Help Topics

### Account Settings

"Keep Me Signed In" Checkbox

#### About Closing Your Account

About Mobile Phone Number  
Accounts

About SMS Verification for  
Mobile Phone Number  
Accounts

Remove an Adult from Your  
Amazon Household

About Amazon Households

Digital Content & Personalisation  
Resources

About Two-Step Verification

Archive an Order

Turning On Two-Step Verification

Changing Two-Step Verification  
Settings

Disabling Two-Step Verification

Create a Household

Signing in with Two-Step  
Verification

Two-Step Verification Account  
Recovery

Managing Your Account ▾ Account Settings ▾

## About Closing Your Account

If your account is closed, it will no longer be accessible and you will no longer be able to access any related Seller, Mechanical Turk, Associates, Amazon Web Services, Author Central, Kindle Direct Publishing or Amazon Pay accounts. If you decide later that you want to start ordering from us again, or if you'd like to use website features that require a password, you will need to create a new account.

Closing your account also means:

- You won't have access to other websites using your Amazon.com log-in (Audible.com, accounts at international Amazon sites (co.uk/.fr/.de/.es/.ca/.in/.au/.com.br/.nl/.it/.com.mx) except for Amazon.cn and Amazon.co.jp, etc.)
- You won't have access to digital content related to Amazon Music, Amazon Drive and/or Prime Photos, or your Amazon Appstore purchases
- You won't have access to your customer profile including your reviews, discussion posts and customer images
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)
- If you have a remaining Amazon.com Gift Card or promotional credit balance, you won't have access to use the funds

**Note:** If you own a Kindle or have content stored in an Amazon Drive and/or Prime Photos account, and have your account closed, you'll no longer have access to any Kindle, Amazon Drive and/or Prime Photos content and subscriptions via this account. Once you close your account, your Amazon Drive and/or Prime Photos content will be deleted and cannot be restored. Consequently, we'd suggest that you download and save any content that you haven't already downloaded or permanently saved on

Amazon.com Help: About Closi X +

- Remove an Adult from Your Amazon Household
- About Amazon Households
- Digital Content & Personalisation Resources
- About Two-Step Verification
- Archive an Order
- Turning On Two-Step Verification
- Changing Two-Step Verification Settings
- Disabling Two-Step Verification
- Create a Household
- Signing in with Two-Step Verification
- Two-Step Verification Account Recovery
- Teen Logins

Amazon.cn and Amazon.co.jp, etc.)

- You won't have access to digital content related to Amazon Music, Amazon Drive and/or Prime Photos, or your Amazon Appstore purchases
- You won't have access to your customer profile including your reviews, discussion posts and customer images
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)
- If you have a remaining Amazon.com Gift Card or promotional credit balance, you won't have access to use the funds

**Note:** If you own a Kindle or have content stored in an Amazon Drive and/or Prime Photos account, and have your account closed, you'll no longer have access to any Kindle, Amazon Drive and/or Prime Photos content and subscriptions via this account. Once you close your account, your Amazon Drive and/or Prime Photos content will be deleted and cannot be restored. Consequently, we'd suggest that you download and save any content that you haven't already downloaded or permanently saved on your Kindle before you have your account closed..

## Quick solutions



Your Orders  
Track or cancel orders



Returns & Refunds  
Exchange or return items



Manage Prime  
Cancel or view benefits



Payment Settings  
Add or edit payment methods



Carrier Info  
Shipping carrier information



Account Settings  
Change email or password

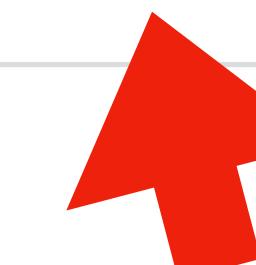
If you have an Amazon Web Services (AWS) account or have content stored or resources running on AWS, you'll no longer have access to any AWS data via this account. Once you close your account, your content will be deleted and cannot be restored, and active resources will be terminated. Please download and save any content before you have your account closed.

If you simply need to change your e-mail address or remove a payment method from your account, you don't need to close your account. For more information on updating your account, go to [Change Your Account Settings](#).

**Note:** To close your account, please [Contact Us](#) to request that your account be closed.

Was this information helpful?

Yes  No



Search Help

Go

## Want to chat now or get a call from us?



### Chat right now

Our messaging assistant can quickly solve many issues or direct you to the right person or place.

**Instant chat and always available.**

**Start chatting**



### Have us call you

We'll first get a few details about your issue and then someone will call you right away.

**Wait time is usually 2 minutes or less.**

**Call me**

Here are a few things you can take care of on your own



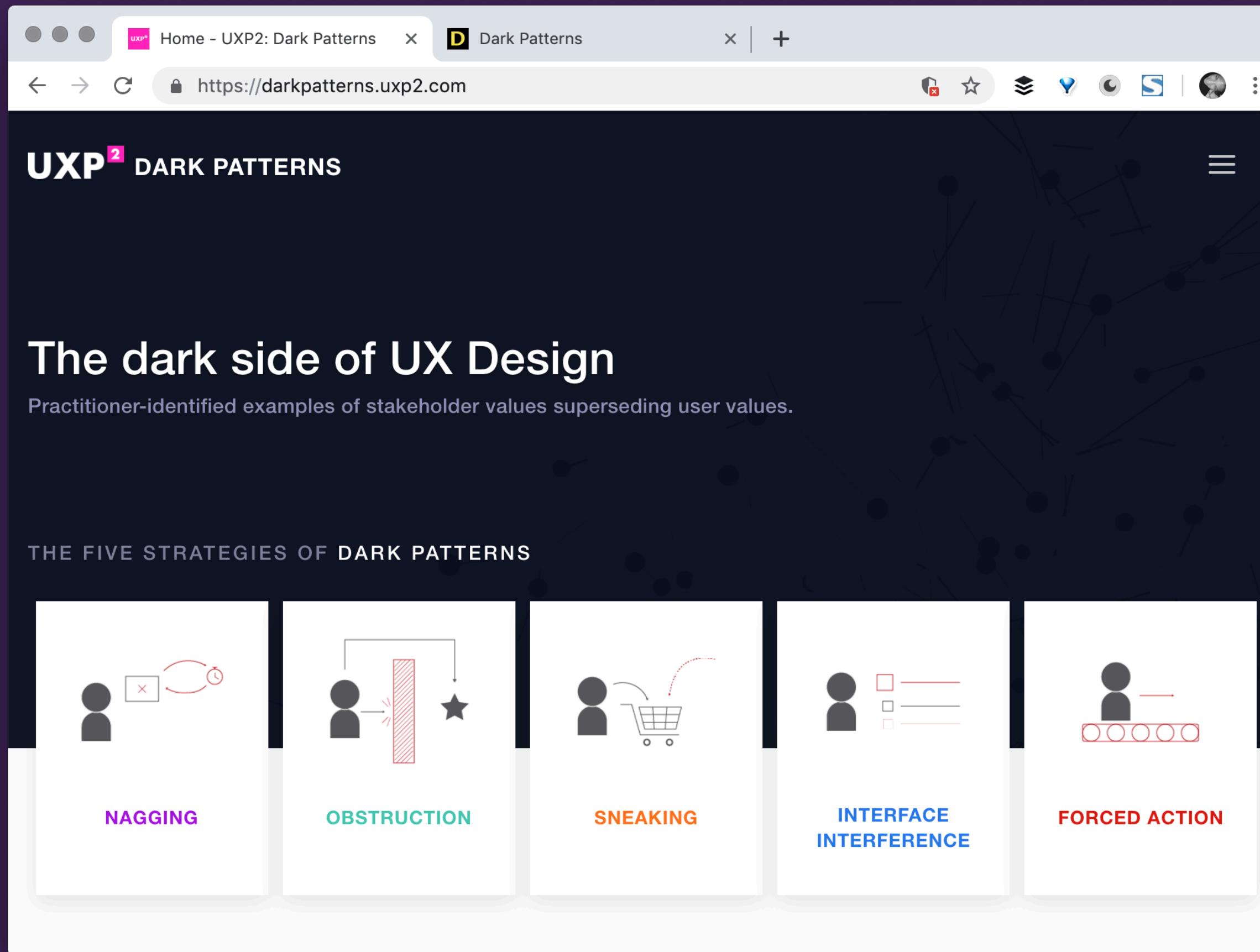
prime

# Roach Motel



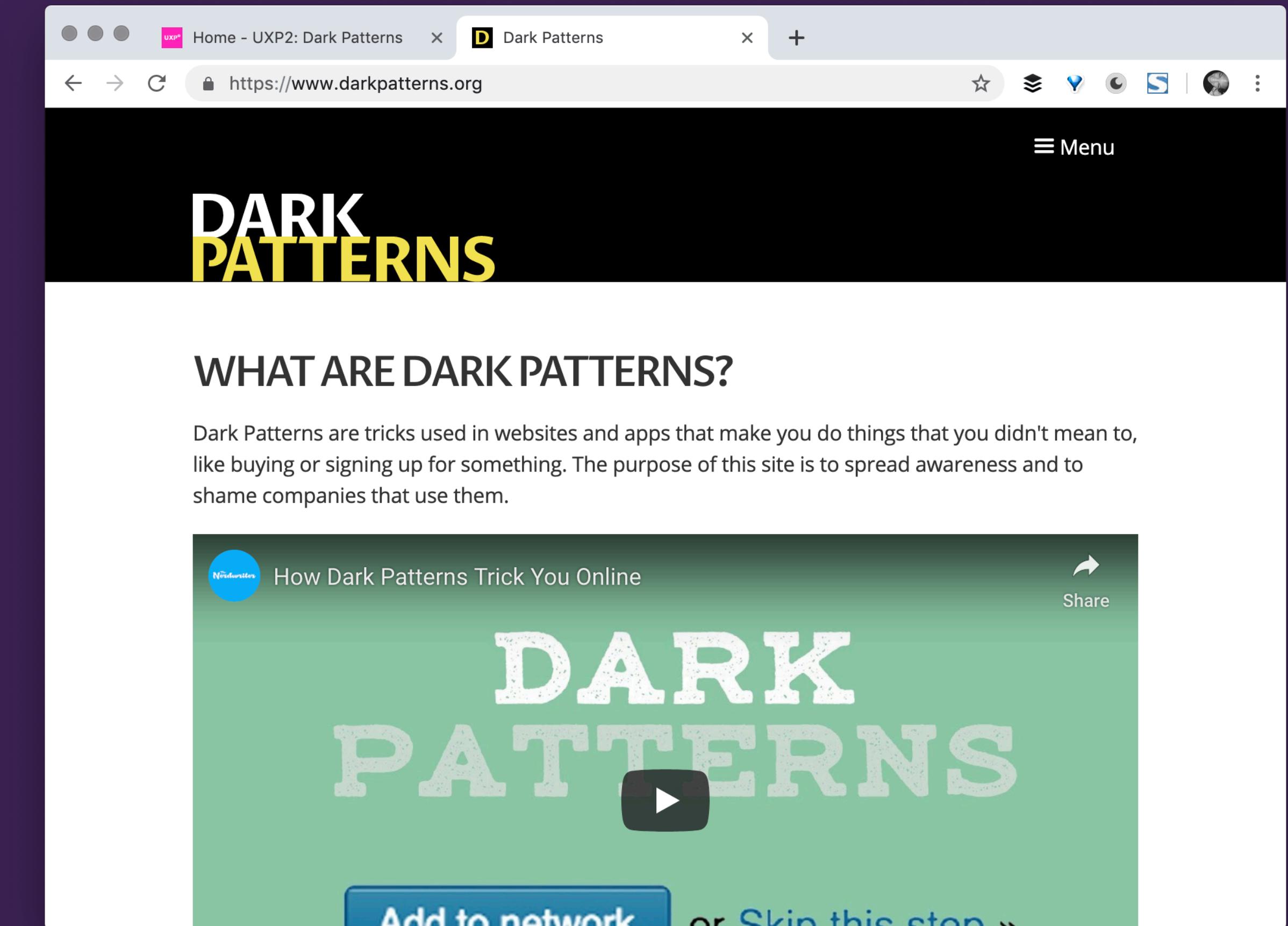
Easy to get into a situation, hard to get out of it

# Creating awareness and shaming companies out of using dark patterns



The screenshot shows the homepage of [darkpatterns.uxp2.com](https://darkpatterns.uxp2.com). The page has a dark background with a network graph pattern. At the top, it says "UX² DARK PATTERNS". Below that is the title "The dark side of UX Design" and a subtitle "Practitioner-identified examples of stakeholder values superseding user values.". Underneath, there's a section titled "THE FIVE STRATEGIES OF DARK PATTERNS" with five cards: "NAGGING" (person being nagged), "OBSTRUCTION" (person blocked by a wall), "SNEAKING" (person putting items in a cart without noticing), "INTERFACE INTERFERENCE" (person interacting with a cluttered interface), and "FORCED ACTION" (person being forced into a choice). Each card has a small icon and a red label at the bottom.

[darkpatterns.uxp2.com](https://darkpatterns.uxp2.com)



The screenshot shows the homepage of [darkpatterns.org](https://www.darkpatterns.org). The page has a black header with "DARK PATTERNS" in large yellow letters. Below the header is the title "WHAT ARE DARK PATTERNS?". A text block explains: "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. The purpose of this site is to spread awareness and to shame companies that use them." Below this is a video player for a video titled "How Dark Patterns Trick You Online" with the text "DARK PATTERNS" overlaid. There are "Add to network" and "Skip this step" buttons at the bottom.

[darkpatterns.org](https://www.darkpatterns.org)



As with many things in life, these patterns aren't black and white, but rather a sliding scale, and it is important to keep that in mind.

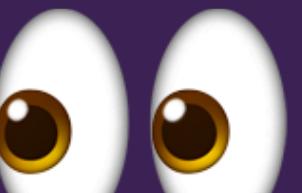
*Don Komarechka*  
Don Komarechka

# Dark Patterns

Annoying 😏



#notReally



Truly Bad

#notReally  
**Dark Patterns**

Online Converter

Step 1: [Click Start](#)  
Step 2: Add Extension  
Step 3: Start Converting

[Start](#)

Online PDF Converter

By Safely

Completed and Starting Download...  
[Click here](#) to download manually (24 hours and 10 times).

Share to: [Share](#) [Tweet](#) [More](#)

Free service, in return, please share this converter with your friends.

Options:

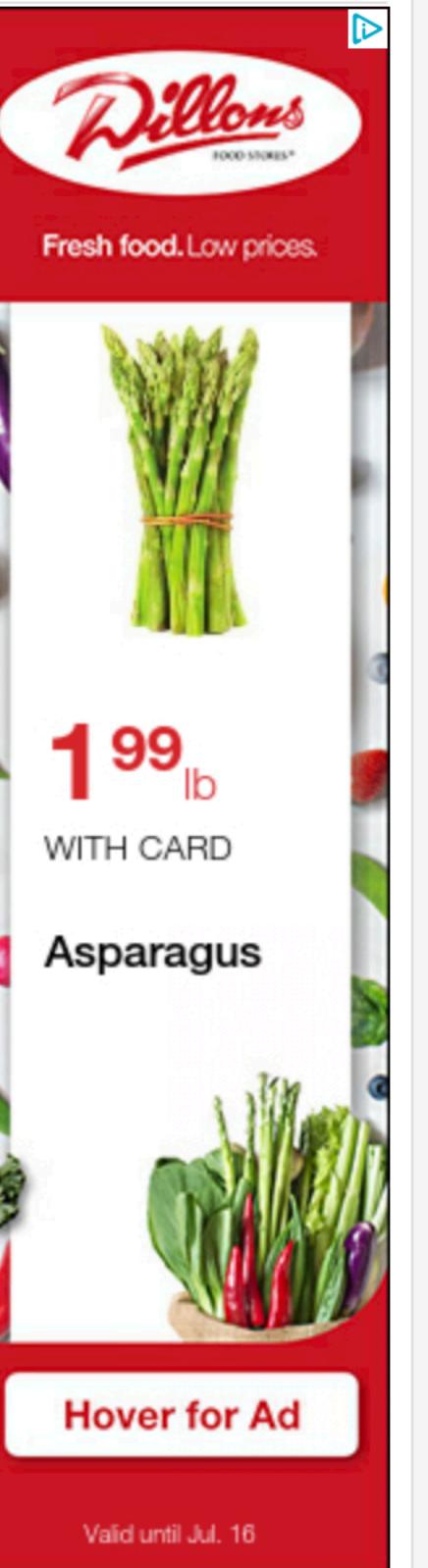
- [Delete](#) your file from our server.
- Use [MOV to GIF](#) to convert another file (new window).
- [Send to phone](#) and download to your phone.

File ID: 1061478d51a666cf12fbb0c94d6659f172

Hints:

- If the file conversion time is too long, please return to this page later to view the conversion result. Sometimes, if the conversion server is busy, file queuing will take a while.
- The conversion status of your file is automatically updated and usually does not need to be refreshed. Of course, if you are not sure, you can also manually refresh the page.
- The converted file will be saved for 24 hours (1 day), during which time you can download it 10 times. After 24 hours (1 day), these files will be automatically deleted and will no longer be valid.
- Please note that encrypted or password protected videos, audios, e-books, PDF and other files cannot be supported.

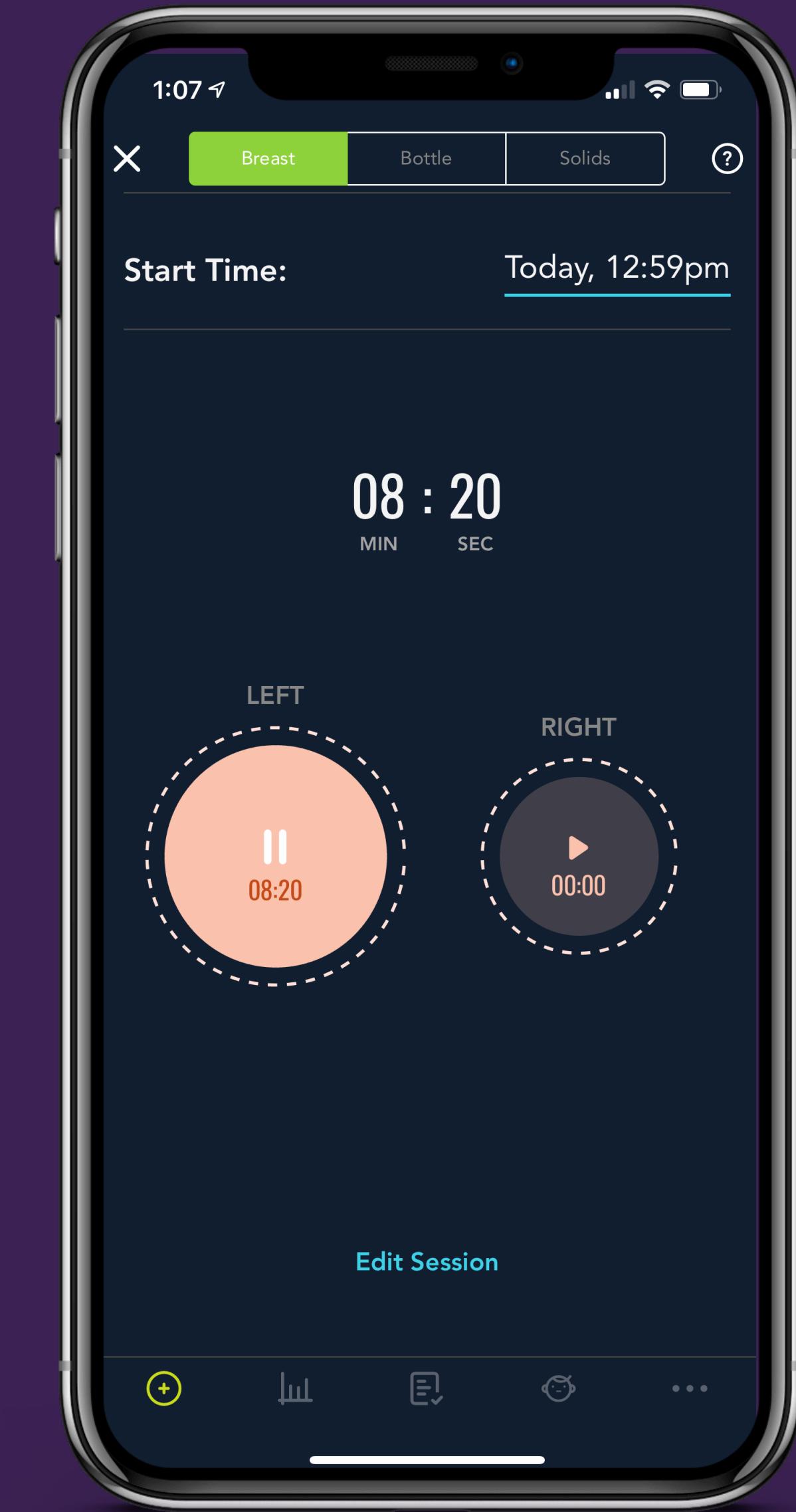
[Home](#) [About](#) [Terms](#) [Privacy](#) [Support](#)  
© 2015 - 2019 OnlineConverter.com, All rights reserved.



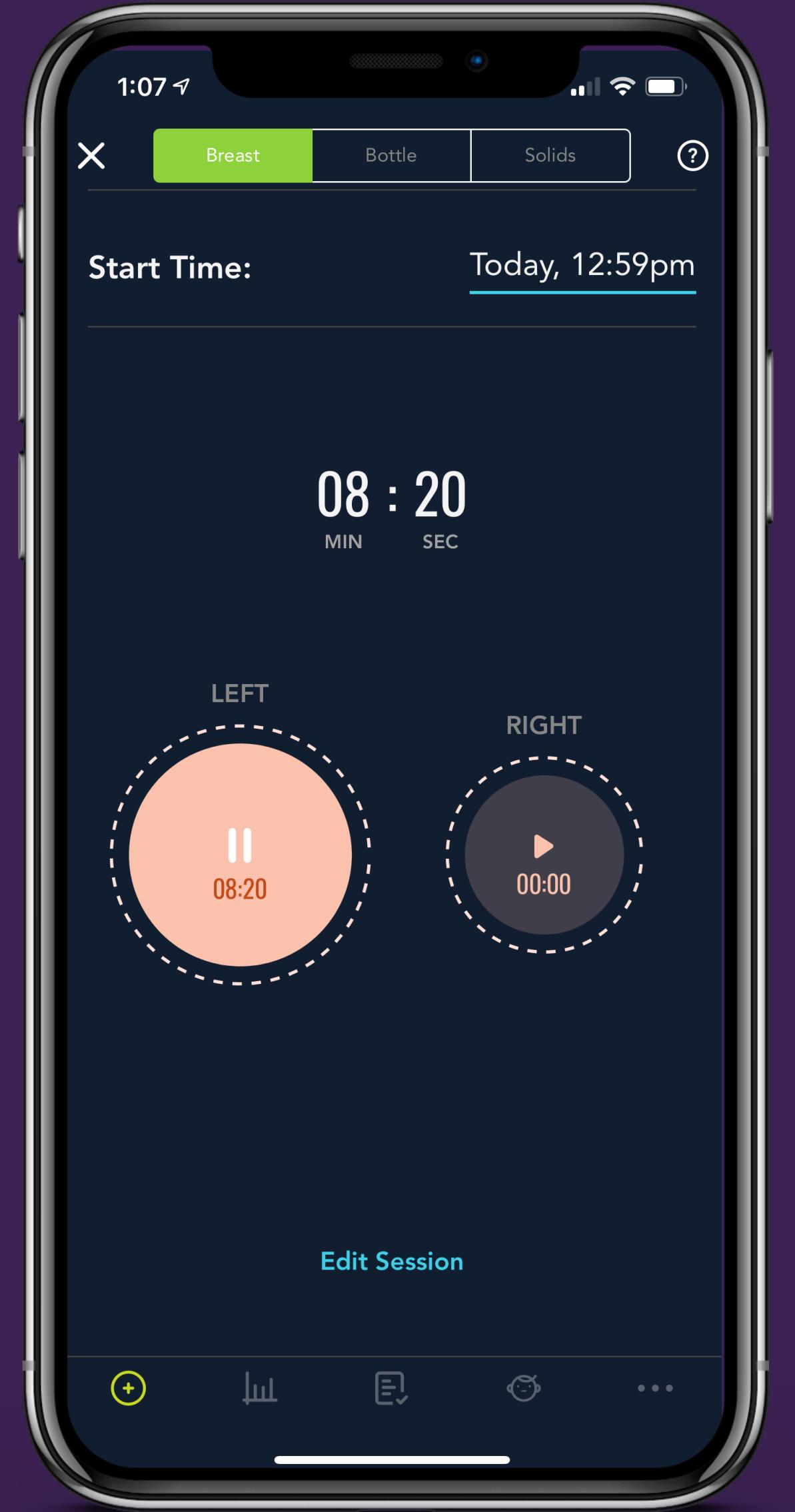
Large popup ad with tiny “x” button, so the user is more likely to accidentally touch the ad

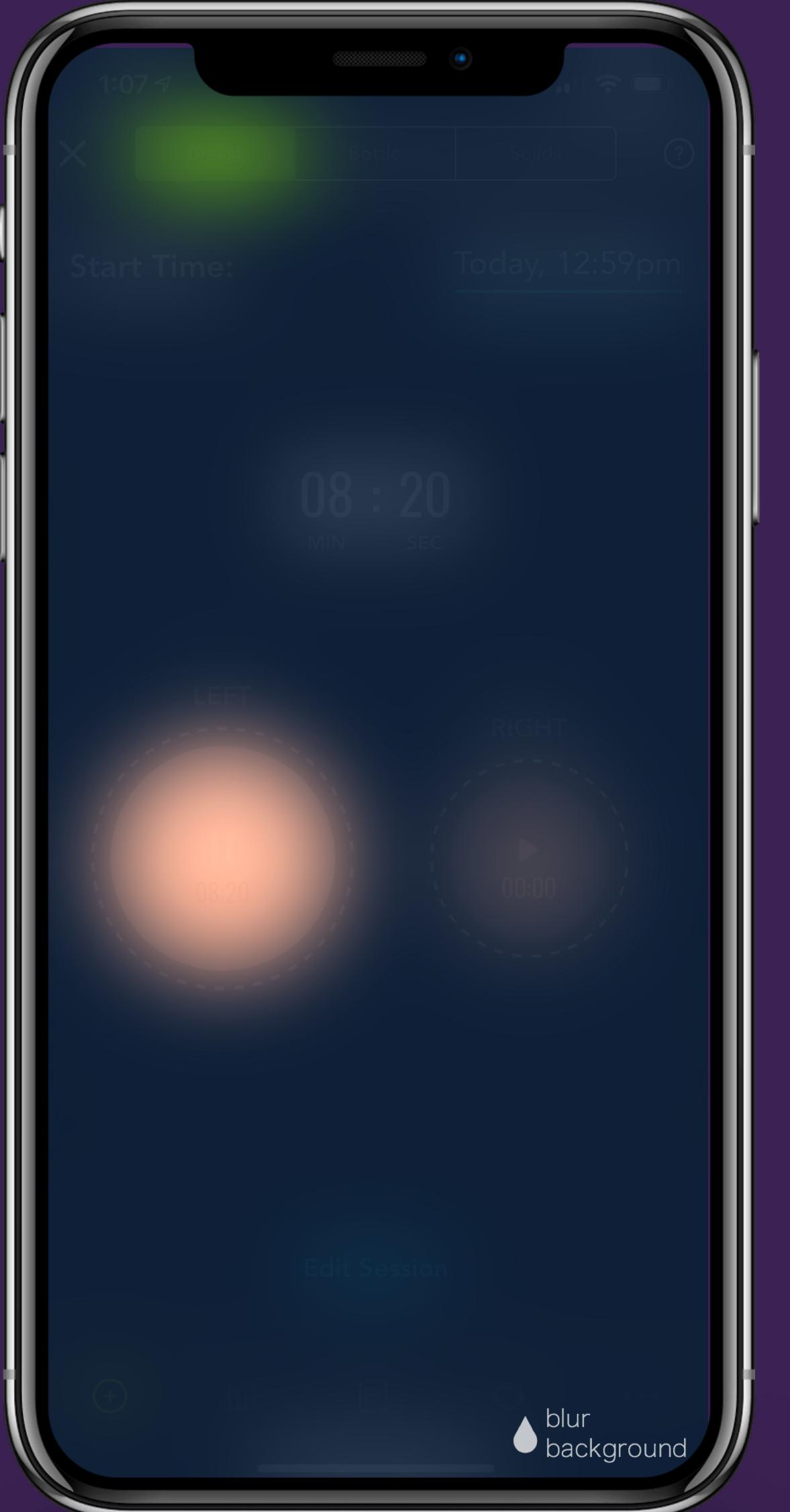
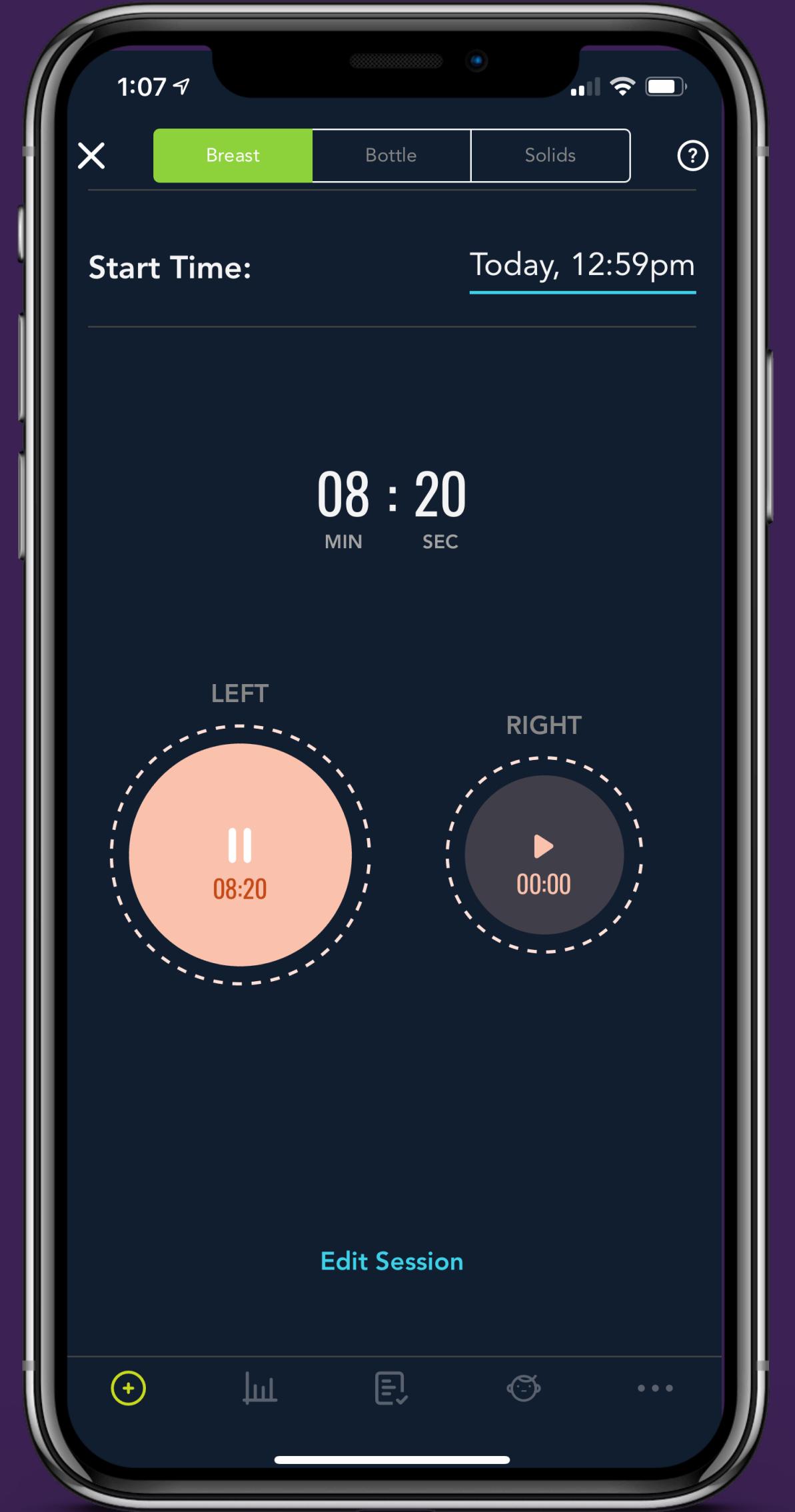
# Dark Patterns

# Kind Patterns









**Be Kind**

**Hit Targets**



# Re:Kind Hit Targets

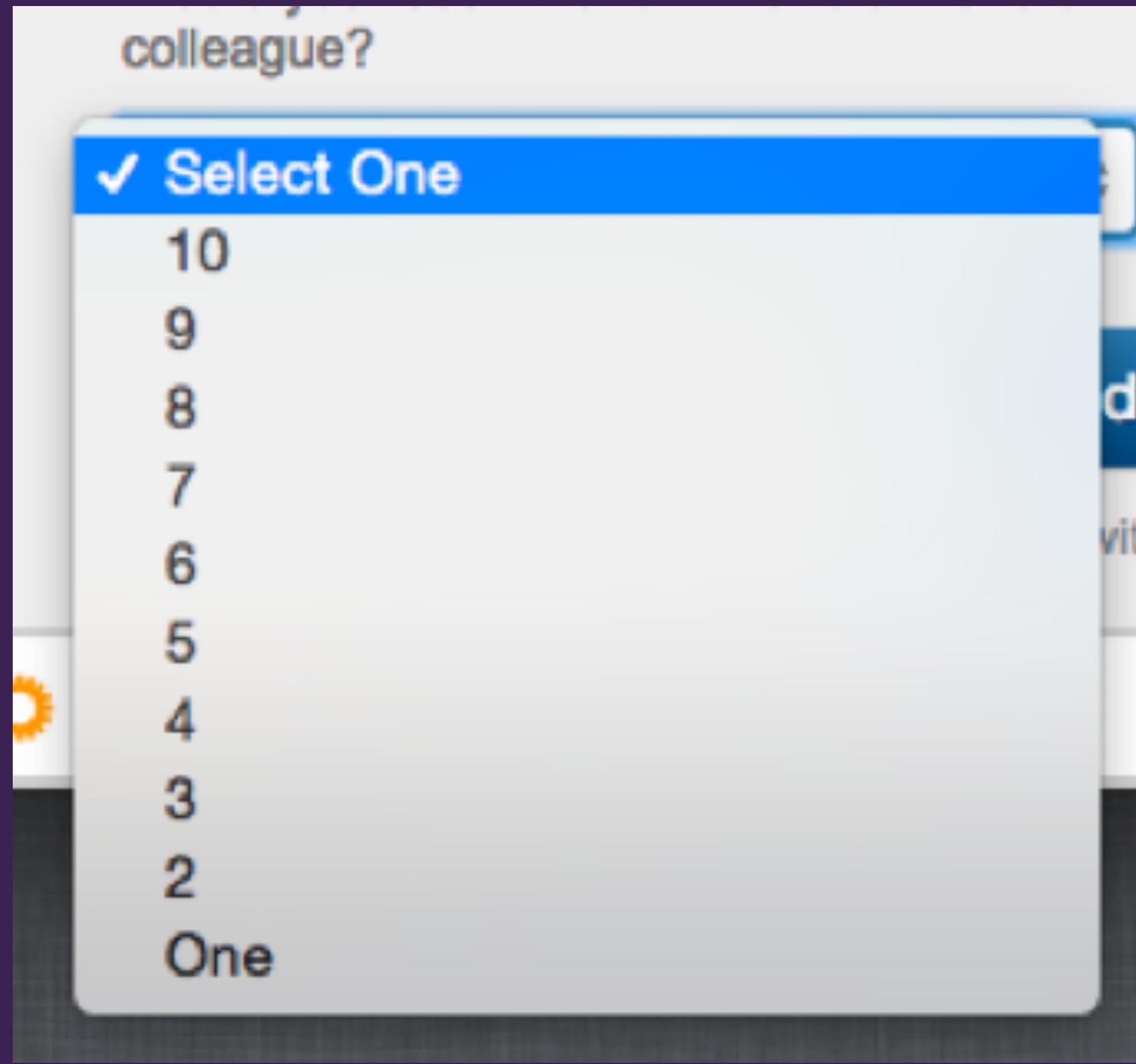


mind the gap



# ReKind Hit Targets

#notReally  
**Dark Patterns**



# Manipulative Dropdown List

#notReally Dark Pattern

Just Annoying  
**Dark Patterns**

# We're Sad To See You Go!

You'll be missing out on the latest news and  
special offers from Disney Destinations

You're about to remove [REDACTED]@gmail.com from receiving email marketing communications from Disney Destinations about the Disneyland Resort and Walt Disney World Resort .

Country/Region of Residence  
United States

Change your mind? Uncheck the boxes below to stay subscribed to :

Disneyland Resort ⓘ

Walt Disney World Resort ⓘ

Press "submit" to confirm

**Submit**

# Annoying Dark Patterns

Tricky Wording + Difficult Unsubscribe

You're about to remove [REDACTED]@gmail.com from receiving email marketing communications from Disney Destinations about the Disneyland Resort and Walt Disney World Resort .

Change your mind? Uncheck the boxes below to stay subscribed to :

Disneyland Resort [i](#)

Walt Disney World Resort [i](#)

Press "submit" to confirm

[Submit](#)

# Annoying Dark Patterns

Tricky Wording + Difficult Unsubscribe

# Confirm Shaming

## Annoying Dark Patterns

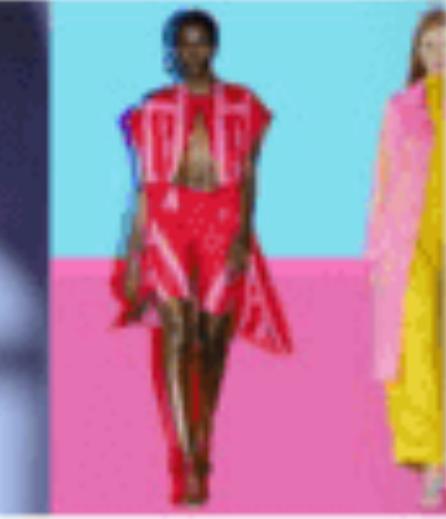
# Confirm Shaming

*The act of making the user click on something derogative in order to opt out*

≡

COSMOPOLITAN

STYLE BEAUTY



C

1 Meghan Broke Royal Protocol in a Sneaky Way

2 The Fashion Trends You Need to Know in 2019

3 So Nicki Minaj Has a Problematic New Boyfriend

4 Winter Is Coming: These Face Oils Will Rescue You

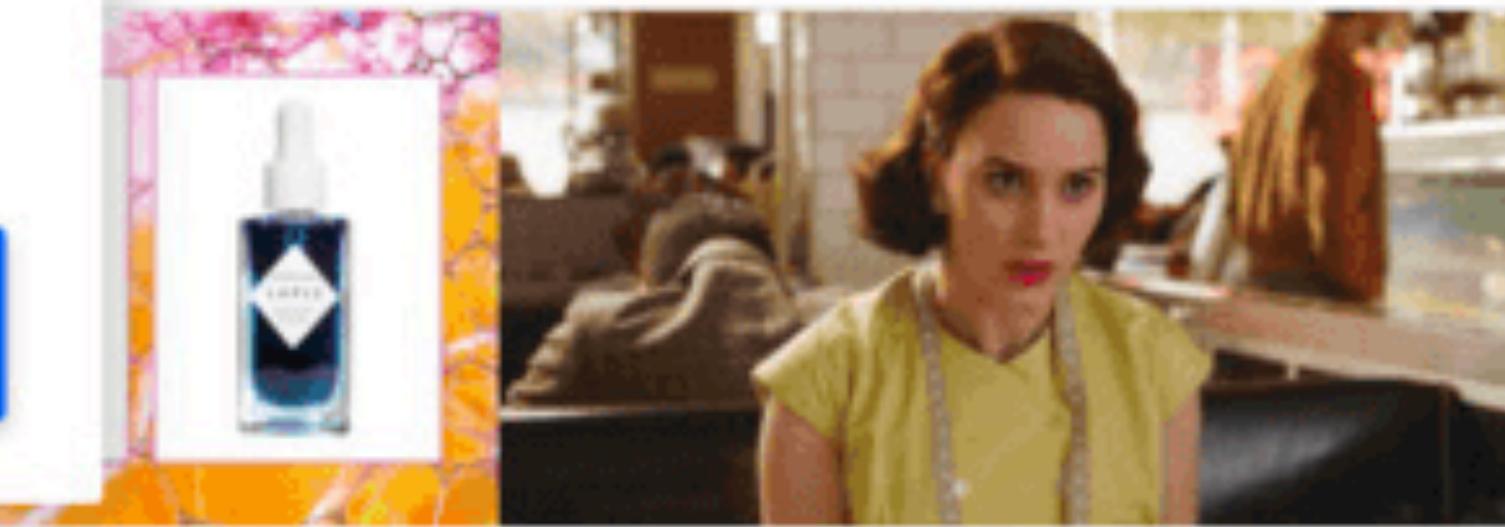
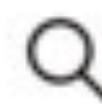
5 Let's Talk About that 'Mrs. Maisel' Season Finale

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I'M BORING

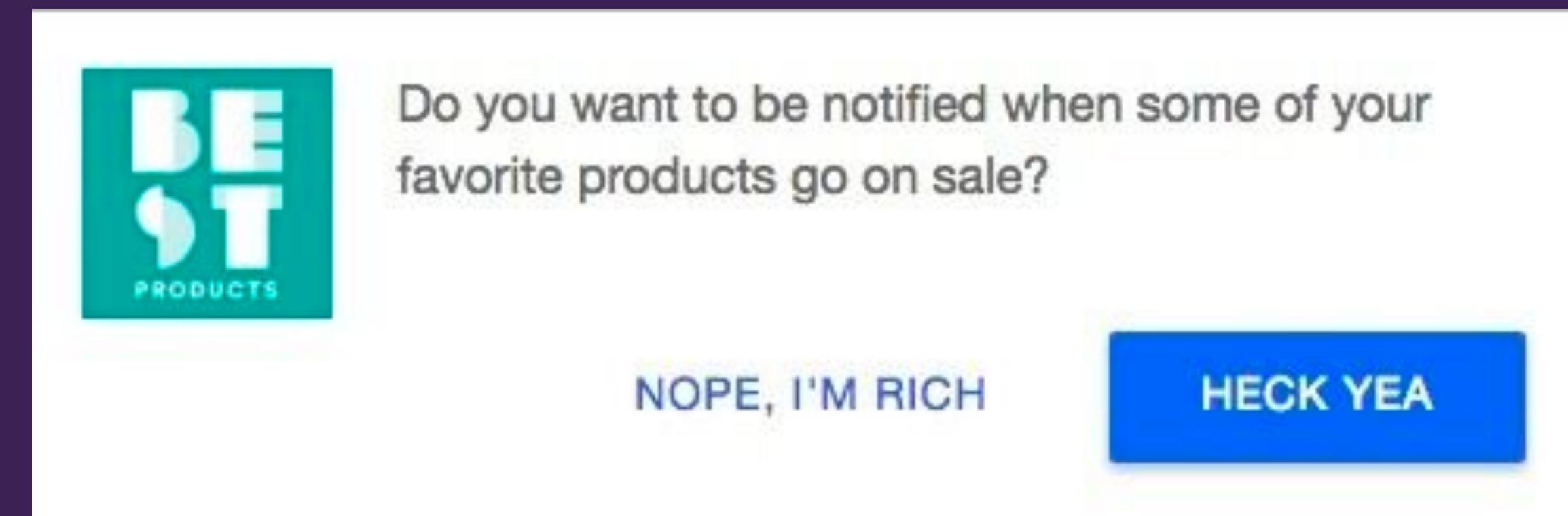
OBVIOUSLY

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# Annoying Dark Patterns

## Confirm Shaming



# Annoying Dark Patterns

## Confirm Shaming

Please Send Me All The Email In The World, Every Four Hours, Five Days A Week. Thank You.

# Sneaky Subscribes

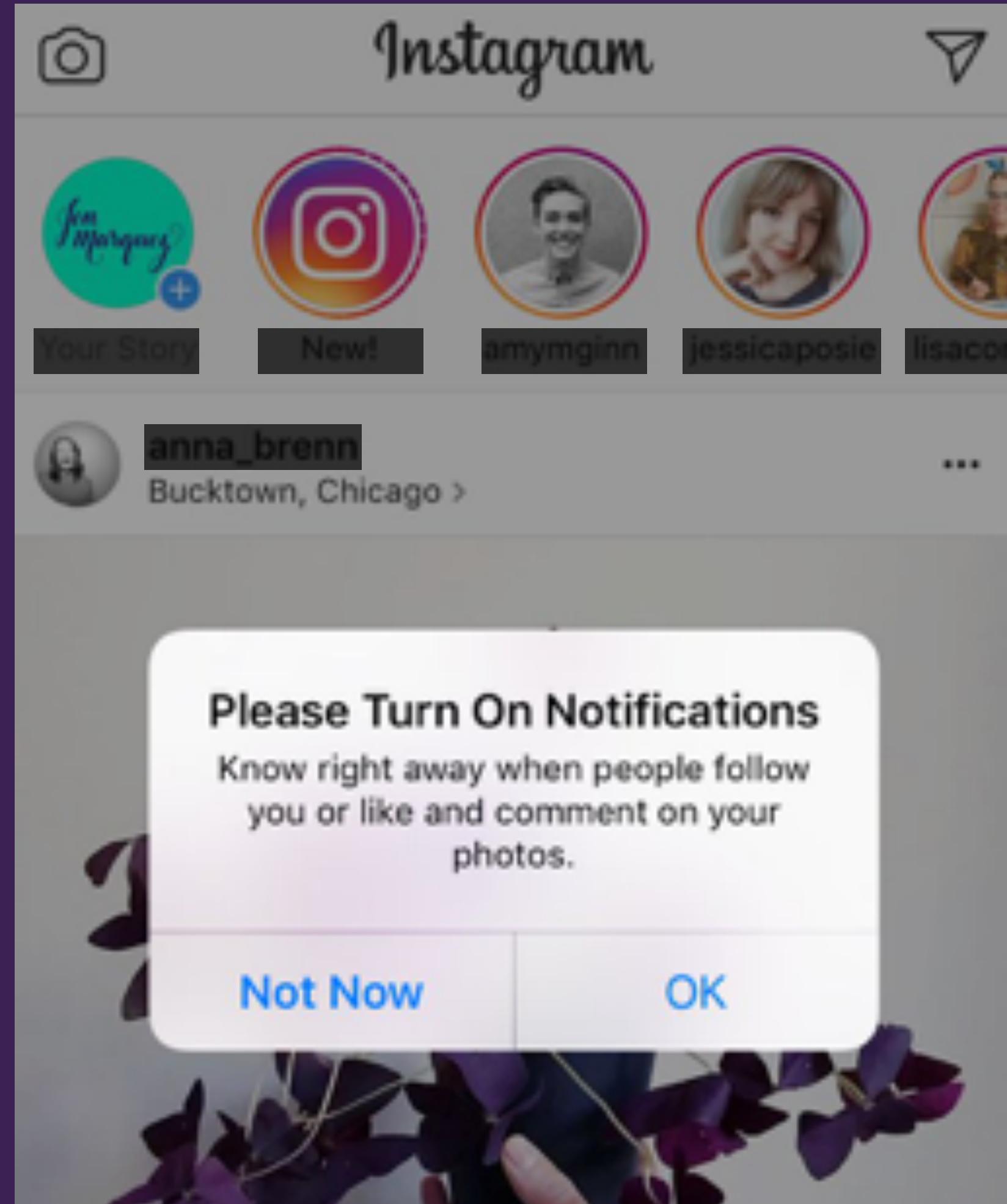
## Annoying Dark Patterns

# NAGGING

## Annoying Dark Patterns

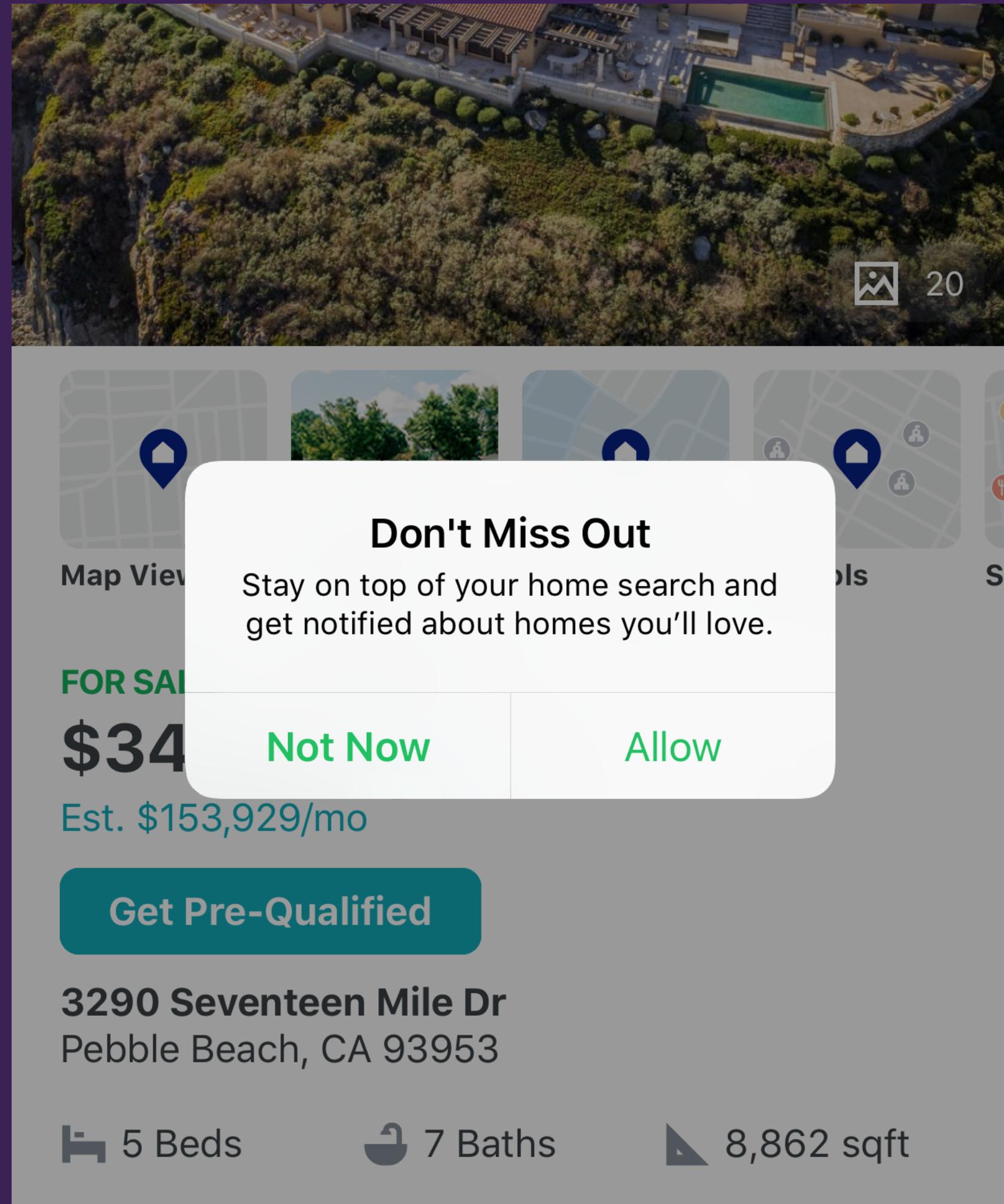
# Nagging

*Redirection of expected functionality that persists beyond one or more interactions. — uxp2.com*



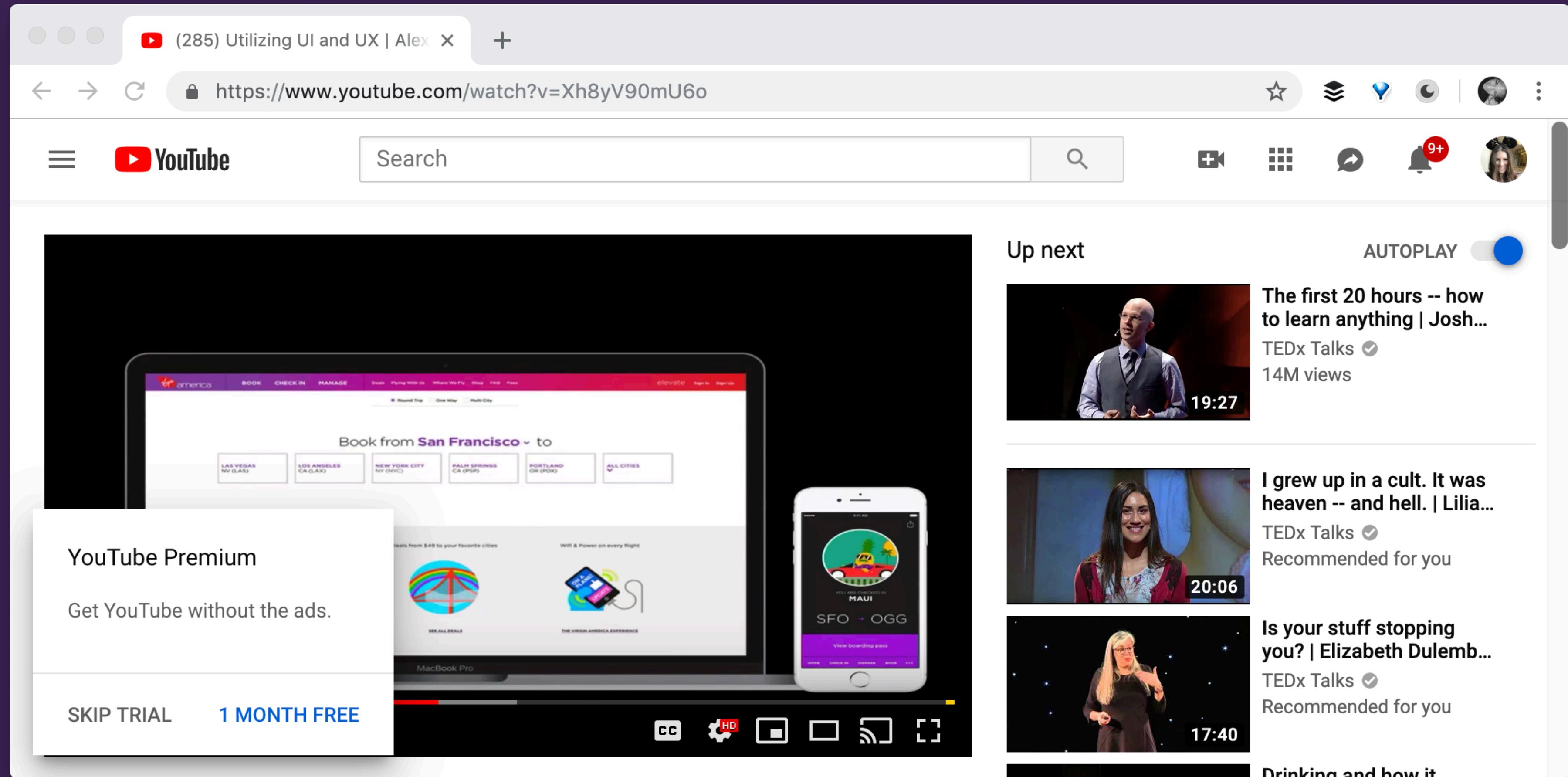
# Annoying Dark Patterns

## Nagging



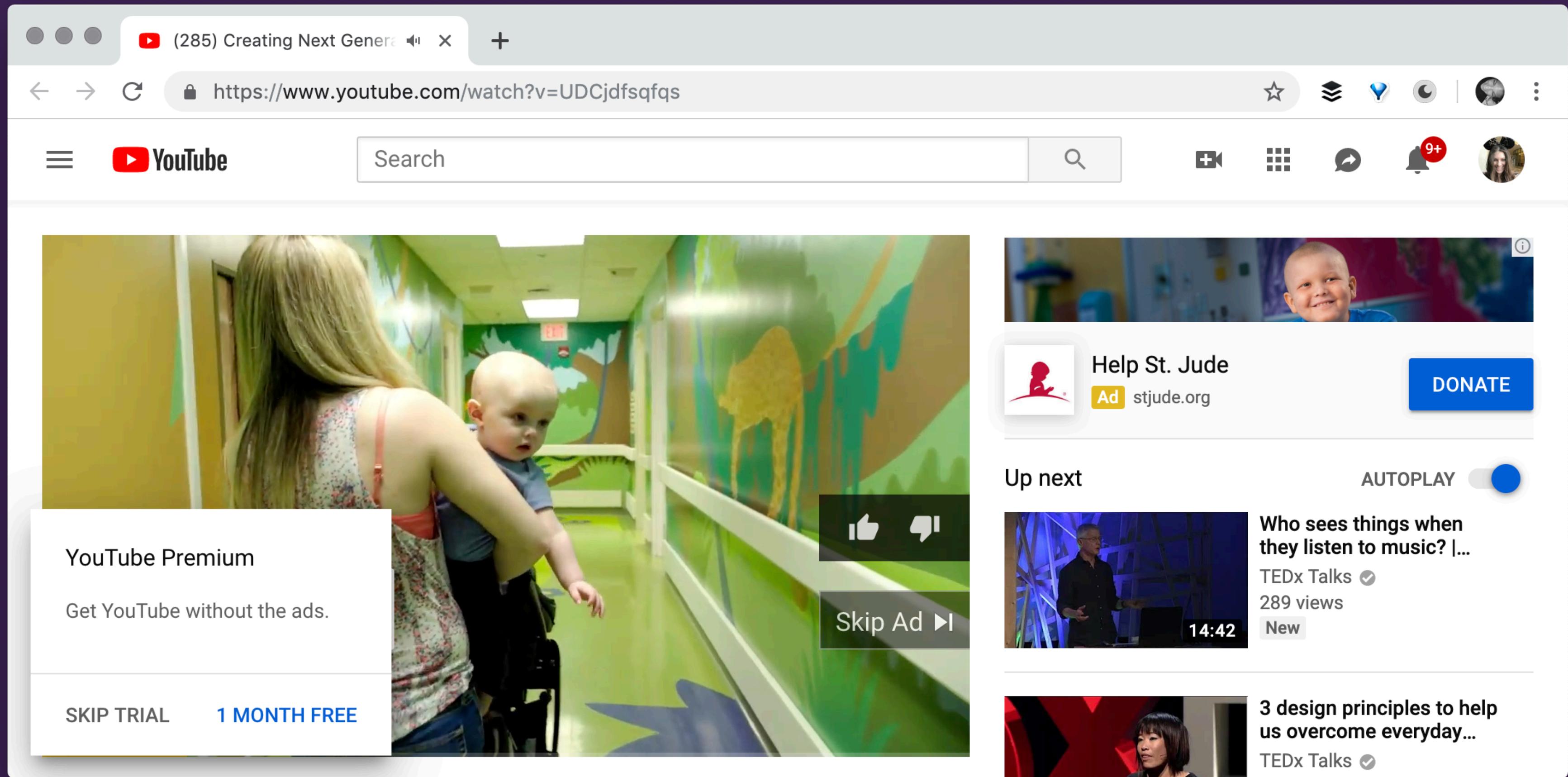
# Annoying Dark Patterns

## Nagging



# Annoying Dark Patterns

## Nagging



# Annoying Dark Patterns

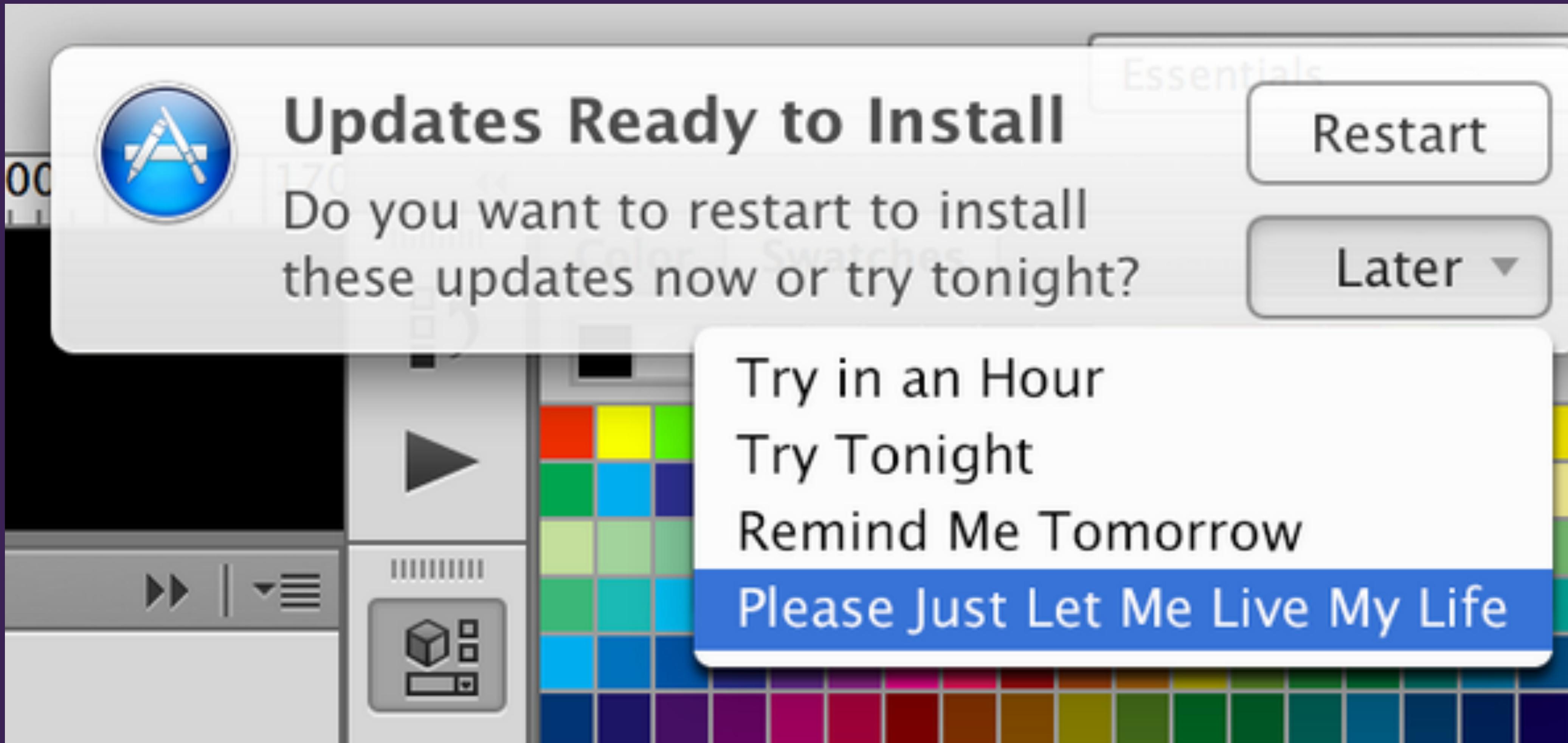
## Nagging

# An Alternative to Nagging



@JustinMezzell

# An Alternative to Nagging



# Truly Bad **Dark Patterns**

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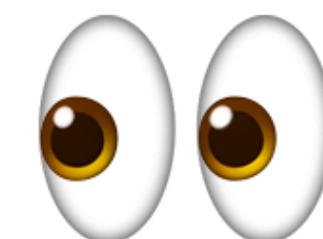
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# Truly BAD Dark Patterns

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# Truly BAD Dark Patterns

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# Bait & Switch **Dark Patterns**

[Learn more on windows.com](#)



## Windows 10 is a Recommended Update for this PC

Based on your Windows Update settings, this PC is scheduled to upgrade on:  
**Monday, May 16 at 11:00 PM**

[Click here](#) to change upgrade schedule or cancel scheduled upgrade

- ✓ It's the most secure Windows ever to help protect you in today's online world
- ✓ Upgrading is free, and you can go back to Windows 7 within 31 days
- ✓ Your PC is ready for Windows 10 – see [compatibility report](#)
- ✓ Over 270 million people have already upgraded

[Upgrade now](#)

[OK](#)

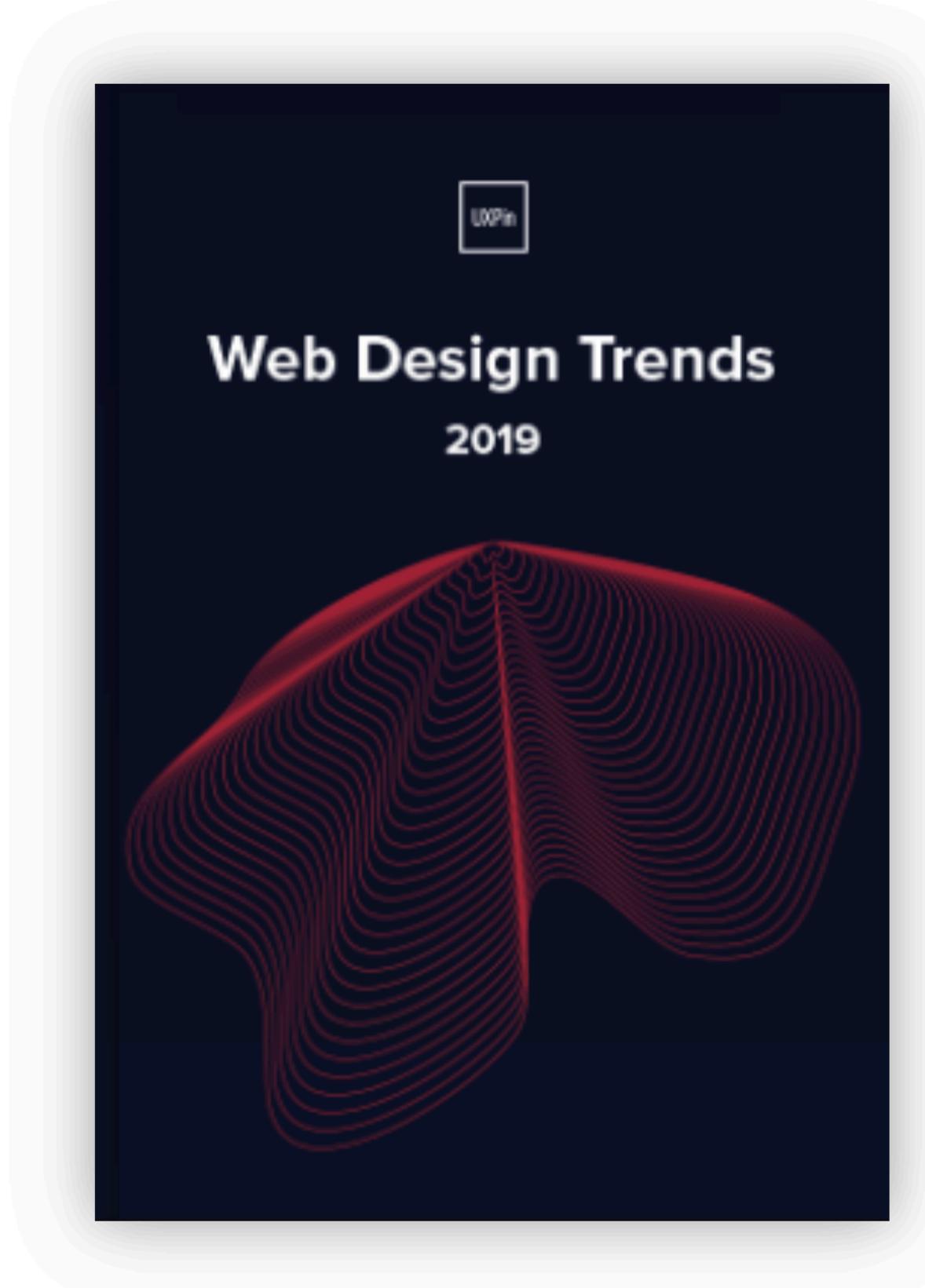
This update will be automatically downloaded and installed based on your PC's settings. 3GB+ file download.  
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- ✓ All about color
- ✓ Subtle branding
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- ✓ Data visualization
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# Dark Patterns

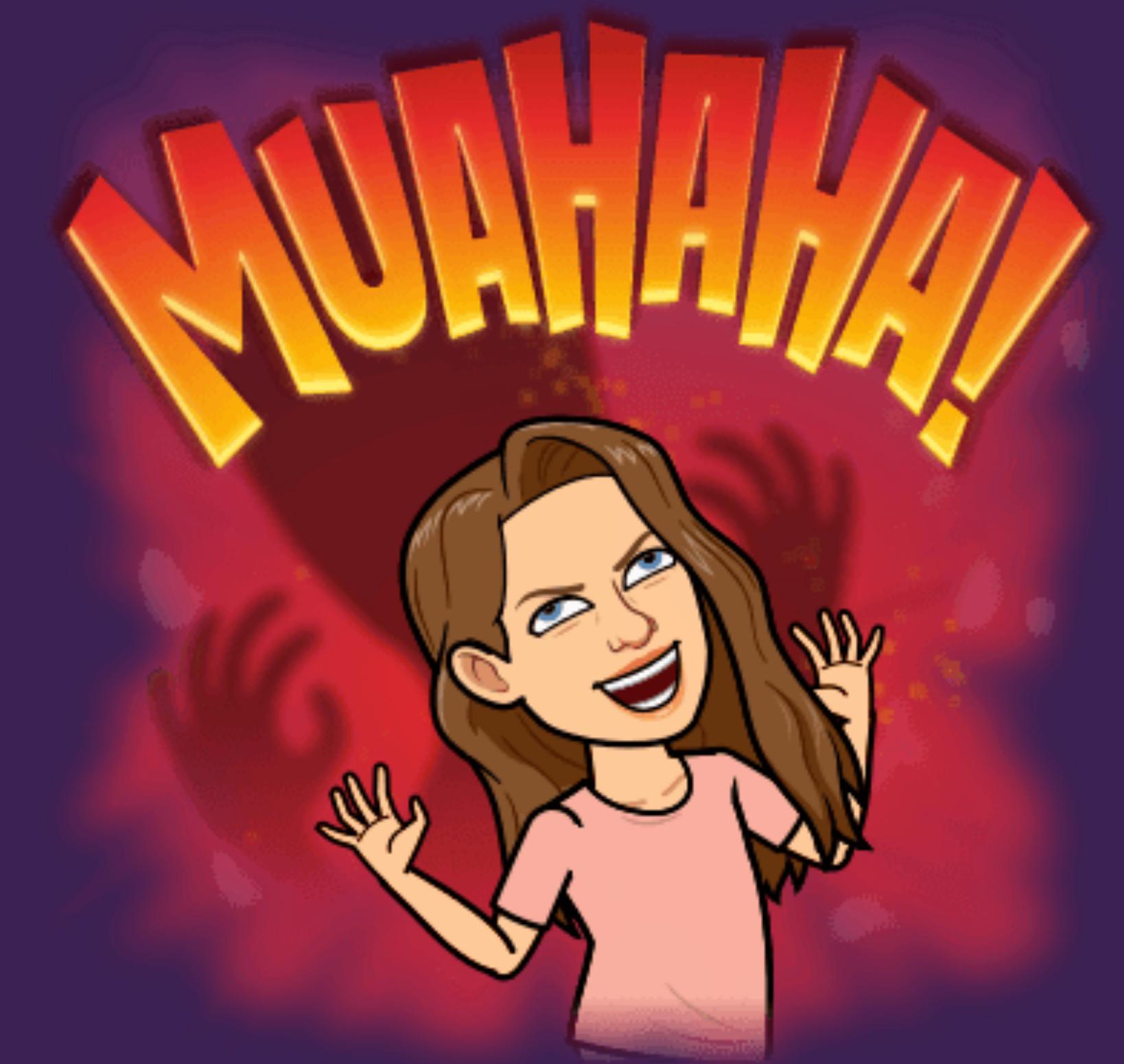
Annoying

#notReally

Truly Bad



# Using UX for Good not EWWIL



# On a positive UX Note

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Inspiring UX, straight to your inbox.

Email Address

Stay inspired

Commitment issues? Unsubscribe at any time.

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inspiring and kind UX

# Hotel Tonight

Great Mobile UX

# Hotel Tonight's main Goal

Helping users book a hotel, fast.

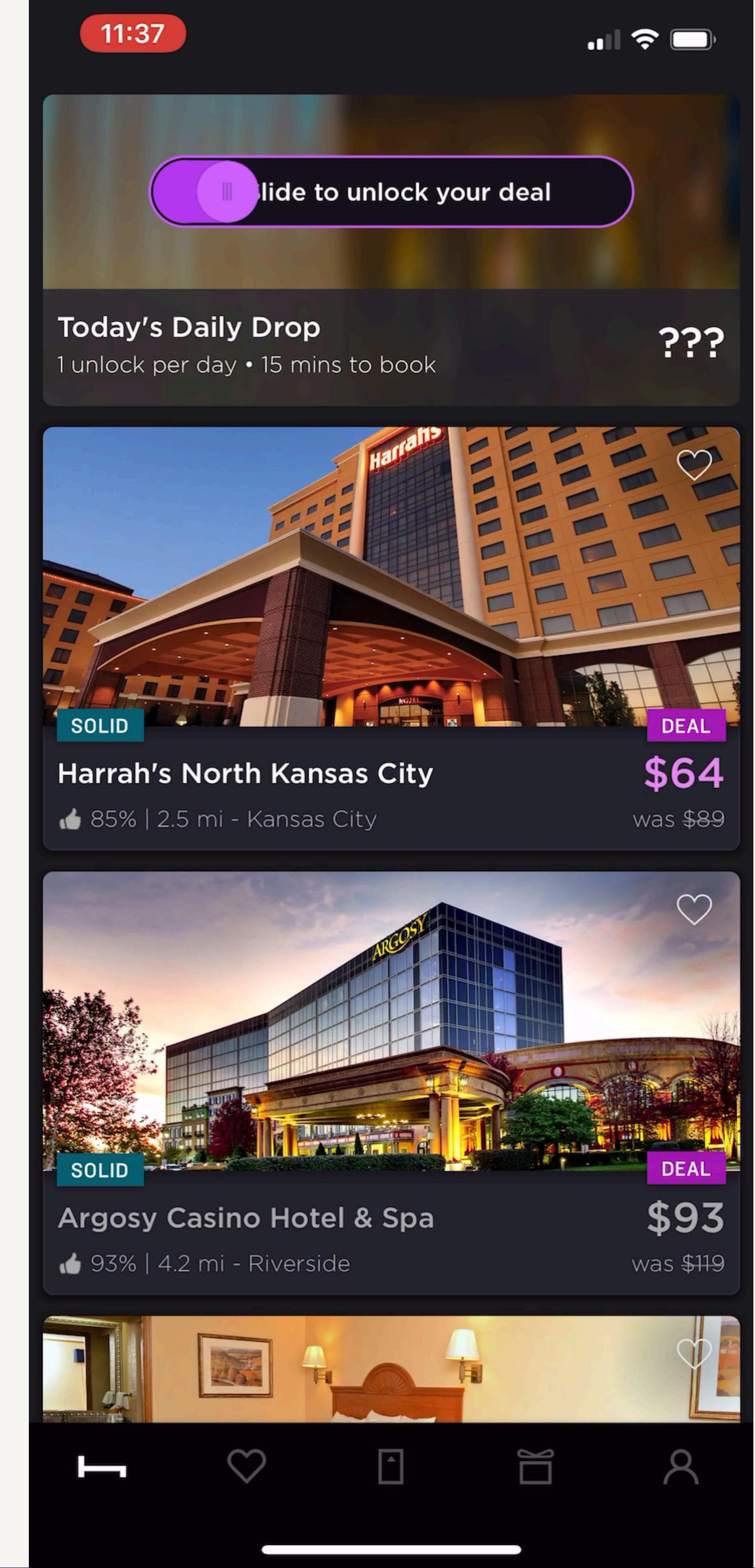


# Hotel Tonight is Good Mobile UX

Clean & intuitive booking process, made faster  
with integrated Apple Pay

# Good Mobile UX

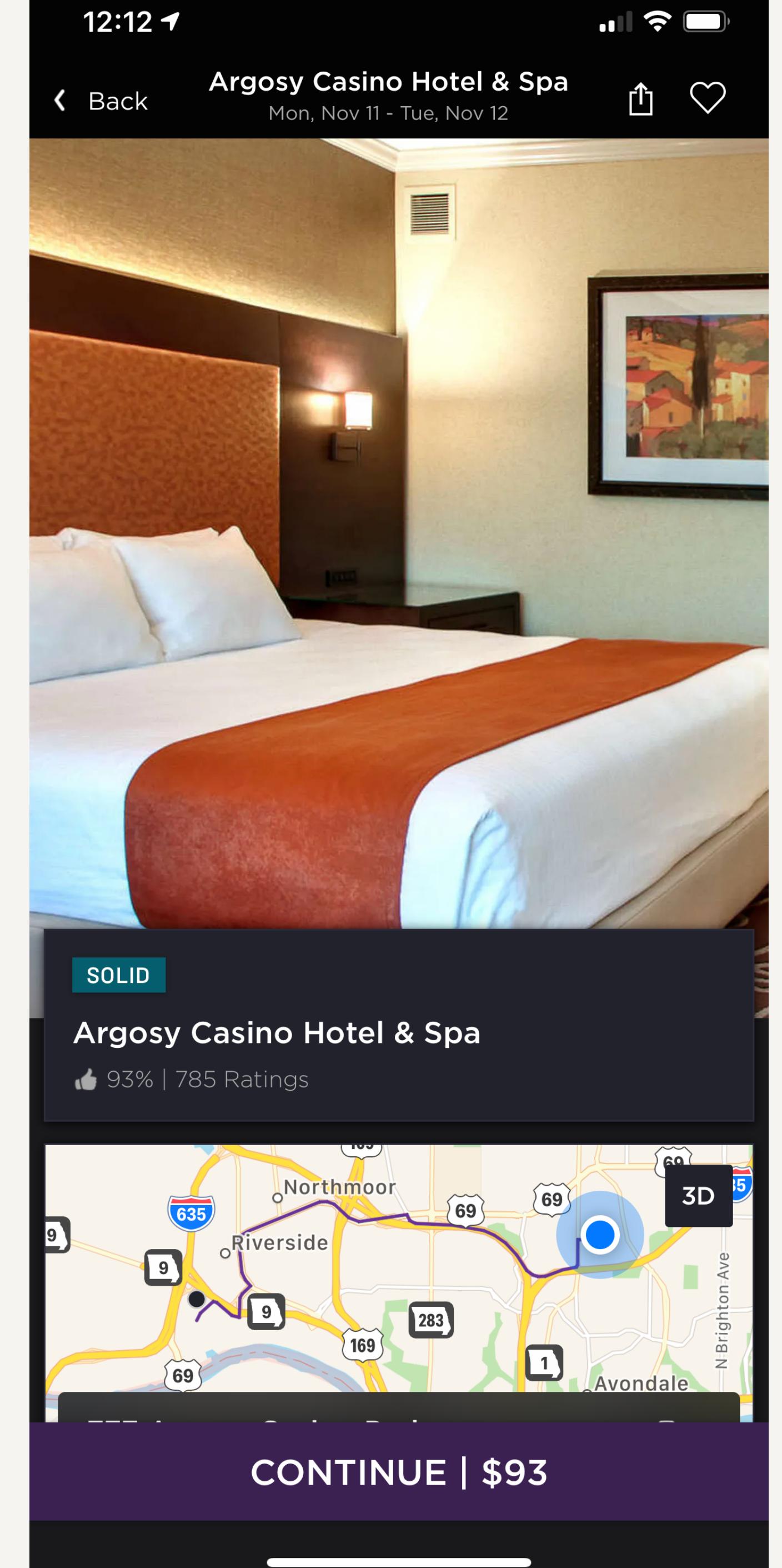
Clean & intuitive booking process, made faster  
with integrated Apple Pay



# Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

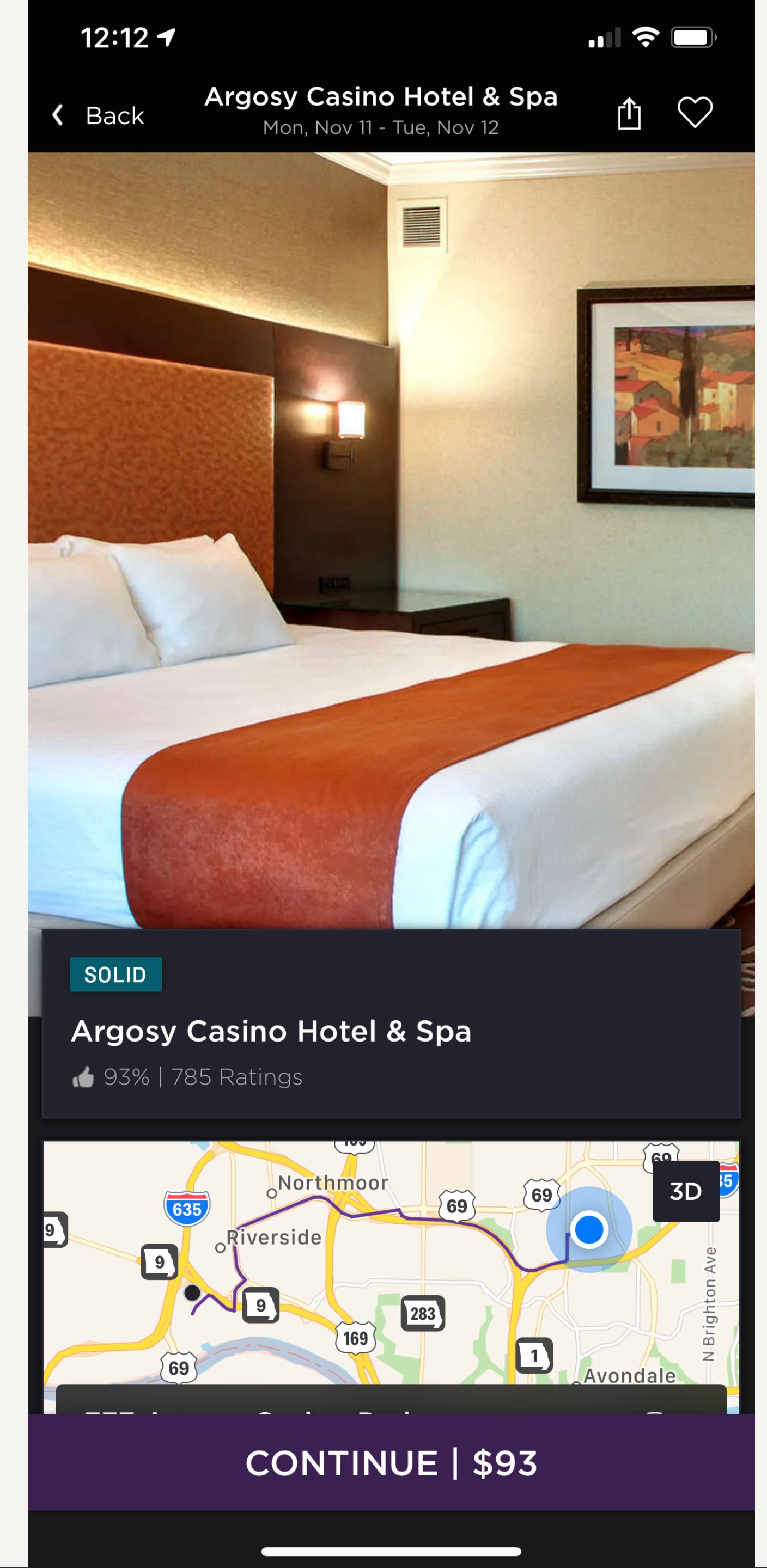
- Minimal design for better and easy user interaction



# Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

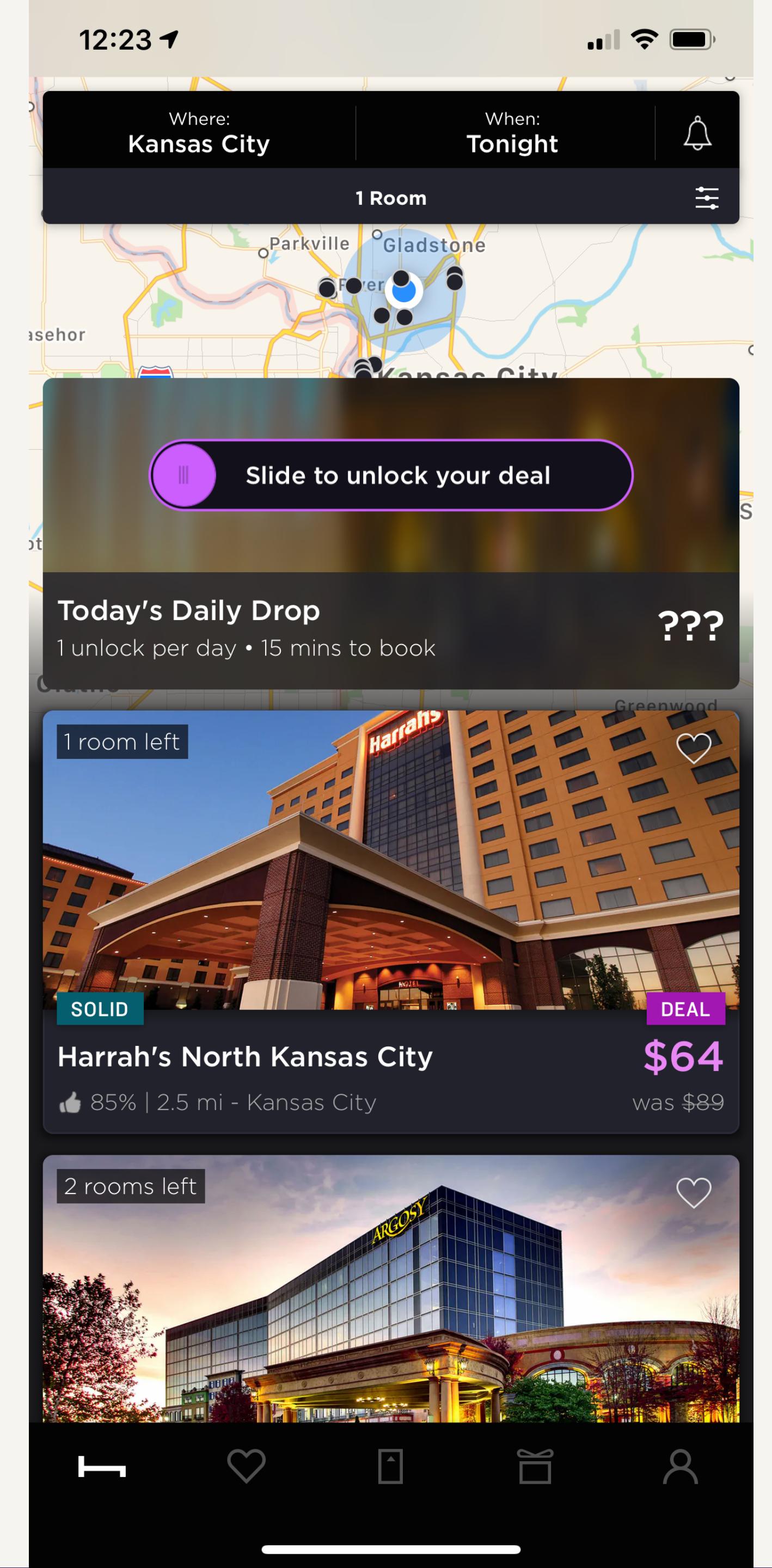
- Minimal design for better and easy user interaction
- Focus on 1 or 2 actions per screen



# Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

- Minimal design for better and easy user interaction
- Focus on 1 or 2 actions per screen
- Behaves how smartphone users would anticipate it to



# Quick Tips: UX Patterns

- Don't fill the screen with random content
- Keep headlines and text concise and clear
- Use white space wisely
- Haphazard color use will confuse users. Stick to brand colors and be intentional with brighter colors used for call to actions.
- Use simple icons and short descriptive words where you can.

# Quick Tips: UX Patterns

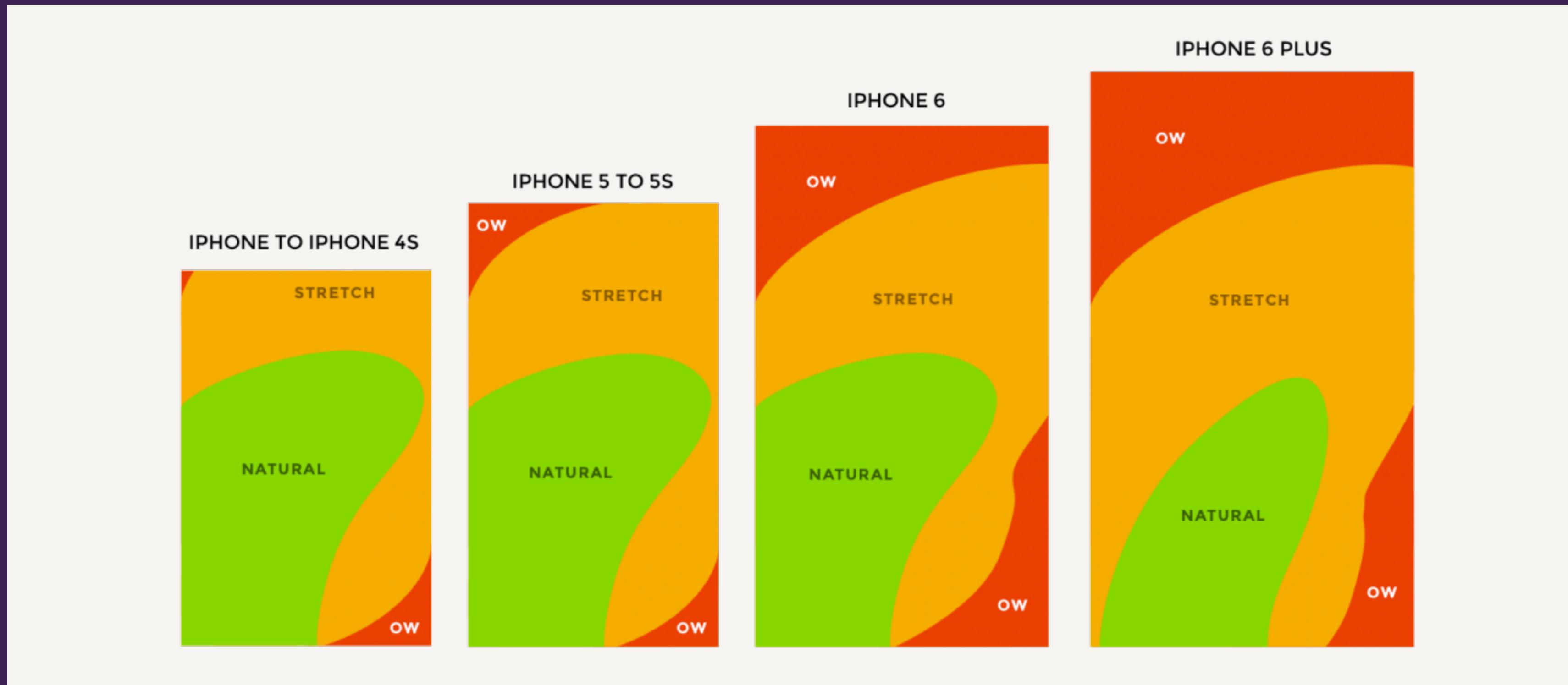
Use simple icons and short descriptive words where you can.

**"Many researchers have shown that icons are hard to memorize and are often highly inefficient. In most projects, icons are very difficult to get right and need a lot of testing. For abstract things, icons rarely work well."**

# Quick Tips: Accessibility

- **Contrast:** Use color combination with high contrast.
- **Language:** Use simple language as there would be many users for whom English will be a second language.
- **Focus:** Use focus to determine the order in which the elements should receive first priority.
- **Reach:** Keep in mind the "thumb zone" for mobile accessibility

# Thumb Zone



# Sip

Great Mobile UX

# Good UX because:

- Sip notifications: delivering news while preventing further distraction

# The Sip notification pattern

Sip relies on notifications heavily. If users want to silence the notifications, they can browse the news when they have down time.

If the user enables notifications, they can read the quick blurbs on the notification, removing the need to visit the app frequently.

This notification pattern delivers the news while preventing the app from becoming too distracting.

# Good UX because:

- Sip notifications: delivering news while preventing further distraction
- Bite size slides for each news update, users can quickly tap through
- **Sip explains key navigation gestures when the user opens their first story. Introducing these gestures at a logical moment makes onboarding seamless.**



✓ Latest Sips

NEW from GitHub  
24d ago

• The rise of the (Samsung) robots  
25d ago

• Amazon's Go stores could become a \$4B business really really soon

**Now close this app**

Go about your day.

We'll let you know when something incredible happens.

Essentially, both of these mobile apps deliver on this one UX principle:

**Good UX is UI that gets out of the users way.**

The screenshot shows the Sketch application interface with a dashboard design. The dashboard is divided into several sections:

- DASHBOARD**: Contains a sidebar navigation, a welcome back area, session overview, and a dashboard summary.
- GENERAL INFORMATION**: Shows a performance dashboard with line charts, a world map, and a weather card (2°C).
- LOCATION PERFORMANCE**: Displays location performance with a bubble chart and bar charts.
- USERS INFORMATION**: Shows user profiles and activity levels.

The left sidebar lists component instances and layout templates, including:

- DASHBOARD**: Sidebar Navigation, \_WIP / Layout Components...
- right pane**: Profile (Profile, Media / Image, Ann Anderson), Views by Browser (Views by Browser), Charts / Donut / Labels C...

The top menu bar includes:

- Insert, Data, Create Symbol, Forward, Backward, Group, Ungroup, Edit, Rotate, Mask, Scale, Flatten, Union, Subtract, Intersect, Difference.

The right panel contains export settings and a preview:

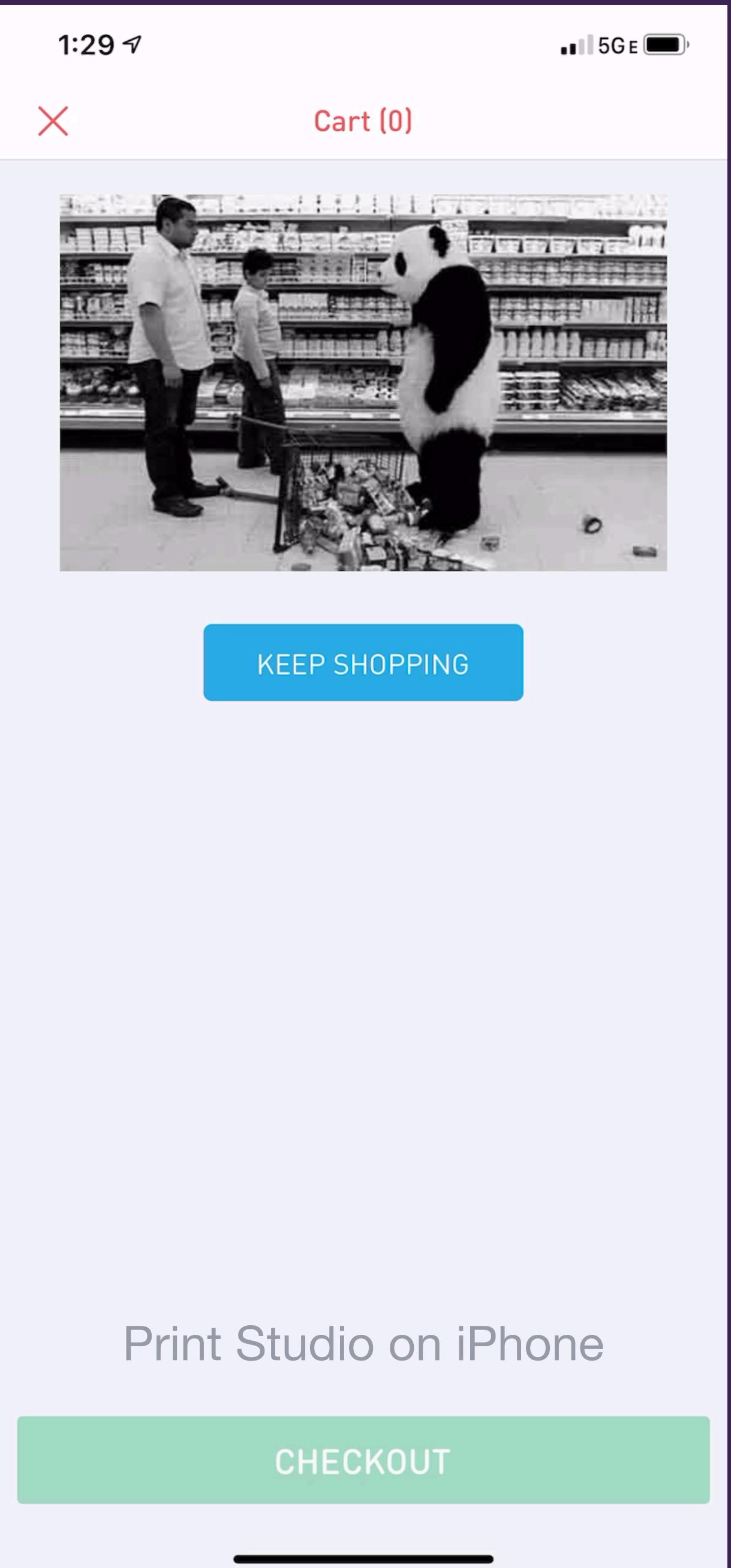
- Custom icon, X: -1173, Y: -319, Fit button.
- W: 1280, H: 1340, Lock button.
- Adjust content on resize.
- Background color.
- Include in Export.
- EXPORT** section with Presets (Size: 2x, Format: PNG).
- Preview of the dashboard design.

A large watermark "progress.com/unite-ux" is overlaid across the center of the dashboard.

# Unite UX

[progress.com/unite-ux](https://progress.com/unite-ux)

SO HERE IS TO GOOD PROGRAMMING  
ON THE INSIDE  
& OUT



@AlyssaNicoll

quick tips: <https://www.ideatheorem.com/insights/guide-mobile-app-design-quick-ui-ux-tips/>

ineffective icons: <https://uxdesign.cc/when-should-i-be-using-icons-63e7448202c4>

hotel tonight example: <https://www.reallygoodux.io/categories/mobile-apps>