

Week 9

Dark Design Patterns





Why cities are full of uncomfortable benches, Vox

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let's get a lil' technical

Defensive Design

(n.) the practice of anticipating all possible ways that an end-user could misuse a device, and designing the device so as to make such misuse impossible, or to minimize the negative consequences

Dark/Unpleasant Design

(n.) a user interface that has been carefully crafted to trick users into doing things, such as buying insurance with their purchase or signing up for recurring bills

More Terms

Forced Continuity

(n.) When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning. In some cases this is made even worse by making it difficult to cancel the membership.

Bait-and-switch

(v.) to advertise a free (or greatly reduced) product or service which is wholly unavailable or stocked in small quantities. After it is apparent the product is no longer available, they are exposed to other priced products similar to the one advertised.

asshole designs



Every website in 2018

ENTER

<https://i.imgur.com/EoNd3ev.gifv>



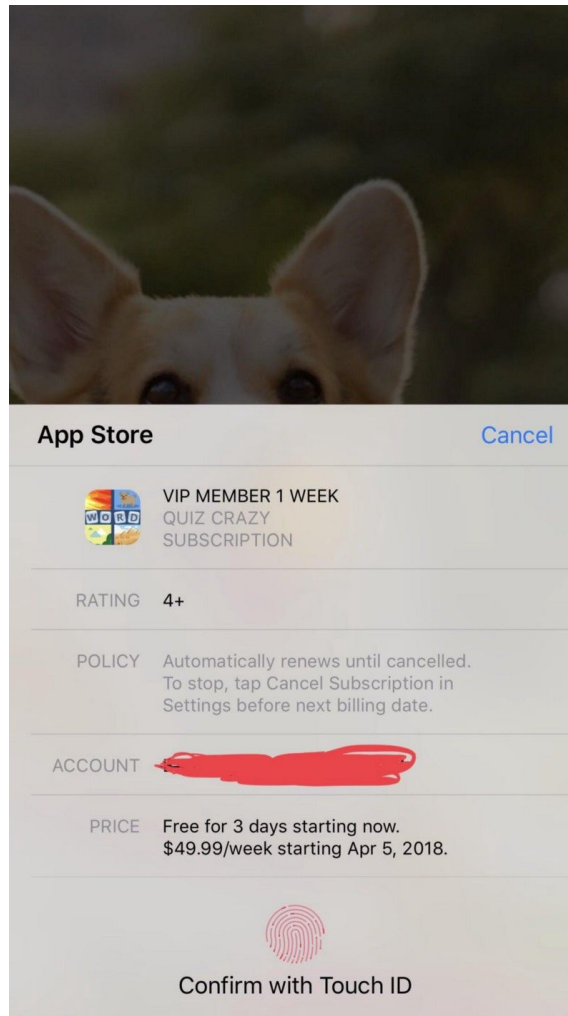


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New + Updated Games



Batman: The Enemy Within
4.3 ★

FREE



Castle Crush: Clash in Free Strategy C...
4.5 ★

FREE



Gunspell - Match 3 Battles
4.5 ★

FREE

Recommended for You

“There’s a simple reason why brands employ dark UX tactics. **They want to nudge the user towards — or away from — certain actions in order to drive sales, gather more data or bump up their email lists.**”

From Nuisance to Regret

Ethical Concerns



Instacart

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2014 — Snapchat's Digital Blackface



Skyscrapers



Airplanes



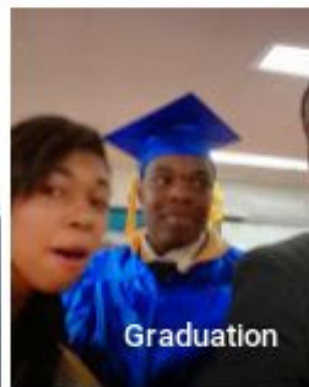
Cars



Bikes



Gorillas



Graduation



Facebook's Emotional Manipulation Experiment

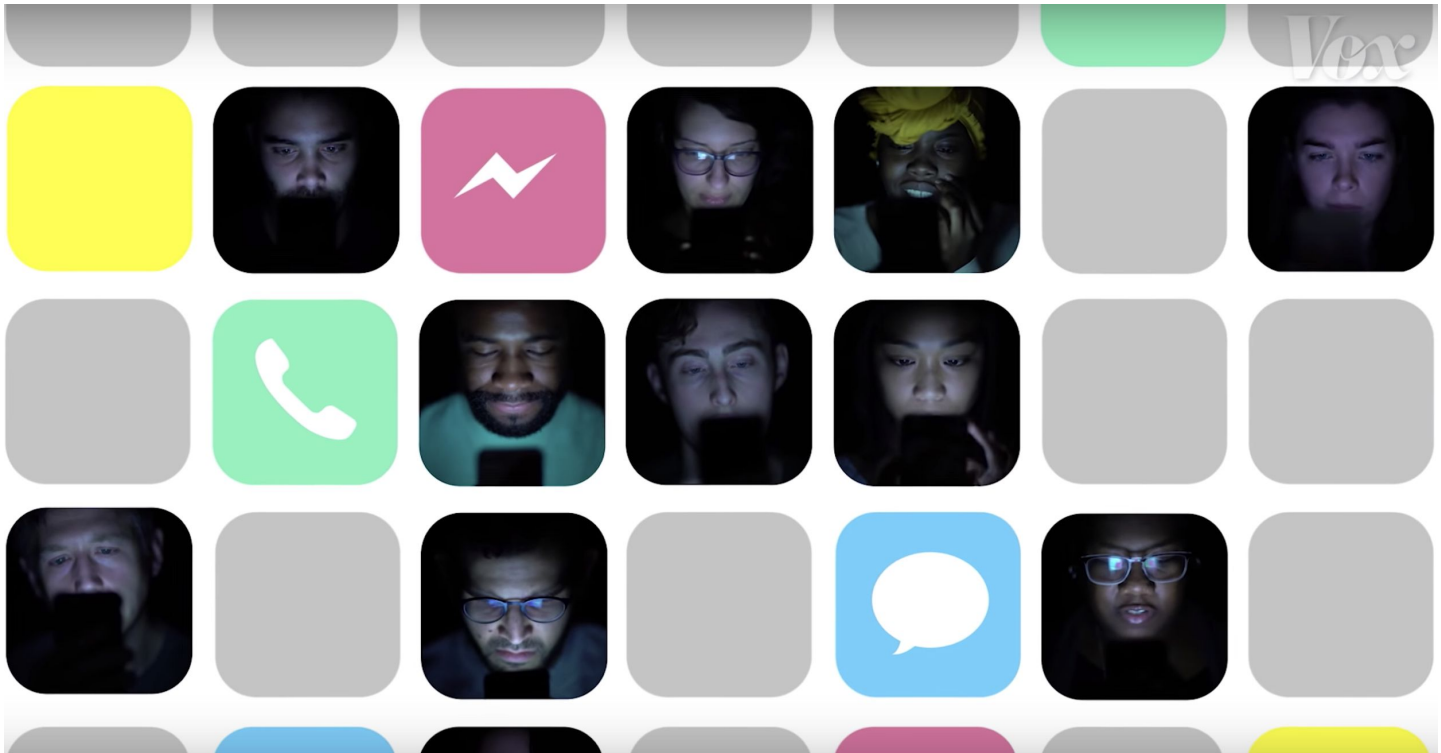
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High-Level: What does this mean for designers?

As a UX designer, you have a responsibility towards both the brand and the user. It is your job to create unbeatable user experiences — experiences that are **transparent** and **unambiguous**, making it easy for the user to take the course of action they had indeed set out to take.

Short Partner Activity (3 min)

What are some dark patterns in your own daily interactions you've noticed?



Vox — Phones are designed to be addictive.

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Dear Design Student