Welcome!

Find your table

Front

Heidi	Jessie
Brenda	Linus
Jessica	Steven
Nicole	Waitlisted/ Auditors

Week 10

Dark Design Patterns

Announcements

- Final Project check-in: **due this Wednesday, April 17th**
  - Will check off during/after lab, but please try to do it before then if possible
- Final Project: **due in exactly two (2!!) weeks on Monday, April 29th**
  - Come to OH (wdd.io/go/OH)
  - NOT submitted on portal! We will not grade portal submissions!
    - Please be here for **Github deployment lab**
  - Time manage wisely — difficult to make a website completely from scratch in 1 hour
    - If you haven't started, start **today**

Plug: IDEO Discussion on Tech for Social Impact

Thursday, April 18 (7-9pm), Cheit Hall in Haas

Blueprint x The Berkeley Forum — Ian Lee, Haas MBA alum + studied human computer interaction/econ as an undergrad. Introduced blockchain to Berkeley's grad curriculum, and helps businesses use blockchain/tech for social impact - free sliver!

Regarding feedback on tangents

Most “practical” lectures coming in next two weeks — building a portfolio, recruiting, Q&A

Why cities are full of uncomfortable benches, *Vox*

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 Disclosure

(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

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.

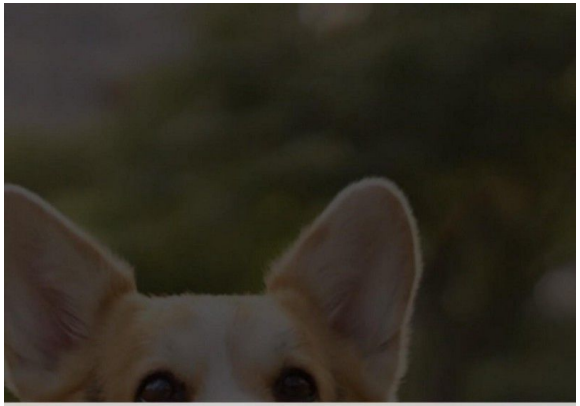
asshole designs

UX
LIVE
Every website in 2018
ENTER

This Instagram Story ad with a fake hair in it is sort of disturbing, *The Verge*

Waitrose
HALLOUMI & ROASTED PEPPER
ON A CHIA SEED FLATBREAD
GOOD TO GO

ness
G•I•O•U•S



App Store Cancel

VIP MEMBER 1 WEEK
QUIZ CRAZY
SUBSCRIPTION

RATING 4+

POLICY Automatically renews until cancelled.
To stop, tap Cancel Subscription in
Settings before next billing date.

ACCOUNT [redacted]

PRICE Free for 3 days starting now.
$49.99/week starting Apr 5, 2018.

Confirm with Touch ID

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

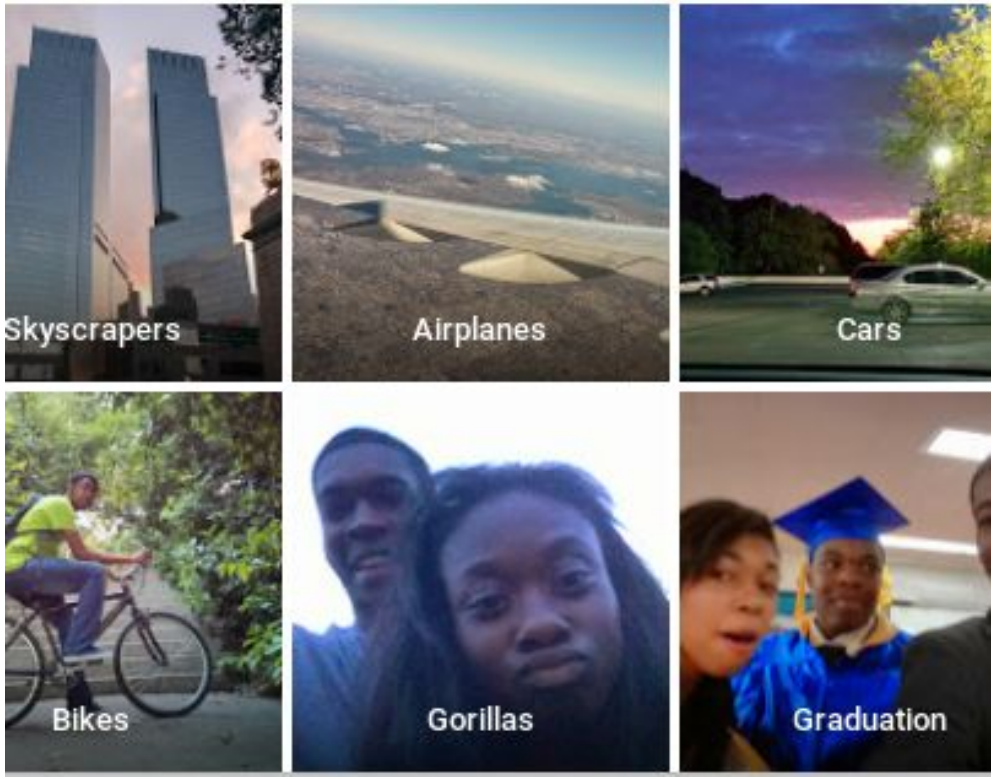
Recommended for You

“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**.”

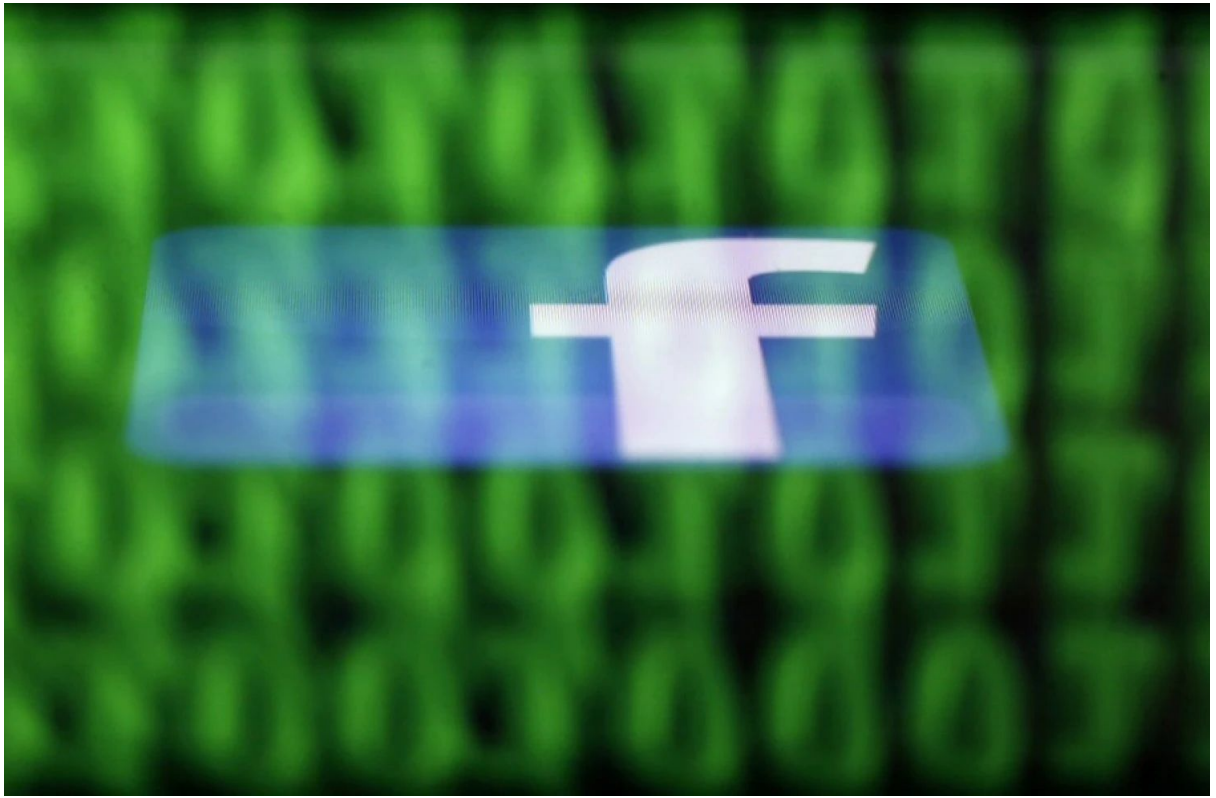
From Nuisance to Regret

Ethical Concerns

2014 — Snapchat's Digital Blackface



2015 — Google Photos Algorithm



Facebooks' Emotional Manipulation Experiment

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?

Share Out!

Short Partner Activity (3 min)

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

Dear Design Student

Questions?