

DESIGN OF OUR WORLD

OF OUR
ONLINE

CCSQ WORLD USABILITY DAY 2021

Panel: Eroding and Rebuilding Trust

What we can learn from dark patterns
and selfish design

TRUST

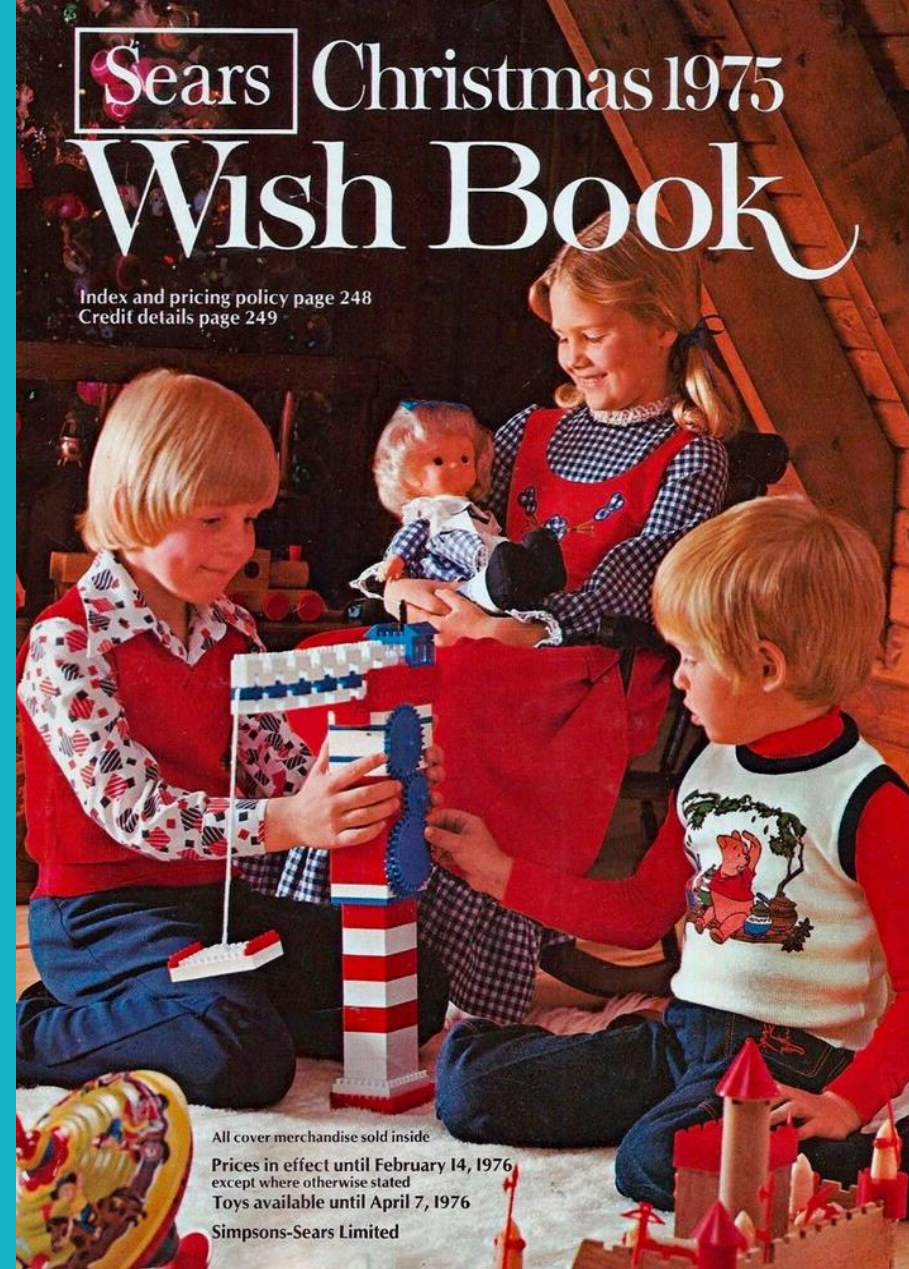
ETHICS

INTEGRITY



NOVEMBER 10, 2021

My Christmas Story





— This IS Human- Centered Design



This is NOT Human- Centered Design





Moderator

Rob Fay

Tantus Technologies

Eroding and Rebuilding Trust: What We Can Learn from Dark Patterns and Selfish Design Panel

Panelists

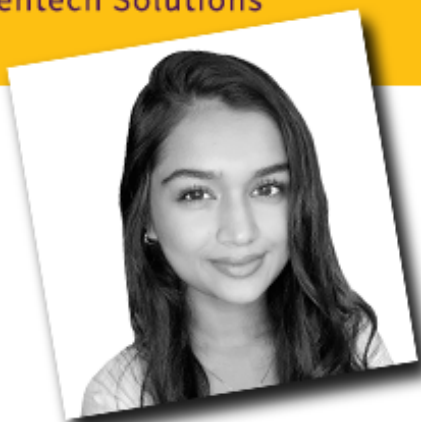
Kati Driscoll

Bellese Technologies



Danita Patel

Ventech Solutions



Chelsea Hunt

Tantus Technologies



Antoine RJ Wright

Avanceé



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A **dark pattern** is a user interface that has been designed to coerce or guide users into taking an action without their full understanding or knowledge.

Dark Pattern Examples

Bait and Switch

Confirmshaming

Sneak into Basket

Trick Questions

Privacy Zuckering

How to Build Trust

- Don't be evil
- Keep decisions simple (reduce cognitive load)
- Gain empathy for the needs and goals of your users
- Plain language / scannable content
- Good defaults

**THANK
YOU!**

Appendix

BAIT & SWITCH

You set out to do one thing, but a different, undesirable thing happens instead.



Image by Peanuts

App Download

FILEHIPPO Software That Matters

NEWS REVIEWS TOP PROGRAMS

Search Software

Windows En

Windows > Browsers > Web Browsers > [Google Chrome 93.0.4577.63 For Windows](#)

Google Chrome for Windows 93.0.4577.63
Google (FREE)
User rating ★★★★★

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Google's top free browser

Google Chrome for Windows and Mac is a free web browser developed by internet giant Google. Chrome is designed to offer its users a **fast and easy browsing experience**, reason why its user interface is rather clean. Google has put efforts into making its browser a safe one with **great settings, information and cookies management** built-in tools.

What are the main reasons for installing Google Chrome?

Opera
Opera Browser - Fast and secure
Download now!

AARP

Take Charge of Your Health

Be the best version of you with AARP member benefits and helpful resources.

LEARN MORE



Image by felipepelaquim on Unsplash

CONFIRMSHAMING

The act of guiltting the user into opting into something. The option to decline is worded in such a way as to shame the user into compliance.

Ad Blocker

You're using an ad blocker. We wondered if you might not?

We work hard to ensure our ads aren't a pain and they're how we're able to offer this splendid site for free. For Horace's sake, could you whitelist us?

Turn Off Ad Blocker

I am a bad person



SNEAK INTO BASKET

You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.



Image by Urban List

Ordering Tickets

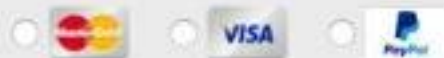
Event Ticket Insurance

Covers the reimbursement* of the cost of all ticket(s) purchased in this transaction if you are unable to attend the event due to a covered reason outlined in the [Product Disclosure Statement \(PDS\)](#).

IMPORTANT - The option for Event Ticket Insurance has been selected for you at the price of \$3.17. If you do not want to purchase Event Ticket insurance please unselect the checkbox.

Process Order

Please Choose a payment method:



Name on Card:

Credit Card Number:

 - - -

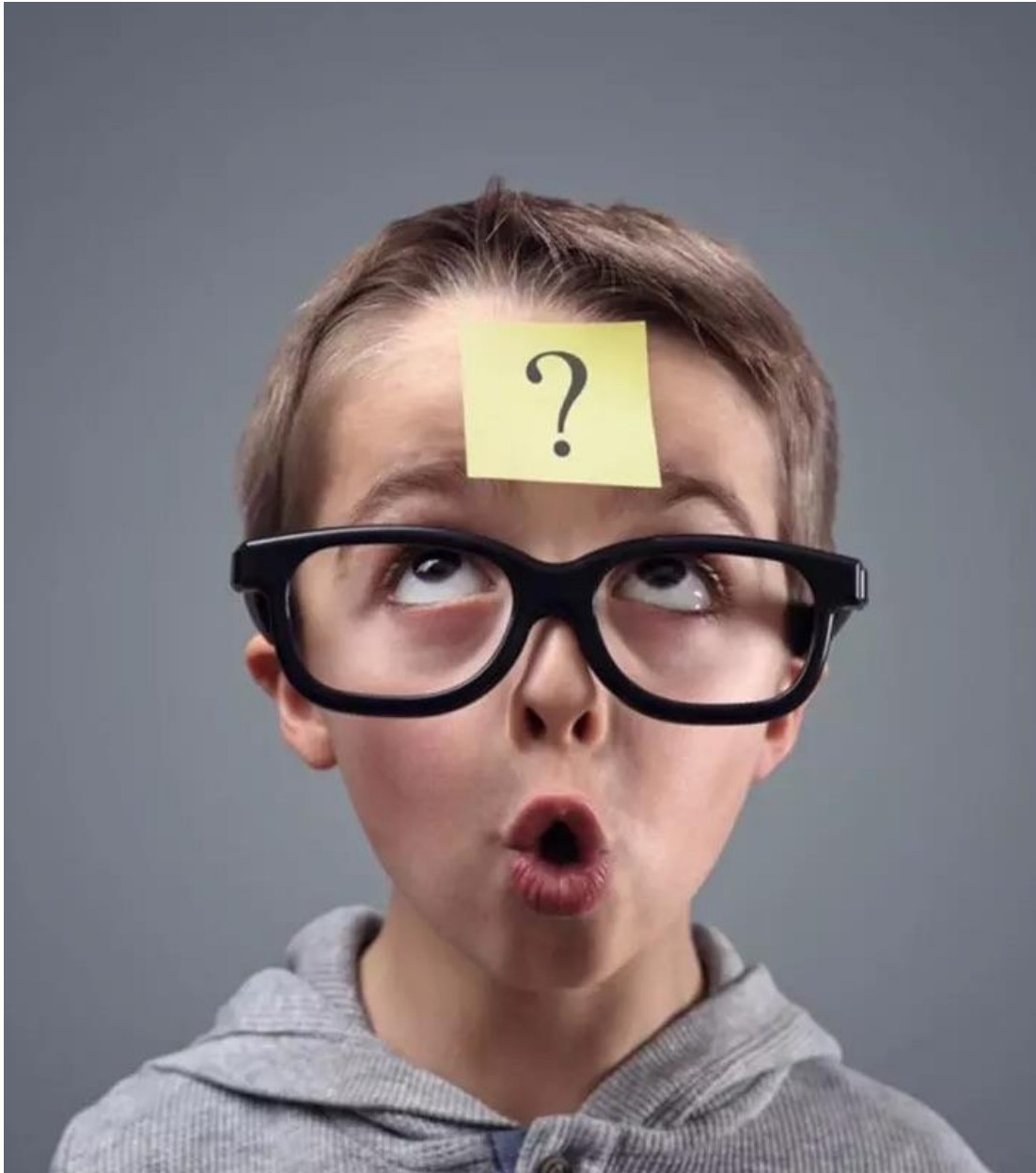
Expiry Date:

MM 01 YY 16

Card Verification Code/Digit:

 [What's This?](#)

You are buying tickets to:



TRICK QUESTIONS

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

Postage Services

Royal Mail, members of [Royal Mail Group](#) and [Post Office](#) would like to contact you about products, services and offers that might interest you. Click on the Register button to submit this form and indicate your consent to receive marketing communications by post, phone, email, text and other electronic means. If you **do not wish** to receive such communications, please tick the relevant box(es) below.

Post Telephone Email SMS and other electronic means

If you **would like to** receive information about products, services, special offers and promotions from [carefully selected](#) third parties, please let us know by ticking the relevant box(es) below.

Post Telephone Email SMS and other electronic means

Royal Mail takes your privacy very seriously. The information you provide through the website will be held under the Data Protection Act 1981. Please read our [Privacy Policy](#)

OPT OUT

OPT IN

PRIVACY ZUCKERING

You are tricked into publicly sharing more information about yourself than you really intended to.



Image by Glen Carrie @ Unsplash

Event Registration

The screenshot shows the National Geographic Expeditions website. At the top, there is a navigation bar with the logo and the text "EXPEDITIONS". To the right of the logo, there are links for "Sign Up for Email", "Request a Catalog", and "Reserve online or Call 1-888-966-8687". Below the logo, there is a search bar with the placeholder text "Where do you want to go?" and a yellow "Find a Trip" button. The main navigation menu includes "OUR TRIPS", "DESTINATIONS", "WHY TRAVEL WITH US", and "RESERVE A TRIP". Under "DESTINATIONS", there are links for "Africa", "Asia", "Australia & the Pacific", "Caribbean", "Europe", "Middle East", "North America", "South America", "Polar", "Around the World", and "View All". The breadcrumb trail reads "DESTINATIONS > AUSTRALIA AND THE PACIFIC > FIJI TO THE COOK ISLANDS: POLYNESIAN DISCOVERY". The main content area features a large image of a sea turtle swimming over a coral reef. To the right of the image, the title "Fiji to the Cook Islands: Polynesian Discovery" is displayed. Below the title, there is a list item: "• 14 days of... Geographic Orion". A blue button with the text "Request a Reservation" and "Click to see dates" is highlighted with a yellow oval. A small downward arrow is visible on the right side of the button.