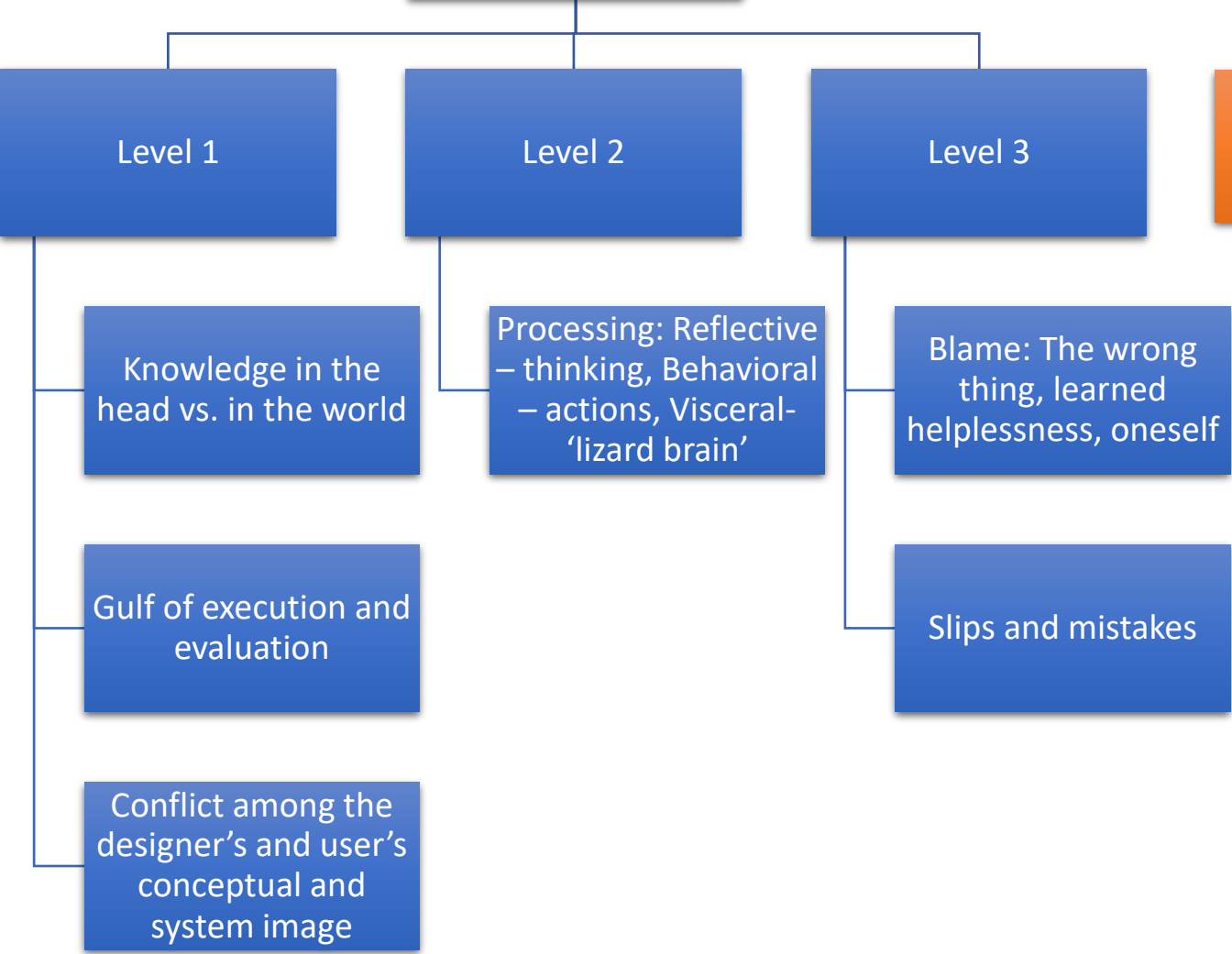


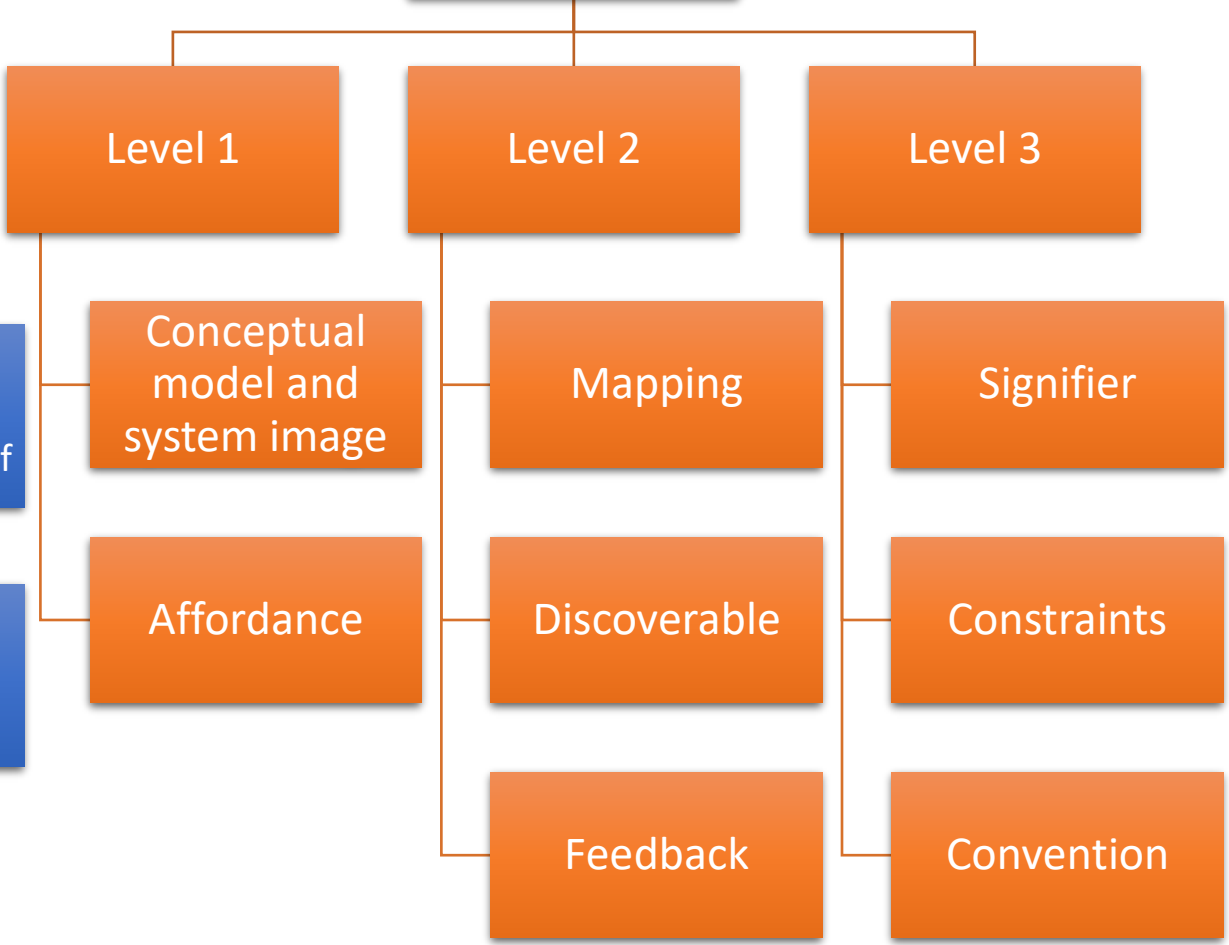
MIS3506: Design & Blame

Lavin * Fall 2023

Evaluating Usability

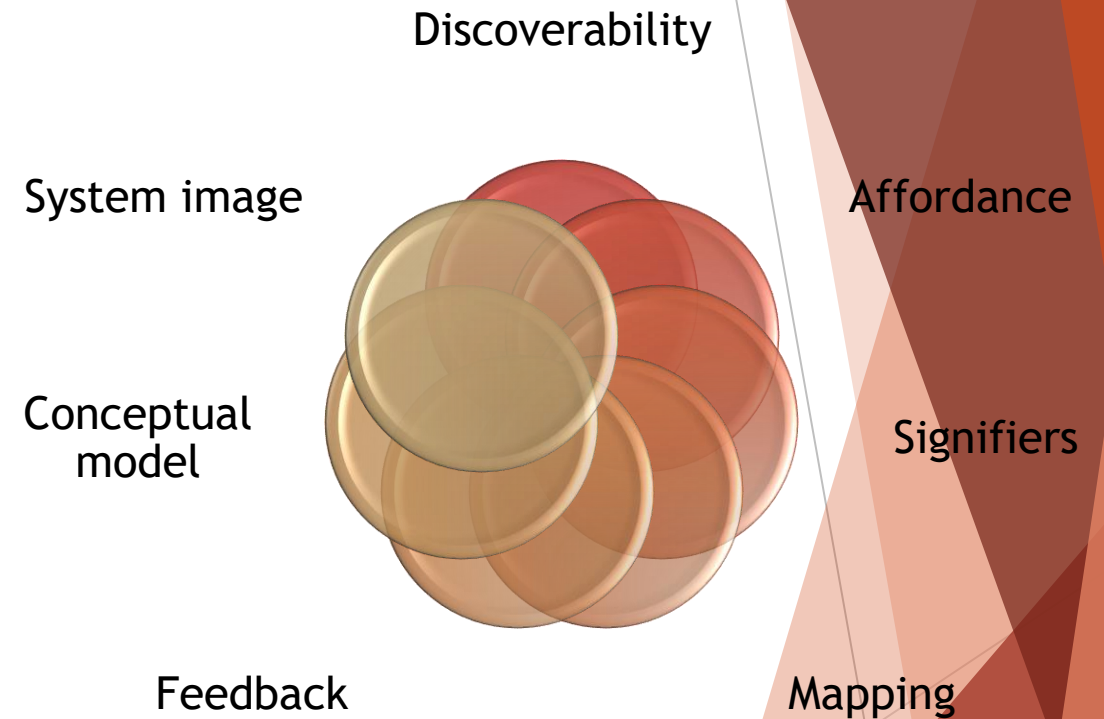


Designing the UX

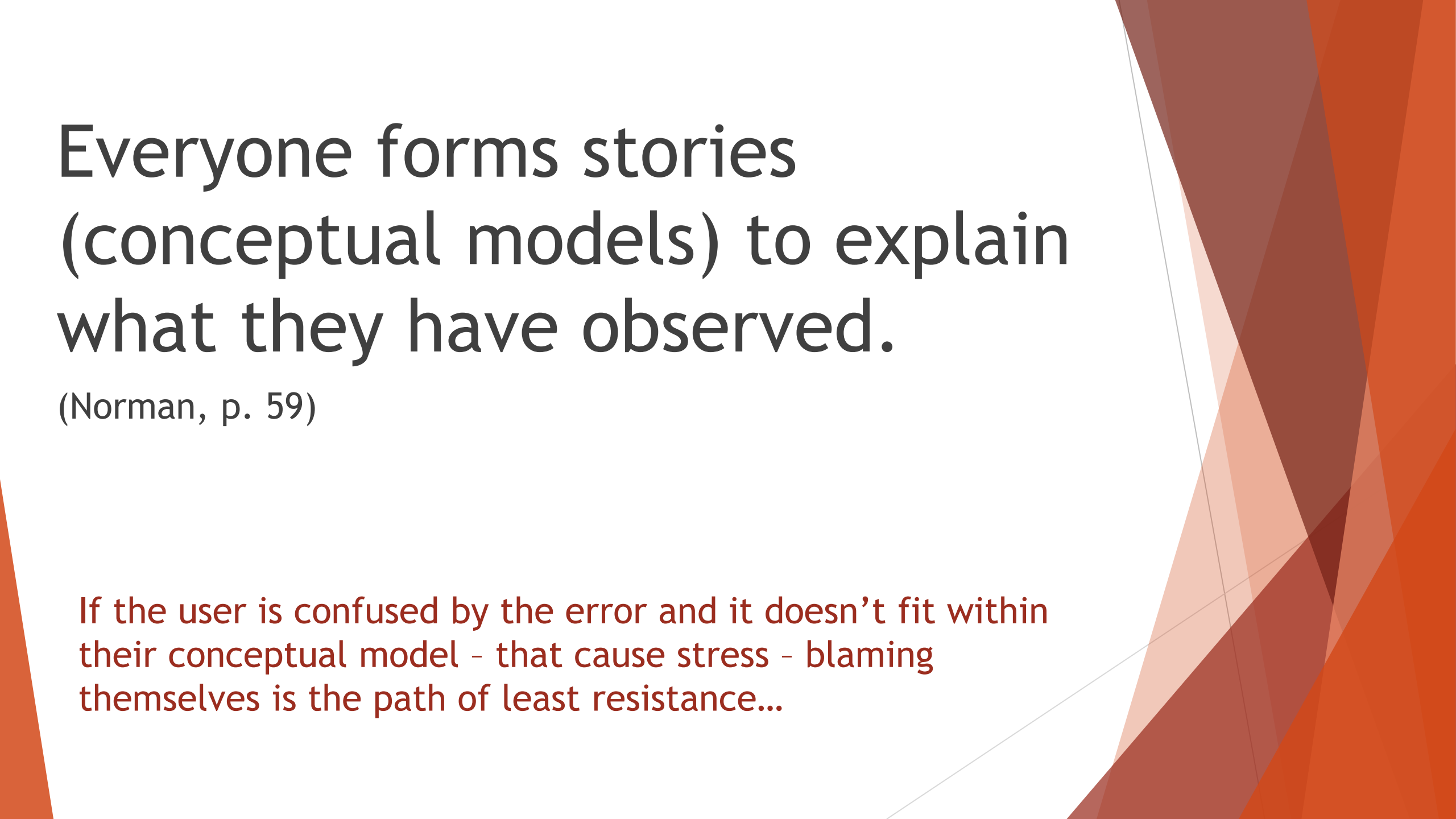


Conceptual Model

- ▶ Represent our understanding of how things work
- ▶ Framed by the affordances, signifiers, constraints and mappings
- ▶ Mental Model







Everyone forms stories (conceptual models) to explain what they have observed.

(Norman, p. 59)

If the user is confused by the error and it doesn't fit within their conceptual model - that cause stress - blaming themselves is the path of least resistance...



When things go wrong

- ▶ I hate uncertainty - don't you? Think about the period of time in which we are living - complete uncertainty.
- ▶ We/Users will do anything to escape uncertainty
- ▶ Our brains want the world to be easy to navigate

I am only human



Blame the wrong thing



Look for cause & effect



Learned helplessness

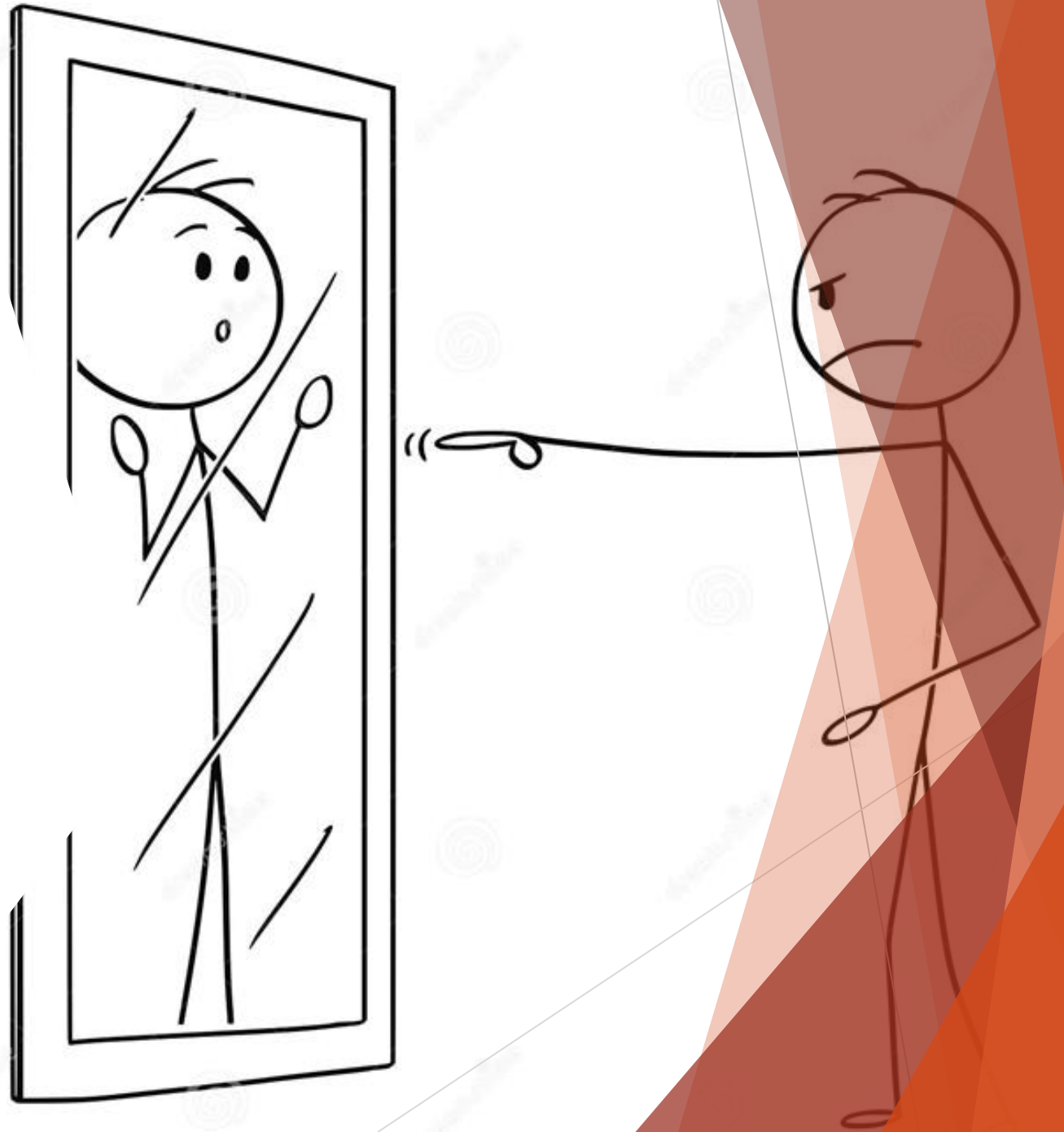


Positive psychology (not!)

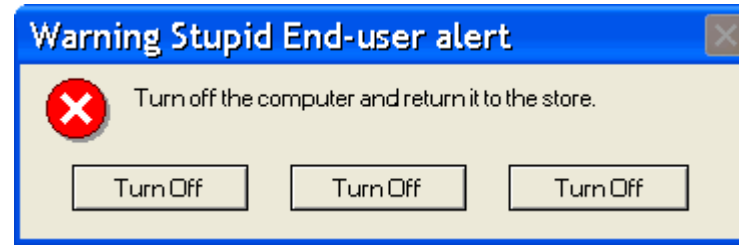


Blame yourself

<https://www.youtube.com/watch?v=L3wKzyIN1yk>



Blaming the wrong things







What does the addition of these two things change about the user experience?





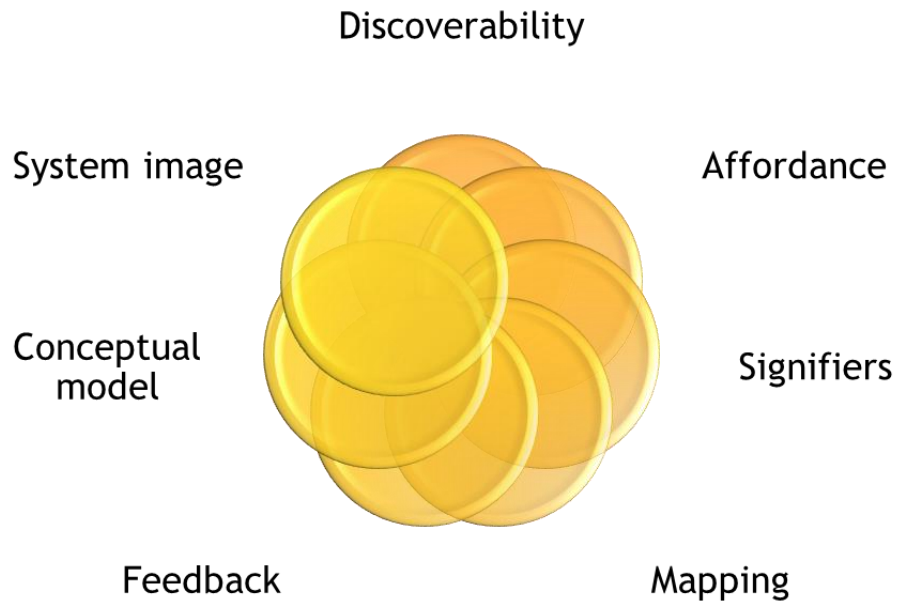
2



2



Anticipate that things will not always go smoothly...



- ▶ Designers have an obligation to ensure that the behavior of the machine is understandable to the people who interact with them.
- ▶ Strive to minimize the chance of inappropriate actions through the design framework
- ▶ Use affordances, signifiers, mapping and constraints to guide actions

7 Stages of Action Checklist



- ▶ **Discoverability** - is it possible to discover what actions are possible
- ▶ **Feedback** - Full and continuous info about the actions and current state
- ▶ **Conceptual Model** - Design projects all of the info needed and enhances discoverability and execution
- ▶ **Affordances** - desired actions are possible
- ▶ **Signifiers** - Ensure discoverability and feedback is well communicated
- ▶ **Mappings** - relationships between controls and actions follow good principles
- ▶ **Constraints** - Physical, logical semantic and cultural constraints guide actions & are easy to interpret

Advice to designers:



Do not blame people



Take difficulties as signifiers for improvement



Eliminate error messages - provide help and guidance



Make corrections possible



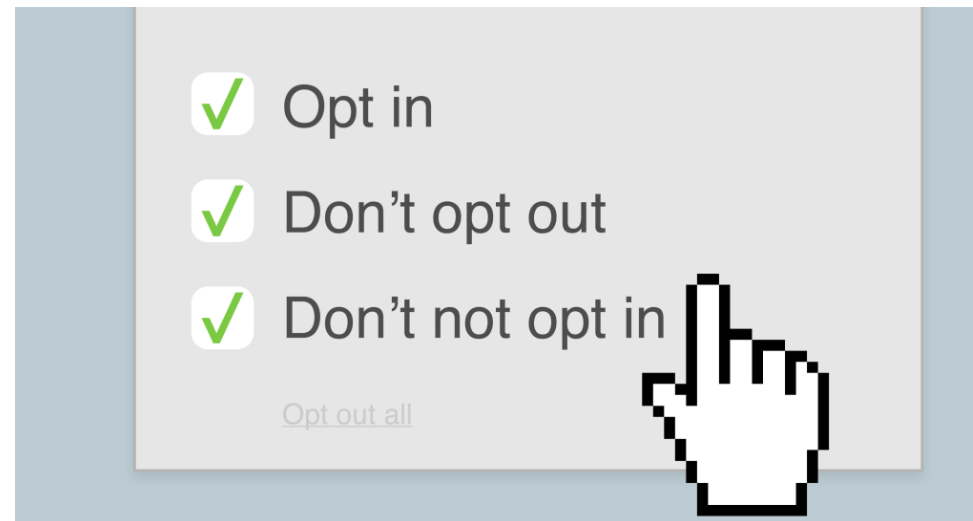
Think positively

Don't criticize unless you can do better!



Dark Patterns

- ▶ Tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something.
 - ▶ GPS/Location detail
 - ▶ Sign up
 - ▶ No visible anti-action of confirmation
 - ▶ Unclear or impossible touch actions
- ▶ Dark patterns are deceptive user experience designs that exploit our typical behavior on websites and apps to get us to do something we didn't intend.



Browser tabs: Inbox (18,576) - amesemail@gm... | My Drive - Google Drive | 8th Grade Acct 2023-2024.xlsx | User Experience Design Section | <script type="text/javascript" s... | +

Address bar: go.insightsoftware.com/preferences?ehash=d5a8140c5236888cde9ab1b3673edcf7f92e401993890c9e5150f55ac0e826f6&email_id=1624543461&epc_hash=zANFFQ2JYXpQ2mNF0l__BAee7b-...

Bookmarks: Honors Digital Syst... | User Experience De... | St Agnes School - S... | Readings for Class | 38



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Windows taskbar: Search | Taskbar icons: File Explorer, Chrome, Edge, Word, Outlook, Teams, OneDrive, Mail, Calendar, Photos, Settings, Task View, Start | System tray: 95% battery, 51°F Cloudy, Network, Volume, Security

Examples of Dark Patterns

- ▶ Confirmshaming - my least favorite
- ▶ friend spam
- ▶ forced continuity
- ▶ disguised ads
- ▶ bait and switch
- ▶ hidden costs
- ▶ roach motel
- ▶ privacy suckering
- ▶ misdirection
- ▶ price comparison prevention
- ▶ trick questions
- ▶ sneak into basket

Preference Page

n.conservative.blabber.buzz/UserFiles/c_1510/form_templates/html/bbprefpage.html?f=p&c=1510&i=1&a=4vNludid5ors.A&t=128910

2... Digital Systems - D... Honors Digital Syst... User Experience De... St Agnes School - S... Readings for Class 3B

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OOH, A SPECIAL OFFER

want 20% off?

YES PLEASE

[I'LL NEVER BUY--I WANT THE ECONOMY TO COLLAPSE](#)

In Class Discussion

- ▶ Find 3-4 examples of Dark Patterns by type
- ▶ In teams, discuss the use of dark patterns in UX
- ▶ Do you think it is an effective business strategy?
 - ▶ As a user?
 - ▶ As a business owner?



- ▶ Instead of using dark patterns, UX designers should argue for treating customers with respect by giving them choices that are transparent and clear. While this won't lead to the same short-term gains as a dark pattern, it will lead to a less frustrating and much improved customer experience
- ▶ In the long-term this will also help companies retain customers, ultimately giving them a competitive advantage. Customers are far more likely to stay with companies, brands, and product experiences that are transparent, authentic, and trustworthy!

Common Types of Dark Patterns



Bait and Switch

When information says something else and a different action gets performed upon clicking

1



Forced Continuity

Having to give information or card details to move ahead with using the website, a product, or a service

3



Disguised Ads

When an ad banner looks similar to a useful button such as a download button, but a different action is performed when you click on it

5



Asking More than Intended

Asking information from a user more than what they intend to tell in the name of knowing your users

7



Social Proof

When you influence user actions and behavior by telling them a success story of other similar users

9

2

Hidden Costs

The cost shown is different initially, but increases as the buyer moves ahead with the payment



4

Confirm Shaming

When manipulative content is used to changes user action



6

Roach Motel

Entering is easy, exit is equally tricky, i.e., subscription is easy, cancelling is difficult



8

Triggering Fear

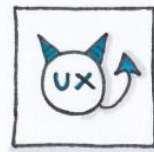
When a user is asked to not opt-out of a subscription or a feature selection as it can lead to negative consequences



10

Triggering FOMO (Fear of Missing Out)

This is prevalent on the eCommerce websites where a user is told "Only a few left" to



DARK PATTERNS

©KRISZTINA SZEROVAY
WWW.SKETCHINGFORUX.COM

UX Knowledge Base Sketch #29



DARK PATTERNS ARE



TRICKS

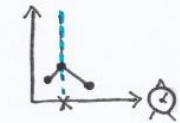
THAT MAKE THE USERS DO THINGS THEY DID NOT MEANTO.

FINE LINE BETWEEN INFLUENCING USERS' BEHAVIOR AND TRICKING THEM!

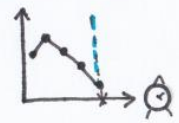
DARK PATTERNS CAN WORK IF SOMEONE IS LOOKING FOR SHORT-TERM RESULTS.

vs.

USING DARK PATTERNS HAS A NEGATIVE IMPACT IN THE LONG-TERM



ONLY INITIAL SUCCESS, NOT SUSTAINABLE



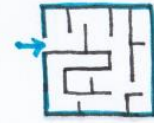
USERS SWITCHE MORE PROD

THE MOST COMMON TYPES



FORCED CONTINUITY

FREE TRIAL → CHANGES TO A PAYING SCHEME WITHOUT WARNING



ROACH MOTEL
THE START IS EASY (SIGN UP/SUBSCRIPTION), QUITTING IS HARD



GROWTH HACKING THE SPAMMING
YOU BECOME THE SPAMMER WITHOUT KNOWING IT



DELIBERATE MISDIRECTION

FOCUSING THE USERS' ATTENTION ON THE MORE EXPENSIVE OPTION, HIDING THE CHEAPER WAY



OBSCURED PRICING
MAKING IT HARD TO COMPARE THE PRICES



SNEAK INTO BASKET
A RANDOM ADDITIONAL APPEARS IN YOUR BASKET (WITHOUT YOUR CONSENT)



BAIT & SWITCH

USE A CONVENTION, PATTERN IN A WAY TO MAKE THE USER FALSELY ASSUME SOMETHING



DISGUISED ADS
AN AD LOOKING LIKE ANOTHER TYPE OF CONTENT / NAVIGATION



ROADBLOCK
A POP-UP INTERRUPTS YOUR INTENDED ACTION



HIDDEN COSTS

AT THE CHECKOUT, A NEW, UNEXPECTED COST APPEARS



PRIVACY ZUCKERING
SHARING MORE PRIVATE INFO THAN YOU WANT



MISINFORMATION
E.G. CONFUSING COLOR, CONTRAST LANGUAGE