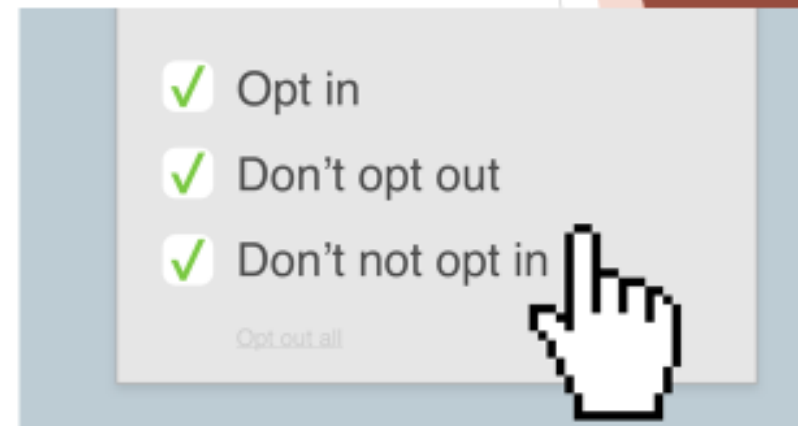


# Dark Patterns

- ▶ 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



## We care about your privacy

We and [our partners](#):

Store and/or access information on a device

Consent

We and [our partners](#) process personal data such as IP address, unique ID, browsing data for:

### Purposes

Select basic ads

Legitimate interests  Consent

Create a personalised ads profile

Legitimate interests  Consent

Select personalised ads

Legitimate interests  Consent

Create a personalised content profile

Legitimate interests  Consent

Select personalised content

Legitimate interests  Consent

Measure ad performance

Legitimate interests  Consent

Measure content performance

Legitimate interests  Consent

Apply market research to generate audience insights

Legitimate interests  Consent

Develop and improve products

Legitimate interests  Consent

### Features

Match and combine offline data sources

Link different devices

Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest.

[View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it. Your choices on this site are set as service consent. This means that your settings will not be available on other sites of the publisher and you will be asked to set consent preferences for other sites and vendors. Preferences set on this site will not apply to other sites with either global or service consent. You can change your settings at any time, including by withdrawing your consent, by clicking on the button in the bottom right hand corner.

MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

# Knowledge & Mapping

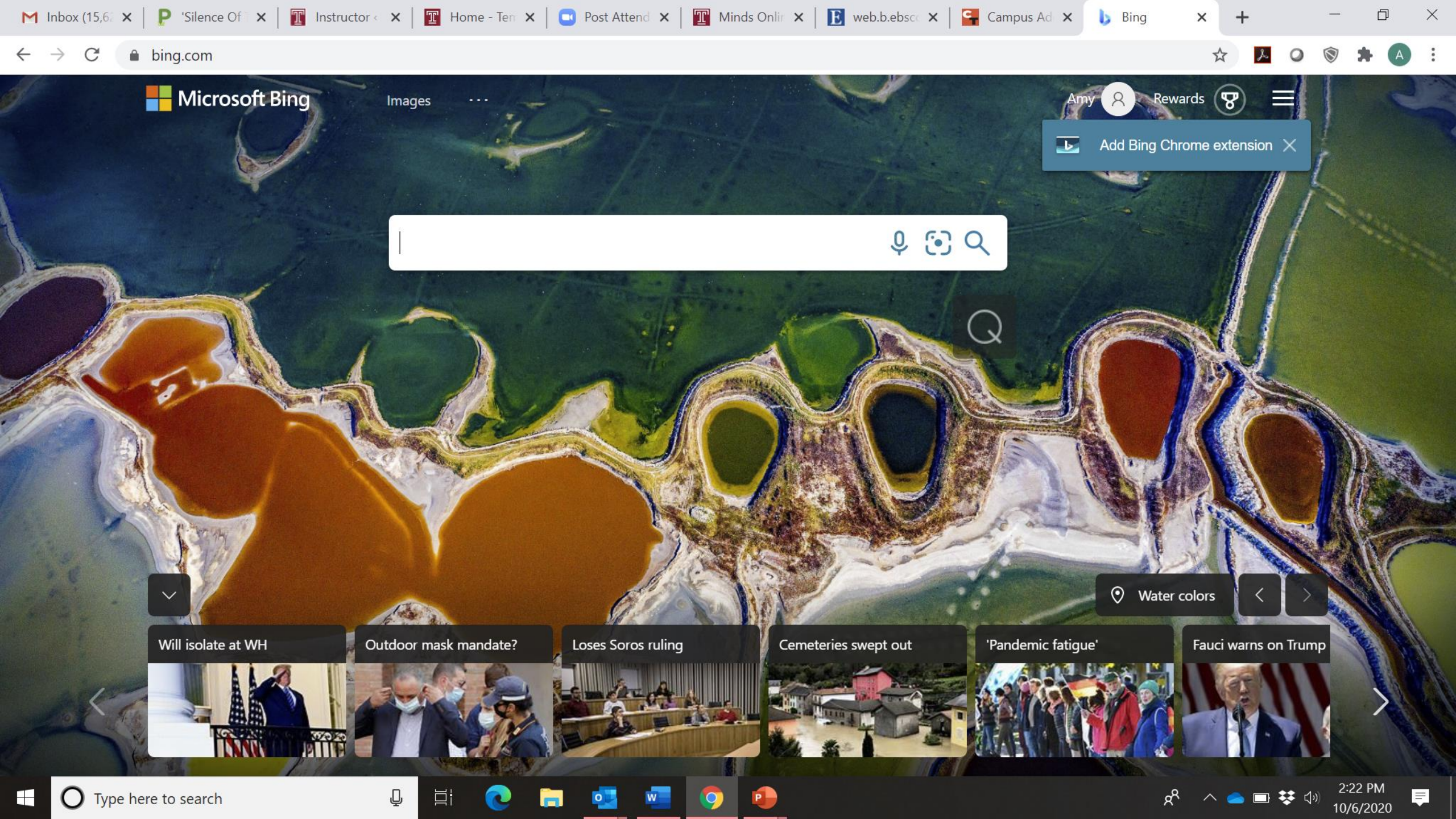
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Add Bing Chrome extension

Search bar with microphone, image, and search icons



Water colors navigation controls

News carousel with six items: Will isolate at WH, Outdoor mask mandate?, Loses Soros ruling, Cemeteries swept out, 'Pandemic fatigue', Fauci warns on Trump



# Knowledge

- In the Head



- In the World



Knowledge



- *In the Head*
  - Memory
  - Efficient – Readily available
  - Requires Learning
  - Ease of use at first encounter is low
  - Designer has freedom – better UX



# Knowledge



- *In the World*
  - Information is Perceivable
  - Interpretation substitutes for learning
  - Less efficient if you have to stop to learn
  - Ease of use at first encounter is high
  - Can be ugly – requires a deep skillset

# Knowledge



- *In the World*
  - *Knowledge Of (Easy!)*
    - Declarative Knowledge
    - Facts and Rules
  - *Knowledge How (Not so Easy!)*
    - Procedural Knowledge
    - Tacit Knowledge

# Tradeoffs



If the user doesn't have it  
memorized... could take a  
while to interpret needs



First impression could be  
tricky



Lack of freedom for the  
designer

# Thoughts

- How can you as the designer improve the User's Experience armed with this knowledge?

# Constraints

- **In the World – Natural Constraints**
  - Restrict behavior
  - Physical features
  - Right tighty/lefty loosey
  
- **In the Head – Cultural Constraints**
  - Reading in different cultures
  - Behavioral constraints/Restrictions on behavior
  - Colors

# “Knowledge” in the Head & the World

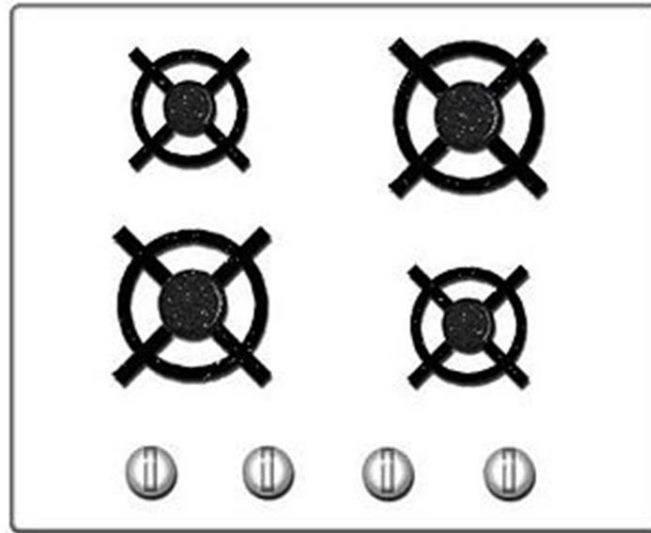
Constraints Simplify Memory



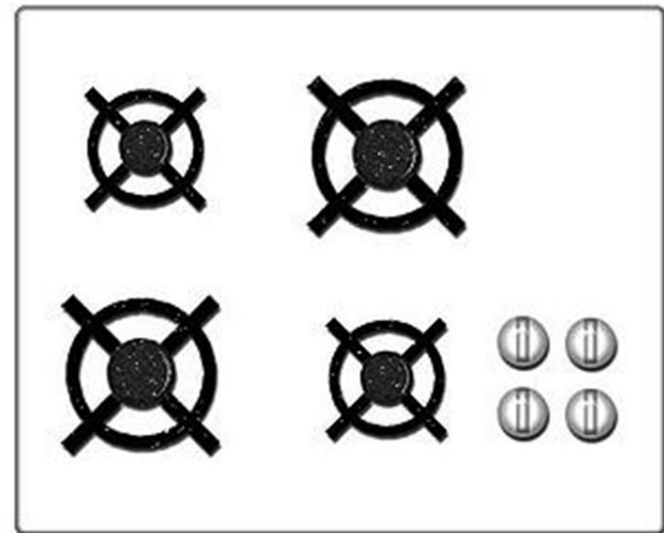
# Knowledge in the world: Constraints



Poor mapping



Good mapping





**Best: Controls are mounted directly on the item**

**Second Best: Controls are as close as possible to the object being controlled**

**Third Best: Controls are arranged in the same spatial configuration as the object being controlled**

Mapping

# Knowledge & Mapping

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