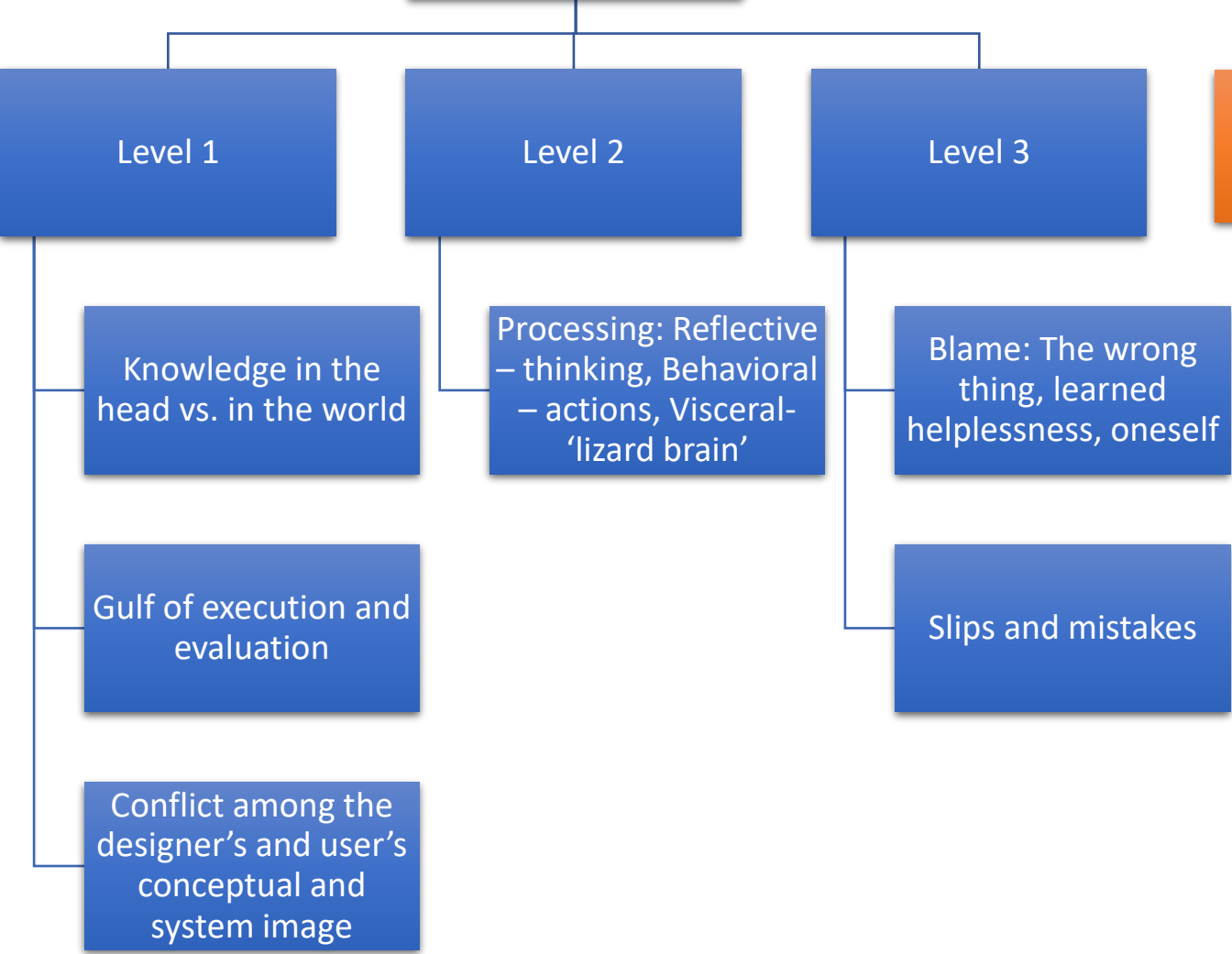


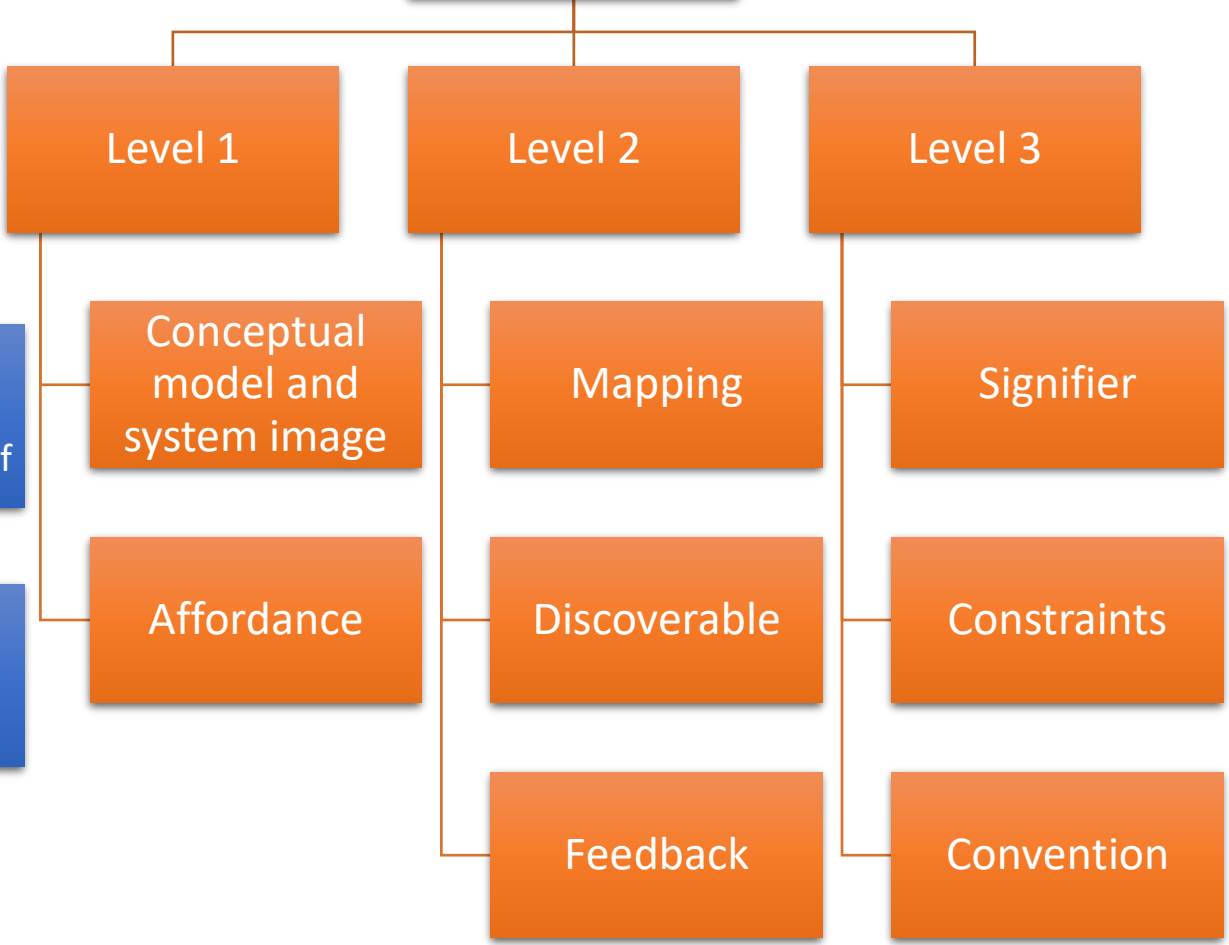
# MIS3506: Design & Blame

Lavin \* Spring 2023

# Evaluating Usability

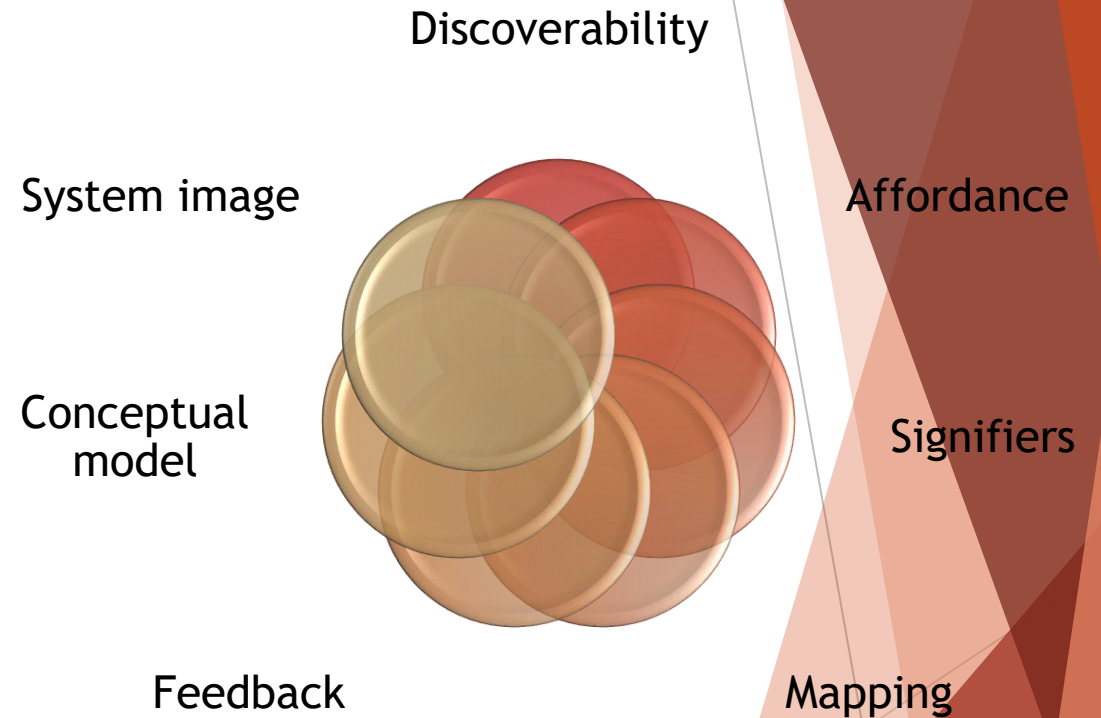


# Designing the UX



# 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

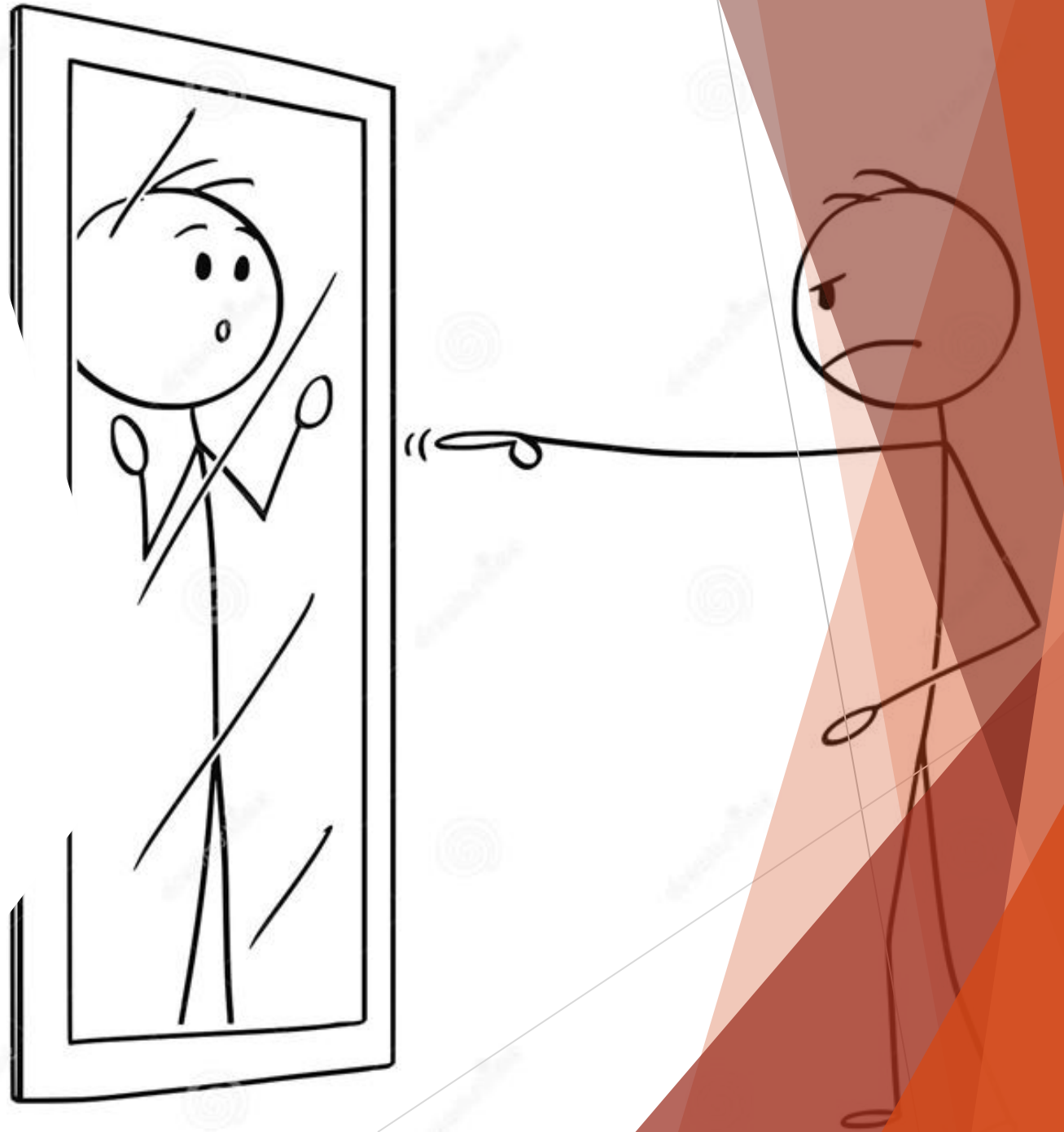


Positive psychology (not!)

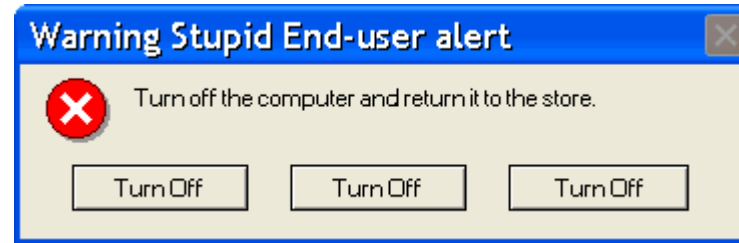


Blame yourself

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



# Blaming the wrong things









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





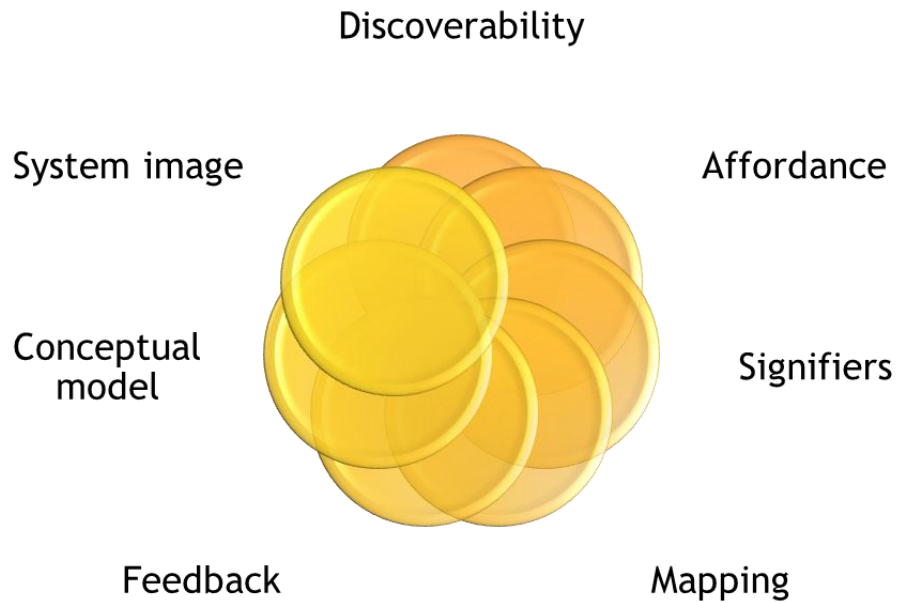
2



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!

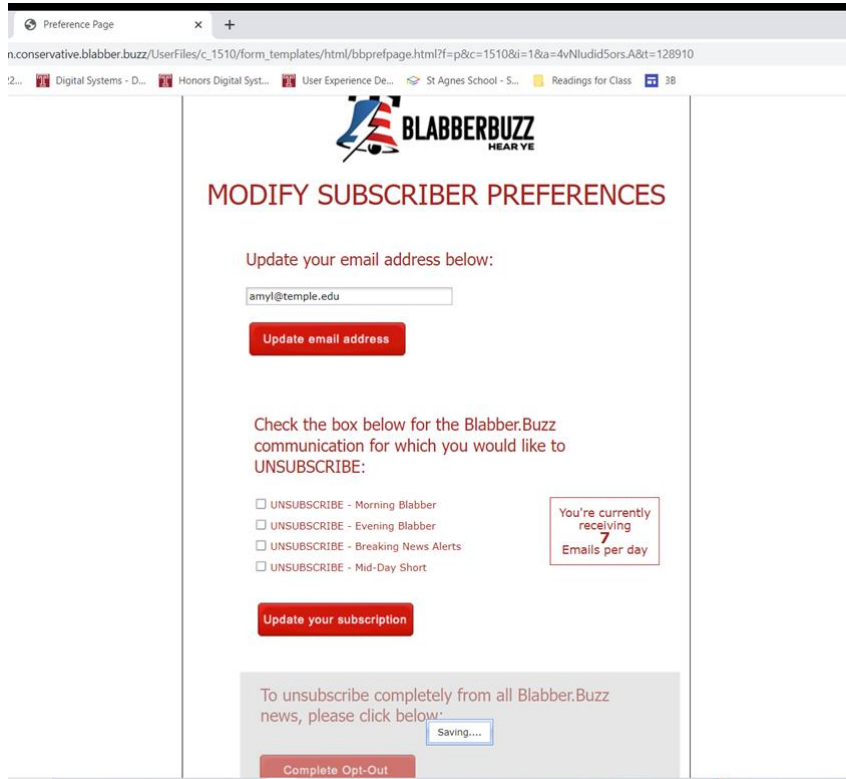


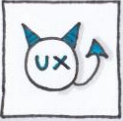


# Dark Patterns

- ▶ 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

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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.


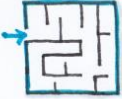










**USING DARK PATTERNS** HAS A NEGATIVE IMPACT IN THE LONG-TERM.

ONLY INITIAL SUCCESS, NOT SUSTAINABLE

USERS WILL SWITCH TO MORE ETHICAL PRODUCTS / SERVICES

---

THE MOST COMMON TYPES

|  |  |  |
|--|--|--|
|  <p><b>FORCED CONTINUITY</b><br/>FREE TRIAL → CHANGES TO A PAYING SCHEME WITHOUT WARNING</p>                                  |  <p><b>ROACH MOTEL</b><br/>THE START IS EASY (SIGN UP / SUBSCRIPTION), QUITTING IS HARD</p> |  <p><b>GROWTH HACKING THROUGH SPAMMING</b><br/>YOU BECOME THE SPAMMER WITHOUT KNOWING IT</p>  |
|  <p><b>DELIBERATE MISDIRECTION</b><br/>FOCUSING THE USERS' ATTENTION ON THE MORE EXPENSIVE OPTION, HIDING THE CHEAPER WAY</p> |  <p><b>OBSCURED PRICING</b><br/>MAKING IT HARD TO COMPARE THE PRICES</p>                    |  <p><b>SNEAK INTO BASKET</b><br/>A RANDOM ADDITIONAL ITEM APPEARS IN YOUR BASKET (WITHOUT YOUR CONSENT)</p>   |
|  <p><b>BAIT &amp; SWITCH</b><br/>USE A CONVENTION, PATTERN IN A WAY TO MAKE THE USER FALSELY ASSUME SOMETHING</p>            |  <p><b>DISGUISED ADS</b><br/>AN AD LOOKING LIKE ANOTHER TYPE OF CONTENT / NAVIGATION</p>   |  <p><b>ROADBLOCK</b><br/>A POP-UP INTERRUPTS YOUR INTENDED ACTION</p>  |
|  <p><b>HIDDEN COSTS</b><br/>AT THE CHECKOUT, A NEW, UNEXPECTED COST APPEARS</p>   |  <p><b>PRIVACY ZUCKERING</b><br/>SHARING MORE PRIVATE INFO THAN YOU WANT</p>              |  <p><b>MISINFORMATION</b><br/>E.G. CONFUSING COLOR, CONTRAST LANGUAGE</p> <p style="font-size: small; margin-left: 20px;">TRICK QUESTIONS<br/>CHECK BOX TREACHERY</p> |