



2019 World Interaction  
Design Day Lightning Talk

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# Dark Patterns

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Unfriendly UX practices



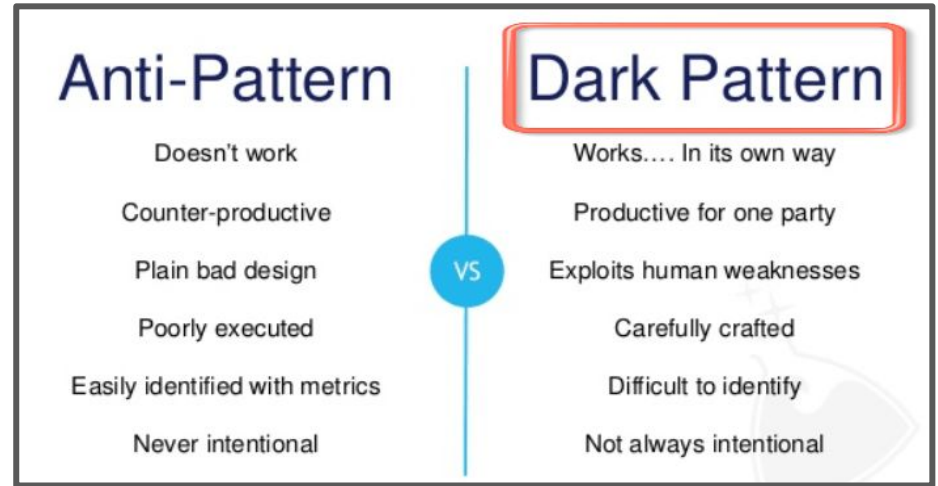
# What are dark patterns?

→ Dark patterns are **intentionally** crafted to deceive users into making unintended choices such as buying more items or signing up for subscriptions.

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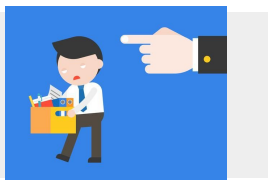
***“A dark pattern is a user interface carefully crafted to trick users into doing things they might not otherwise do...”***

-Harry Brignull



Graphic Source: [SlideShare](#) via [Emilia Ciardi](#)

# Confirmshaming



Makes the user feel bad for not signing-up for something or using a service.

Subscribe to make more money!

Yes, I want the best  
for me and my family

No thanks, I'd rather stay  
stupid. unhappy and poor.

LOFT

WE'RE GIVING YOU

**30% OFF\***

YOUR FULL-PRICE PURCHASE

Enter Your Email Here

GET MY 30% OFF

NO THANKS, I PREFER TO PAY FULL PRICE

# Forced Continuity

Shows the user a “free” offer but usually requires them to give credit card info and charges them without clear notice.



Running & Sports

Kids & Family

Fitness & Health

Training

Shop

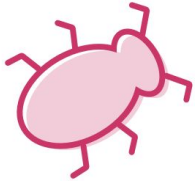
Powering the world's events and activities

Start your **free 30-day trial** as an ACTIVE Advantage member and receive:

- \$3.95 off your current registration
- Up to \$10 off all future ACTIVE.com registrations.
- A FREE pair of PRO Compression socks.
- Your 3rd race free on ACTIVE.com (up to \$80 back).
- \$120 off + more when you book with Hotels.com.

# Roach motel

Makes it very difficult for a user get out of a subscription or service.




The screenshot shows the SiriusXM website's subscription management interface. At the top, the SiriusXM logo is on the left, and navigation links for "Listen Online", "What's On", "Try SiriusXM", "Subscriptions", and "Shop" are on the right. The main heading asks "Need to make a change to your subscription?" followed by the subtext "We get it, sometimes change happens. Let us help make that transition a little easier." Below this are three columns, each with an icon, a title, a user question, a helpful response, and a button. The "Cancel" button is highlighted with a red border.

**SiriusXM** Listen Online What's On Try SiriusXM Subscriptions Shop

## Need to make a change to your subscription?

We get it, sometimes change happens. Let us help make that transition a little easier.




### Transfer

**I just bought a new car, how do I transfer my service?**

That's easy! Now you can add your new car to your account and transfer service online, 24/7. (Certain restrictions apply.)

[Transfer My Service](#)




### Modify

**My listening habits have changed, and I need a subscription that better fits my needs.**

We've got options that suit every lifestyle. Need to change from an annual to a monthly subscription? Love listening in the car and want more SiriusXM? No problem! Login and update your subscription now.

[Manage My Subscription](#)



### Cancel

**I would like to discuss canceling my subscription.**

We'd hate to see you go and we hope you've been enjoying our service with over 150 channels to choose from and with a range of subscription packages, you can listen at a price that fits your budget.




[Call 1-866-635-5020](#)

# Sneaking

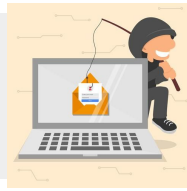
Hides or disguises relevant information like fees or adds items into user's carts.



GoDaddy.com:

Product	Term	Unit Price	Subtotal
 mytestrandomdomain .com .COM Domain Registration <b>13% Off</b> <small>*Plus ICANN fee of \$0.18/yr</small>	1 Year 	<b>\$12.99</b> /yr* Save \$2.00	<b>\$12.99</b>  Remove
<b>Protect your personal information. ?</b>			
<input type="radio"/> Keep my personal info public			
<input checked="" type="radio"/> Make my domain private for <b>\$7.99/yr! SAVE \$2.00!</b>			<b>\$7.99</b>

# Growth Hacking




User contacts are spammed to help the business or site grow their numbers without consent.

Grow your network on LinkedIn. Step 2 of 7

Get started by adding your email address.

Your email:

[Continue](#)

 We'll import your address book to suggest connections and help you manage your contacts. [Learn More](#)

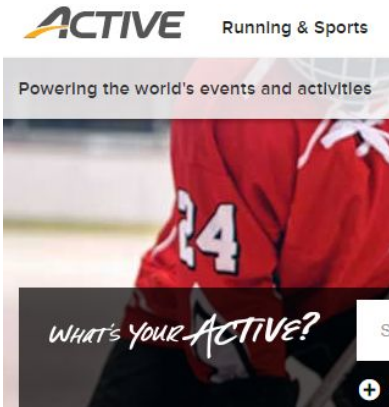
[Skip this step »](#)

# Do dark patterns work?



Dark patterns are effective in the short-term but can damage brand reputation in the long-term

Active.com event registration site has 1-star rating after numerous complaints regarding memberships that user's were tricked into opting in for.



## Customer Reviews



[Average of 108 Customer Reviews](#)

## Customer Complaints

414 complaints closed in last 3 years  
163 complaints closed in last 12 months

[View Complaints Summary](#)

## How Active.com Became the Most Hated Name in Race Registration

If you've registered online for a race in the past decade, you've probably used Active Network—and you may have been stuck with a hidden fee

Refund of \$79.95 for charge on 7/27/2018 and refund of \$89.95 for charge on 7/27/2019. No benefit was ever realized for this so called "membership" that I didn't realize I was being opted into.



