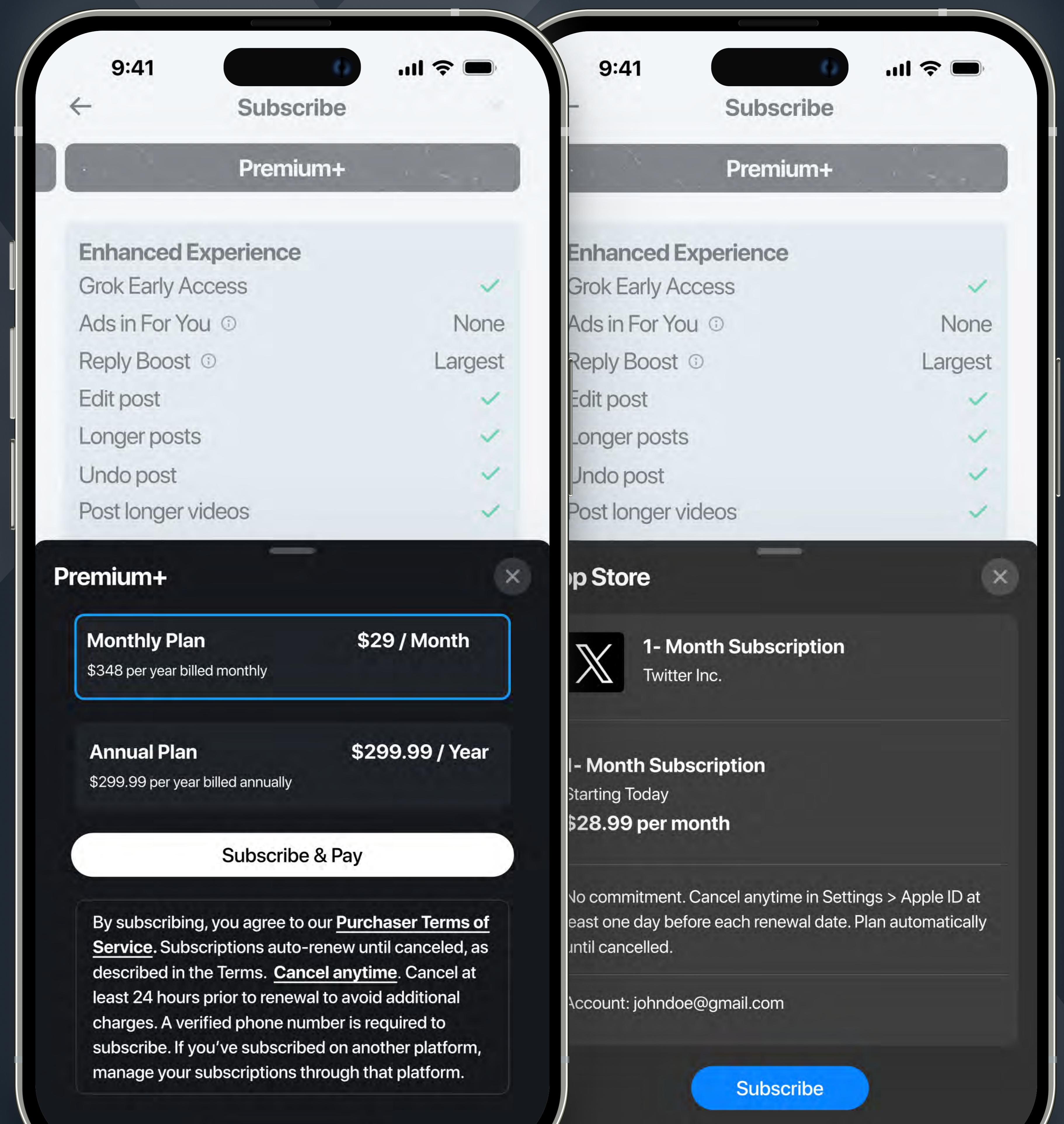


Deceptive UX Patterns



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Project Overview

Post

This assignment's focus was mainly on implementing dark UX patterns into a pre-existing app in-order to leverage the user to either subscribe to a service, or purchase something. To do this, I undertook a redesign of some Twitter features to subtly incorporate dark UX patterns such as roach motels and pre-selection that will encourage Twitter users to consider at-least purchasing a Twitter Premium subscription. My aim here was to do this in a way that is completely intuitive, and looks natural to the application itself.

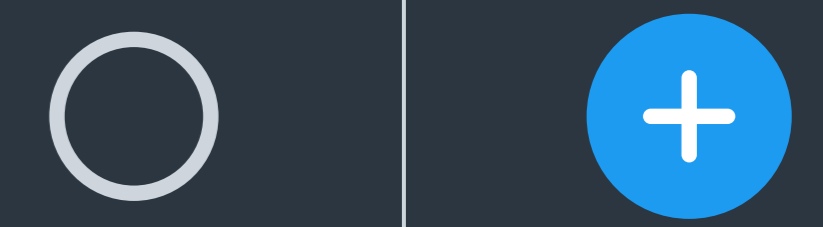


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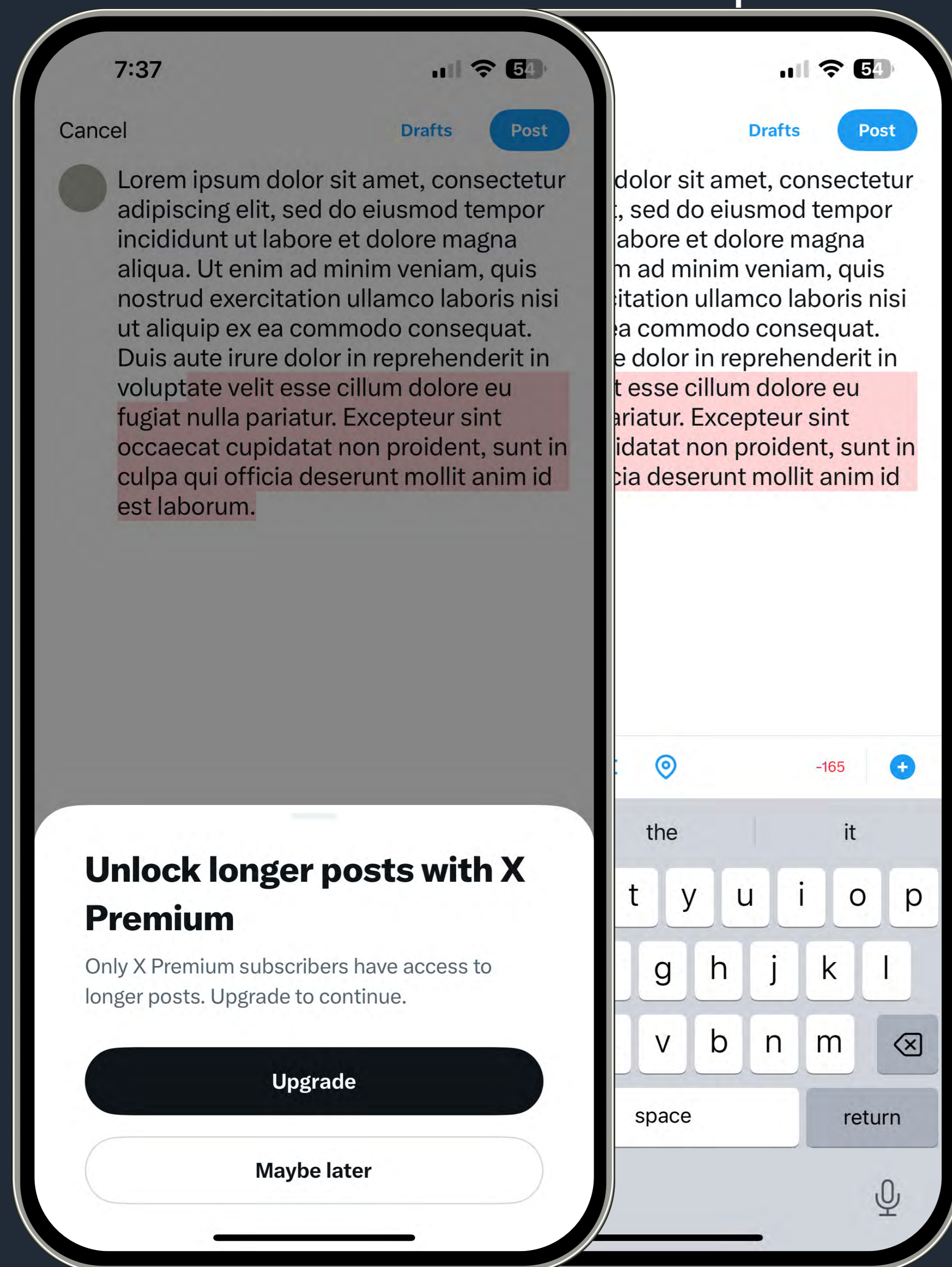
Selection Criteria Rationale

Post

I chose Twitter for this project because Twitter is amongst the most popular social media platforms, especially with the youth who make up 58% of it's userbase being under 35, meaning they'd be more tech literate; which presents me with a challenge as the purpose of this project is to integrate two dark UX patterns into the application and make it look organic. There are already two dark UX patterns employed by Twitter.



Before

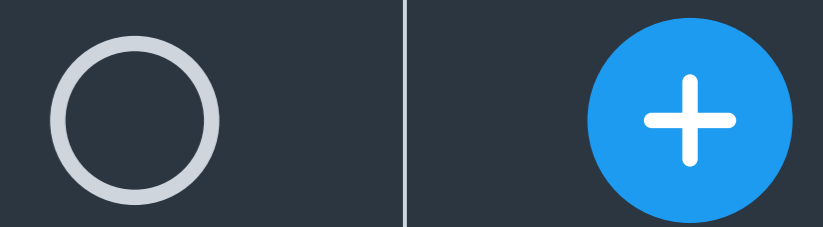


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Roach Motel

Post

The first is the Roach motel, which is a dark UX pattern meant to make it easy to go down a certain path; but hard to exit it and thus trapping the users onto certain pages, and entices them into purchasing subscriptions they might not need, just so they can exit said page. In the case of Twitter, I have opted to not only use this method, but also improve on it.

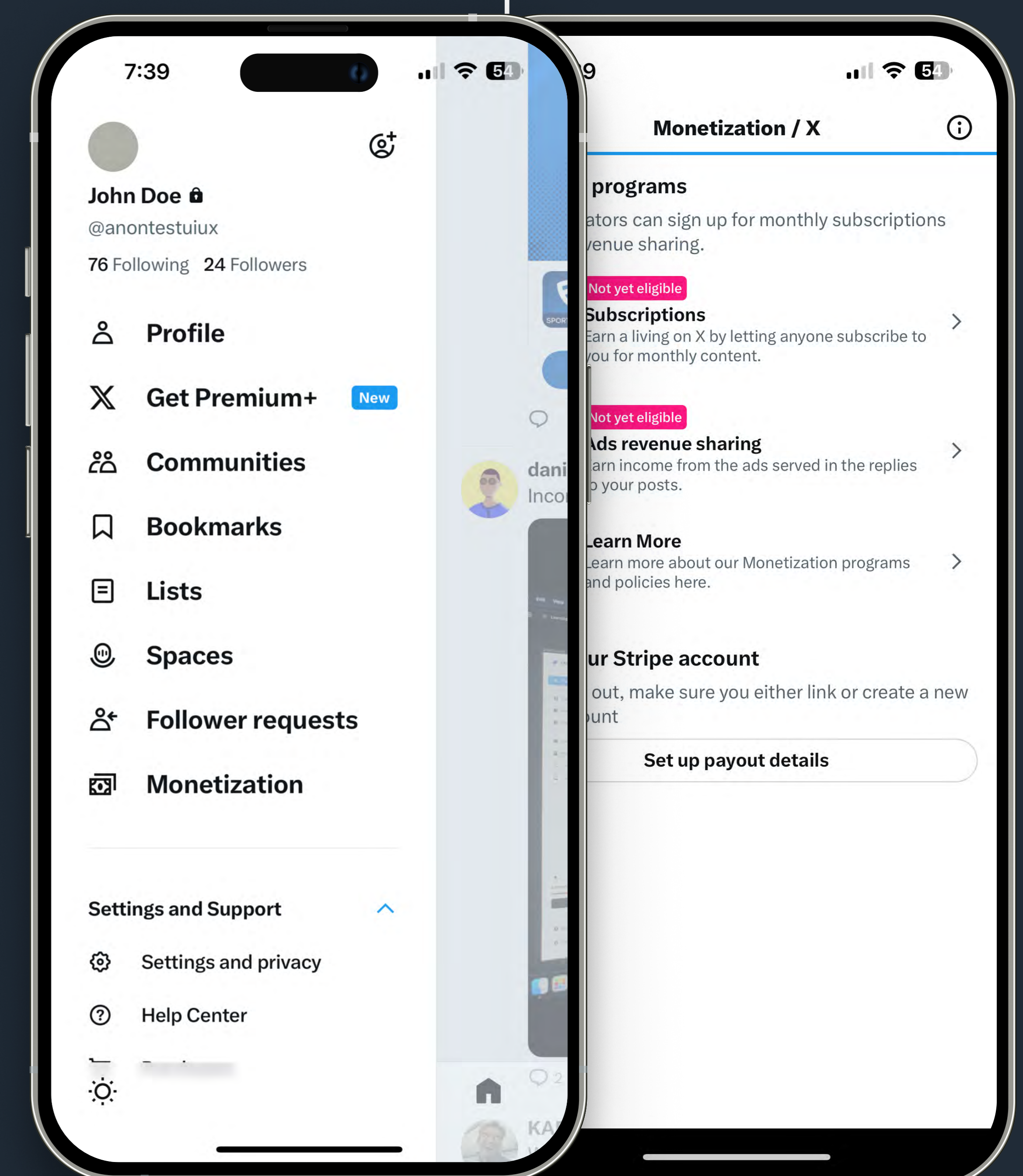


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Preselection

Post

The second method is preselection, which is a dark UX pattern that is meant to highlight a subscription or service that is the highest tier by default to the user, which gives the impression that it is the only option available to them. This dark UX pattern depends on the fact that people might be too lazy to explore the rest of the page, only to realize there are cheaper options. Just like with the roach motel, I've opted to improve on the existing implementation of this dark UX pattern.



Before

Cancel

Persona

Post

As stated previously; Twitter's largest demographic by far at a staggering 58% of it's users are people under the age of 35. This is in stark contrast to applications such as LinkedIn or Instagram, which tend to have an older userbase on average. As such, the persona is meant to reflect them and the person who I conducted user-testing on.



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Background

Post

Jacob is a freelance designer based in San Francisco, California. He dreams of becoming a "tech-nomad" style influencer. He has been a designer for several years, and has grown bored of his current life. He wants to leverage his social media, design, and marketing skills and use them to create an online presence and an influencer career for himself.



Cancel

Aspirations

Post

Jacob aspires to keep some aspect of design in his life, as he enjoys it, and aspires to build a brand for himself as a tech-nomad influencer using his skills. He wants his brand to be centered around himself, and how people can leverage their existing skills to achieve financial freedom like he has.



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Next Steps

Post

My next steps will be moving on to finding out which Deception UX patterns will be most effective in getting younger people to purchase Twitter premium.

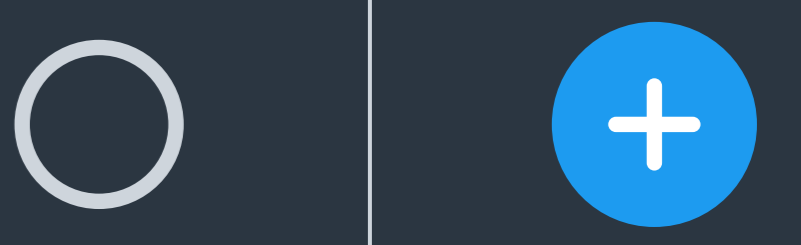


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Two Research Methods

Post

The two design research methods I applied to my designs were the five second test, and the five whys analysis methods. These helped me integrate the two deceptive UX patterns to Twitter, as they provided me with invaluable insights into user experiences and motivations, which helped me identify several opportunities wherein the two chosen dark UX patterns could be applied. These two methods were specifically chosen as they directly involved the users in the design process, thus ensuring that the final product I delivered would not only be effective, but also look like it was meant to be there.

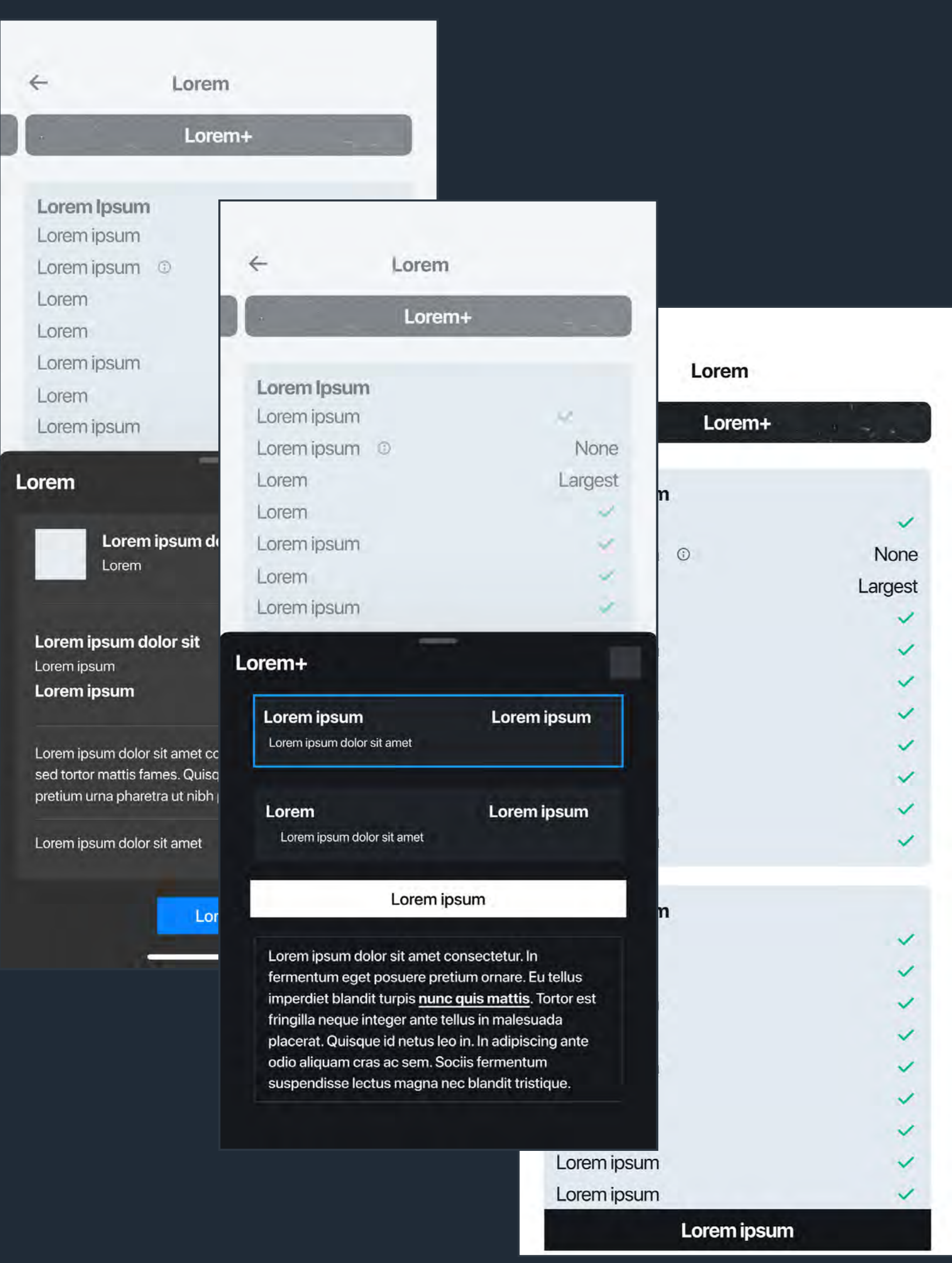
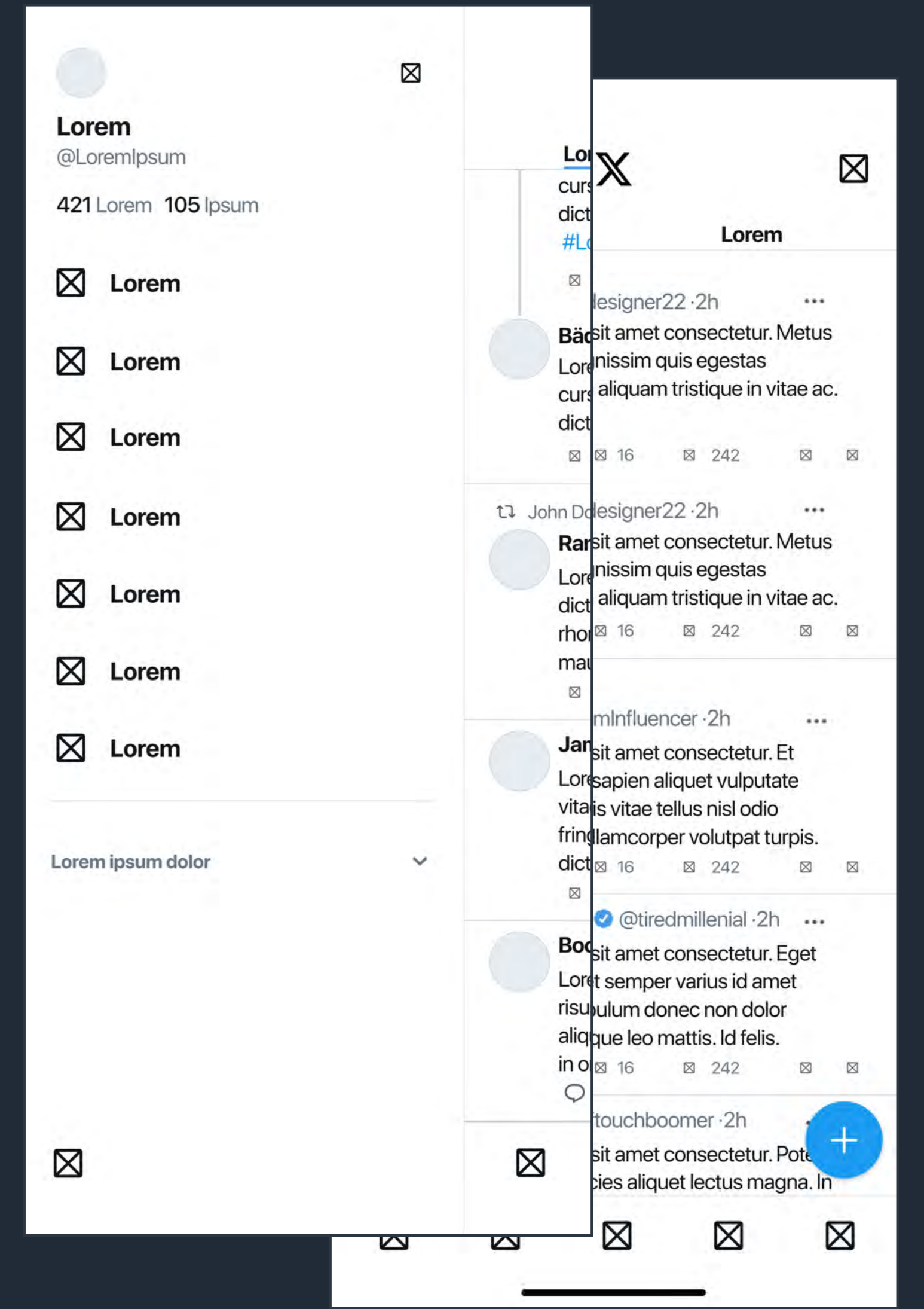
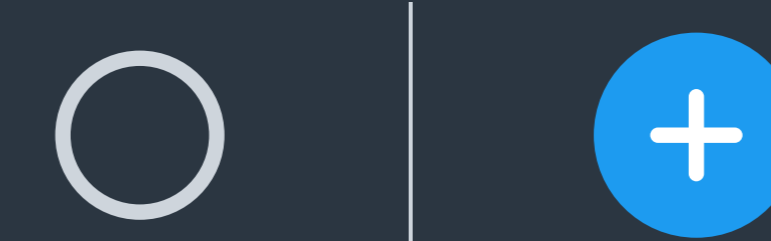


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Five-Second Test

Post

The five second test evaluates my design as it depends on the impact it makes on my test subjects, and seeing which features stick out to them after being shown the design for only five seconds. This is useful for ensuring that the main UI elements that I incorporated into the two dark UX patterns I have chosen don't look out of place, which not only keeps them subtle but also ensures that my design was part of the original design.

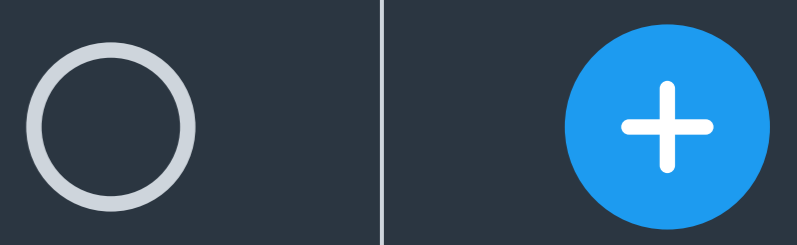


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Insights

Post

During testing, the users seemed to mainly focus on the call to actions such as the one to purchase the most expensive version of the subscription while overlooking things such as the exit buttons, and less expensive options. At the same time, the test subjects also provided me with feedback saying that there should be less expensive subscription options and that it was "annoying" trying to have to close all the pages which lead you back to the Twitter Feed. Despite this, the test subjects also expressed that they liked that they were being shown the benefits of the subscriptions and that the all of the features shown to them look like they were meant to be there.

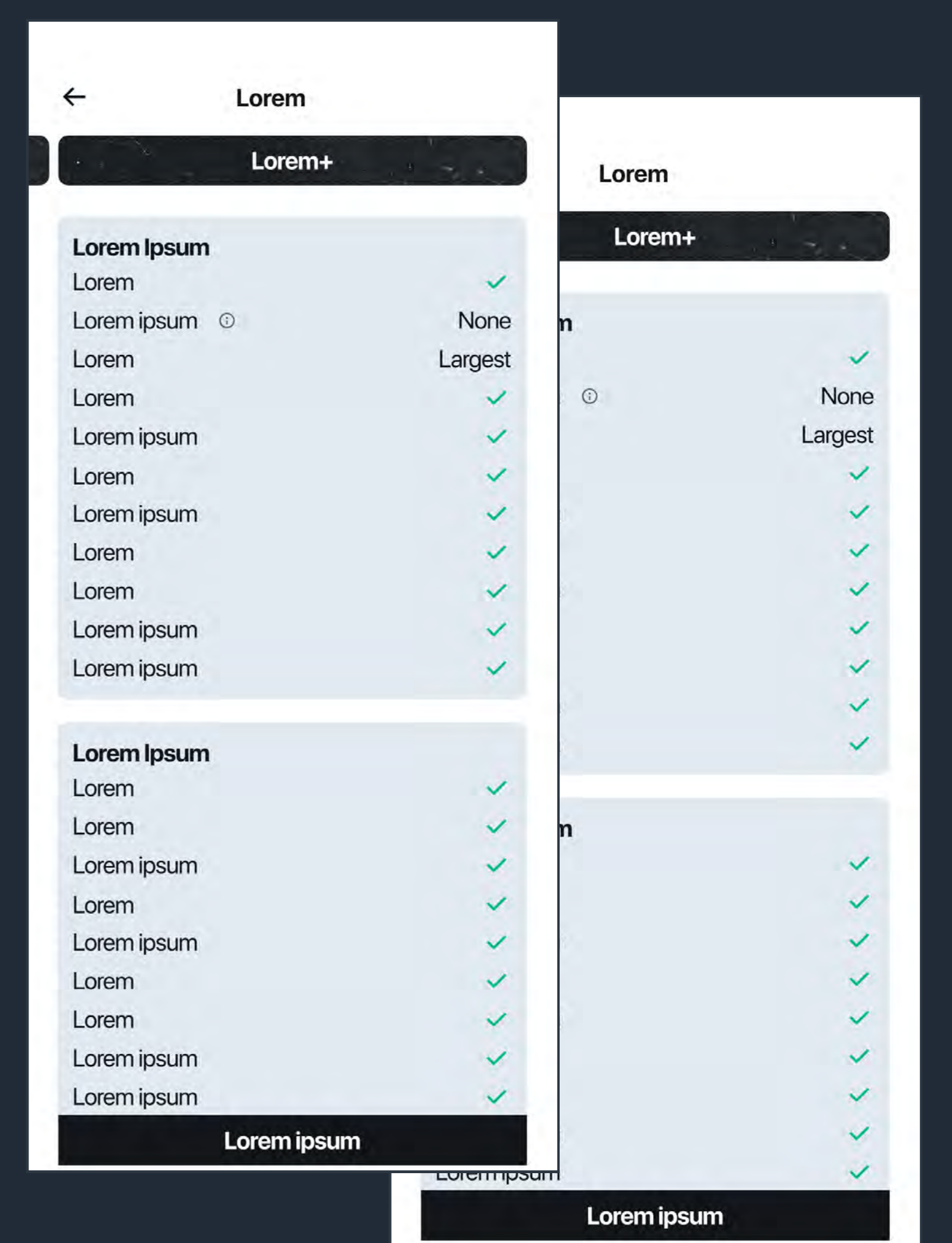
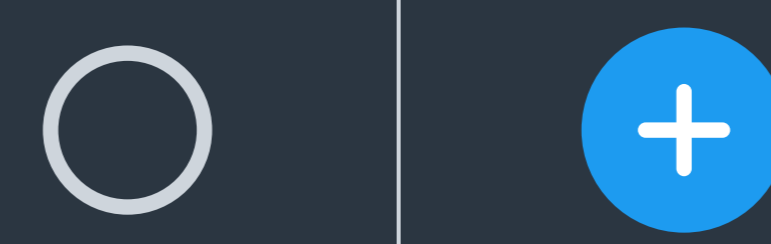


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Five Why Test

Post

The Five Whys test analysis method allows us to understand the root cause of a problem by asking "why" five different times. By doing this, we can understand certain motivations and behaviours amongst the user base of a product. I applied this method to Twitter, and specifically why users might chose to upgrade to Twitter Premium, which then allowed me to incorporate dark UX paths which align with their motivations and confirm their pre-existing notions, which makes them more likely to buy a Twitter Premium subscription.

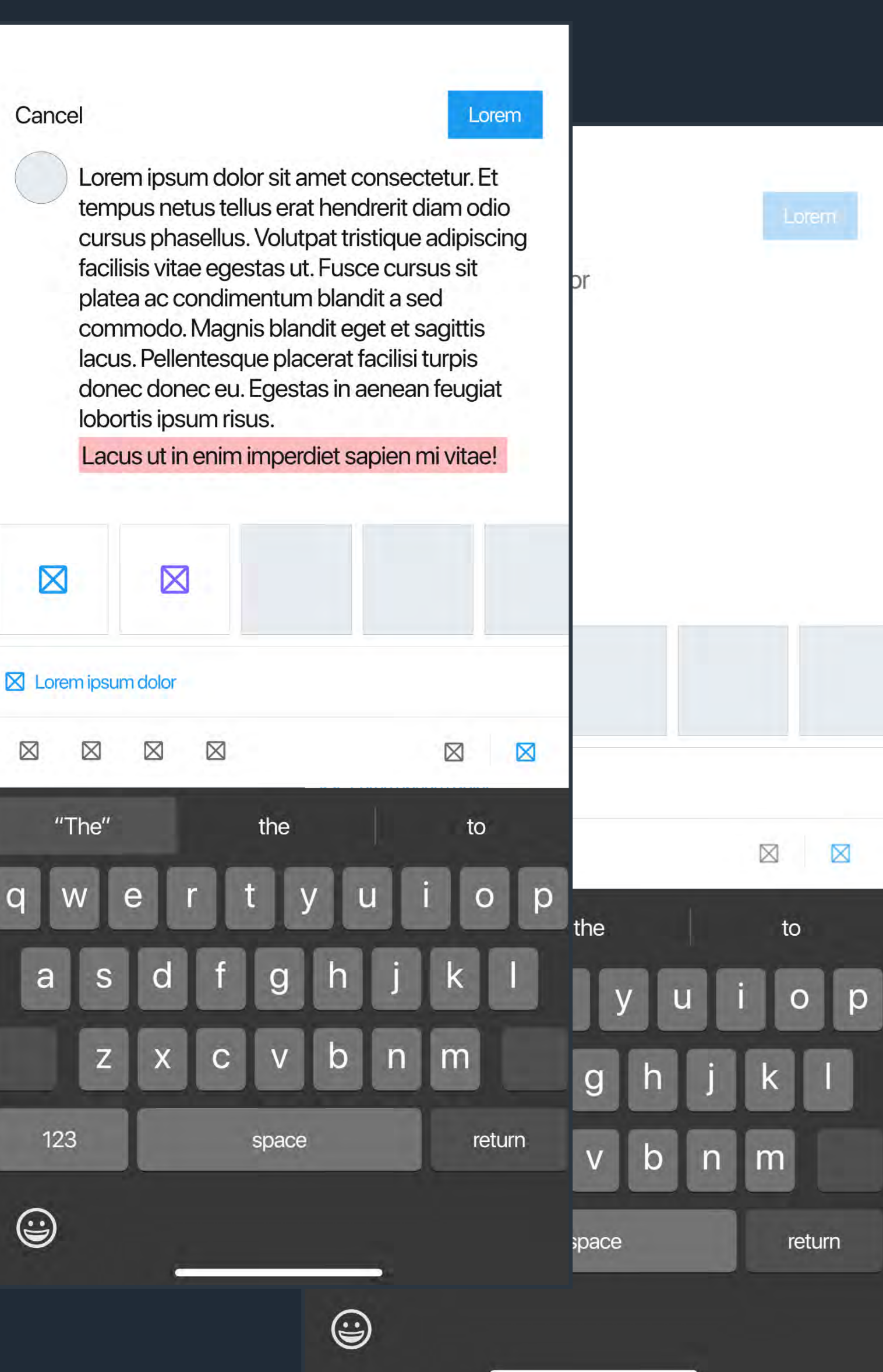
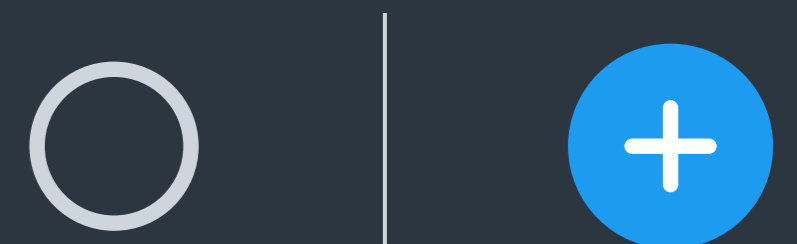


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Insights

Post

The analysis highlighted users' keen interest in advanced Twitter features, such as longer tweets and editing functions, fueling their motivation for premium subscriptions. This desire was leveraged by deceptive UX patterns to subtly guide users towards pricier options, capitalizing on the allure of these features without offering straightforward comparisons. Furthermore, a significant source of user frustration was identified in the lack of transparency and difficulty in navigating subscription choices, issues that the deceptive design strategically amplified.

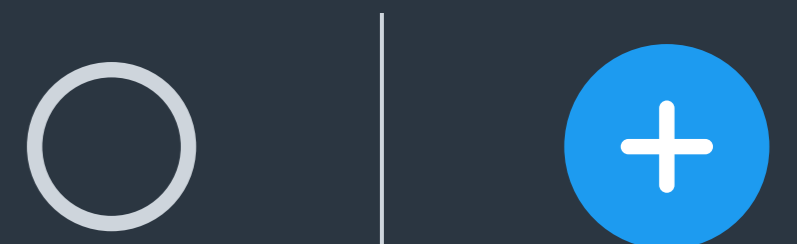


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User Testing Analysis

Post

The Five Whys analysis helped me understand some of the key features that Twitter users were looking for when purchasing a Twitter Premium subscription. Through this method, I was able to see that most of my test subjects were interested in features such as being able to make longer posts, edit posts, monetize posts, and download videos. As such, I set out to design two dark UX patterns centered around these specific functions as they were shown to have been the primary reason a Twitter user would even consider purchasing a Twitter premium subscription.

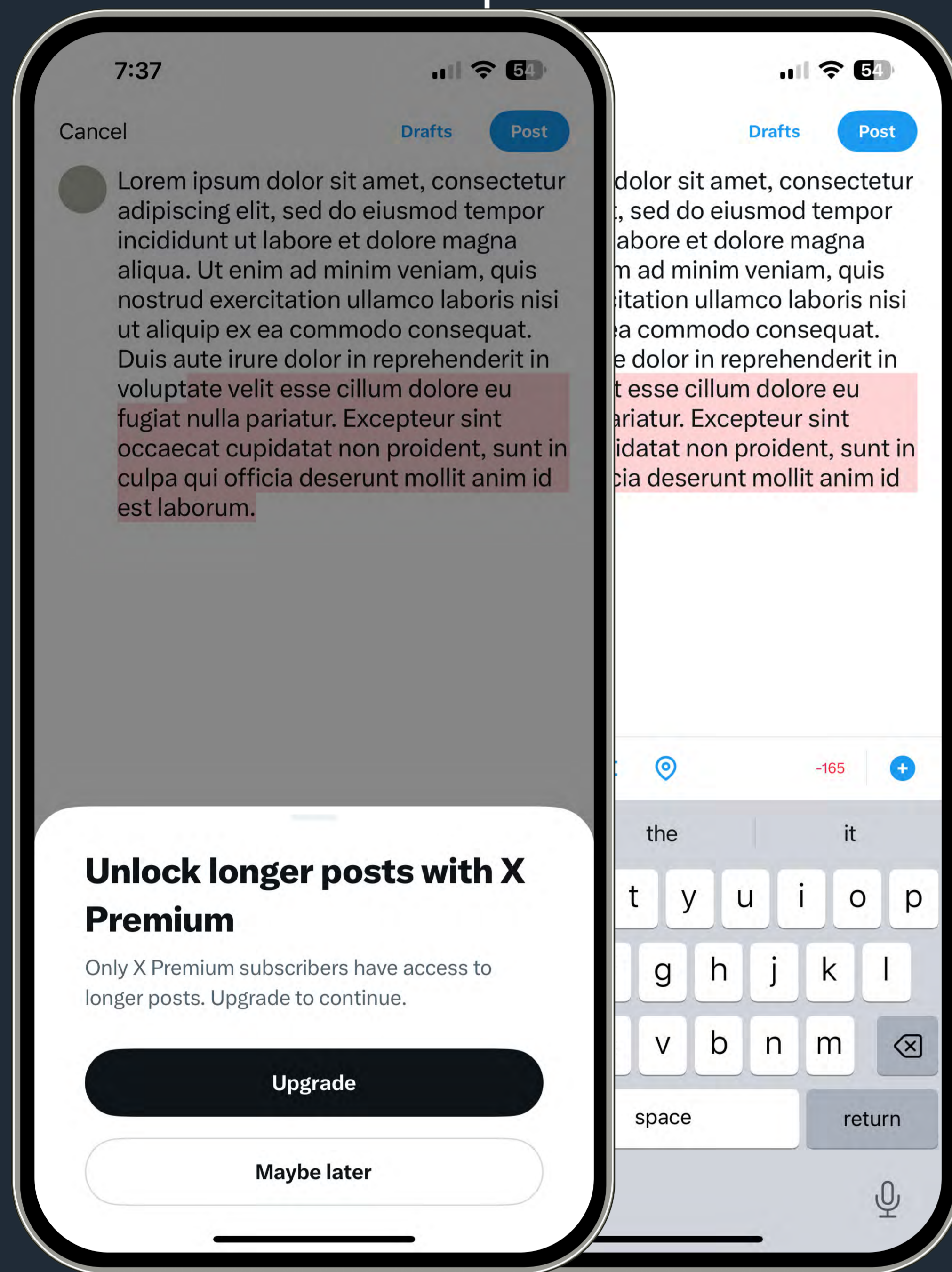


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Problem Statement

Post

How might I design a user experience for Twitter's premium subscription service that subtly encourages higher subscription rates and reduces cancellations through the use of deceptive UX patterns, such as preselection and Roach Motel, while navigating the ethical considerations of transparency and user autonomy to maintain trust and satisfaction?



Before

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Longer Posts

Post

The first feature I picked for my re-design was the ability to make longer posts as it was one of the most popular reasons my users expressed, they'd upgrade to Twitter Premium for. I decided that I would make a couple of simple yet effective changes. I would give the impression that the user would still be able to make their tweet by keeping the button in it's default state and removing the red highlighted area which showed they were over the character limit. Once a user presses the post button, they're directed into a Roach Motel.

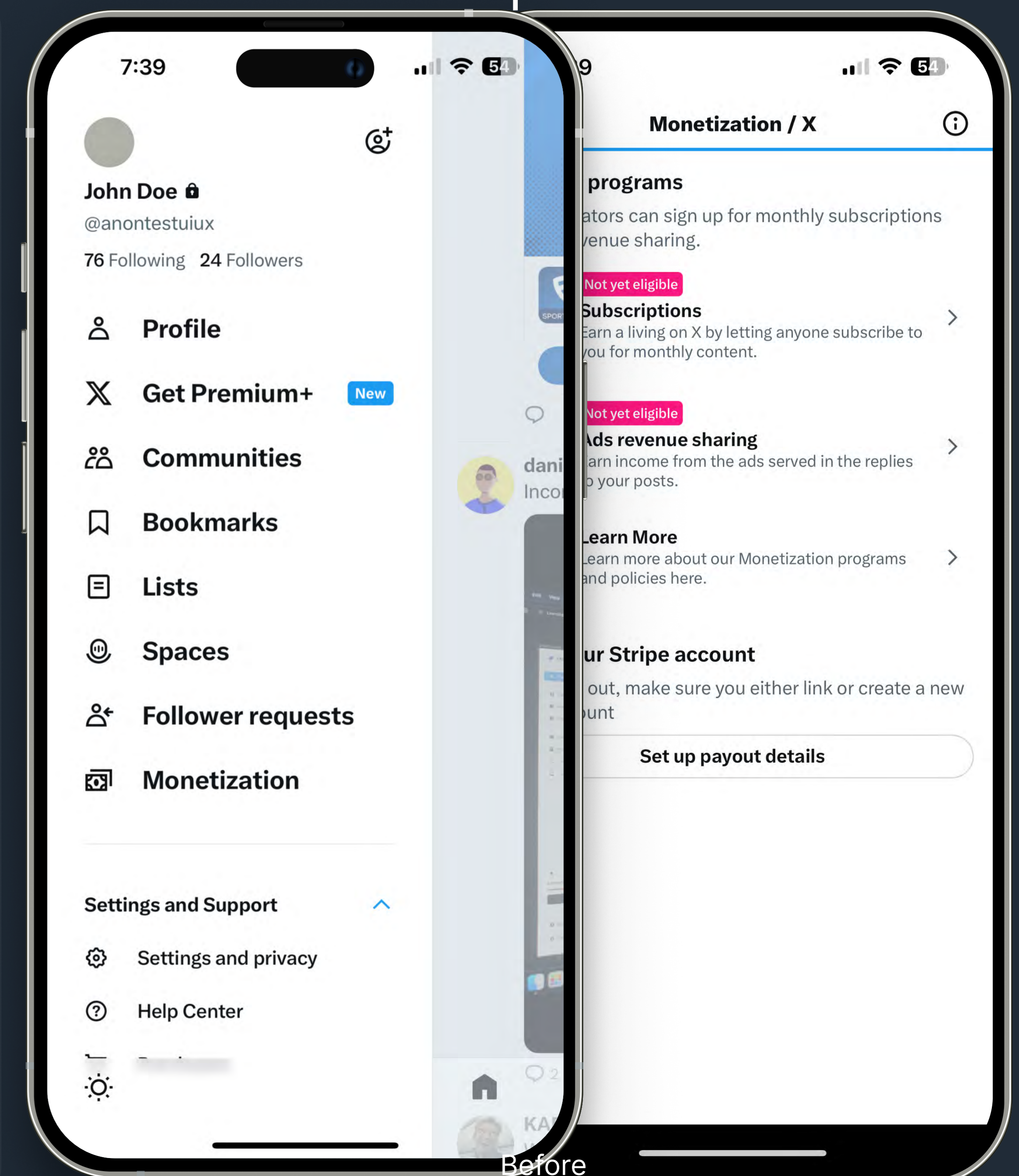


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Monetization

Post

The second feature I picked for my re-design was the ability to monetize Tweets. Considering the fact that most of the Twitter demographic is relatively young, they expressed the desire of wanting to make some money off of social media on the side, which is why I decided to re-design this feature. Currently, if a user presses the "Monetize" button, they're taken to a poorly made Roach Motel. I redesigned it completely, and also incorporated pre-selection in it. Combining a Roach Motel and pre-selection makes it not only harder to exist the screen, but it also promotes a certain subscription while highlighting it's benefits which could entice users to purchase it.

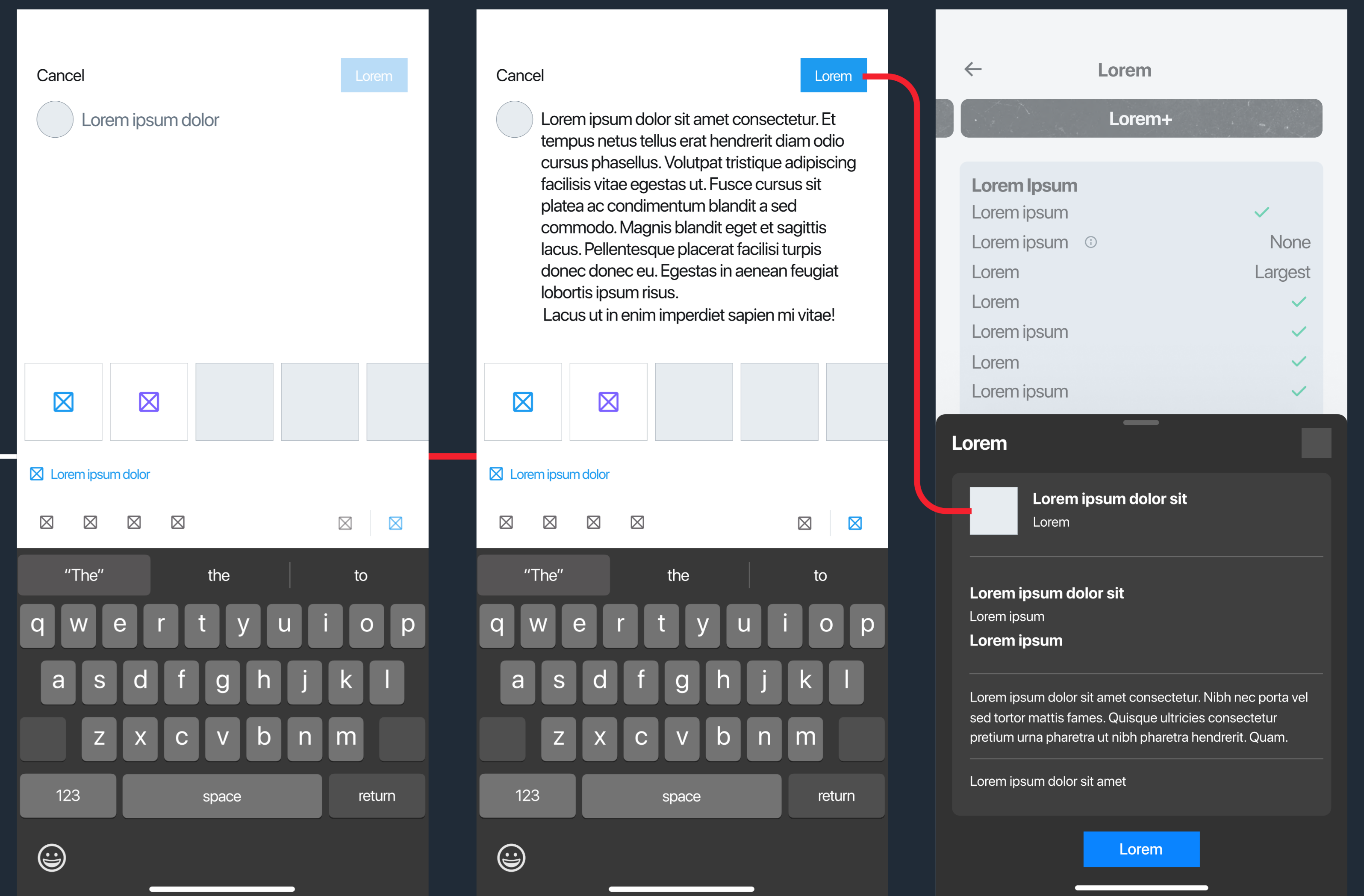
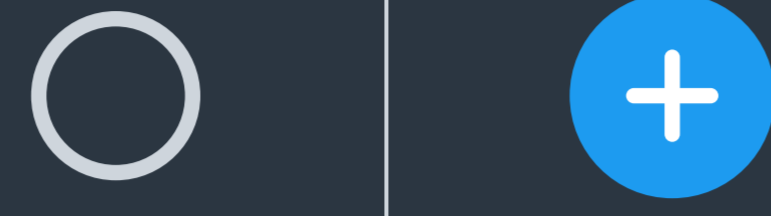


Before

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Post

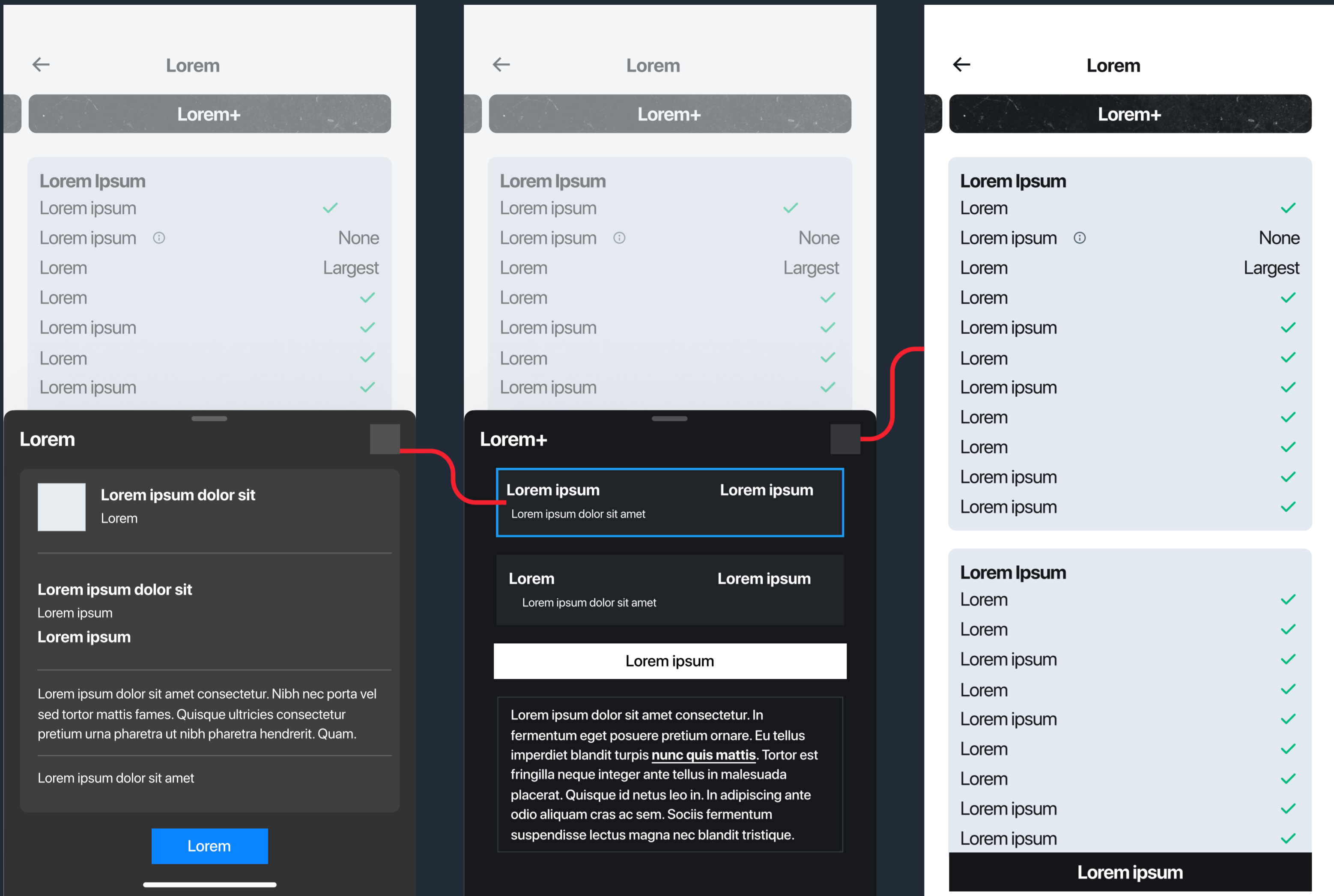
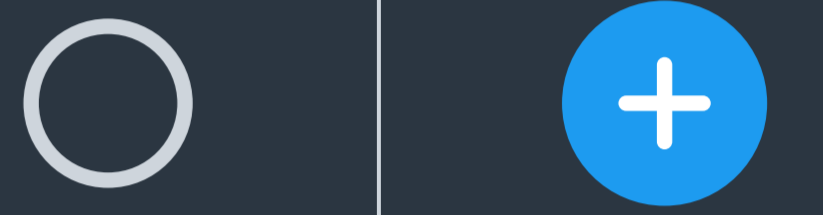
“Post” button remains the same even if you exceed the character limit as if you had not, and upon prompt, it takes you automatically to purchase the subscription in the appstore.



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Post

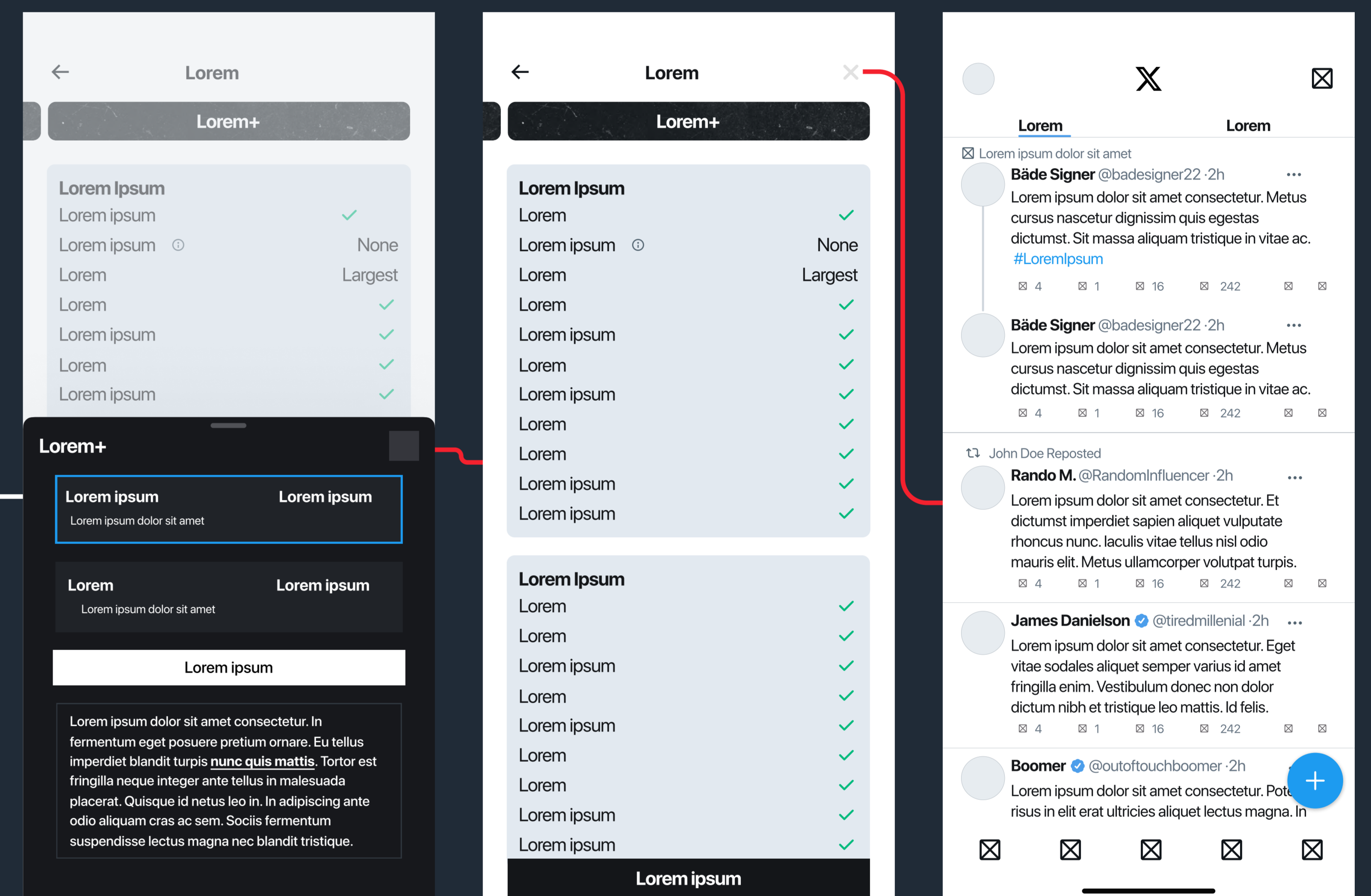
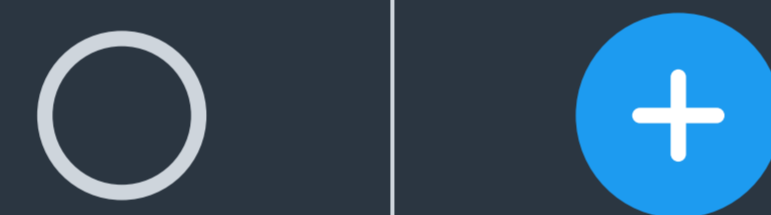
User is automatically suggested most expensive subscription, and the function to navigate to the other subscription types is hidden in the corner which could lead to the user thinking that the preselected subscription is the best option. Same for monthly and annual subscription.



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Post

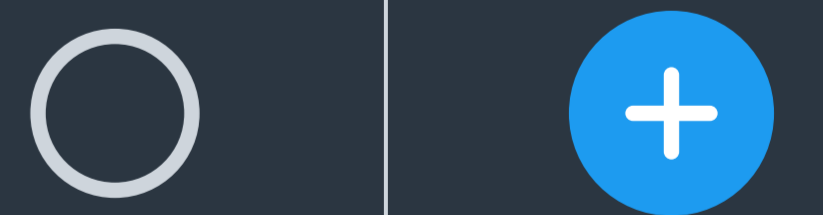
X to close out is made subtle, hard to see, thus making it hard to exit out of this screen and go back to the twitter feed.



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Post

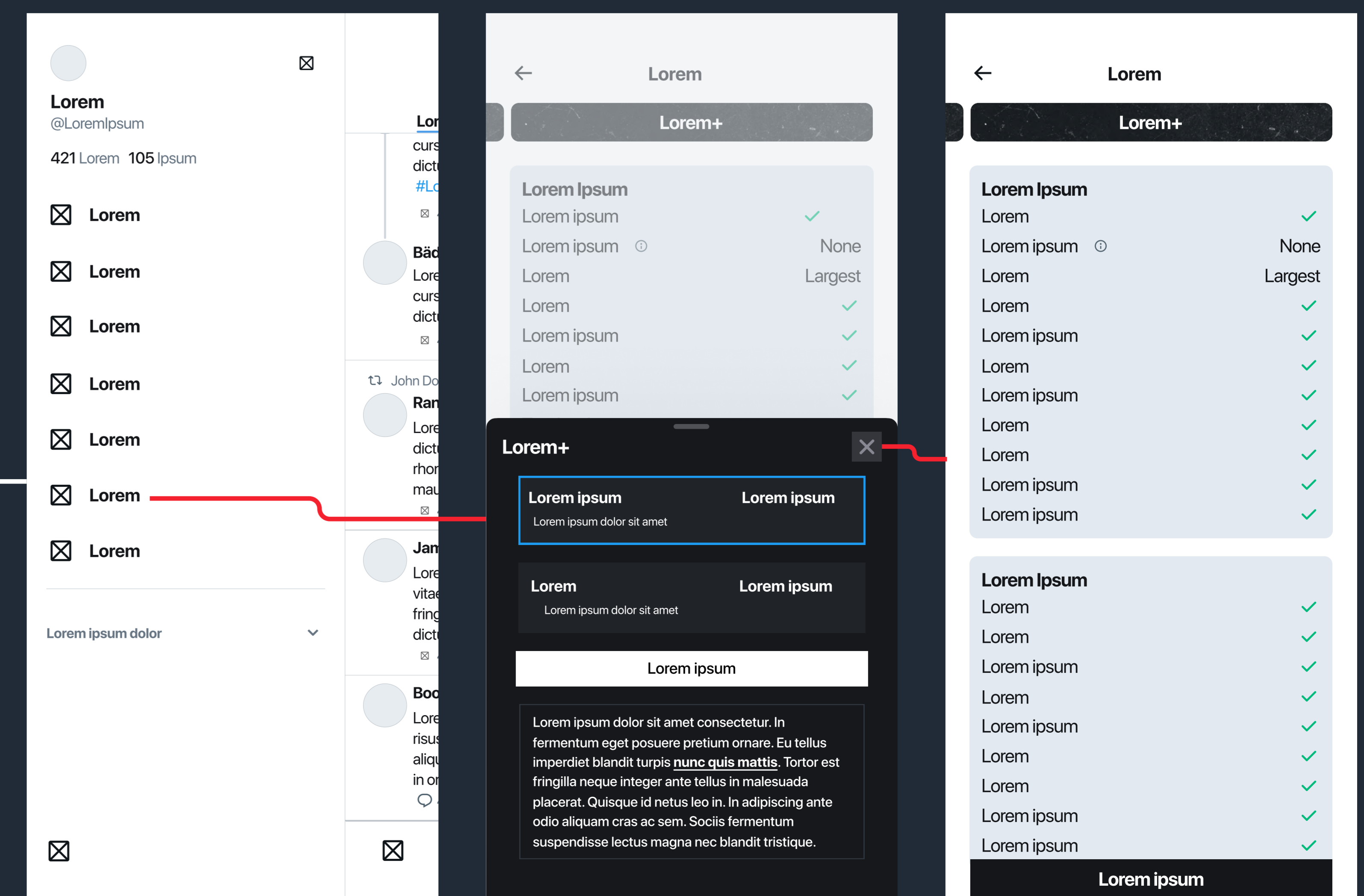
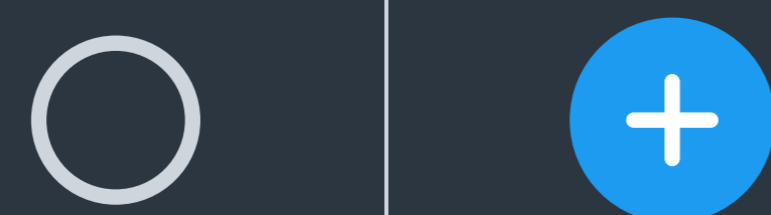
User has to close out of multiple windows to get back to the menu, while being presented with subscription benefits which could entice user to purchase it.

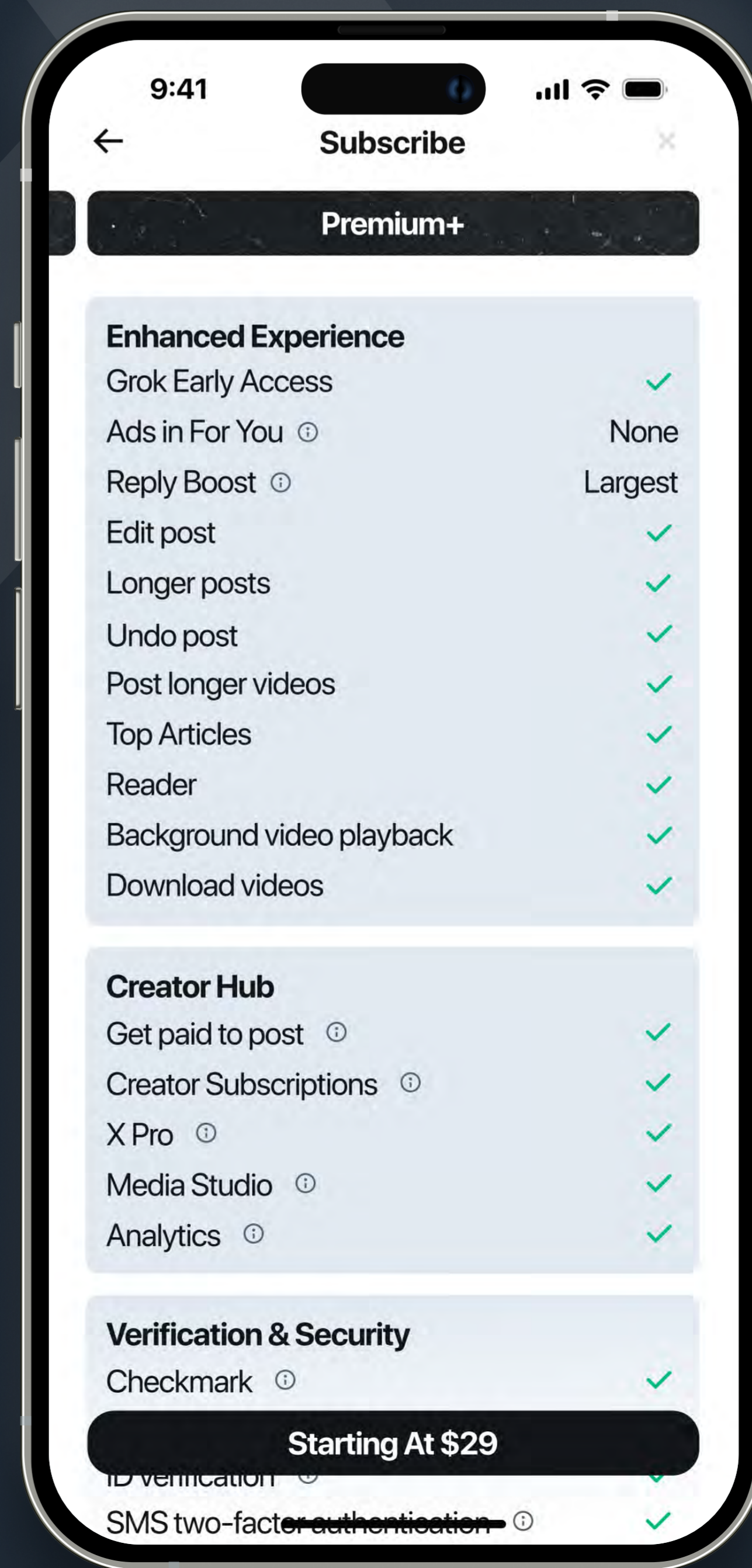
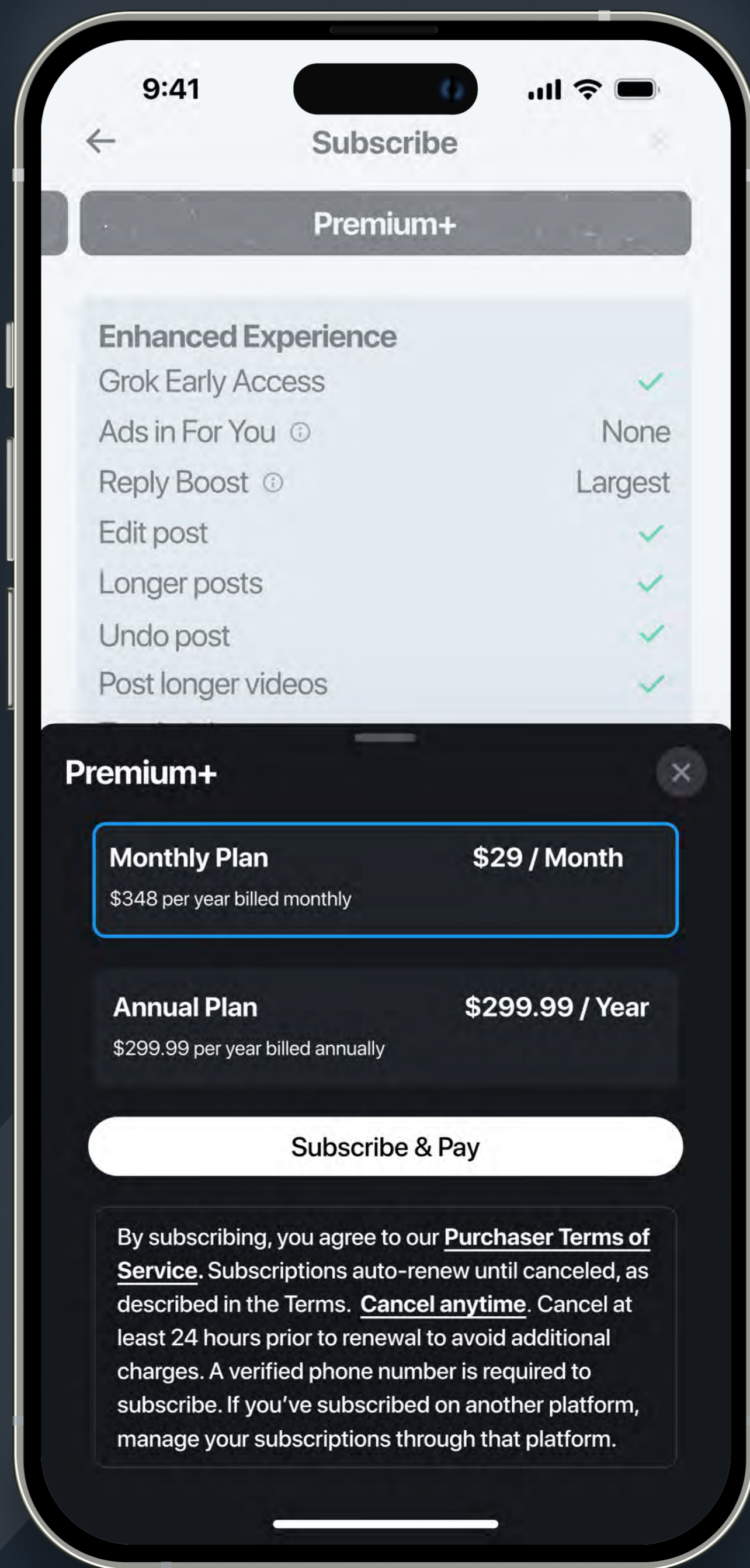
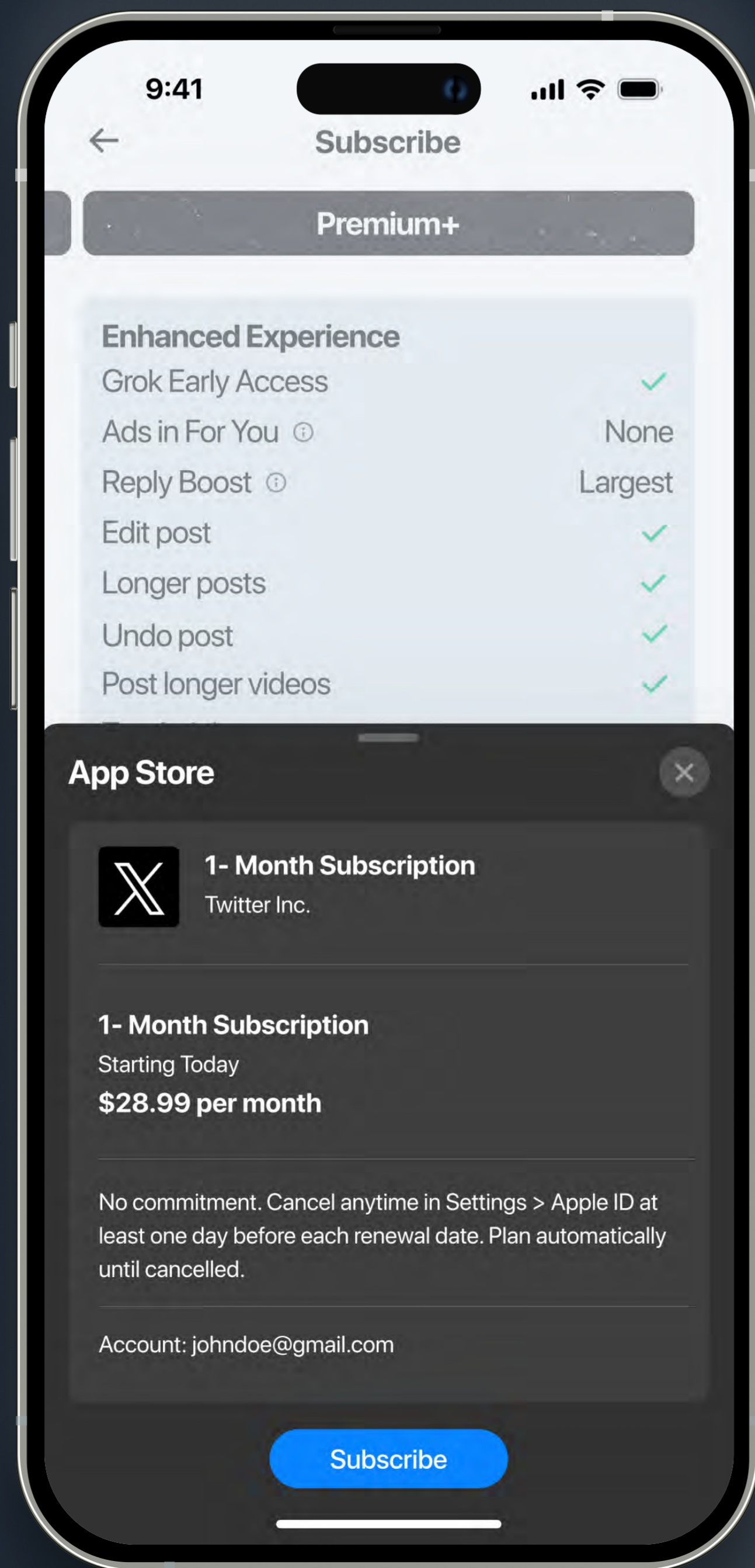
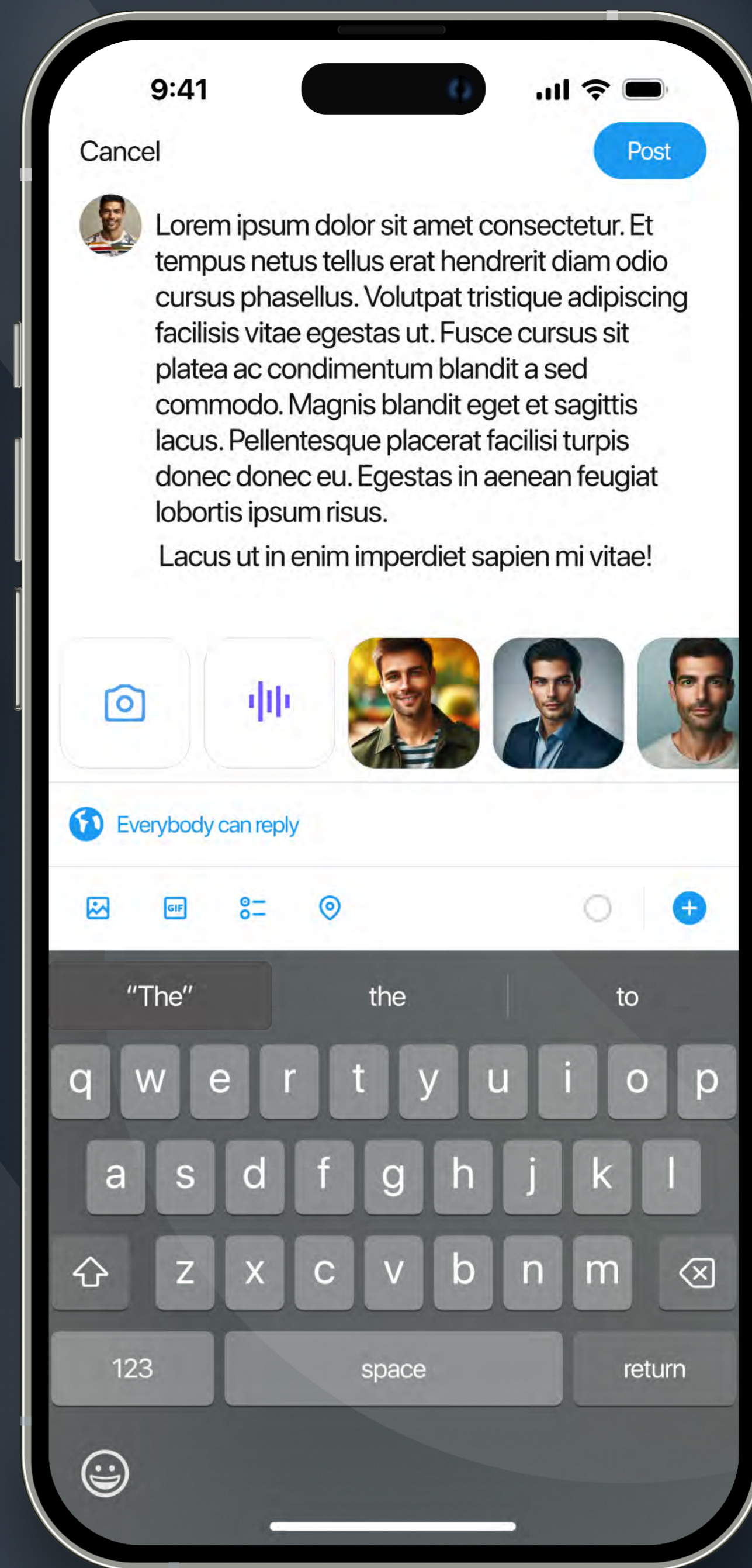
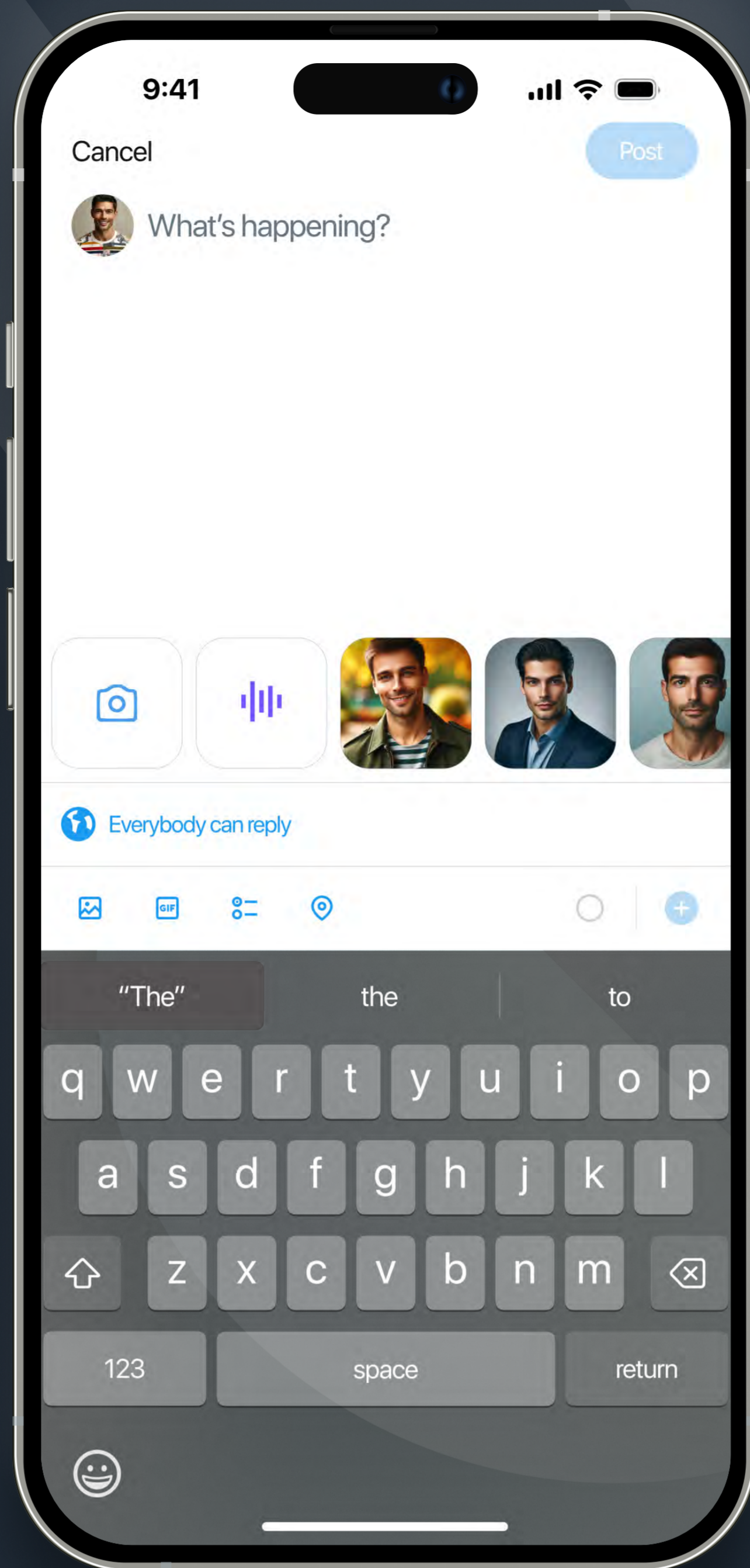
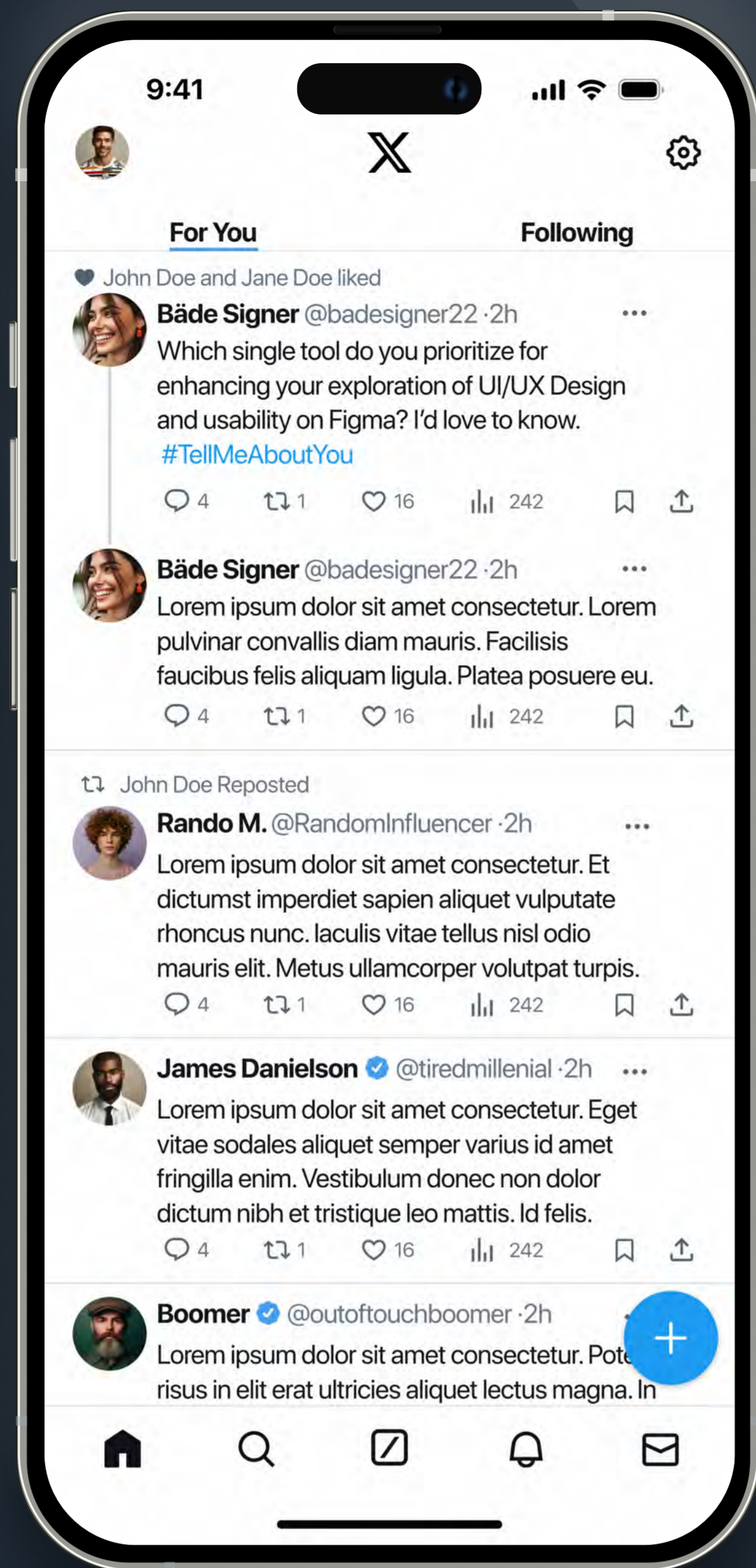


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Post

Pressing certain buttons like the monetization button is still available to people who don't have the Twitter premium subscription, so they're more likely to press it and get taken to the purchase screen.





Citations

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