

Project 2: *Deceptive* UX Patterns

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Rationale

How The User is Misled

The website I chose is an **online crane game service** named **TOREBA**. The target audience are people between the ages of 18-34.

“Toreba allows you to remotely play real crane game machines through the internet. Any prizes you have won can be shipped to your place. Replay videos may also be uploaded, allowing you to watch your previous games and observe games played by others.”

<https://www.toreba.net/service>

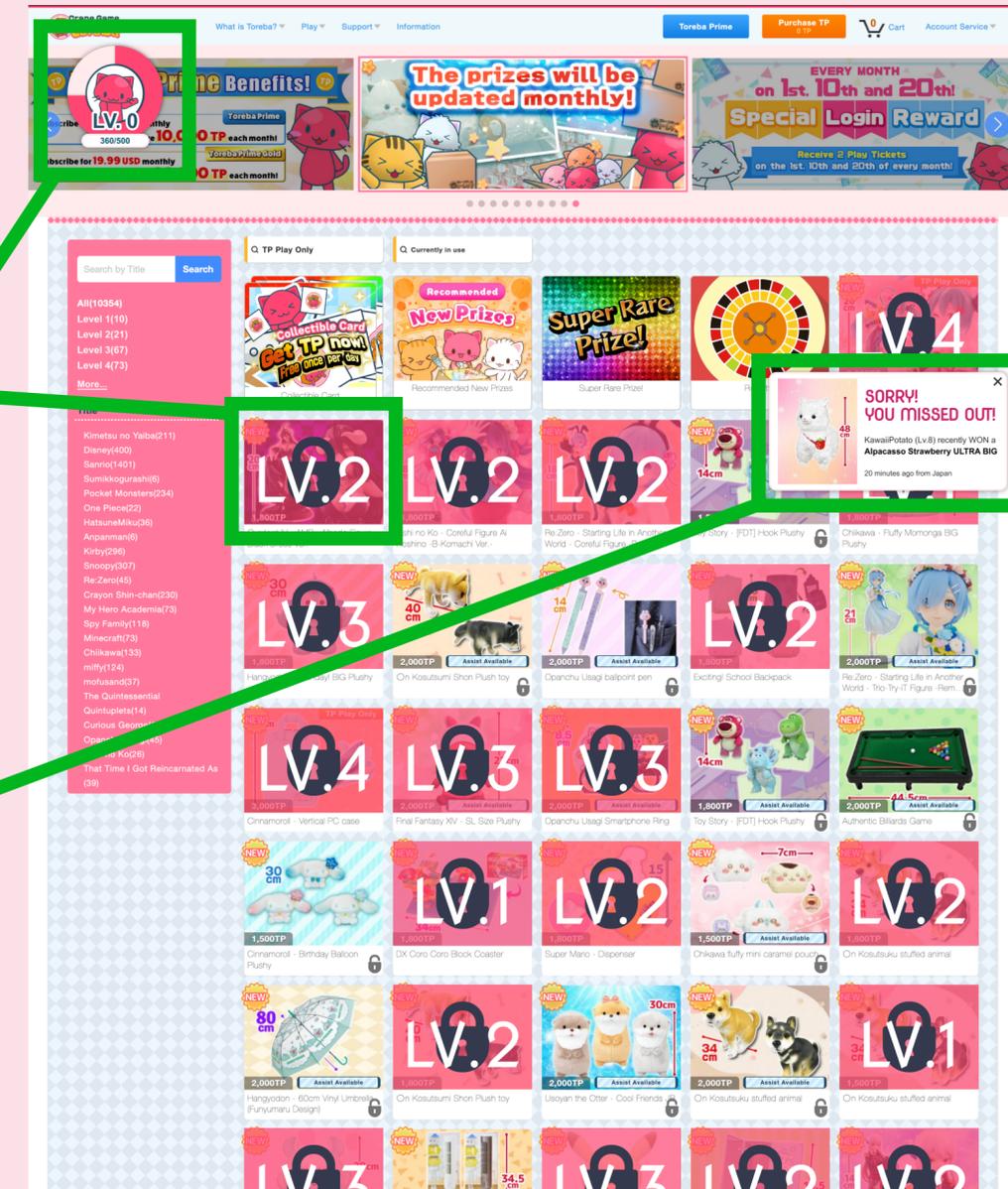
The two deceptive UX methods used to mislead the user are:

1. Progressive Unlocks

This dark UX presents users with a limited amount of crane game machines and prizes. Exclusive crane machines gradually unlock over time as the user plays and interacts with the site. Users will have to play crane games to unlock levels and crane machines. Users between the ages of 18-34 are more likely to get addicted to gaming sites. This adds to the addictive aspect of the site and forces the users to continue engaging with the site.

2. FOMO | Win Notifications

“Sorry! YOU MISSED OUT”. Implementing live sales and crane game wins as notifications at the bottom of a website causes urgency to the user to quickly purchase products before it gets won by someone else. The use of wording saying “you missed out” puts pressure to the user. It is used to create FOMO (fear of missing out) among customers. This is particularly effective for a online crane game service because there limited stock of certain items. By using this tactic it exploits users psychological principles to influence user behaviours. The target audience of the users are teens and young adults which makes them more vulnerable to the feeling of FOMO.



Prime Benefits!

Subscribe for **19.99 USD** monthly and receive **30,000 TP** each month!

Subscribe for **10,000 TP** each month!

LV.0 360/500

The prizes will be updated monthly!

EVERY MONTH on 1st, 10th and 20th!

Special Login Reward

Receive 2 Play Tickets on the 1st, 10th and 20th of every month!



Search by Title

All(10354)

- Level 1(10)
- Level 2(21)
- Level 3(67)
- Level 4(73)
- [More...](#)

Title

- Kimetsu no Yaiba(211)
- Disney(400)
- Sanrio(1401)
- Sumikkogurashi(6)
- Pocket Monsters(234)
- One Piece(22)
- HatsuneMiku(36)
- Anpanman(6)
- Kirby(296)
- Snoopy(307)
- Re:Zero(45)
- Crayon Shin-chan(230)
- My Hero Academia(73)
- Spy Family(118)
- Minecraft(73)
- Chiikawa(133)
- miffy(124)
- mofusand(37)
- The Quintessential Quintuplets(14)
- Curious George(100)
- Opanchu Usagi(45)
- Oshi no Ko(26)
- That Time I Got Reincarnated As (39)

Q TP Play Only

Q Currently in use

Collectible Card

Get TP now! Free once per day

Collectible Card

Recommended New Prizes

Recommended New Prizes

Super Rare Prize!

Super Rare Prize!

Roulette

Roulette

LV.4

3,000TP

SORRY! YOU MISSED OUT!

KawaiiPotato (Lv.8) recently WON a **Alpacasso Strawberry ULTRA BIG**

20 minutes ago from Japan

LV.2

1,800TP

Overlord IV - AMP+ Albedo Figure - Black Dress Ver.-

LV.2

1,800TP

Oshi no Ko - Coreful Figure Ai Hoshino -B-Komachi Ver.-

LV.2

1,800TP

Re:Zero - Starting Life in Another World - Coreful Figure -Rem...

1,500TP

Toy Story - [FDT] Hook Plushy

1,800TP

Chiikawa - Fluffy Momonga BIG Plushy

LV.3

1,800TP

Hangyodon - Birthday! BIG Plushy

2,000TP Assist Available

On Kosutsumi Shon Plush toy

2,000TP Assist Available

Opanchu Usagi ballpoint pen

1,800TP

Exciting! School Backpack

2,000TP Assist Available

Re:Zero - Starting Life in Another World - Trio-Try-iT Figure -Rem...

LV.4

3,000TP

Cinnamoroll - Vertical PC case

2,000TP Assist Available

Final Fantasy XIV - SL Size Plushy

2,000TP Assist Available

Opanchu Usagi Smartphone Ring

1,800TP Assist Available

Toy Story - [FDT] Hook Plushy

2,000TP Assist Available

Authentic Billiards Game

1,500TP

Cinnamoroll - Birthday Balloon Plushy

1,800TP

DX Coro Coro Block Coaster

1,800TP

Super Mario - Dispenser

1,500TP Assist Available

Chikawa fluffy mini caramel pouch

1,800TP

On Kosutsuku stuffed animal

2,000TP Assist Available

Hangyodon - 60cm Vinyl Umbrella (Funyumaru Design)

1,800TP

On Kosutsumi Shon Plush toy

2,000TP Assist Available

Usoyan the Otter - Cool Friends

2,000TP Assist Available

On Kosutsuku stuffed animal

1,500TP

On Kosutsuku stuffed animal

LV.3

34.5 cm

LV.3

LV.2

LV.2

New Research Methods

New Research Methods Used

BENEFITS

- Broadens mindset
- Reveals opportunities
- Encourages comprehensiveness
- Identifies opportunities
- Keeps grounded in research
- Structures ideation

INPUT

- Two sets of factors or frameworks from research and analysis

OUTPUT

- Collection of targeted/ relevant concepts

WHEN TO USE



WHAT IT DOES

A Concept Matrix takes two sets of important factors from analysis and creates a two-dimensional matrix to help explore concepts at their intersections. The key to this method is to determine which set of factors to use. Each set should be comprehensive and complementary to the other so that the intersections are coherent with the goals of the project. Often, a list of activities or needs discovered in research is an important set of factors that can be used as one axis of the matrix. A second set of factors may come from another method, for example, the stages from the Compelling Experience Map.

This method gives a simple structure to ideation while keeping it strongly grounded in research. It's also helpful to bring alignment and focus to team discussions as it defines concrete frames to explore concepts.

HOW IT WORKS

STEP 1: Select two sets of factors to build the matrix

Revisit the insights and frameworks that resulted from the work in Frame Insights mode. Discuss them in teams, speculate on how they can lead to valuable

concepts, and choose two sets of factors for interaction. These should be complementary to each other and create interesting frames for concept exploration. For example, a commonly used combination of sets is user types and the compelling experience framework. Create a table with one set as column headings and the other as row headings.

STEP 2: Populate the matrix cells with concepts.

Brainstorm around the intersection of pairs of factors. Some cells may be more fruitful than others; this is fine, but make sure each cell is at least considered. Give each concept a compelling and memorable name. Write a brief description about the concept. Optionally, create thumbnail sketches or diagrams of each concept. Visualizing concepts to support the description is helpful for easy communication and sharing.

STEP 3: Use the method to further explore concepts.

Use the matrix as an overview to recognize and fill gaps, recognize critical areas in the matrix to do deeper brainstorming, compare concepts, or do initial evaluation of concepts as a team. Make other matrices with other sets of factors from the research as a way to explore more concepts.

	Factor A	Factor B	Factor C
Factor 1			
Factor 2			
Factor 3			

5.6 CONCEPT-GENERATING MATRIX

1. Concept Generating Matrix

- Research Method Taken From: 101 Research Methods
- Compare concepts which are similar or overlapping
- Evaluate the emerging themes

Five Whys Analysis

Five whys is a series of “why” questions that are used to find the root cause of a person’s behavior and motivation.

Start by asking a broad question about the user’s behavior based on the given problem. After they answer the question, follow it up with the question “Why?” Do this five times, documenting any key motivations that are revealed along the way. Try to avoid horizontal or leading questions that don’t move the conversation towards the root cause.

One of the benefits of the five whys analysis method is that it gets the other person talking. It can help you dig past the surface answer and discover a deeper meaning behind a user’s behavior or thoughts. It also prevents you, the researcher, from speaking your opinion and altering how the participant might otherwise respond.

When to use: During an interview or conversation in order to dig for details.



Five Whys Analysis Example:

The answer, “No”:

- Why? I didn't see anyone else.
- Why? Because I didn't want to.
- Why? I go out to eat to relax.
- Why? I don't think I am good at it.
- Why? Because it's not something I do often.

Follow up the opening question with “Why?” five times to get to the root cause.

2. Five Whys Analysis

- Research Method Taken From: UX Methods
- Learn mental modes of users and people

Concept Generating Matrix

This research method was found in the “101 Research Methods” book by Vijay Kumar. The Concept matrix is a two dimensional matrix which helps to explore concepts at their intersections. It defines areas to explore.

The reason I chose this matrix was because I wanted to think deeper about factors which contribute to dark UX patters. I considered, user types, psychological factors, impact on user experience, and affects on the company.

Benefits From Using The Matrix

- I was able to recognize patters
- Compare concepts which are similar or overlapping
- Evaluate the emerging themes

Concept generating matrix: TOREBA and Dark UX

	Psychological Triggers	Targeted Audience: People who Enjoy Online Crane Games	Context or Platform: Online Crane Game
Types of Dark Patterns Deceptive Design Techniques	<ul style="list-style-type: none"> False Scarcity: notification psychological trigger pressured into making quick purchase Good Review Boost: Leveraging social proof Expert Endorsement: fabricating endorsements or affiliations with reputed experts or organizations Urgency Countdown: Playing on the fear of missing out Reciprocity Loop: compelled to reciprocate the perceived favor by completing a desired action 	<ul style="list-style-type: none"> Gamification: Exaggerated addictive gaming elements or rewards systems Limited Odds: Decisions: Little info about the odds of winning False Progress: solutions Intrusive and frequent notifications and popups Urgency Tactics: offering limited time or exclusive prices 	<ul style="list-style-type: none"> Presenting prizes in a deceptive manner randomized rewards Hidden Costs False Scarcity Misdirection Confirm-shaming Confusing and slick questions Misleading Language Forced Continuity Roach Motel Default Options False Reviews/ Testimonials Sneak into Basket
Impact on User Experience	<ul style="list-style-type: none"> erance: perceived credibility and trustworthiness urgency sense of gratitude or obligation diminished perception of the product and brand anxiety and stress deserved and question the legitimacy lead to feelings of betrayal and resentment frustration and disappointment pressured excitement or fun 	<ul style="list-style-type: none"> entertainment decreased enjoyment in game increase excitement rewarded stressed feelings of regret pressured frustration and disappointment 	<ul style="list-style-type: none"> more users online increase engagement more challenging Variety Skill vs. Chance Convenience
Long-term Consequences	<ul style="list-style-type: none"> erode user trust in the brand over time Users may become skeptical of future promotions or offers negative word-of-mouth spread decreased customer retention desensitization to urgency tactics users become more wary of hidden costs or conditions Negative reviews and backlash on social media undermines the credibility and authenticity of the brand less likely to engage with the brand in the future 	<ul style="list-style-type: none"> More engagement to win Addiction negative impacts on mental well-being Insider Control if user keeps losing they become increasingly wary Comparison and Competition Gambling-Like Behaviors Spending Habits negatively impact attention spans 	<ul style="list-style-type: none"> getting users addicted will lead to increase revenue Word of mouth can increase sales loss of revenue when users learn about unethical practices decline in user engagement Negative reviews and backlash on social media

Ultimately Helped Me

- Jump-start my brainstorming for dark UX patterns
- Guide my research based on my crane game company

5 Whys

This research method was taken from the UX Methods book by James Pannafino. The five whys method digs deeper into users behaviours and thoughts. This method gets the other person talking and to reveal information about their actions.

I wanted to discover how users have come across different dark UX patters and learn more about how dark UX patterns are implemented. In what way do they affect the users?

5 Whys: Have you ever come across a dark ux pattern?

	Participant 1	Participant 2	Participant 3
Why 1	playing a video game and clicked on a x button on an ad	shopping online and saw the sale almost ending	Instacart pop up
Why 2	clicked on the x button to close it and but the download page popped up	it was displayed at the very top of the site in bold letters and colours	pop up for frequently purchased items from users
Why 3	false x button	the company is trying to get peoples attention	tempt users and attract more them to buy the items
Why 4	the ad wants you to downloads the game's app	so the costumers feel the urge to purchase quickly	putting before the checkout page, plays with people's impulsivity
Why 5	the people making the app want to make money	so they can save money	will cause users to not think about their purchases
The UX dark pattern	Bait and switch The x button was misleading and did not do what the user wanted	FOMO Urgency for people to purchase when they are on the site	Pop Up / FOMO Entices customer to purchase items which are frequently purchased

Benefits From Using The Matrix

- Discover users behaviours
- Reveal user's motivations
- Dig pass surface level answers

Ultimately Helped Me

- Jump-start my brainstorming for dark UX patterns
- Find seamless ways to implement dark UX patters
- Learn how users may fall for a dark UX pattern

User Research

User Research | Online Ethnography

I have used the online ethnography research method in the past, I needed to learn who the users are and what kind of demographic these users fall into. This will help determine what dark UX methods will be affective on the specific userst.

User Demographic

Teens

Young Adults

Entertainers and YouTubers

Ages of 18-34

What I Learned

It is essentially a gambling game

People can get addicted easily. "I'm so close, I'll get it next round"

When streamers play, viewers raid the website. Possible FOMO

Gaining small rewards will get users hooked

The screenshot shows a YouTube search for "toreba". The top results include:

- A video titled "I spent \$1000 on claw machines to see if they're rigged" with 823K views.
- A video titled "The Truth about Toreba & Why I won't spend my money on it" with 12K views.
- A video titled "let's see if Japanese crane games are scams" with 172K views.
- A video titled "WINNING ON A JAPANESE CRANE GAME | Toreba Crane Game (React)" with 5.9M views.
- A video titled "Ludwig Spends \$475 on a Japanese Crane Game (Toreba)" with 212K views.
- A video titled "[Toreba] MY SANITY IS AT STAKE, PLEASE LET ME WIN BIG #gavisbettel #holotempus" with 20K views.
- A video titled "xQc Gets Childhood Joy Playing Toreba Claw Machine" with 20K views.

Below these are "People also watched" recommendations:

- "I am a god at claw machines | xQcOW" with 260K views.
- "LUDWIG VS QTCINDERELLA" with 1M views.
- "We Found The Easiest Carnival Game In The World! Won TONS!" with 1M views.
- "Putting 1,000 Quarters in a Coin Pusher!!" with 3.3M views.
- "Before You Play The Crane Game Toreba, Watch This" with 242K views.

The screenshot shows a Reddit post titled "What I've Learned From Spending \$1k On Toreba" with 165 upvotes. The post includes a list of 15 observations:

- If you're going to spend money on Toreba then get their premium membership. You get free plays daily and an actual amount of TP to spend.
- Vultures on Toreba are real and you should pay attention to them. That being said, vultures are stupid animals that eat trash so just because you see them gathering doesn't mean there's a guaranteed meal.
- Lost cost fallacy or whatever it's called is hella real and it can turn into a problem. You will find yourself \$50 deep into a \$10 figure telling yourself "I'll get it or an assist in the next few turns."
- Assists in my experience have been here and there. I can't say with guarantee but I did normally only play games with the blue Assist Coming Soon thing. I would get assists as low as after spending \$20 and would get no assists after going as high as \$100.
- You are still playing a claw machine, you are not meant to win.
- You are playing for \$20-\$50 prizes. Keep track of how much you're actually spending trying to win them.
- Free Plays are great except they encourage you to spend real money. How many times have you used your free plays and gone "Dang I just need a couple more plays". Now imagine how many times I've done that and used more than a couple more plays.
- If you cannot moderate you should not participate. I should have learned this rule after \$100...
- Sometimes what looks like a guarantee is just actually a stuck prize. I've spent a lot of money going after what I thought were easy wins but in reality were actually impossible and I was just stubborn.
- Just remember it's going to be an actual month before you even get your prizes and that prizes expire a month after winning them. Don't keep trying to win more prizes just to make the shipment worth it.
- It is online gambling in a way for me at least. I did have a problem that I do now hopefully have under control from realizing how much I had actually spent in just a month on it. If you do find yourself spending money for those extra plays, realize it can be a slippery slope and try not to make it a habit.
- Musical queues for me worked better than the grid line. It's the same song every time and you can count out certain notes to help.
- Most successful game is the one with a box on two bars. Least successful is the one where it's hanging on a single bar and a ring just barely hanging on the edge, I've yet to win one of these. Actually that one and the one where it's between two bungee cords, freaking hate that one.
- You can still choke on an assist. 20 people watching, five waiting and I've never felt more humiliated in my life. Take your time to make sure to get it right.
- You just really shouldn't spend real money on Toreba. If you want to feel free to, your choice. Things like this remind of the Bobs Burgers episode of Bob being shown all the carnival games are rigged but it's okay because the families are still having fun. Bad way to look at it, but that's how I view Toreba.

The post also includes a discussion section with replies and a list of related products at the bottom, such as "Claw Machine Game Toreba Live! - Apps ..." and "Crane Game Toreba: A mobile ...".



Feri Leonards

25

Occupation: Live Streamer

Location: United States

Bio

Feri Leonard is a 25-year-old streamer known for his gaming content, particularly focusing on variety streaming. He enjoys entertaining his audience and sharing his gaming experiences. Feri's main audience are teens and young adults who tunes into his live streams.

Goals

- Create entertaining and engaging content for his YouTube audience.
- Build a strong community of fans and followers who enjoy his gaming content.

Habits

- Spends hours each day playing and streaming gameplay.
- Gets frustrated when there is someone else on the machine
- Easily gets addicted to playing a game which includes levels.

Scenario

Feri stumbled upon Toreba while browsing for new games to play. Intrigued by the concept of an online crane game, he decided to give it a try and create content around it. He wanted to continue playing and unlock more levels. Missing out on the prizes make him feel frustrated.

Pains

- Struggles with excessive spending on gaming, particularly on addictive games.
- Pressure to produce new and exciting content to keep his viewers engaged.

Personality

- Makes impulsive decisions when live streaming.
- Does not mind spending money to keep his stream entertaining.

Opportunity Research

Dark Patterns Research

I went online to look for resources about dark UX patterns. I learned about the reasons why companies may use dark patterns and some examples of dark patterns that are often found on websites.

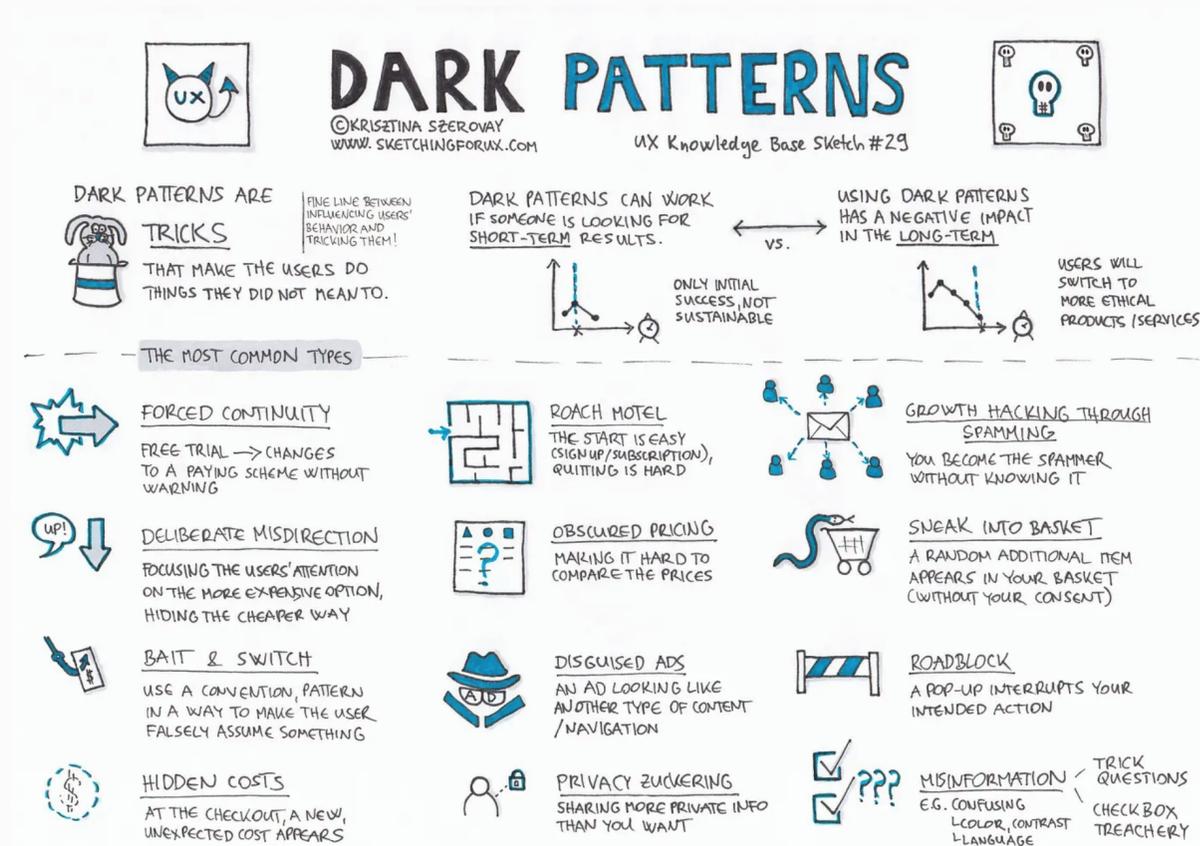


Image: <https://uxknowledgebase.com/dark-patterns-3b41ed7a690e>

Dark Patterns...

- Trick users
- Interrupts User Intended Actions
- Work Best Short Term
- Negative Impact on Brand Long Term
- Schemes
- Redirect Users Attention
- Make Users Share Information They Did Not Intend to
- Are Sneaky

Examples

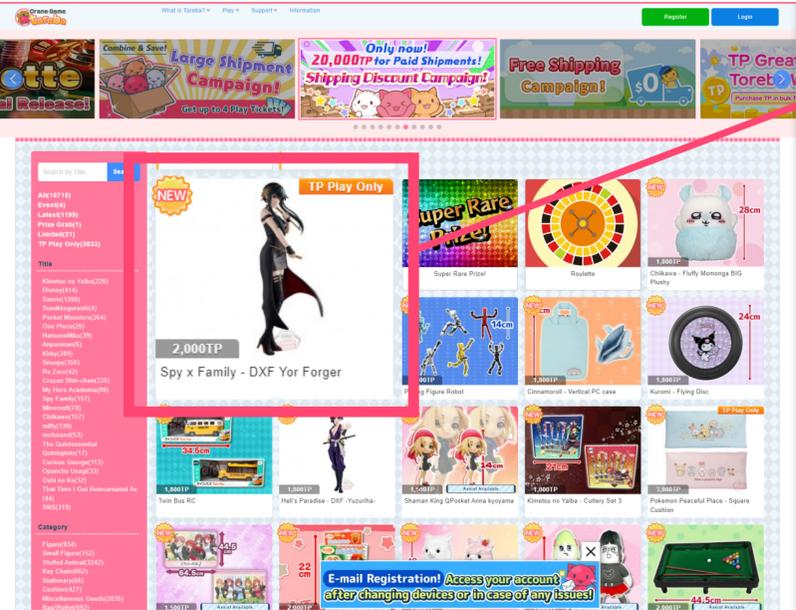
- Confirm-Shaming
- Confusing and Trick Questions
- Misdirection
- Forced Continuity
- Urgency
- Bait and Switch
- FOMO
- Progressive Unlocks
- Obfuscation

Dark Patterns Opportunities

Misdirection

Focusing the user's attention to one thing over another.

By creating a larger image, it will increase the chance that the user will click on it. The larger images can include crane games which offers an exclusive toy or a more expensive game. Ultimately leading the user to click on a game which is more expensive. It can lead to overspending.

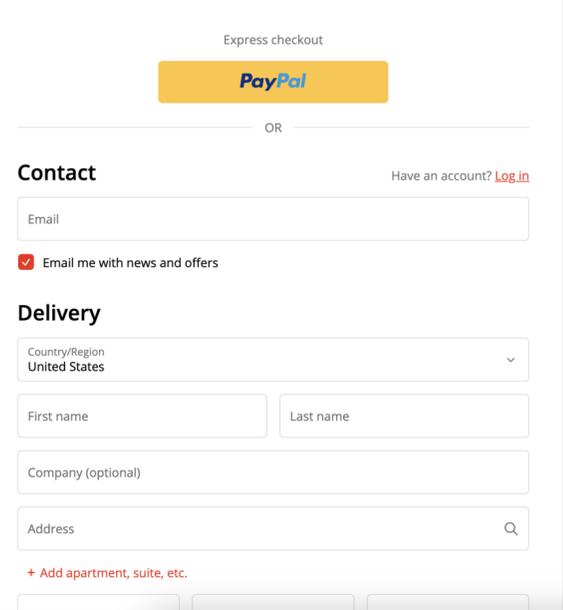


Enlarged image of the crane machine which is more expensive to play

Hidden Cost

Only reveal price of hidden costs at the checkout page.

The website is in Japanese which would cause confusion in pricing. When the customer goes into their checkout page, it reveals handling fees and the price conversion. This leads to increase of payment on top of the crane game.



Hidden fees such as shipping protection and shipping fees

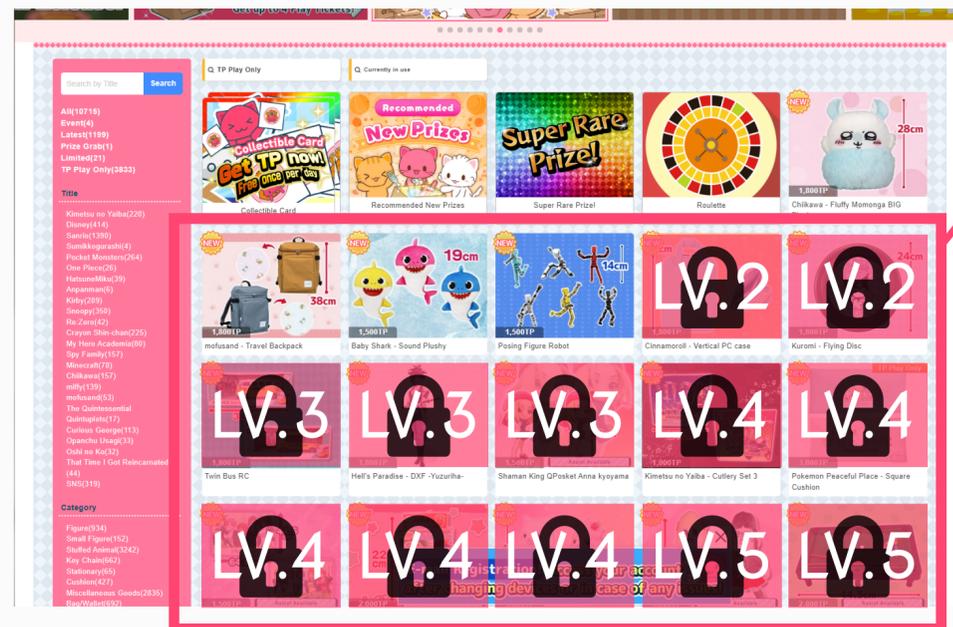
Chosen Dark Patterns

The two chosen dark UX patterns.

Progressive Unlocks

Continue playing to unlock a batch of new crane machines
The dark UX method is often used in gambling sites to create addiction among users. It presents users with a limited amount of crane game machines and prizes. Exclusive crane machines gradually unlock over time as the user plays and interacts with the site. Users will have to unlock levels which will enable them to play more crane games. This adds to the addictive aspect of these sites.

<https://uxdesign.cc/the-dark-ux-patterns-used-by-online-gambling-websites-19ea8b4e390f>

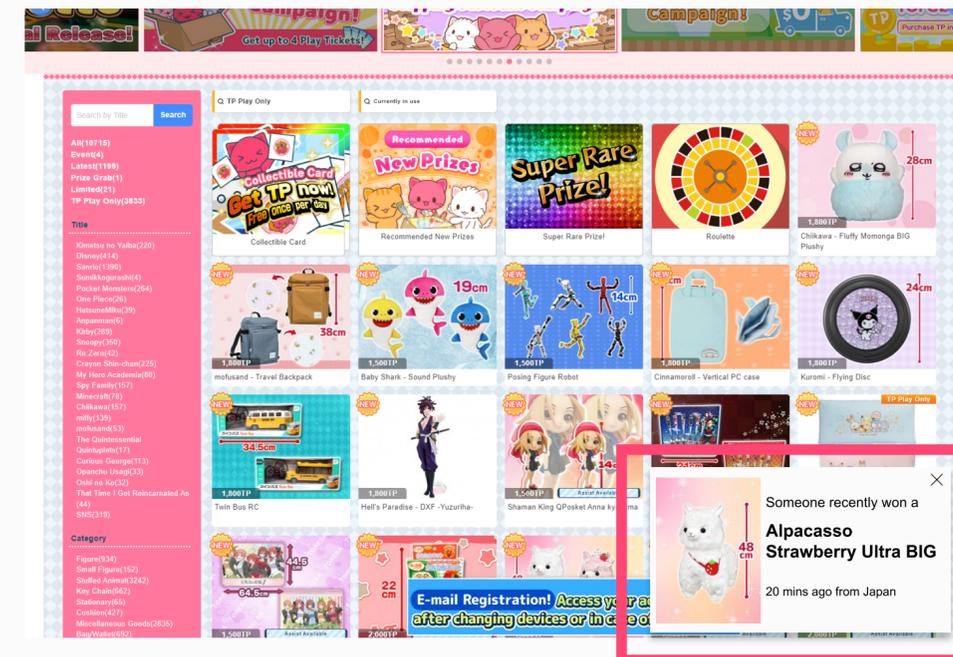


Locking levels for the user to get them hooked to unlocking new machines

FOMO

Notifications of users who recently won and purchased
By implementing live sales and crane game wins as notifications at the bottom of a website causes urgency to the user to quickly purchase products before it gets stolen. Its used to create FOMO among customers. This is particularly effective for a online crane game service because there limited stock of certain items. When users click onto the notification, it will take them to the site's 'Winning Replays' page which shows replay videos of winners.

<https://www.uxdesigninstitute.com/blog/what-are-dark-patterns-in-ux/>



Notification showing who recently won

Visual Research

Brand Goals: TOREBA

Toreba host their crane games online which connects to a physical crane machine inside their facility. Users from all over the world use the website. They offer worldwide shipping and delivery.



Brand Goal/Mission

Get the same feeling as playing a crane game in an arcade with Toreba!
Prizes won will be shipped to your doorstep!”

What is Toreba?

Toreba allows you to remotely play real crane games through the internet. Any prizes you have won can be shipped to your place. Replay videos may also be uploaded, allowing you to watch your previous games and observe games played by others.



Website Screenshots

送料無料キャンペーン!

毎月1日・10日・20日は **トレバの日!**
プレイチケット×2をプレゼント!

今週登場予定の**新景品**をご紹介します!
 推しの子 呪術廻戦
 初音ミク mofusand

Install Toreba App Now and

Get 5 Free Tries!

Collectible Card Get TP now! Free once per day

Recommended New Prizes

New Prize Sale Machine

Super Rare Prize!

Roulette

Lucky Bag

Pokemon - Very Fluffy Plushy -Amj

Now Loading...

Now Loading...

Now Loading...

Now Loading...

6 won

Pokemon - Very Fluffy Plushy -Ampharos-

Deals on site!

The prizes will be updated monthly!

Lunar New Year Celebration Lucky Bag Available!

EVERY MONTH on 1st, 10th and 20th! Special Login Reward

Valentine's Day 2 Special Deals Available!

Squishy Seal BIG Plushy

Waiting: 0 | Browsing: 1

1 Play: 1,500 TP

Play

My Melody - Mascot with Serif

Waiting: 0 | Browsing: 1

1 Play: 1,500 TP

Play

- Search by Title
- All(9112)
 - Event(6)
 - Latest(595)
 - Prize Grab(1)
 - Limited(26)
 - TP Play Only(3446)
- Title**
- Kimetsu no Yaiba(117)
 - Disney(327)
 - Sanrio(1129)
 - Sumikogurashi(1)
 - Pocket Monsters(193)
 - One Piece(27)
 - HatsuneMiku(12)
 - Anpanman(6)
 - Kirby(240)
 - Snoopy(310)
 - Re:Zero(26)
 - Crayon Shin-chan(163)
 - My Hero Academia(60)
 - Spy Family(104)
 - Minecraft(60)
 - Chikawa(95)
 - miffy(133)
 - mofusand(6)
 - The Quintessential Quintuplets(8)
 - Curious George(122)
 - Opanchu Usagi(36)
 - Oshi no Ko(20)
 - That Time I Got Reincarnated As a Slime(32)
 - SNS(305)
- Category**

Q TP Play Only | Q Currently in use

Collectible Card | **Recommended New Prizes** | **New Prize Sale Machine** | **Super Rare Prize!** | **Roulette** | **Lunar New Year Lucky Bag**

LED Trace Board 2 (36cm) | **PAW Patrol - Face Mascot** (8cm) | **Anpanman - Let's Play in the Bath Cup!** (29cm) | **Detachable Snack Pack Sandwich Maker** (21cm) | **Rascal Does Not Dream - Card Sleeve** (8.5cm) | **Snoopy - Stainless Steel Bottle with Temperature Sensor 6** (22cm)

One Piece - Netflix Original Live-action Drama Series Pouch (18cm) | **Rascal Does Not Dream - Desk Mat** (60cm) | **Fluffy Wolf Forest - IR** (27cm) | **Mochi Mochi Panda - Hand-held** (20cm) | **on - Huggy Plushy** (15cm) | **DIY Circuit** (30cm)

E-mail Registration! Access your account after changing devices or in case of any issues!

Squishy Seal BIG Plushy

6 remaining!

65cm

Squishy Seal BIG Plushy

My Melody - Mascot with Serif A

9 remaining!

2 won

3 won

My Melody - Mascot with Serif B

My Melody - Mascot with Serif C

My Melody - Mascot with Serif D

Information

Play Toreba | **Delivered to your doorstep** | **Get a prize!**



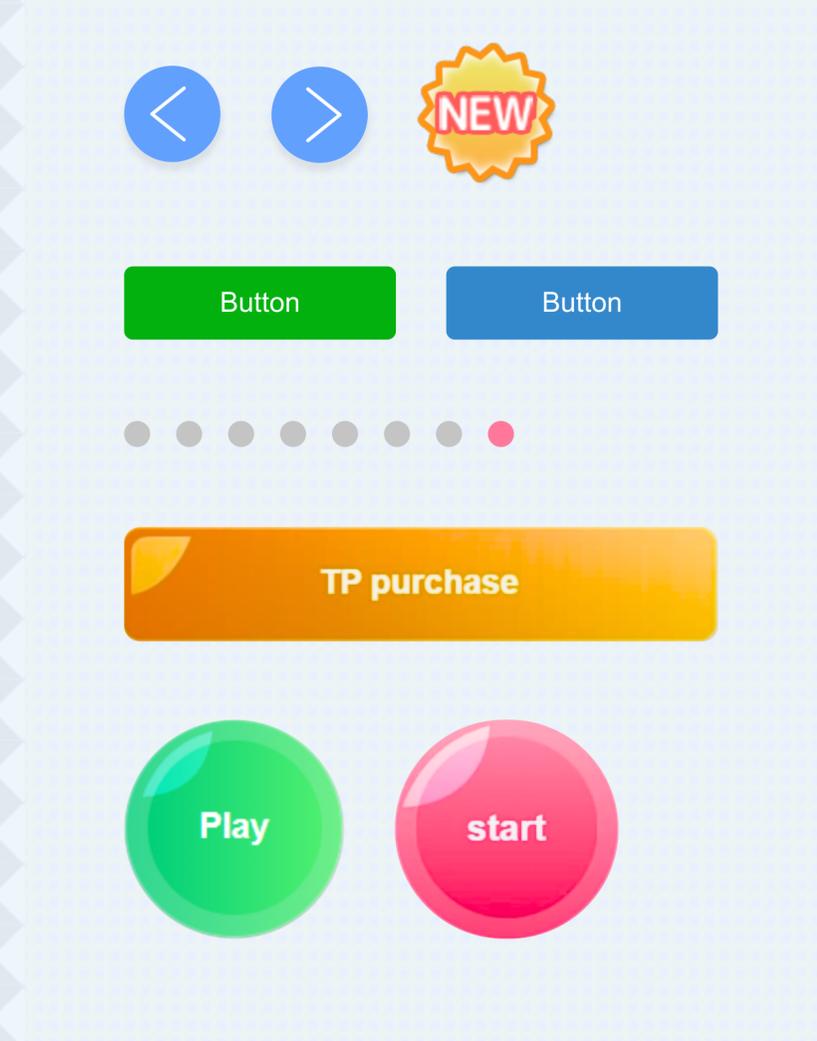
Text styling

<dd>
This is an example of side category.
Typeface: Helvetica Neue
font-size: 13 px
font-weight: 400

H1 Nova Round 16px weight 700

H2 Meiryo 14px weight 700
Body YuGothic 13px weight 100
This is an example of body text.
Phasellus pellentesque elit urna, et fermentum odio ultrices at. Nulla a semper massa, nec consectetur sem. Pellentesque ac sagittis felis. Etiam eget dolor mi. Sed ut ante finibus, varius eros sollicitudin, tincidunt enim. Proin tempor fringilla turpis porttitor auctor. Fusce nibh nisi, commodo sed lobortis in, hendrerit quis eros. Nam sollicitudin luctus dapibus.

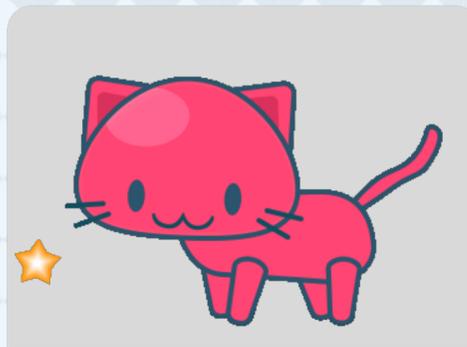
H1 Nova Round 16px weight 700



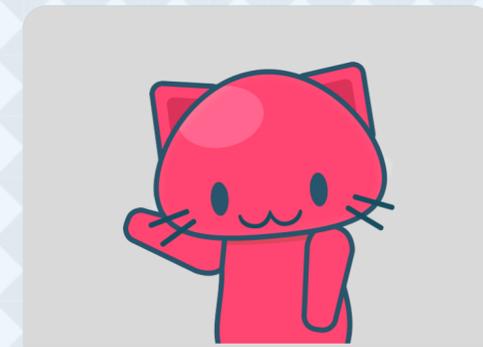
Service Name



typeface: Helvetica Neue



font-size: 13px



font-weight: 100

Deceptive Pattern Icons and Visuals



Progressive Unlocks



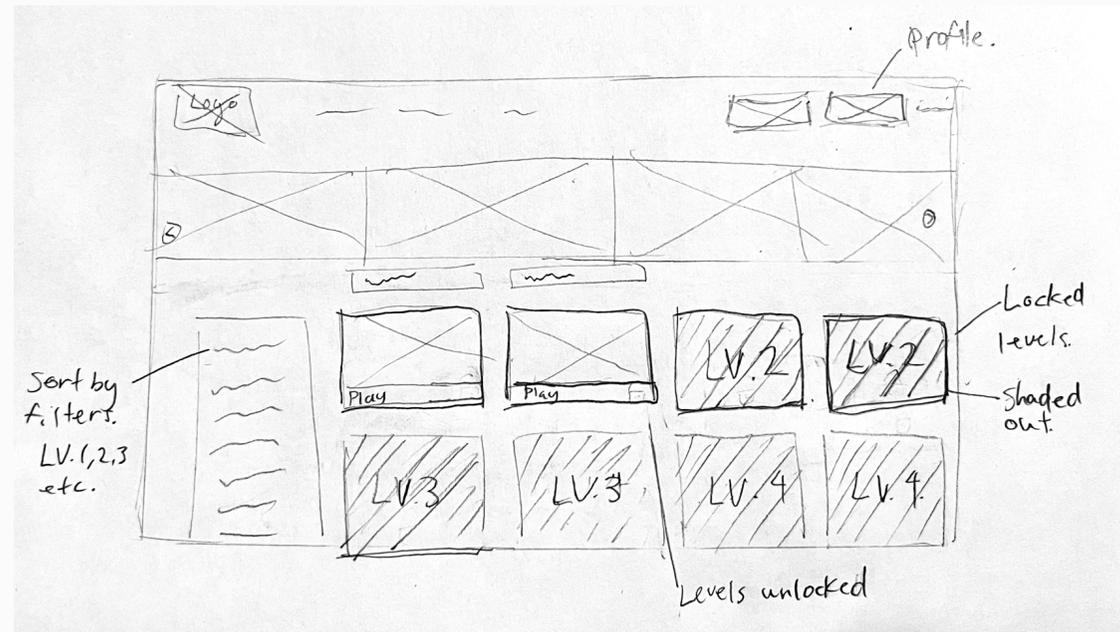
FOMO | Win Notifications



Wireframes

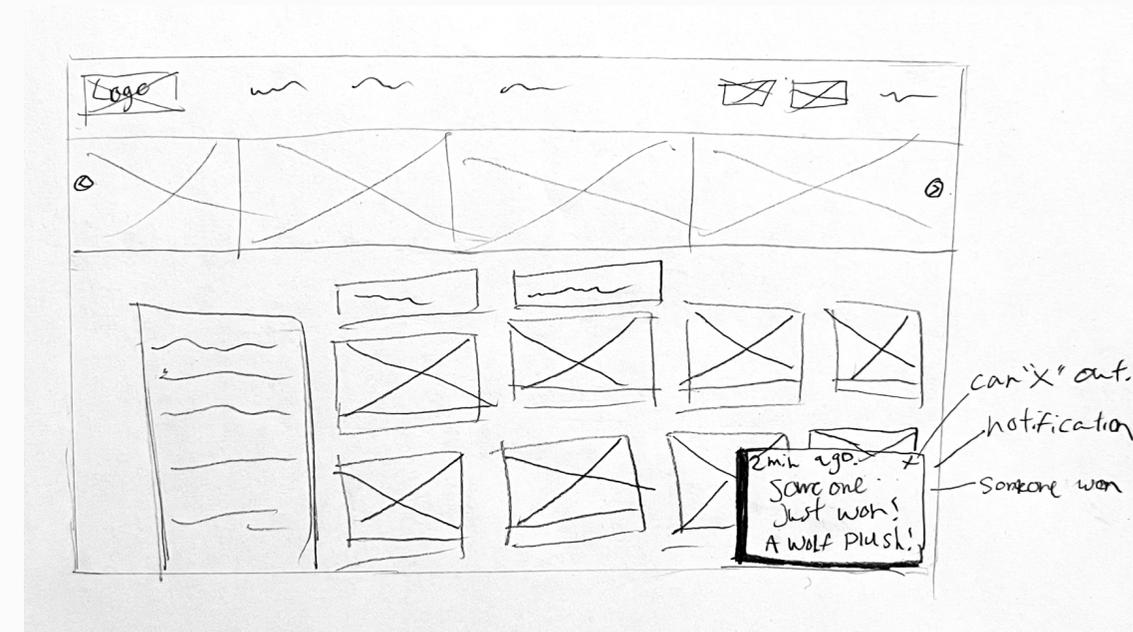
Low-Fidelity Testing & Feedback #1

Progressive Unlocks Feedback



- Works seamlessly with the type of site
- Reminds them of playing games
- Making customers have to unlock is evil, like the idea
- How does the level progression work? Higher quality prizes?

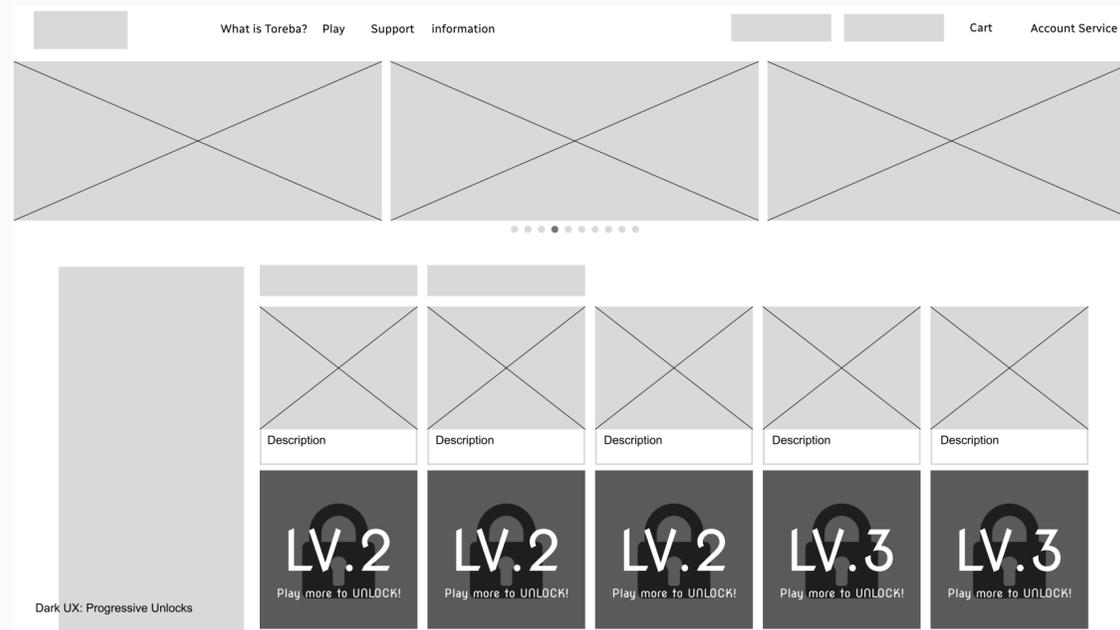
FOMO | Win Notifications Feedback



- Fomo notifications are perfect
- Makes people feel like "Oh!! If they can win maybe I could too"
- "I want to win too"

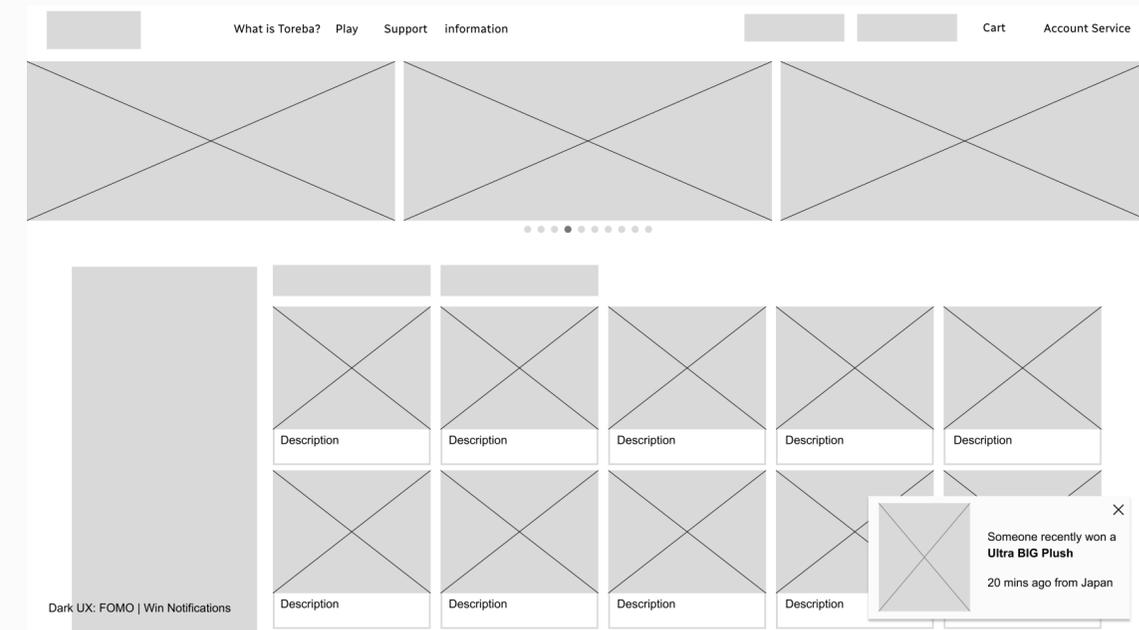
Mid-Fidelity Testing & Feedback #2

Progressive Unlocks Feedback



- | Where to display user's current level?
- | Reminds them of toxic gacha games or MMORPGs
- | Likes the extra gamification which adds to the site purpose
- | Can be addictive

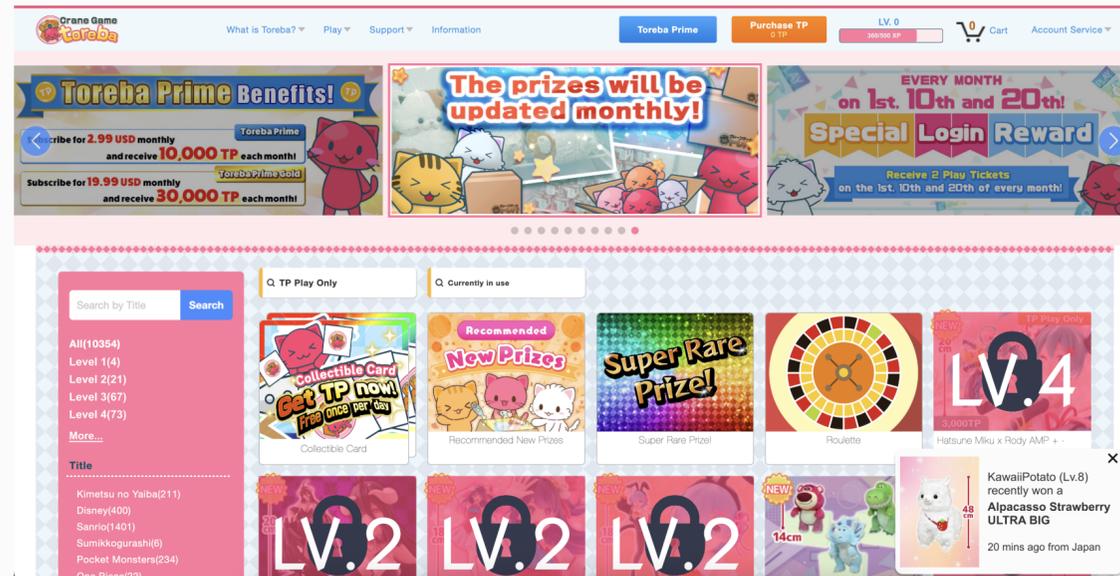
FOMO | Win Notifications Feedback



- | Makes users feel competitive
- | Adds a bit of urgency, makes users think "I need to win before someone else does!"
- | Good idea

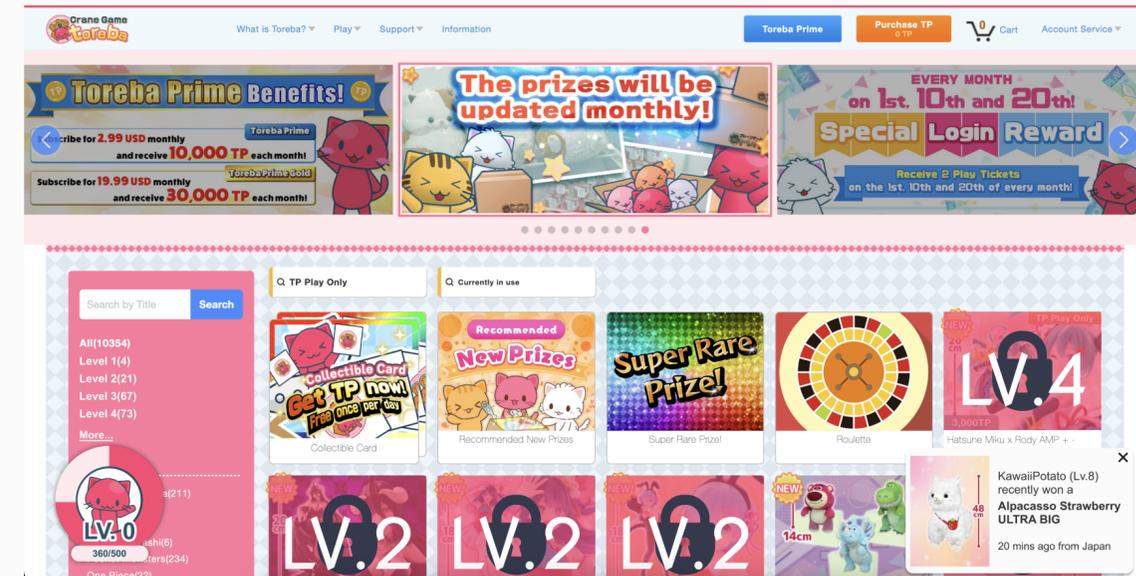
High-Fidelity Testing & Feedback #3

Design 1



- XP bar too small
- Not drawn to the XP bar, not appealing
- Might miss the XP level bar at the top
- Notification is clear and easy to read
- Can add some colours to notifications to make it pop
- The pop up looks real

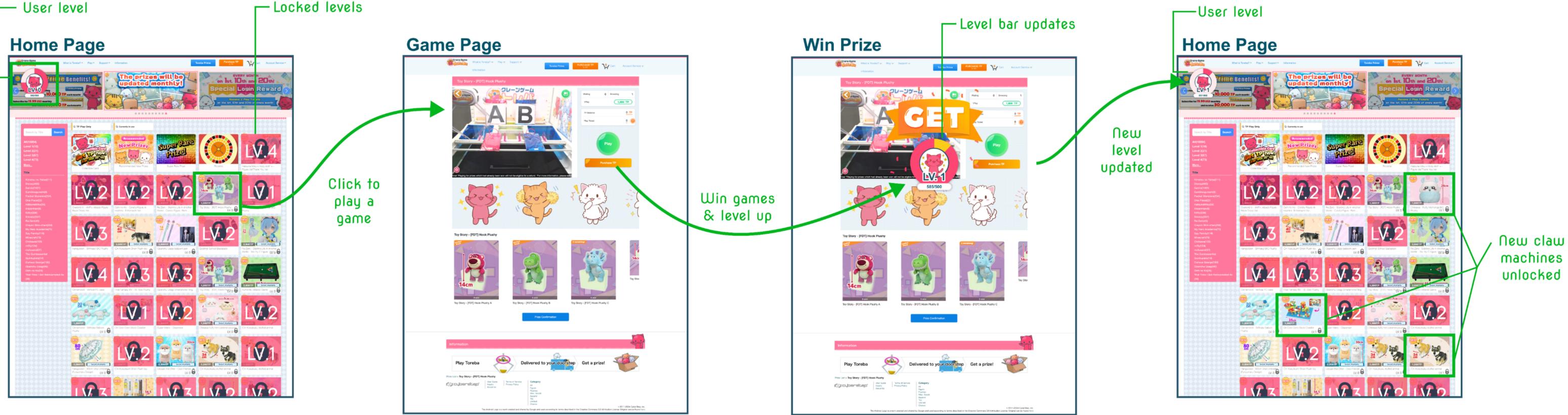
Design 2



- Level bar blocking some content
- Might be better to put at the top left
- Like the cat, it is cute, fits with the theme
- Like how users have to level up to get stuff
- Makes it enticing, makes them want to get the reward
- The icons match the website visual branding well

Screen Flow

Progressive Unlocks



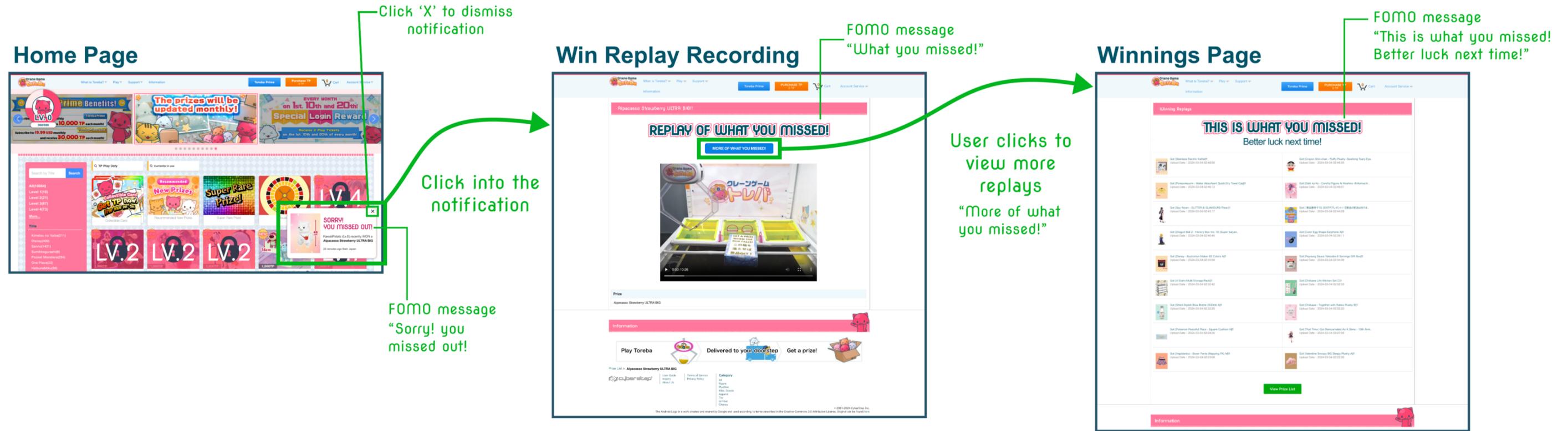
As the user signs in, they will be presented with their current level and different locked and unlocked crane machine games.

Users can click into the unlocked crane games and play.

When users win, the screen will show "GET" and the user experience points will be added.

New unlocked crane game machines will show in the home screen and the level bar will be updated.

FOMO | Win Notifications



Win notification will display and an audio "ding" will play when other customers win.

The user can dismiss the notification by clicking the 'x'.

They can click into the notification to view the replay video of the won prize.

Replay videos are uploaded allowing users to watch previous games and observe games played by others.

Clicking the button, it will take them to the winnings page.

The winnings page displays all of the recent replays of the winnings.

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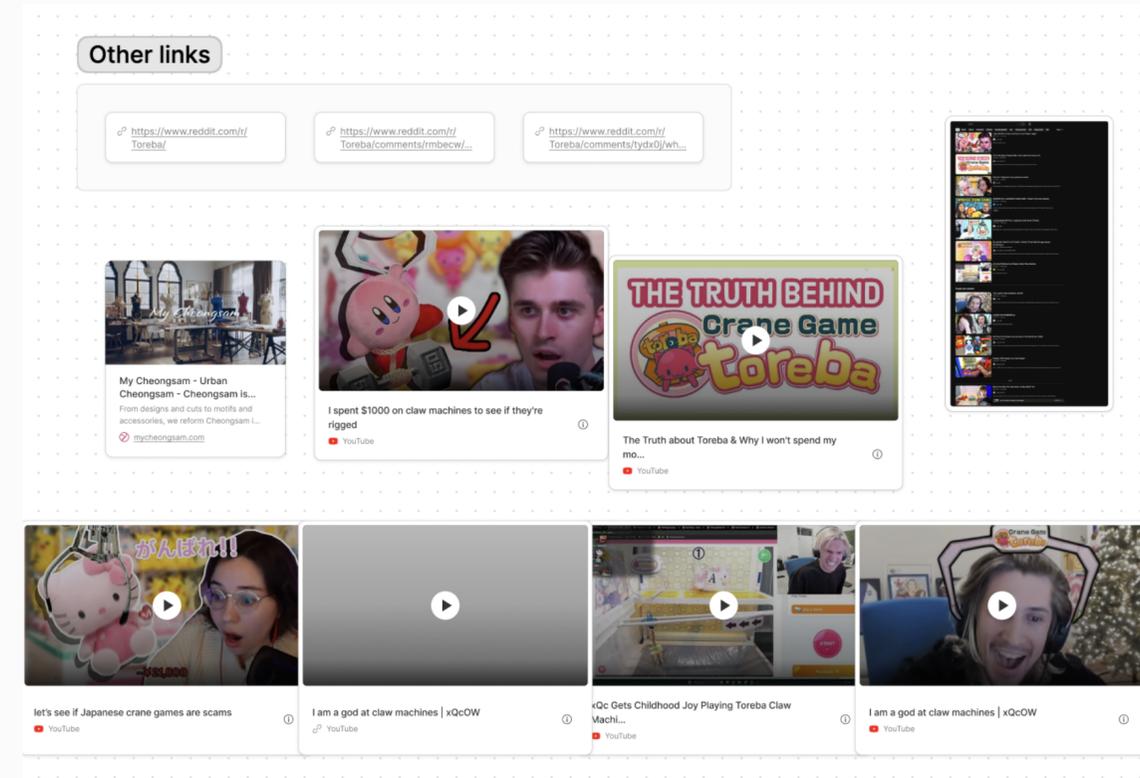
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Appendix - Research

Figjam files with research and notes



5 Whys: Have you ever come across a dark ux pattern?

	Participant 1	Participant 2	Participant 3
Why 1	playing a video game and clicked on a x button on an ad	shopping online and saw the sale almost ending	Instacart pop up
Why 2	clicked on the x button to close it and but the download page popped up	it was displayed at the very top of the site in bold letters and colours	pop up for frequently purchased items from users
Why 3	false x button	the company is trying to get peoples attention	tempt users and attract more them to buy the items
Why 4	the ad wants you to downloads the game's app	so the costumers feel the urge to purchase quickly	putting before the checkout page, plays with people's impulsivity
Why 5	the people making the app want to make money	so they can save money	will cause users to not think about their purchases
The UX dark pattern	Bait and switch The x button was misleading and did not do what the user wanted	FOMO Urgency for people to purchase when they are on the site	Pop Up / FOMO Entices customer to purchase items which are frequently purchased

Other
playing a video game with ads rewards
because get certain rewards for watching the ads
some items in the games needs gems to purchase and they are not free
the game needs to make money
the manufacture needs to make money and live
bombarding users with ads
rewards are disproportionately small compared to the time and effort required to engage with the ads



Concept generating matrix: TOREBA and Dark UX

	Psychological Triggers			Targeted Audience: People who Enjoy Online Crane Games			Context or Platform: Online Crane Game			
Types of Dark Patterns: Deceptive Design Techniques	False Scarcity Notification psychological trigger presented into creating sense of urgency	Good Review Boost Leveraging social proof	Expert Endorsement Manufacturing endorsements or affiliations with respected experts or organizations	Quantification Explicitly gamifying elements or rewards systems	Limited Odds Exclusive items about the odds of winning	False Progress Indicators	Presenting progress in a deceptive manner	randomized rewards	Hidden Costs	False Scarcity
	Urgency Countdown Playing on the fear of missing out	Reciprocity Loop compelled to reciprocate the perceived favor by completing a desired action		Intruder and Inevitable notifications and popups	Urgency Tactics shifting limited time or exclusive prices		Midirection	Confusion sharpening and risk questions	Confusing and Risk Questions	Misleading Language
Impact on User Experience	enhance perceived desirability and brand awareness	urgency	sense of gratitude or obligation	entertainment	decreased enjoyment in game	increase excitement	more users online	increase engagement	more challenging	
	anxiety and stress	deceived and question the legitimacy	lead to feelings of betrayal and disappointment	frustrated	stressed	feelings of regret	Variety	Skill vs. Chance	Convenience	
Long term Consequences	erode user trust in the brand over time	users may become skeptical of future promotions or offers	negative word-of-mouth spread	users engagement to win	Addiction	negative impacts on mental well-being	getting users addicted will lead to increase revenue	Word of mouth can increase sales		
	decreased customer retention	desensitization to urgency tactics	users become more wary of hidden costs or conditions	Impulse Control	If user keeps losing they become increasingly wary	Comparison and Competition	loss of revenue when users learn about unethical practices	decline in user engagement	Negative reviews and backlash on social media	
	Negative reviews and backlash on social media	undermines the credibility and authenticity of the brand	less likely to engage with the brand in the future	Gambling-Like Behaviors	Spending Habits	negatively impact attention spans				

Appendix - Visual Design

Figma files with wireframes and visual design research

