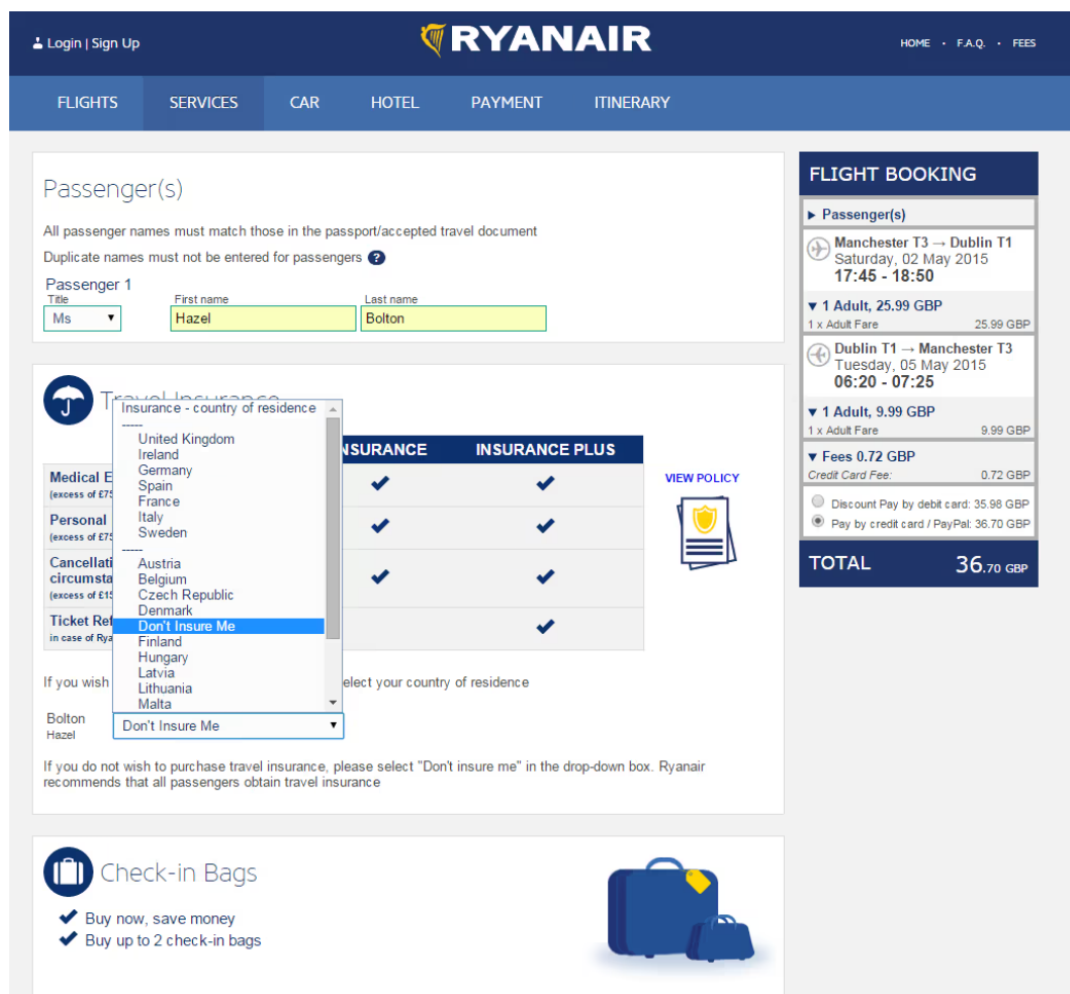


5 Interaction Design (hg410)

The term *deceptive patterns* (sometimes referred to as “dark patterns”) was coined by Harry Brignull in 2010 to refer to design patterns that prompt users to take an action that benefits the company employing the pattern by deceiving, misdirecting, shaming, or obstructing the user’s ability to make another (less profitable) choice. Deceptive patterns harm users by causing financial loss, loss of privacy, and legal control.

- (a) Identify one deceptive design pattern on the RyanAir web page given in the figure below and explain why it constitutes a deceptive pattern. [2 marks]



- (b) Describe how you would go about evaluating this RyanAir web page to find out if the identified aspect does indeed constitute a deceptive design pattern or not. Your description should include which research method you expect to use and why, a brief summary of how you would go about using the method in this specific case, what data you expect to collect, and how you plan to analyse it. [8 marks]

- (c) Re-design this RyanAir web page so that its design is improved and it no longer contains the deceptive pattern you identified above. Explain what/how the redesign changed the web page. [4 marks]
- (d) Discuss the statement: ‘The widespread use of deceptive patterns is partly driven by the prevalence of Nielsen’s Heuristic #4 — Consistency and Standards.’ Consider the argument from both supporting and opposing perspectives. [6 marks]