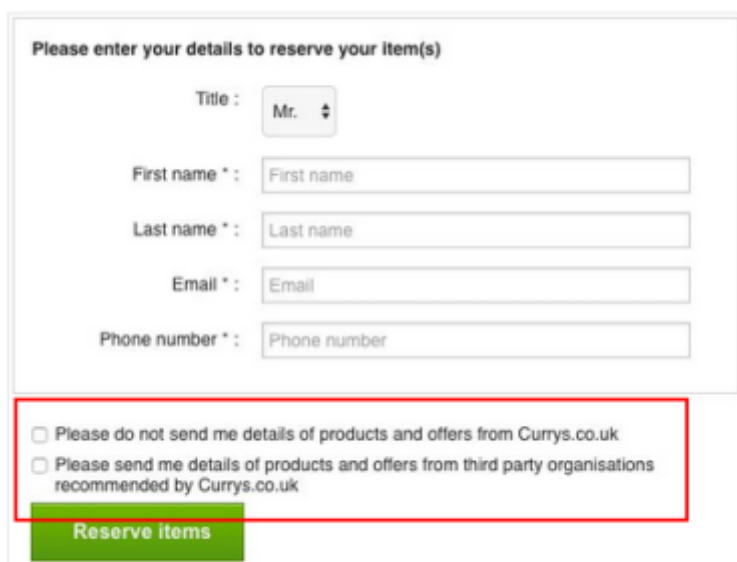


Petits exemples de "dark pattern", ou Comment manipuler les utilisateurs grâce aux interfaces graphiques.



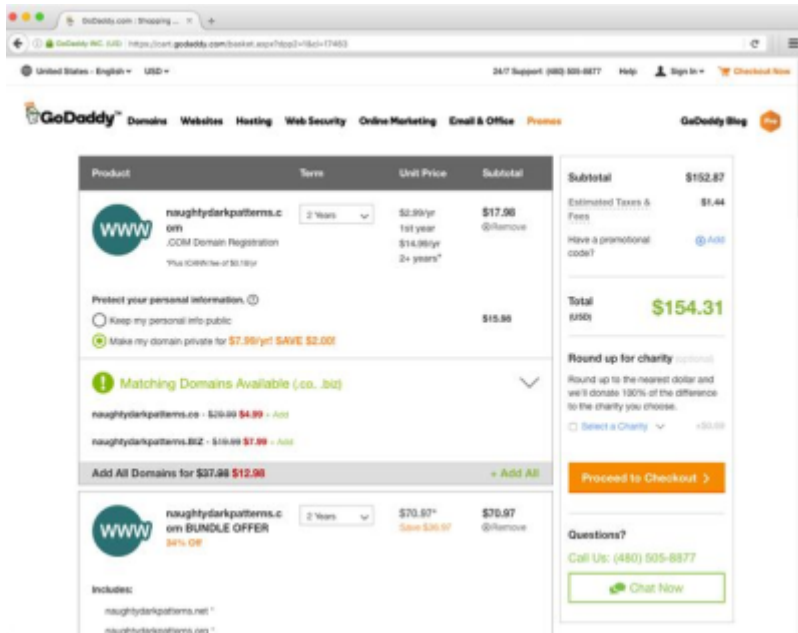
Inspiré de <http://darkpatterns.org/>

Questions volontairement complexes

A screenshot of a web form titled "Please enter your details to reserve your item(s)". The form contains several input fields: "Title" (a dropdown menu with "Mr." selected), "First name *", "Last name *", "Email *", and "Phone number *". Below these fields, there are two checkboxes. The first checkbox is labeled "Please do not send me details of products and offers from Currys.co.uk". The second checkbox is labeled "Please send me details of products and offers from third party organisations recommended by Currys.co.uk". A red rectangular box highlights these two checkboxes. Below the checkboxes is a green button labeled "Reserve items".

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

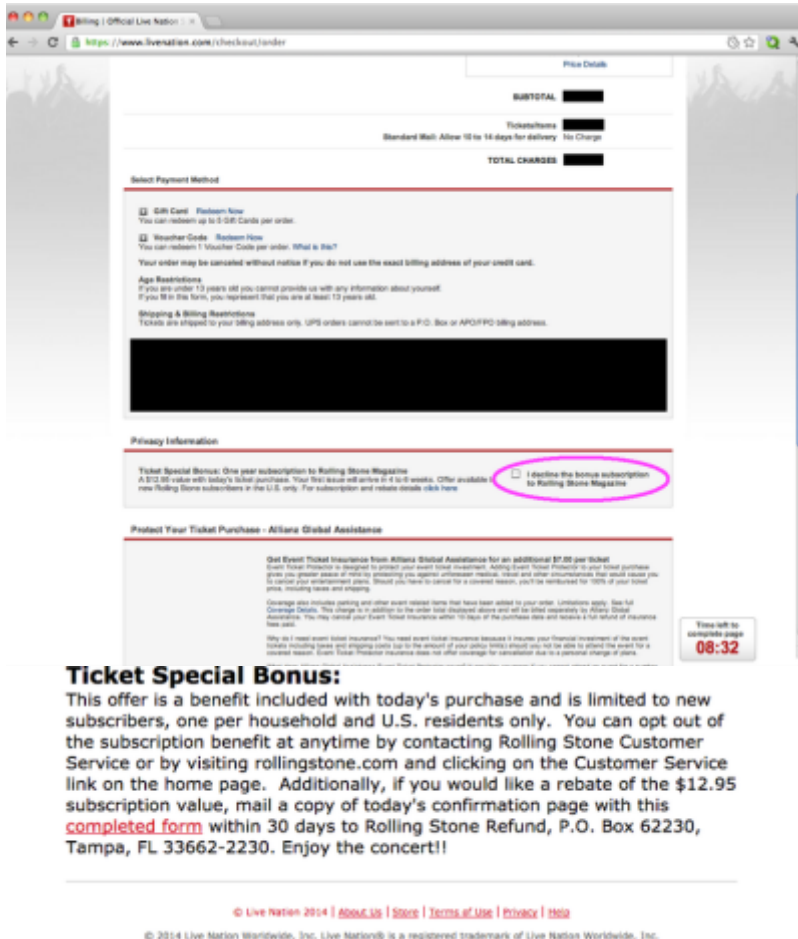
Ajout discret dans le panier



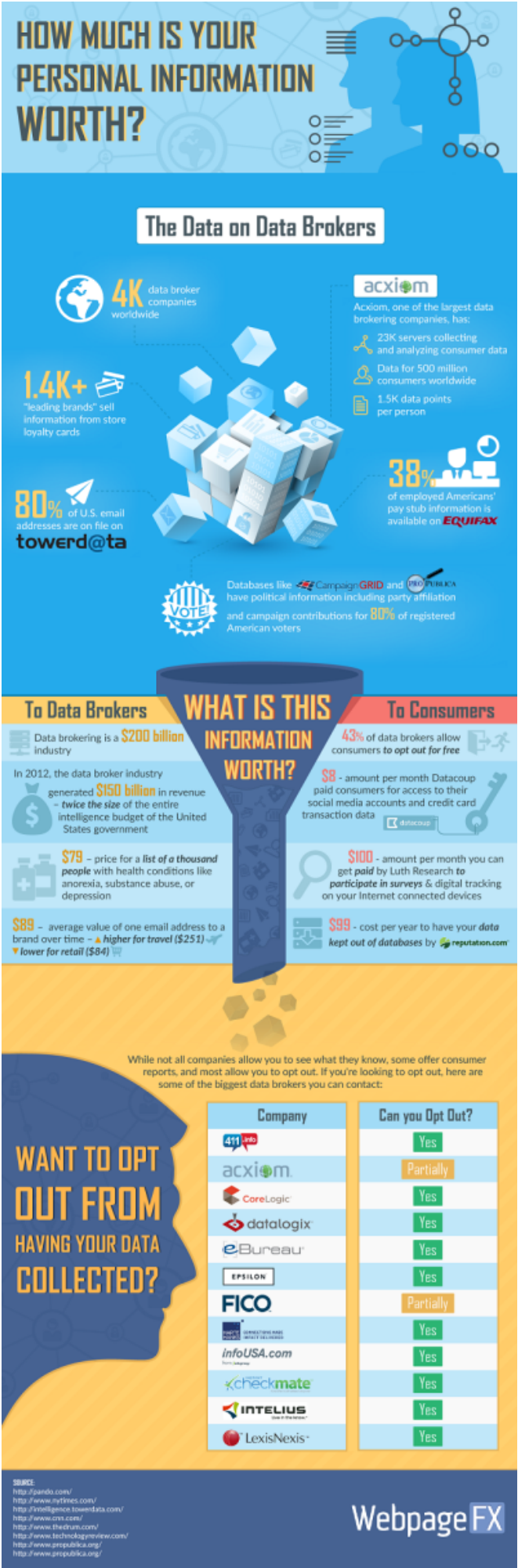
You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

Découragement par l'administratif

You get into a situation very easily, but then you find it is hard to get out of it (e.g. a premium subscription).



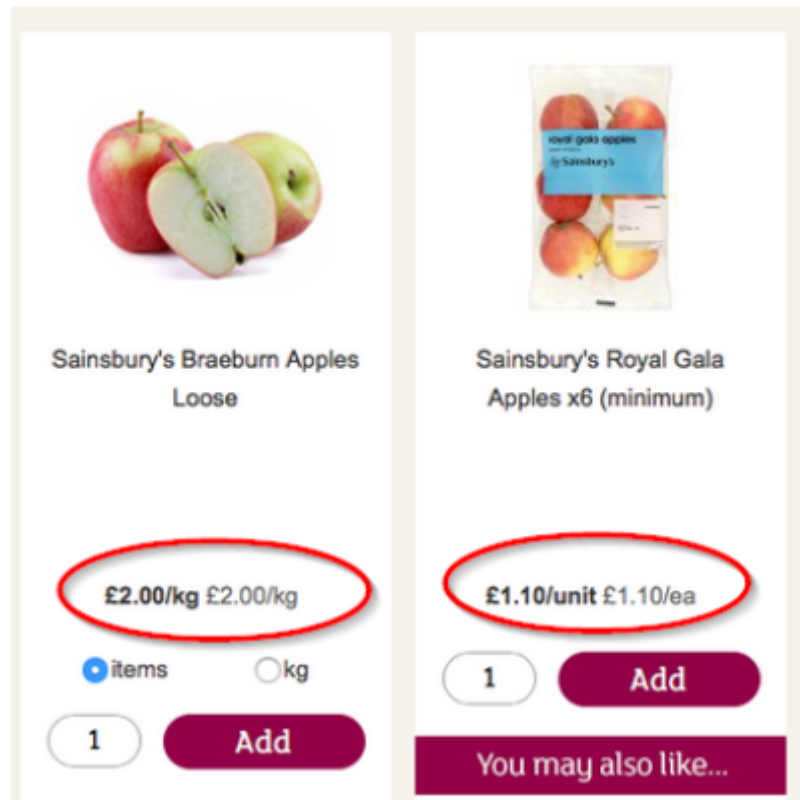
Partage d'info privés



You are tricked into publicly sharing more information about yourself than you really intended to.
Named after Facebook CEO Mark Zuckerberg.

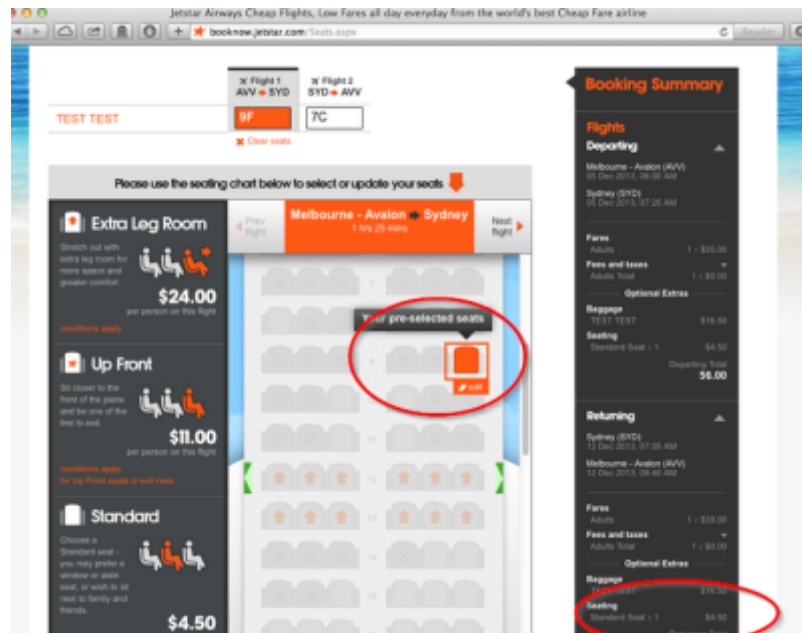
Comparaison de prix difficile

The retailer makes it hard for you to compare the price of an item with another item, so you cannot make an informed decision.



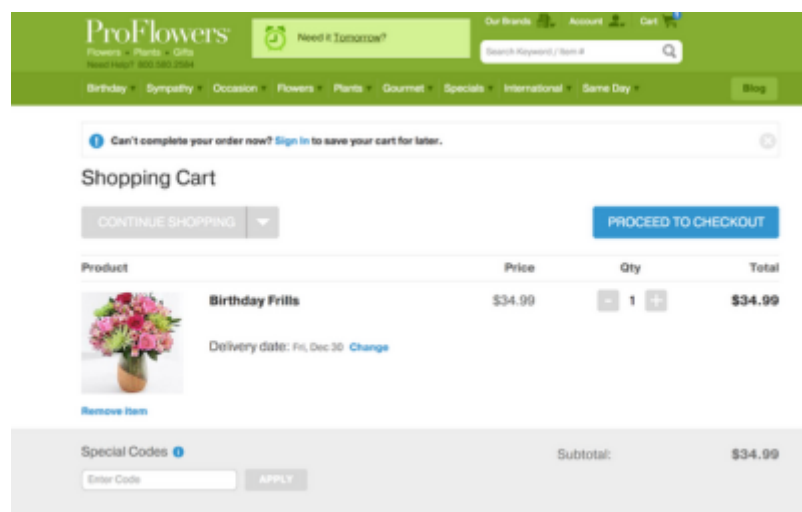
Diversion

The design purposefully focuses your attention on one thing in order to distract your attention from another.



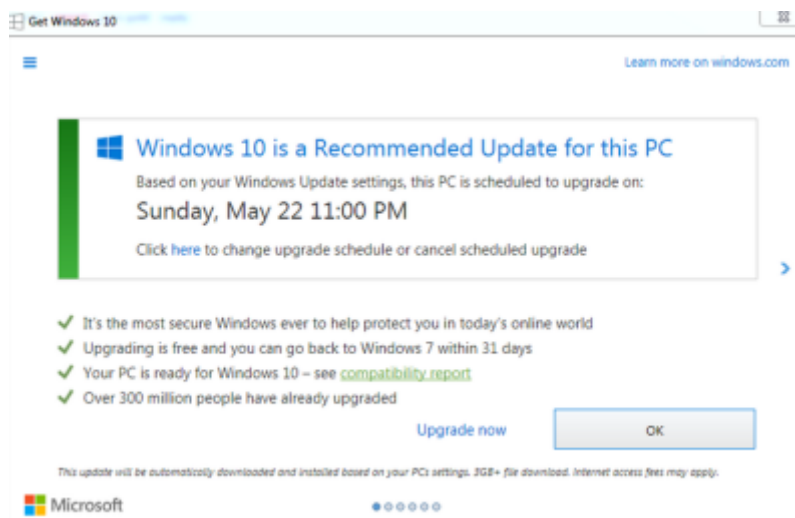
Coûts cachés

You get to the last step of the checkout process, only to discover some unexpected charges have appeared, e.g. delivery charges, tax, etc.



Habituer puis changer

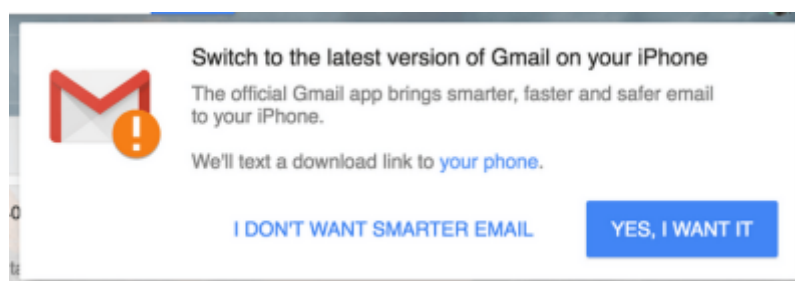
You set out to do one thing, but a different, undesirable thing happens instead.



During 2016, users of earlier versions of Windows were shown pop-up windows similar to that pictured above. As the year progressed, Microsoft became increasingly aggressive with the pop-ups. They started as an honest, optional call to action, but became increasingly deceptive. They switched the meaning of the “X” button at the top right to mean the opposite of what it normally means. In all other versions of Windows going back to the 1980s, this button means “close”. In this specific instance, they changed it to mean “Yes, I do want to upgrade my computer to Windows 10”. This caused a huge public backlash.

Reconnaissance de culpabilité

The act of guilt-tripping the user into opting into something. The option to decline is worded in such a way as to shame the user into compliance.



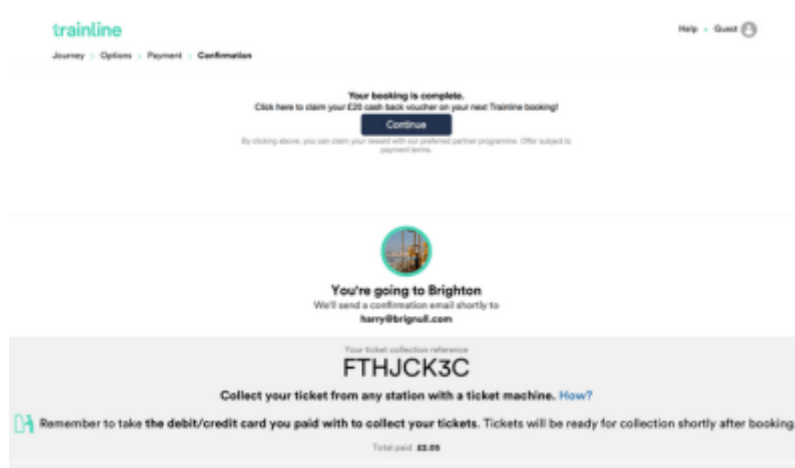
Publicité déguisée

Adverts that are disguised as other kinds of content or navigation, in order to get you to click on them.



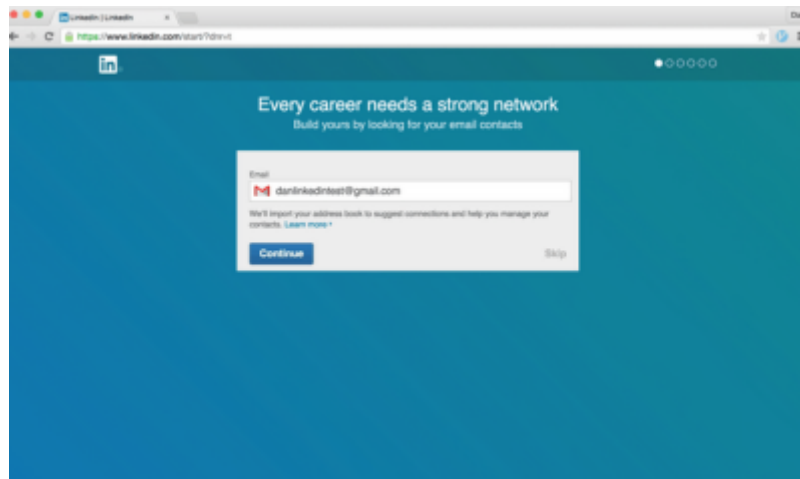
Continuité forcée

When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning. In some cases this is made even worse by making it difficult to cancel the membership.



Spam des amis

The product asks for your email or social media permissions under the pretence it will be used for a desirable outcome (e.g. finding friends), but then spams all your contacts in a message that claims to be from you.



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