

DESIGN BEYOND

DECEPTION



A practitioner's manual to tackle
deceptive design

Activity module

How are you using this manual?

Create your own learning journey and expectation from this manual ! Pick your objectives and Add more words as you go along!



Spot the deceptive design!

How many deceptive design patterns can you spot on this screen?
Choose the types from the list of deceptive design patterns below and label them.

- Sneak into basket
- Forced registration
- Friend spamming
- Privacy zuckering
- Preselection
- Forced continuity
- Bait and switch
- Nagging
- High demand

How do you think these patterns possibly harm the consumer?

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Do you have any interesting ideas about how these can be designed differently?

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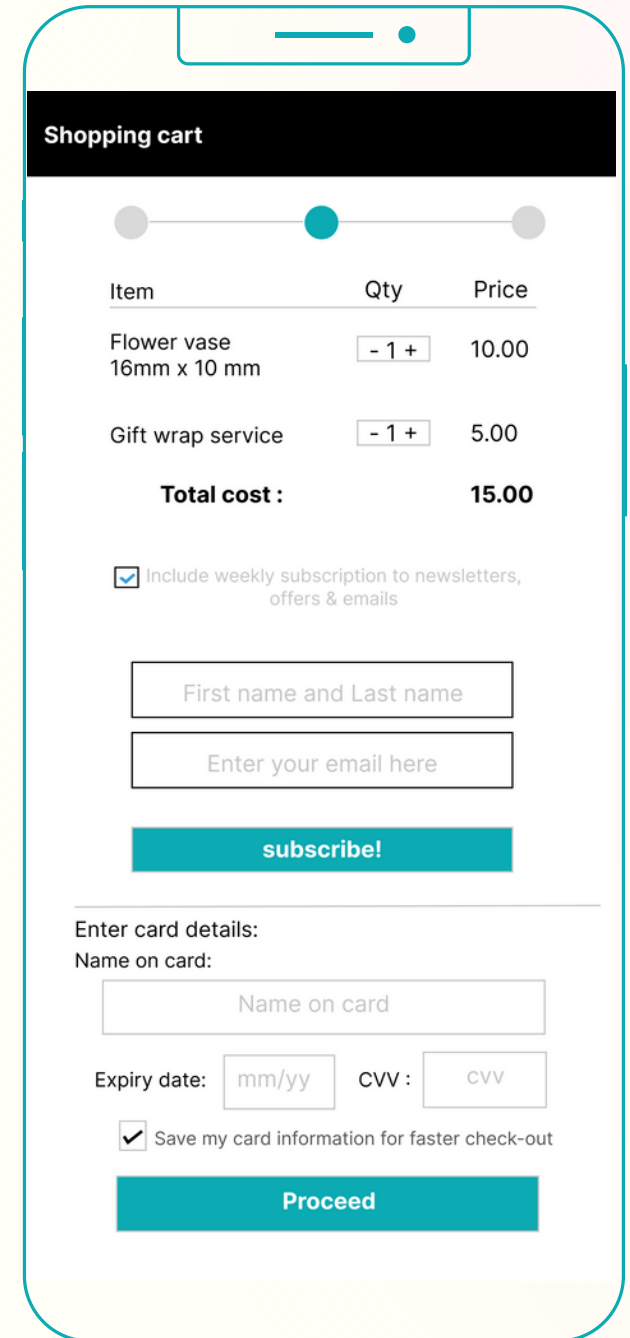
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Answer: Sneak into basket, Forced continuity, Forced registration, Privacy zuckering



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Spot the deceptive design!

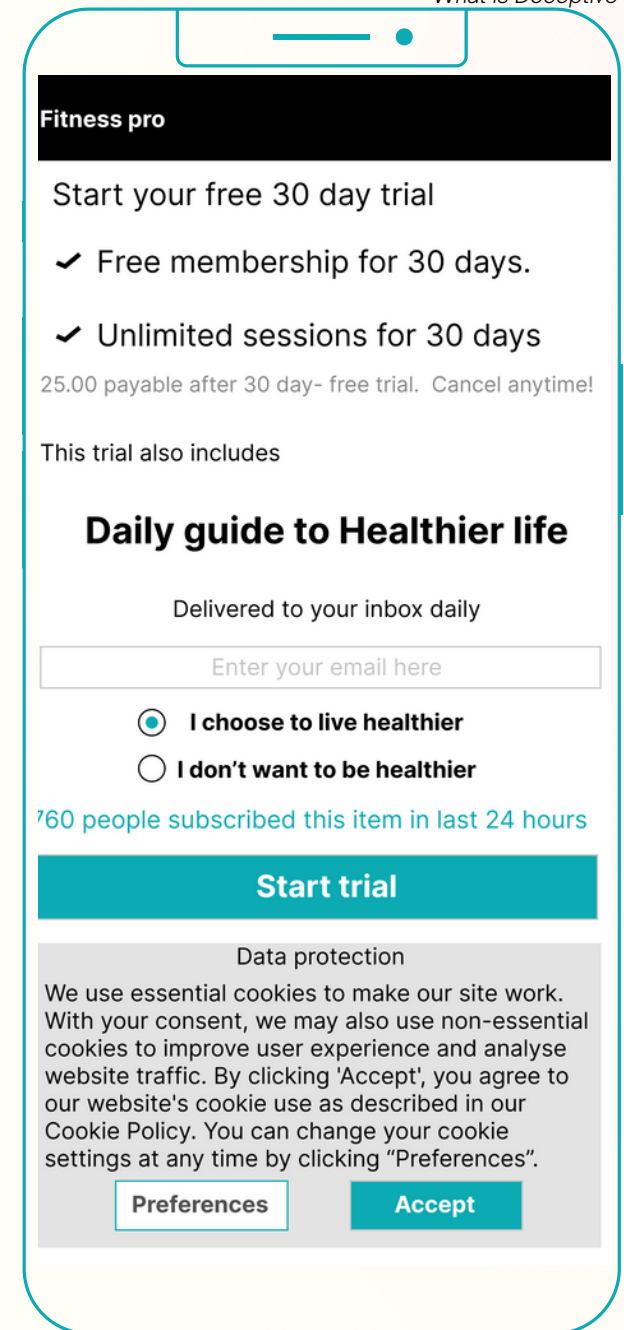
How many deceptive design patterns can you spot on this screen?
Choose the types from the list of deceptive design patterns below and label them.

- Click fatigue
- Forced registration
- Friend spamming
- Preselection
- Forced continuity
- Activity messages
- Nagging
- High demand

How do you think these patterns possibly harm the consumer?

Do you have any interesting ideas about how these can be designed differently?

Answer: Forced continuity, Click fatigue, Preselection, Activity messages



ACTIVITY

Spot the deceptive design!

How many Deceptive design patterns can you spot on this screen?

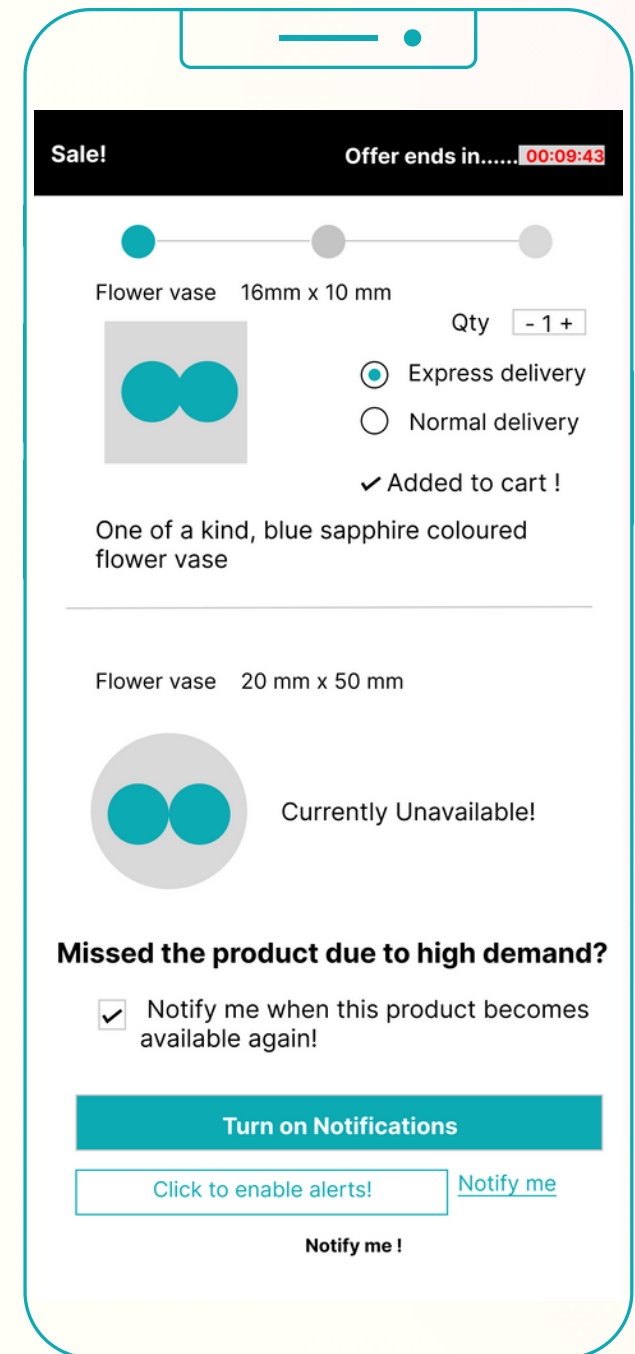
Choose the types from the list of deceptive design patterns below and label them.

- Countdown timer
- Nagging
- Friend spamming
- Preselection
- False hierarchy
- Activity messages
- Disguised ads
- High demand

How do you think these patterns possibly harm the consumer?

Do you have any interesting ideas about how these can be designed differently?

Answer: Countdown timer, Nagging, Preselection, Disguised ads



ACTIVITY

Activity 1:

What are some tools you use to capture user personas more effectively? Check below.

Design probes

Archetypes

Interviews

Field-work

Ecosystem mapping

Diary studies

Multi-disciplinary approach- engaging with experts, other stakeholders

A day in the life of

Surveys

New tools you are experimenting with

Others

Now think if these tools use information collected through research with users to align better with their needs.

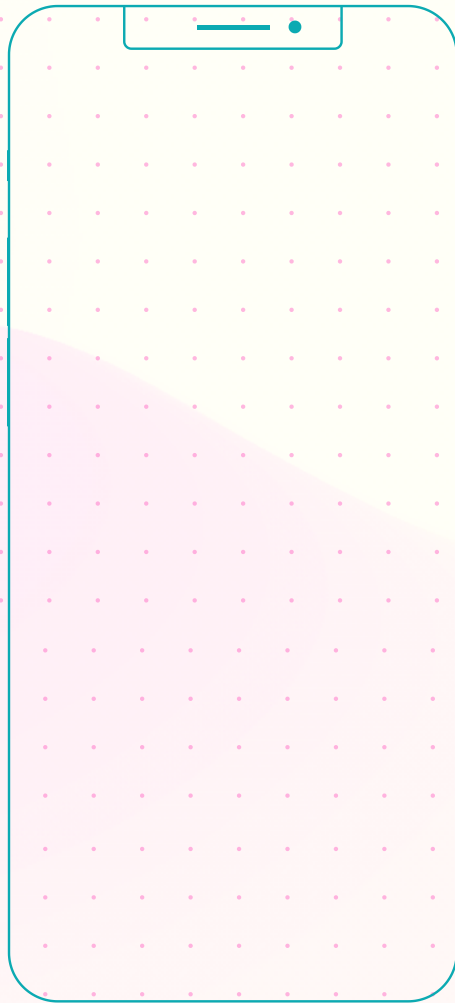
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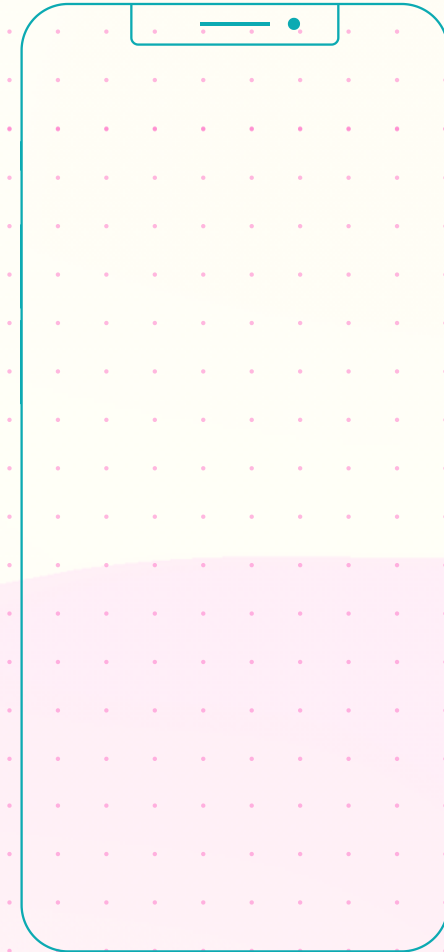
Activity 2 :

If you were to replace words like 'user name', 'password' etc in your design and rethink it with some common words used in your day-to-day life, what would your user interface look like?

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Use this space to sketch out your user interface for the above activity



Activity 3: Reflection Activity

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- How do you bring in the user/ user insights into your design process?

- At which stage does the user intervene in the design process for your product/ service?

- How do you evolve your product based on feedback and response form users?

Identify your values

Activity 1 - Values at work, and in action

Ethos refers to an embodied and intrinsic set of moral positions that tacitly guide actions and decisions. A project ethos, as a set of shared moral commitments, can provide powerful guidance for decisions in the project, but also help facilitate ethics in action.

If you were to list five core moral commitments that are at the heart of your current product, what would they be? Feel free to ask colleagues to chip in and make it a team activity.

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Activity 2: Do your values come across to your user?

What are some of the values of your organization which go into making your product or service? Here is a simple practice to find out:

1 Write down the values that your team/organization seeks to embed in the product.

2 Step away from the designer's shoes and wear those of your user. Try using your product or service. How comfortable are you with the data that is collected, app permissions which are needed etc?

3 Document your opinions, and feelings through **empathy mapping of yourself.** Seek the help of a colleague to avoid bias.

4 Does your product or service **reflect the listed values** from a user's perspective?

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The TAO of Trustworthy Design

Trust is not a single thing that can be added to a product or the design process; it's an outcome of many small moves coming together.

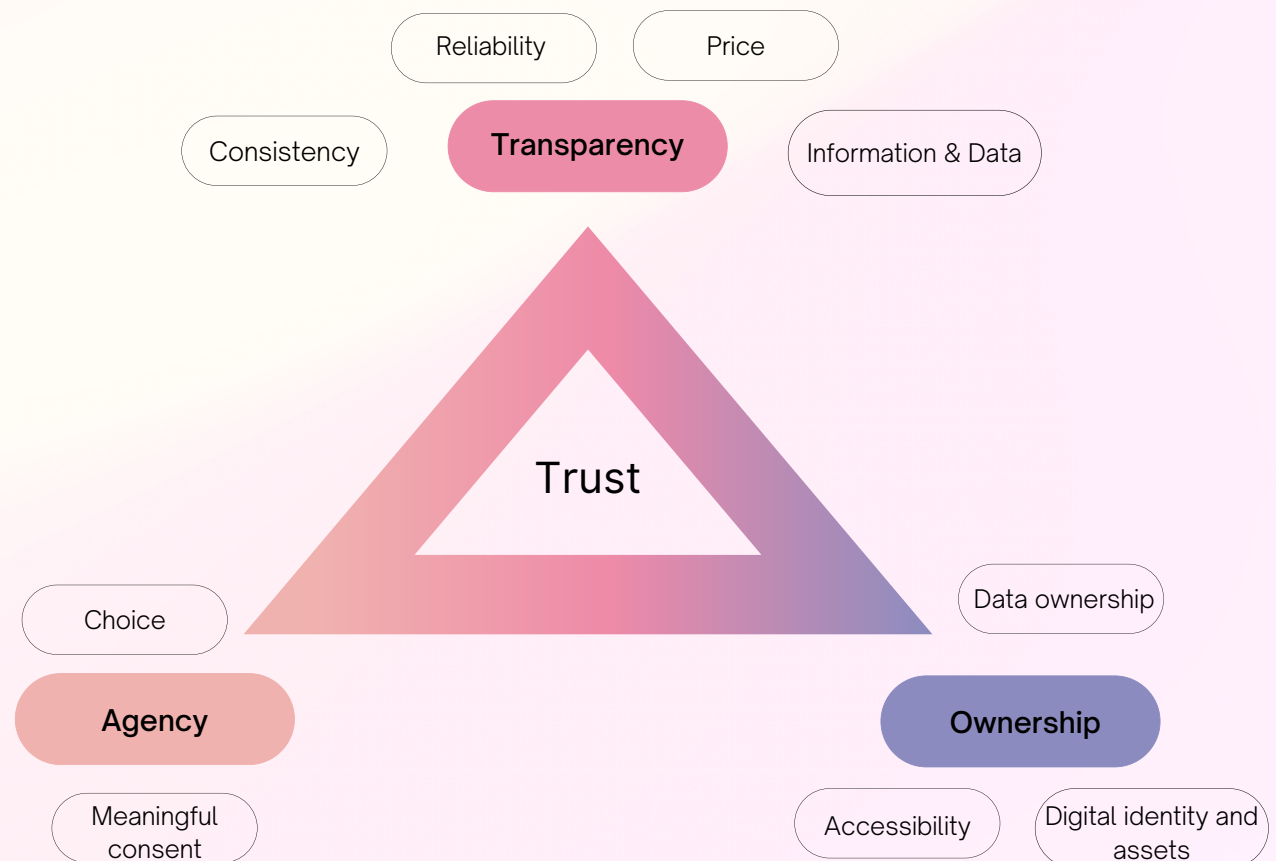
Our Tao Framework

Here is what Transparency, Agency and Ownership (TAO) mean in the context of designing responsibly:

Transparency: Transparency can be seen with respect to **information, data, and price.**

Agency: Values enshrined under agency can be clubbed under **choices** and **meaningful consent** which allows users to exercise their choice.

Ownership: Ownership with respect to **data, identity and digital assets.**



Activity 3: Use the TAO Checklist

Use the checklist we created from the TAO framework

Transparency

Information and data

The terms and conditions for the product are easy to understand

Only data which is necessary for use is being accessed by the product

Users are made aware of who else can see their data and for what purpose

Information about data or terms and conditions is accessible to the user

Text across the service does not manipulate the user to make some choices over others

Your product is in compliance with WCAG guidelines for accessibility

Reliability and consistency

The user relies on your service to remain true to the choices they make

Language and messaging is consistent across the product experience

Your product language does not communicate urgency, emotional

Pricing

The pricing, inclusive of additional costs, is clearly presented to the user

For differentiated pricing, users can choose any option without pre-selection or defaults

Payment options make it clear if using them affects the credit score of individuals

All information regarding rewards and discounts is clear and easy to access

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Agency

Choice

The user can exercise choice in sharing of personal data

Changing or altering preferences is easy

There is visual and design symmetry between different options

The user has some control over their experience of the product in terms of (eg. navigation)

Meaningful Consent

Easy and clear design, and easy language is used to enable meaningful consent

The user can go back to permissions whenever they want and change their consent settings

Unsubscribing is as easy as subscribing to your product and does not take additional steps

Consent boxes do not include pre-selection which may skew the customer in any way, thereby eroding choice

Ownership

Your user is the final owner of their data, and you empower them in accordance with legal requirements

Your product allows users to actionate on their ownership rights

Your company ensures protection of personal, especially financial data of your customers

You take steps to protect the digital identity of users on your platform

Security measures are ensured to safeguard digital assets owned by your users

You ensure that the user solely owns the data, identity, or assets related to your product when they choose to leave, and you ensure the transfer of such information

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Non- Extraction of Data- *Is this interaction extractive?*

Here is a short exercise through which you can unpack if a product is extractive in nature:

Extraction of	Questions	Write your reflections
Data	Do they really need all the information we collect from the user? Are they sharing this data with others/ third-parties? Is the user aware of such sharing mechanisms?	
Attention	Are they employing design strategies to make the user spend longer than they need to on the product? Does this attention-seeking enrich the user?	
Cost	What does the user pay for the product? If it is free, what other non-monetary cost are users paying?	
Time	How much time is the user spending on the service? How much of the time benefits the user? Does a user have to spend more time than required to obtain value?	
Knowledge/ collected data	Does the company use user information for purposes other than those mentioned?	

Your team needs a value advocate

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Activity 4: Play a values advocate within the team

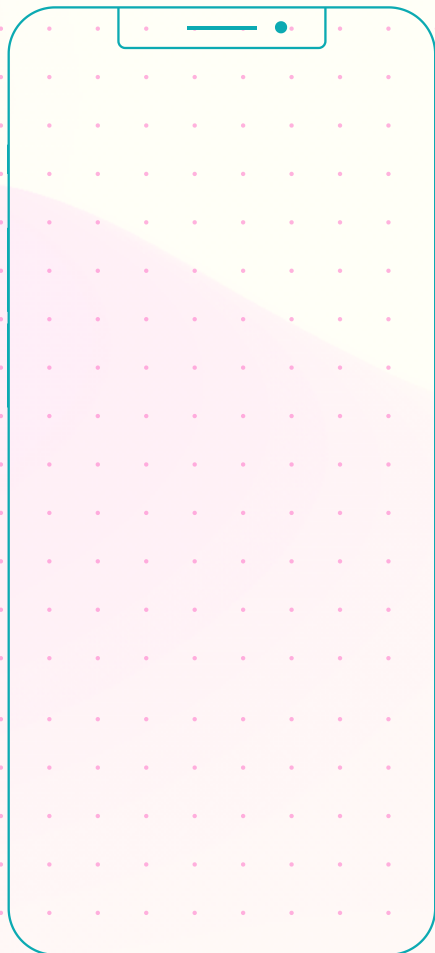
- 1 As a design or a product team, let one of you take up the explicit role of being a values advocate in the initial stages of the project.
- 2 When you convene a design meeting to review your product or service with one person plays the values advocate. The role of the value advocate would be to raise issues on privacy, equity, consent, forgetting, legibility, or any values which are important for your company or business.
- 3 Identify the different issues in your product or service where these values are not being reflected, and might be value-pain points for the customer.
- 4 Brainstorm and Prototype with potential solutions with the team.

Consent as Play

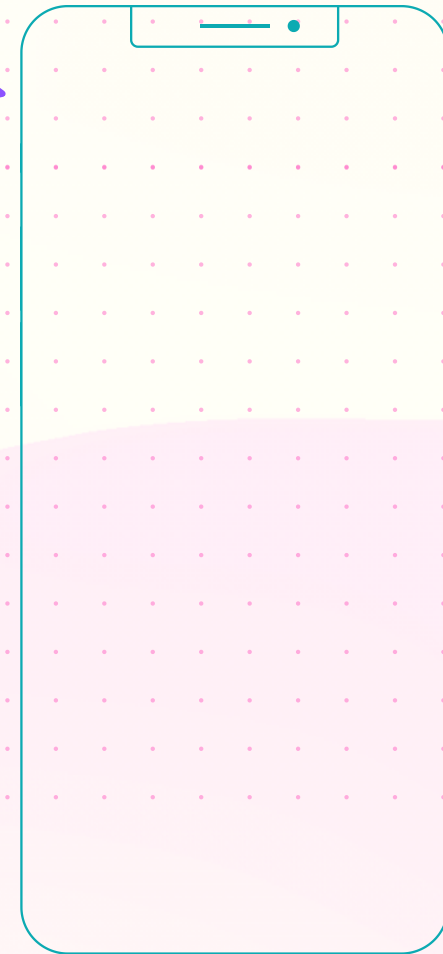
Activity :

The standard consent architecture cause information overload. Use the screens below to design a more playful, engaging and attention-seeking consent flow.

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Create a terms and conditions interface (could be video/audio) which your user simply cannot scroll past. Use gamification to make consent more engaging and easy for your users



Activity :

Design icons/ badges that can be used across app screens which inform the user what permissions are active at each level and allows them to turn off the permissions using the icons.

A sample badge showing camera settings on/ off

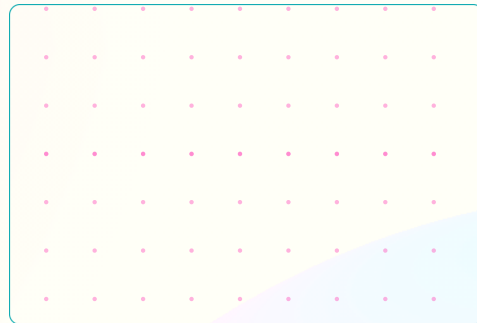


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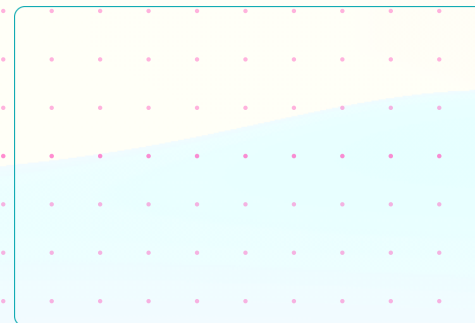
Activity :

Design widgets for your home screen to track default permission activity. These widgets can show all critical permissions which are active and which apps are using it..

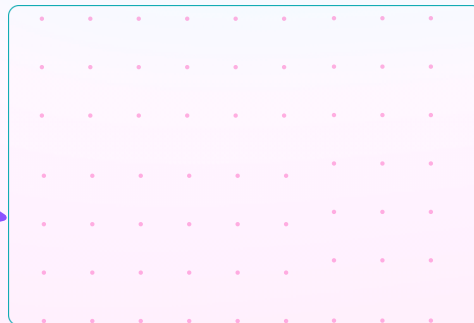
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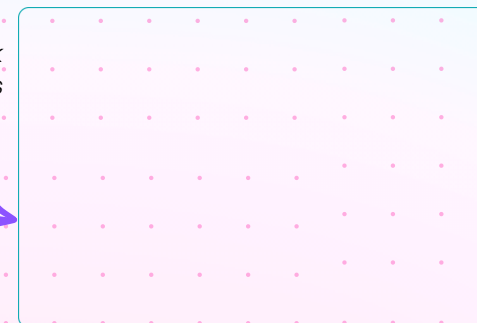
List some of the critical permissions here



Design widgets here to track these permissions



List some of the critical permissions here



Design widgets here to track these permissions



Design widgets here to track these permissions



Design widgets here to track these permissions

Question your assumptions -Cross Cultural Design, Senongo Akpem

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Activity :

Examine the constant, unconscious biases and assumptions about technology, its audiences and ourselves that constantly creep into our work using this framework proposed by Senongo Akpem

1

Document your assumptions:

Document individually (and then with your team) the assumptions about the client and the project. An easier way would be to list all the statements starting with 'We know who/ what/ when/ where/ why/ how

2

Share your assumptions with stakeholders

It might be humbling to share your assumptions with subject matter experts. You can also ask them for confirmation, discussion or focus area for research

3

Turn any assumptions into a list of questions to guide your upcoming research

The assumptions listed can be reframed as questions for potential areas or concepts of exploration. For eg. An assumption like 'We know users do....' can be translated into the question 'Why do users do.....?'

Note: Speaking to people who disagree with your hypothesis is more important in this activity.

Designing for next billion users

Activity :

Choose a feature of your product (or any product). If you were to redesign this product for the next billion users emerging from the global south, how would you go about it? Adopt a set of methodologies using the 6 phase Design Sprint by Google to cater to this specific goal. What are some of the principles or key tenets you can narrow down to which can help in this challenging process?

For eg. Principles suggested by [Dharmesh](#) in designing for Indians :

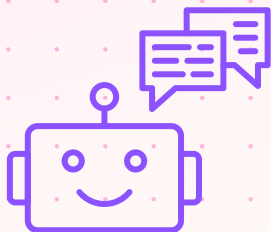
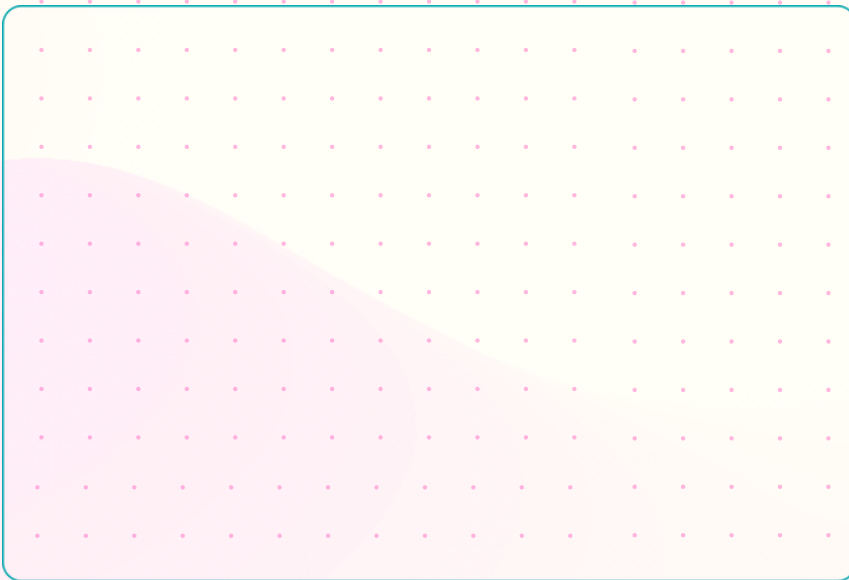
- Keep the technology smart and design dumb
- Aligning with mental models
- Provide users with appropriate nudges to make a choice
- Guides, helper texts, support numbers should be an integral part of products

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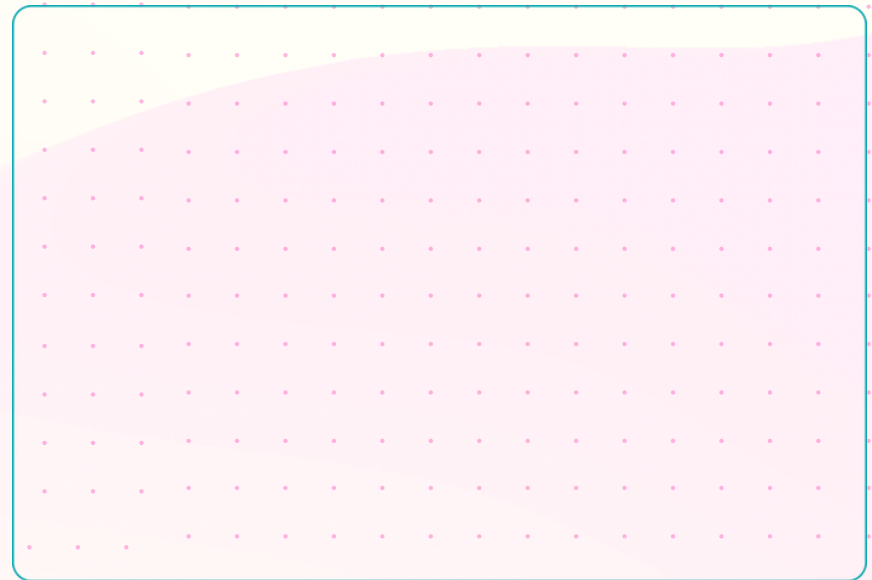
Futures beyond deception

Activity :

1. What are possible new technologies that you can think of which go beyond the screen as the interface, and push the boundaries of technology?



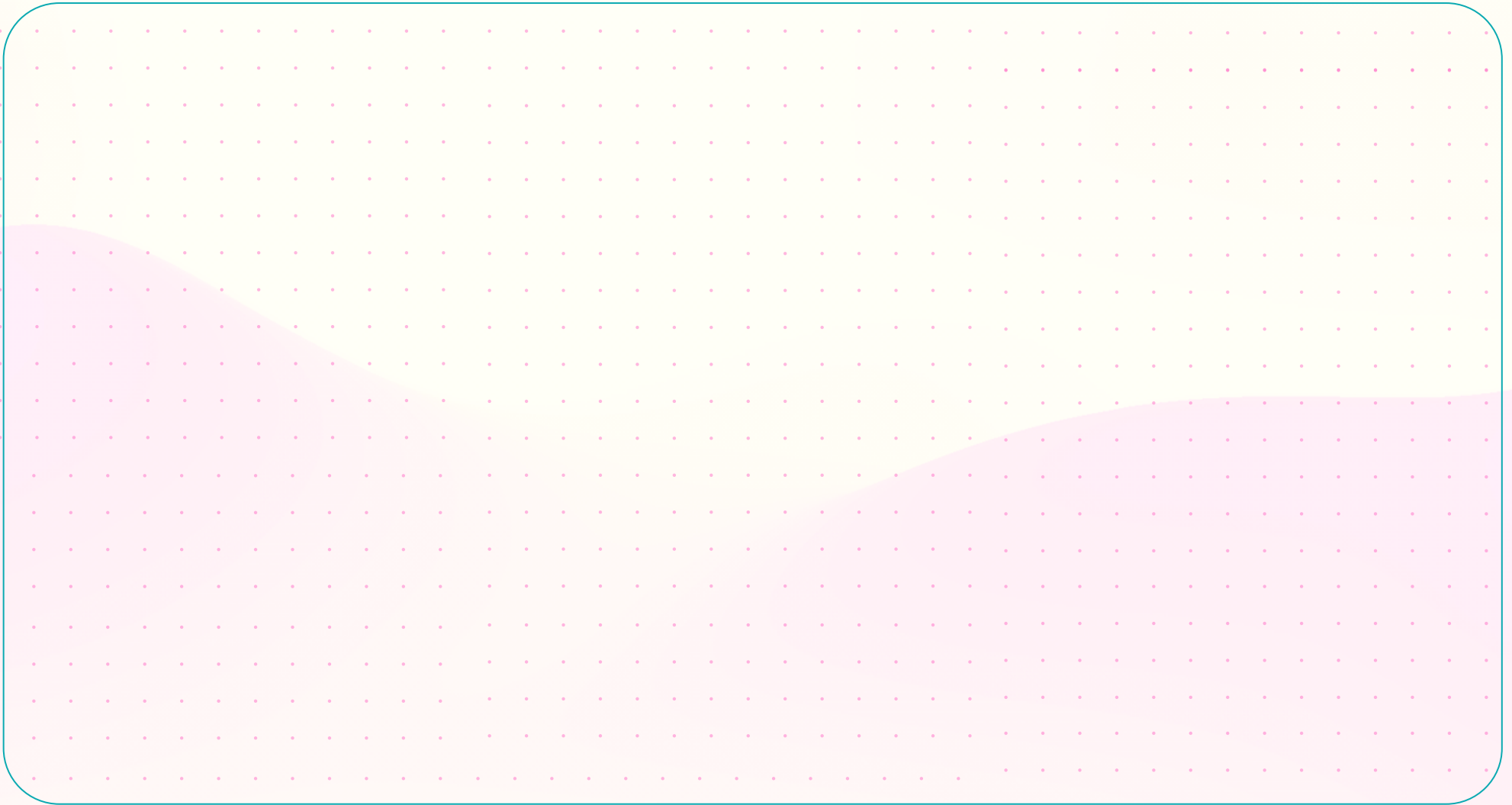
2. What could be possible ways in which deception could happen through these technologies? Let's try make a few connections.



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You *design* the future

As designers, you play a crucial role in creating our collective digital future. Use the space below to doodle, think, or sketch the digital future you imagine and wish to create.



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“What We Can Do Next?” Card-Deck

To make things more fun, we have made a card-deck version of action items which you can use in varied scenarios - from team building exercises to design meetups.

The **“What We Can Do Next?” Card-Deck** is designed to facilitate easy use of these suggested actions. Here’s the simple organising principle:

- What can a designer do? (Cards with single punch hole - the white circle)
- What can like-minded groups including design teams, product folk, executives, researchers and content writers do? (Cards with double punch holes)
- And finally, what can organisations and workplaces do? (Cards with triple punch holes)



Annexure Print-outs for action cards

Expand your stakeholder map

Add accessibility checks in your process

Create your own values checklist

Create an ethical design checklist for your prototypes

Run an ethical test on screens designed

Use qualitative methods in user research

Apply the TAO framework for your product

Debugging to check for deceptive design

Design for edge cases, and factor in unintended users

Do risk mapping for your product using high-risk user personas

Annexure Print-outs for action cards

●
Participatory design methods/ co-creation

● ●
Build prototypes which prioritise trust and safety online

● ●
Create “deception audits” for application layers

● ●
Build new tools to expand stakeholders in different contexts and share learnings

● ●
Collaborate and develop non extractive design methods or tools

● ●
Organise workshops on ethical practices for others

● ●
Ethical design as an important conversation at design meet-ups

● ●
Re-designing sprints with different product teams

● ●
Make values a part of working groups or professional associations of designers

● ●
Develop user-centred methods for your product and community

●●●
Conduct ethical design hackathons to change design culture in the organisation

●●●
Make community knowledge valid, and part of the process

●●●
Internalising leader advocacy

●●●
Consult with subject matter experts, grassroots organisations and researchers

●●●
Pitch trusted design as a product feature that sets you apart

●●●
Using ethics as guiding principles and not just as evaluation frameworks for projects

●●●
Building metrics which balance business growth and user wellbeing

●●●
Having an ethics expert as part of your team

●●●
Institutional review boards/ committees auditing for trust

●●●
Make values such as privacy central for leadership and company mission

●●●
Prioritise interdisciplinarity in teams

●●●
Emphasise the value of research- both qualitative and quantitative

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