

# Deceptive Patterns and FAST

Framework for Accessible Specification of Technologies



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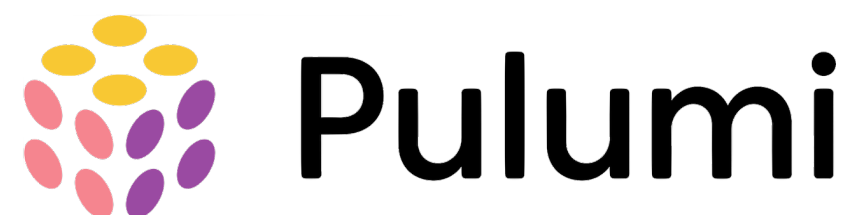


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# Common Room

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# Todd Libby

- Senior Accessibility Engineer
- W3C Invited Expert
- Accessibility Advocate
- Portland, Maine 🦞
- Phoenix, Arizona 🌵
- Fmr. Exec. Head Chef



# What is FAST?

The **Framework for Accessible Specification of Technologies** (FAST) advises creators of technical specifications how to ensure their technology meets the needs of people with disabilities.

# Goals of FAST

# User & Functional Needs



User need: A high-level accessibility characteristic of content and/or a user interface that is **necessary** for users to complete an objective.

Functional need: A statement that describes a specific gap in one's **ability**, or a specific mismatch between ability and the designed environment or context.

Along with **POUR** (Perceivable, Operable, Understandable, Robust) we have added **Personalization** and **Deceptive Patterns** with over **1,500** intersections of user and functional needs.

# 3 Stages of FAST

# FAST Approach

## Three stages

- Inventory functional and user needs;
- Identify ways to meet needs;
- Develop technology guidelines to meet those needs as best as we can.

# “Dark” Patterns

# Harry Brignull

Cognitive Scientist, designer, UX consultant

- 2010 coined “dark patterns”
- Gained traction in legal circles
- Still used widely today

“Dark” pattern





# Connotation and Inclusion

Volksabstimmung und Großdeutscher Reichstag

Stimmzettel

Bist Du mit der am 13. März 1938 vollzogenen

**Wiedervereinigung Österreichs mit dem Deutschen Reich**

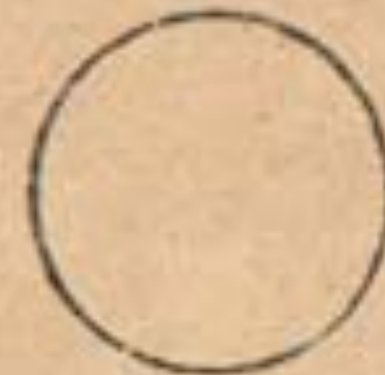
einverstanden und stimmst Du für die Liste unseres Führers

**Adolf Hitler?**

Ja



Nein



**Black/Dark - Evil,  
disgrace, vile, immoral**

- Slave/Master
- White Hat/Black Hat
- Blacklist/Whitelist
- Grandfathered

**White/Light - Purity,  
good, innocence,  
cleanliness**

- Primary/Secondary
- Ethical/Non-Ethical Hacker
- Deny/Allow-list
- Exempt



**Harry Brignull** · 7:14 AM

Yeah I need to move it to



Also I considered your words about "dark" patterns (and input from various others) and I'm in the process of updating the site to use the term "deceptive patterns"

Also my new book will not use the term "dark patterns" as the title

# Deceptive Patterns or Anti-patterns

“A deceptive pattern is a **deliberate** anti-pattern **designed** to confuse or deceive a user. There is a difference between poor design and unintentional blockers for users.”

Functional Needs Subgroup

“A deceptive pattern is where there is **a deliberate attempt** to aim or force a user down a particular path or to trap attention in a way that redirects or focuses on a goal, that the user either doesn't want or need or maybe harmful to them.”

Functional Needs Subgroup

Deceptive Pattern: **Deliberate**. With intent  
Anti-pattern: **No intent** but harmful/bad UX



# Solving User Needs

Makes Web pages more **accessible** and **usable**, **less harmful** to people with disabilities and neurodivergent users, and creates **friendlier and safer** user experiences for everyone.

# Barriers & Categories

# Deceptive Patterns

## Categories of barriers

- Wording
- Consistency (Affordances)
- Adjustability / flow blockers
- (Time) Pressure
- Invasive

# Deceptive Patterns

## Examples of patterns/anti-patterns

- Trick questions;
- Infinite scroll;
- Copy and paste is disabled;
- Timers;
- Asking the user to enable features (microphone, camera, etc.).

# Unsubscribe Shaming

## Anti-Pattern



**You're Unsubscribed, Bestie**

Catch us at the link below once you realize you miss us

# Unsubscribe Shaming Anti-Pattern



Codecademy

TTYL, we guess 



**Content Warning**





# CAPTCHA

## Anti-Pattern

Stay connected with First Night

Name  Email

Comments / Questions

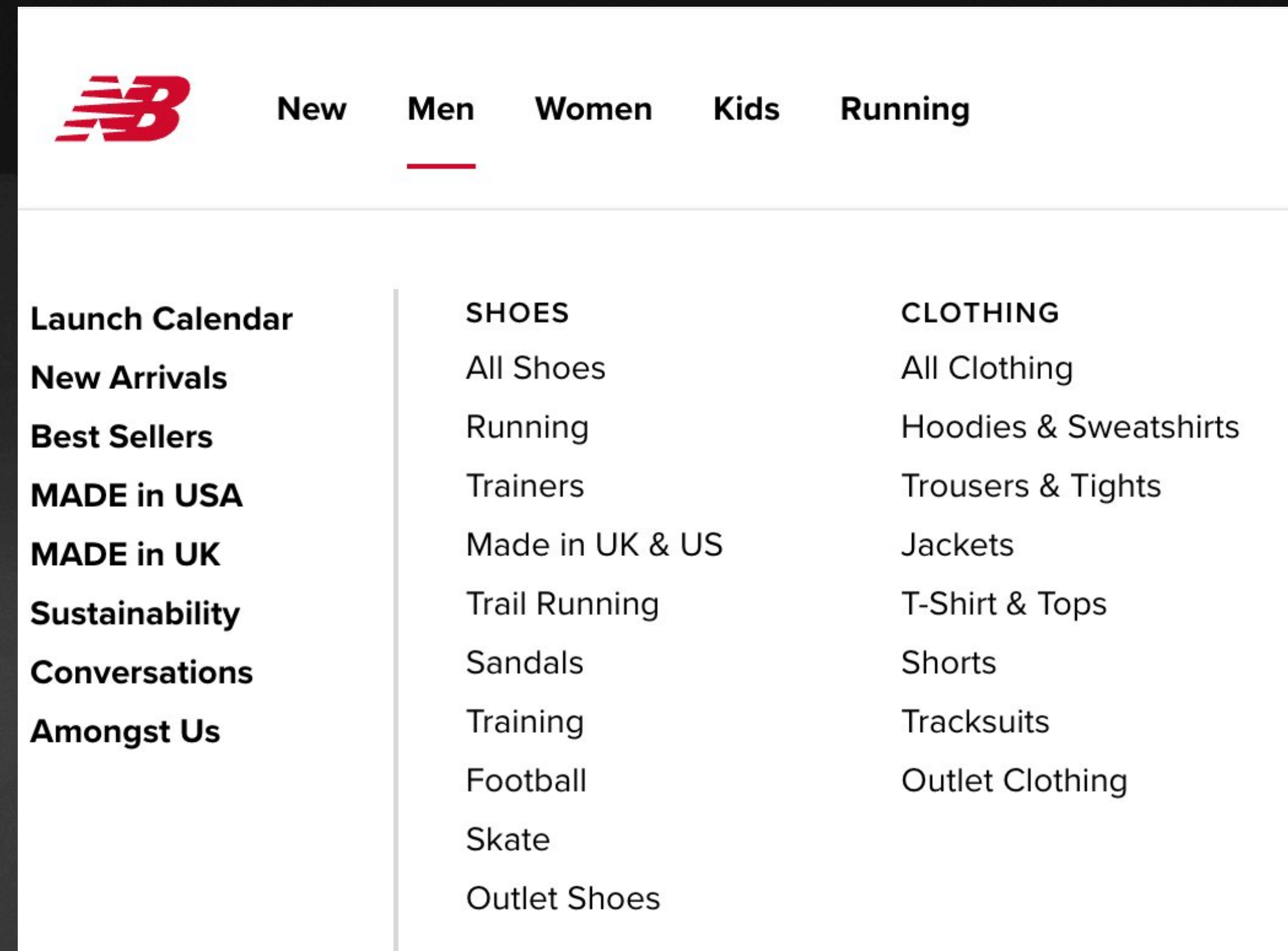
 Enter the code shown in the image:

Send

# Confusing Navigation

## Anti-Pattern



# Unsubscribe Shaming

## Anti-Pattern

If this is not your email address, please ignore this page since the email associated with this page was most likely forwarded to you.

No more calls, no more texts - we're breaking up.

# Subscription Deception

## Deceptive Pattern

### Cancel Your Subscription

*Learn about the different ways you can cancel your New York Times subscription.*

Refer 3 Paid Subscribers to Cancel

Enter a friend's email

Refer

Enter a colleagues email

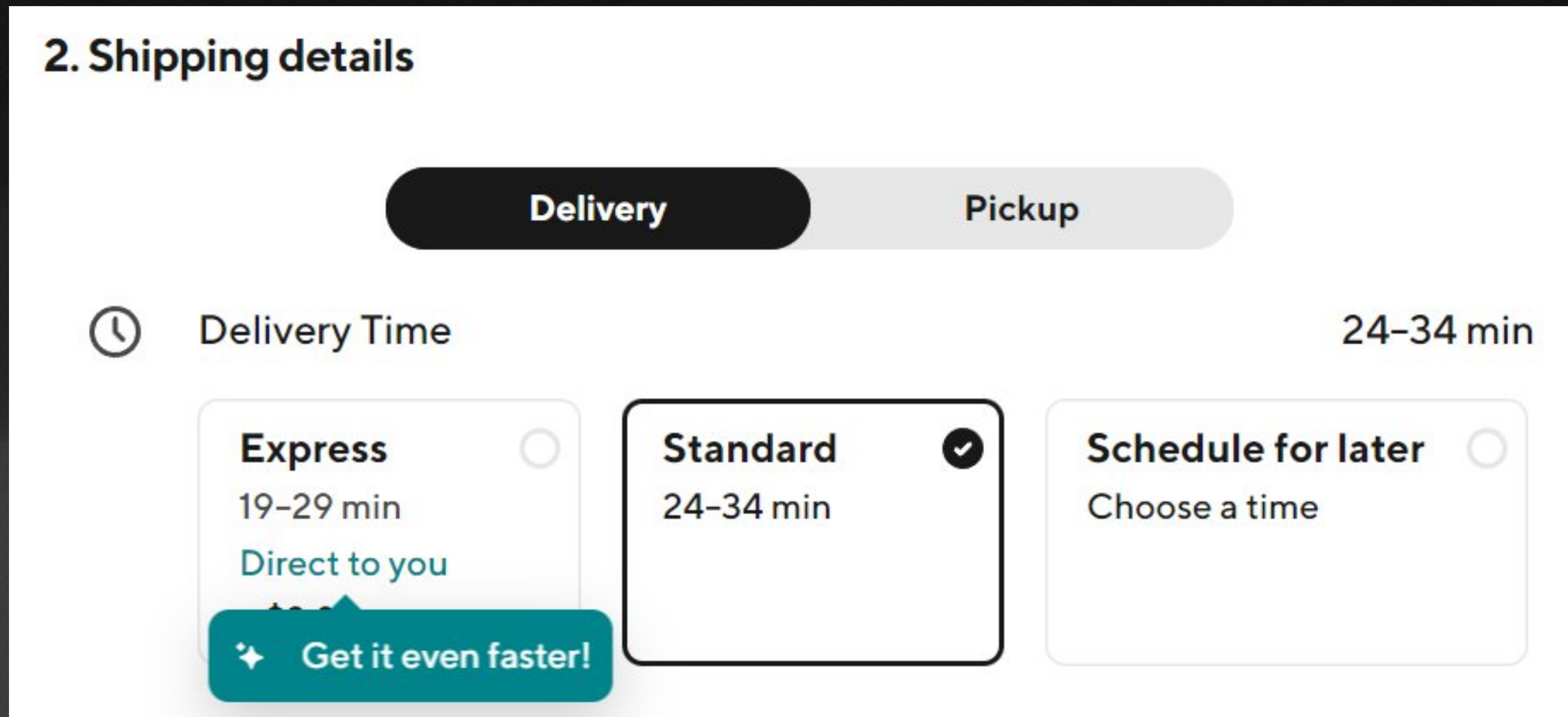
Refer

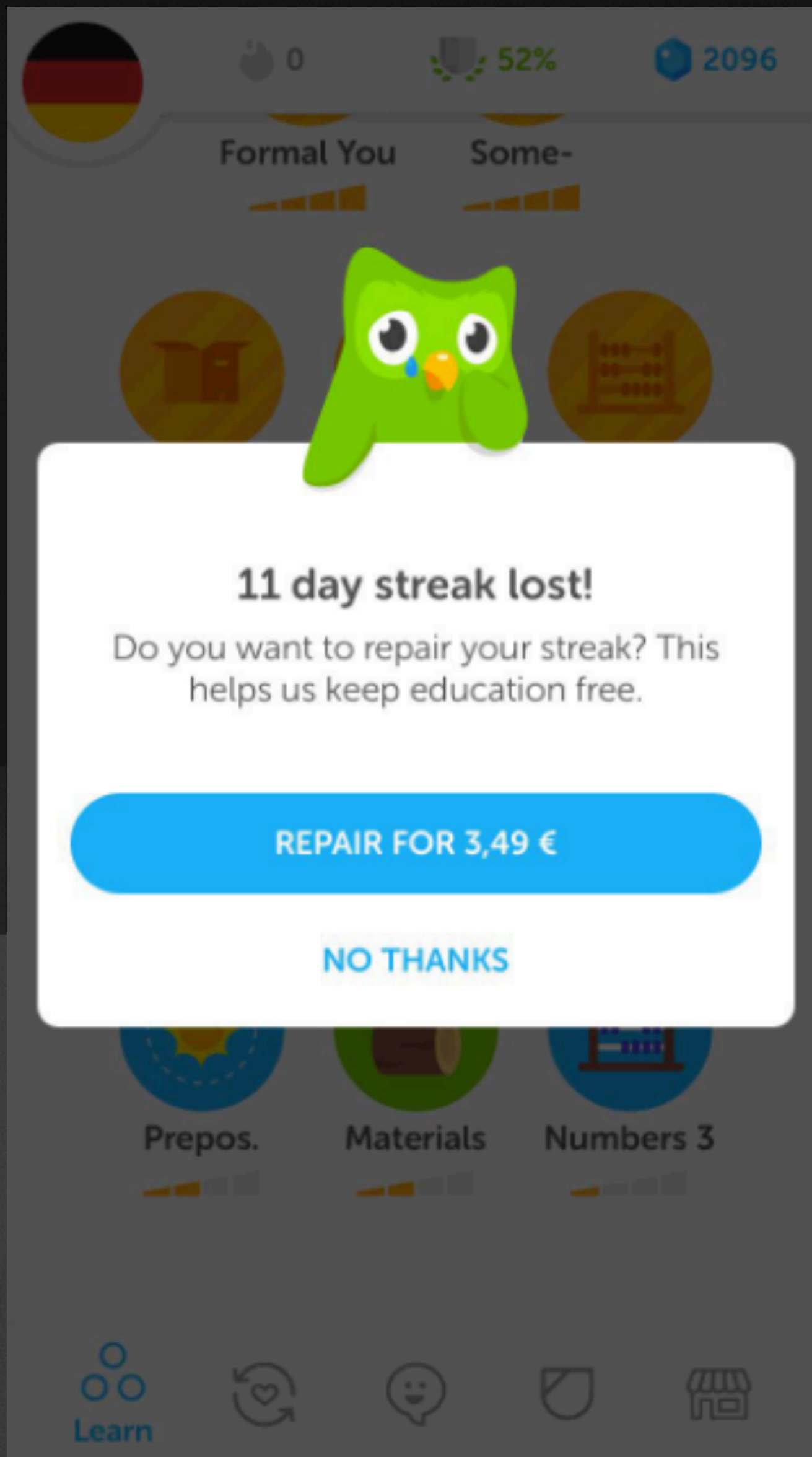
Enter an ex's email

Refer

Verify 3 Active Referrals

# Obscuring Deceptive Pattern







# Pay to Play Deceptive Pattern

# Stalling

## Deceptive Pattern


Need to take a break?  
Cancelling is so permanent. Why don't you skip a month instead?


 Skip

  
Alex - Your Trusty Receptionist

---

When canceling your Subscription, please note that any associated add-ons will also be canceled.

 **Mushroom Coffee (30 Servings)**  
\$36.00

 **Mushroom Coffee Add-On (SPECIAL PRICING)**  
\$18.00

STEP 1: Reason for cancellation

- I'm planning on signing up again in the near future
- I already have enough product
- I'm moving or I'm out of town.
- My subscription is too expensive.
- I didn't realize I enrolled in a subscription.
- I am not happy with the products
- I planned on cancelling after a short time period
- It's something else.

# Stalling

## Deceptive Pattern

When canceling your Subscription, please note that any associated add-ons will also be canceled.



Mushroom Coffee (30 Servings)  
\$36.00



Mushroom Coffee Add-On  
(SPECIAL PRICING)  
\$18.00

STEP 1

I already have enough product

EDIT ANSWER

STEP 2: RECOMMENDED SOLUTION

How about we delay your next shipment?

In order for you to not lose your benefits, we recommend postponing your shipment date instead. Select a new shipment below

DELAY SHIPMENT DATE

NO, THANKS! I WANT TO CANCEL MY SUBSCRIPTION

STEP 3



# Stalling

## Deceptive Pattern

When canceling your Subscription, please note that any associated add-ons will also be canceled.



Mushroom Coffee (30 Servings)

\$36.00



Mushroom Coffee Add-On  
(SPECIAL PRICING)

\$18.00

STEP 1

I already have enough product

EDIT ANSWER

STEP 2

STEP 3: Confirm Cancellation

Still want to leave? That's ok

We'll be here if you change your mind. Anything else you'd like to share?

I understand that by proceeding, I will no longer get my member benefits and my recurring orders will stop

NEVERMIND, I WANT TO KEEP MY SUBSCRIPTION

CANCEL SUBSCRIPTION

# Free Bait Deceptive Pattern

The screenshot shows the Coursera website interface. At the top, there are navigation links for 'For Individuals', 'For Businesses', 'For Universities', and 'For Governments'. The Coursera logo and an 'Explore' button are on the left. A search bar contains the text 'What do you want to learn?'. On the right, there are links for 'Online Degrees', 'Find your New Career', a language selector set to 'English', a notification bell, and a user profile icon.

The main content area shows a breadcrumb trail: 'Browse > Computer Science > Software Development'. Below this is the course title 'Fundamentals of Java Programming' by Board Infinity. A prominent blue button says 'Enroll for Free' with 'Starts Apr 23' below it. To the right of the button, it says 'Try for Free: Enroll to start the course for free. Financial aid available'. Below the button, it says '11,654 already enrolled'. At the bottom of the page, there is a section titled 'What you'll learn' with two bullet points:

- ✓ Master the core components of Java programming such as syntax, variables, methods, control statements, and understand JVM, JRE, and JDK.
- ✓ Develop proficiency in writing Java code with an understanding of operators, loops, conditionals, & arrays, enabling creation of robust application.

A modal window is overlaid on the page, titled '7-day Free Trial'. It contains the following text:

Fundamentals of Java Programming is part of the larger Java FullStack Developer Specialization. Your 7-day free trial includes:

- ✓ **Unlimited access to all courses in the Specialization**  
Watch lectures, try assignments, participate in discussion forums, and more.
- ✓ **Cancel anytime.**  
No penalties - simply cancel before the trial ends if it's not right for you.
- ✓ **\$49 USD per month to continue learning after trial ends.**  
Go as fast as you can - the faster you go, the more you save.
- ✓ **Certificate when you complete.**  
Share on your resume, LinkedIn, and CV.

At the bottom of the modal is a blue button labeled 'Start Free Trial' and a link that says 'Audit the course'.

**We need to know we haven't lost you to the Radical Left. If you UNCHECK this box, we will have to tell Trump you're a DEFECTOR & sided with the Dems. CHECK this box and we can win back the House and get Trump to run in 2024.**

**Make this a monthly recurring donation**


STEP 2 OF 3

## Choose the plan that's right for you

- ✓ Watch all you want.
- ✓ Recommendations just for you.
- ✓ Change or cancel your plan anytime.

	Standard with ads	Standard	Premium
Monthly price	\$6.99	\$15.49	\$19.99
Video quality	Great	Great	Best
Resolution	1080p	1080p	4K+HDR
Watch on your TV, computer, mobile phone and tablet	✓	✓	✓
Downloads	—	✓	✓

See All Plans

 The vast majority of our TV shows and movies are available on an ad-supported plan, but a small number aren't due to licensing restrictions. [Learn more about an ad-supported plan.](#)

If you select an ad-supported plan, you will be required to provide your date of birth for ads personalization and other purposes consistent with the Netflix [Privacy Statement](#).

STEP 2 OF 3

## Choose the plan that's right for you

- ✓ Watch all you want.
- ✓ Recommendations just for you.
- ✓ Change or cancel your plan anytime.

	Standard with ads	Basic	Standard	Premium
Monthly price	\$6.99	\$9.99	\$15.49	\$19.99
Video quality	Great	Good	Great	Best
Resolution	1080p	720p	1080p	4K+HDR
Watch on your TV, computer, mobile phone and tablet	✓	✓	✓	✓
Downloads	—	✓	✓	✓



The vast majority of our TV shows and movies are available on an ad-supported plan, but a small number aren't due to licensing restrictions. [Learn more about an ad-supported plan.](#)

If you select an ad-supported plan, you will be required to provide your date of birth for ads personalization and other purposes consistent with the Netflix [Privacy Statement](#).

HD (720p), Full HD (1080p), Ultra HD (4K) and HDR availability subject to your internet service and device capabilities. Not all content is available in all resolutions. See our [Terms of Use](#) for more details.

# Account

## MEMBERSHIP & BILLING

Password: \*\*\*\*\*

[Change email](#)

[Change password](#)

[Add phone number](#)

No payment info

[Billing details](#)

## PLAN DETAILS

No streaming plan

[Add streaming plan](#)

## SECURITY & PRIVACY

[Download your personal information](#)

## PROFILE & PARENTAL CONTROLS



toddlibby



Communication settings

[Change](#)

Marketing communications

[Change](#)

## SETTINGS

[Marketing communications](#)

# Comparison Prevention

The screenshot shows the T-Mobile website's 'Our Best Unlimited Data Cell' page. It features three plan cards: **Magenta<sup>®</sup> MAX** at \$85/mo, **Magenta<sup>®</sup>** at \$70/mo, and **Essentials** at \$60/mo. Each card includes a 'Get a 3rd line FREE' badge, a 'Taxes & fees included' section, a description of benefits, an 'Includes' list, and a 'View full plan details' link. At the bottom, there are buttons for 'Compare plan details' and 'Lowest priced plan'.

Plan Name	Price (1 line)	Price (3 lines)	Price (4 lines)
Magenta <sup>®</sup> MAX	\$85/mo	\$255/mo	\$320/mo
Magenta <sup>®</sup>	\$70/mo	\$210/mo	\$275/mo
Essentials	\$60/mo	\$180/mo	\$240/mo

The screenshot shows a detailed view of the **BASE ESSENTIALS** plan. The price is \$45/mo for 1 phone line, plus tax and fees. It offers 5G access and allows up to 4 lines (2 lines: \$80/mo, 3 lines: \$100/mo, 4 lines: \$120/mo). The 'Includes' list features: 20GB of high-speed data (then unlimited at up to 1.5Mbps), unlimited mobile hotspot data at 3G speeds, unlimited talk and text at 2G speeds in Mexico and Canada, calls from 210+ Simple Global countries, and one year of Paramount+ (renewing at \$4.99/mo after the first year). 'Excludes' taxes and fees, and Netflix on Us. A note mentions that during congestion, speeds may be lower than other customers. The 'Base Essentials General Terms' section at the bottom details credit approval, regulatory fees, and other restrictions.

# Comparison Prevention

Our Best Unlimited Data Cell P... X +

t-mobile.com/cell-phone-plans

Plans ▾ Phones & devices ▾ Deals ▾ Coverage ▾ Join Us ▾ Find a store Contact & support ▾ Cart Search My account ▾

Get a 3rd line FREE

### Magenta® MAX

\$85 /mo. - \$90 /mo. for 1 phone line with AutoPay

Taxes & fees included

All Magenta benefits + unlimited premium data on a 5G plan that can't slow you down based on how much data you use

**Includes:**

- All the great benefits shown above
- Taxes & fees included
- Unlimited premium data<sup>1</sup>
- Netflix on Us (1-screen)
- 40GB high-speed mobile hotspot

[View full plan details >](#)

Select phone plan

Get a 3rd line FREE

### Magenta®

\$70 /mo. - \$75 /mo. for 1 phone line with AutoPay

Taxes & fees included

Enjoy all our unlimited phone plan benefits, plus more great stuff, like added entertainment and travel perks.

**Includes:**

- All the great benefits shown above
- Taxes & fees included
- 100GB premium data<sup>1</sup>
- 5GB high-speed mobile hotspot
- Unlimited 5G & 4G LTE/100GB premium data<sup>1</sup>

[View full plan details >](#)

Select phone plan

Get a 3rd line FREE

### Essentials

\$60 /mo. - \$65 /mo. for 1 phone line with AutoPay Plus tax and fees

Taxes & fees included

Get an unlimited phone plan with all the essential benefits you need including 5G access.

**Includes:**

- All the great benefits shown above
- 50GB premium data<sup>1</sup>
- Unlimited 3G mobile hotspot data incl.
- Unlimited 5G & 4G LTE/50GB premium data<sup>1</sup>
- No annual service contract required

[View full plan details >](#)

Select phone plan

Compare plan details

Lowest priced plan



# Comparison Prevention

The screenshot shows a web browser window with the URL [t-mobile.com/cell-phone-plans](https://t-mobile.com/cell-phone-plans). A pop-up window is displayed over the page content, titled "BASE ESSENTIALS". The pop-up provides details for a phone plan priced at \$45 per month for one line, plus taxes and fees. It lists included features such as 20GB of high-speed data, unlimited mobile hotspot data, and unlimited talk and text. It also lists exclusions like taxes and fees, and Netflix on Us. A disclaimer at the bottom of the pop-up states: "Base Essentials General Terms: Credit approval, deposit, and, in stores & on customer service calls, \$35 assisted or upgrade support charge may be required. Monthly Regulatory Programs (RPF) & Telco Recovery Fee (TRF) totaling \$3.49 per voice line (\$0.50 for RPF & \$2.99 for TRF); taxes/fees approx. 4-38% of bill. Capable device required for some features. Not combinable with most offers. Switching plans may cause you to lose current plan/feature benefits; ask a rep for details. Max 4 lines. Plan not available for hotspots and some other data-first devices. Includes 20GB high-speed data, then unlimited data at max 1.5Mbps download / 750kbps upload. Unlimited talk & text".

Our Best Unlimited Data Cell Plan

t-mobile.com/cell-phone-plans

Dedicated customer care

Advanced scam-blocking protection<sup>4</sup>

Get a 3rd

Magenta

\$85 /mo. for 1 phone line

Taxes & fees

All Magenta on a 5G plan on how much

**Includes:**

- All the gr
- Taxes & f
- Unlimited
- Netflix on
- 40GB hig

View full pl

## BASE ESSENTIALS

**\$45** /mo. for 1 phone line Plus tax and fees

Get a phone plan with all the essential benefits you need including 5G access.

Up to 4 lines available (2 lines: \$80/mo. / 3 lines: \$100/mo. / 4 lines: \$120/mo.).

**Includes:**

- 20GB of high-speed data (then unlimited data at up to 1.5Mbps)
- Unlimited mobile hotspot data at 3G speeds
- Unlimited talk, and text & data at 2G speeds in Mexico and Canada
- Calls from 210+ Simple Global countries and destinations for a low flat rate, and free text messages
- One Year of Paramount+ on us (Subscription automatically renews at \$4.99/mo after first year. Credit card required. See terms.)
- Scam Shield™

**Excludes:**

- Taxes & fees
- Netflix on Us

During congestion, customers on this plan may notice speeds lower than other customers and further reduction if using >50GB/mo., due to data prioritization. Video typically streams on smartphone in SD quality. Tethering at max 3G speeds.

**Base Essentials General Terms:** Credit approval, deposit, and, in stores & on customer service calls, \$35 assisted or upgrade support charge may be required. Monthly Regulatory Programs (RPF) & Telco Recovery Fee (TRF) totaling \$3.49 per voice line (\$0.50 for RPF & \$2.99 for TRF); taxes/fees approx. 4-38% of bill. Capable device required for some features. Not combinable with most offers. Switching plans may cause you to lose current plan/feature benefits; ask a rep for details. Max 4 lines. Plan not available for hotspots and some other data-first devices. Includes 20GB high-speed data, then unlimited data at max 1.5Mbps download / 750kbps upload. Unlimited talk & text

# Roach Motel

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Please see our [international contact information](#) if you are outside of the U.S.

### Chat with a Customer Care Advocate

Click the "Chat" button to the right or bottom of this page to chat with a Care Advocate. Chat is accessible 24 hours a day 7 days a week.

For more information about our cancellation policy, see our [Terms of Sale](#).

**Any current gap in the WCAG guidelines  
we want to address through FAST and  
Deceptive Patterns.**

The most important part about bringing Deceptive Patterns to WAI / WCAG 3 is to **reduce harm** to those who are affected.

People can use **without** physical harm or risk (to themselves or others within a physical environment).

# Ways to Meet User Needs

## How to meet user needs:

- **Author design & technical implementation**
- **User agent accessibility support of standard & author-implemented features**
- **Assistive technology support (including accessibility API mediation)**

User needs **need** to be analyzed  
for how they can be met.



**But...**

What about large companies like Meta, Twitter, Google, etc.? How will you get them to **change**?

# Ethical Web Principles

- **W3C TAG Ethical Web Principles**
  - **The web should be a platform that helps people and provides a positive social benefit**
- **Ethical Principles for Web Machine Learning**
  - **This document discusses ethical issues associated with using Machine Learning and outlines considerations for web technologies that enable related use cases**

<https://toddl.dev/slides>

<https://raw.githubusercontent.com/w3c/fast/restructure-functional-and-user-needs/index.html>

<https://www.w3.org/TR/ethical-web-principles/>

<https://www.w3.org/TR/webmachinelearning-ethics/>

Twitter: @toddlabby

LinkedIn: <https://www.linkedin.com/in/toddlabby>







