Deceptive Patterns and FAST

Framework for Accessible Specifications of Technologies

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#Accessibility

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Thank You!

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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

FAST was originally designed for internal accessibility spec review at the W3C.

WCAG
WAI-ARIA
ATAG (Authoring Tool Accessibility Guidelines)
UAAG (User Agent Accessibility Guidelines)
ACCG (Accessibility for Children Community Group)

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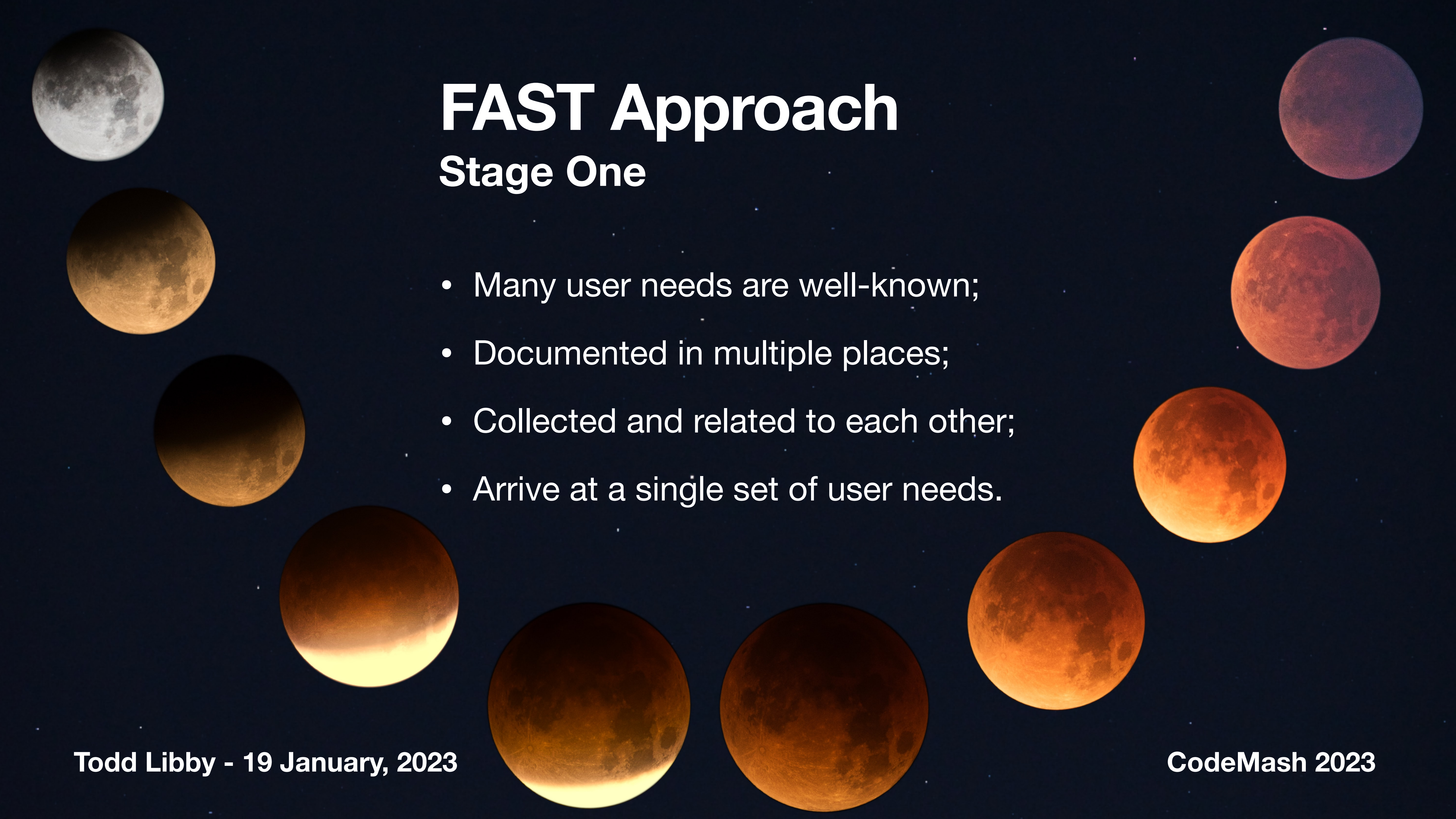
Functional need: A statement that describes a specific gap in one's ability, or a specific mismatch between ability and the designed environment or context.

3 Stages of FAST

FAST Approach
Three stages

- Inventory functional and user needs;

- Identify ways to meet needs;

- Develop technology guidelines.

FAST Approach
Stage One

- Many user needs are well-known;

- Documented in multiple places;

- Collected and related to each other;

- Arrive at a single set of user needs.

FAST Approach
Stage Two

- Technology features;

- Author implementation;

- User agent support.

FAST Approach
Stage Three

- If the author must implement something…

- If the user need is met by design…

- If the user need is met by user agents…

"Dark" Patterns

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"Dark" Pattern

Connotation and Inclusion

Black/Dark - Evil, disgrace, vile, immoral

White/Light - Purity, good, innocence, cleanliness

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

- Annoying / Unwanted (Unexpected)

- Not using affordances

- Vestibular

- Not activated / Not controlled by user

- Indicators

- Unwanted content / advertising / without user knowledge

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.).

Unsubscribing

Anti-pattern

- Confusion?

- Intent / No Intent?

- Deceitful?

- Accessibility?

Not now

622 neighbours

Allow Nextdoor to mail letters on your behalf

Allow Nextdoor to periodically print and mail invitation letters on your behalf to help grow your neighbourhood. Invitations include:

· Your name
· Your street name
· Helpful information about Nextdoor

Opt out anytime in privacy settings

Confirm

Preferences
Deceptive Pattern

- Confusion?

- Intent / No Intent?

- Deceitful?

I would like to receive relevant information from this company

○ Yes ● No

I would like to receive additional information too

○ Yes ● No

Contact Preferences
Would you like to receive information from ~~company~~ about upcoming events, exhibitions and news?

☑ No

☐ Yes

Preferences
Anti-pattern

- Confusion?

- Intent / No Intent?

- Deceitful?

- Accessibility?

Handle

(Your unique personal identifier. You currently can't change it, so pick a good one. example: noam)

@ jina

Handle must be between 6 and 15 characters in length and can only contain letters, numbers, and underscores.

Preferences
Anti-pattern

- Confusion?

- Intent / No Intent?

- Deceitful?

- Accessibility?

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.

Grover shows a picture of who the fuck asked

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.

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People can use **without** physical harm or risk (to self 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 associates with using Machine Learning and outlines considerations for web technologies that enable related use cases**

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

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Questions?