



Deceptive Patterns and FAST

Framework for Accessible Specification of Technologies

Todd Libby - 6 June, 2023

Todd Libby

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- **Phoenix, Arizona 🌵**



What is FAST?

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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

The background of the slide features a complex, abstract pattern of glowing blue lines that resemble a circuit board or data pathways. These lines are set against a dark, gradient blue background, creating a high-tech, digital aesthetic. The lines vary in thickness and brightness, with some appearing as sharp, bright highlights.

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User & Functional Needs

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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.

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)**

3 Stages of FAST

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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.

Volksabstimmung und Großdeutscher Reichstag

Stimmzettel

Bist Du mit der am 13. März 1938 vollzogenen

Wiedervereinigung Österreichs mit dem Deutschen Reich

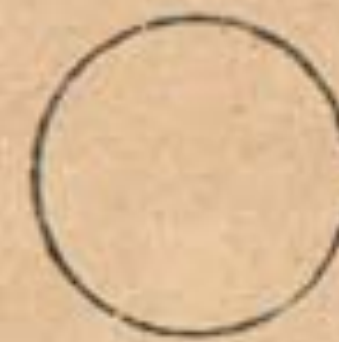
einverstanden und stimmst Du für die Liste unseres Führers

Adolf Hitler?

Ja



Nein



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

“Dark” Patterns

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Harry Brignull

Cognitive Scientist, designer, UX consultant

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



Connotation and Inclusion

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

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

Instead of:

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

Replace with:

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

Barriers & Categories

The background features a complex, abstract pattern of glowing blue lines that resemble a circuit board or data pathways. These lines are set against a dark, almost black background, creating a high-contrast, futuristic aesthetic. The lines vary in thickness and brightness, with some appearing as sharp, bright streaks and others as more diffuse, glowing paths. The overall composition is dynamic and suggests a theme of technology, innovation, or digital connectivity.

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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

Obscuring Deceptive Pattern

2. Shipping details

Delivery Pickup

🕒 Delivery Time 24-34 min

Express 19-29 min Direct to you ✦ Get it even faster!	Standard <input checked="" type="checkbox"/> 24-34 min	Schedule for later <input type="checkbox"/> Choose a time
--	--	---

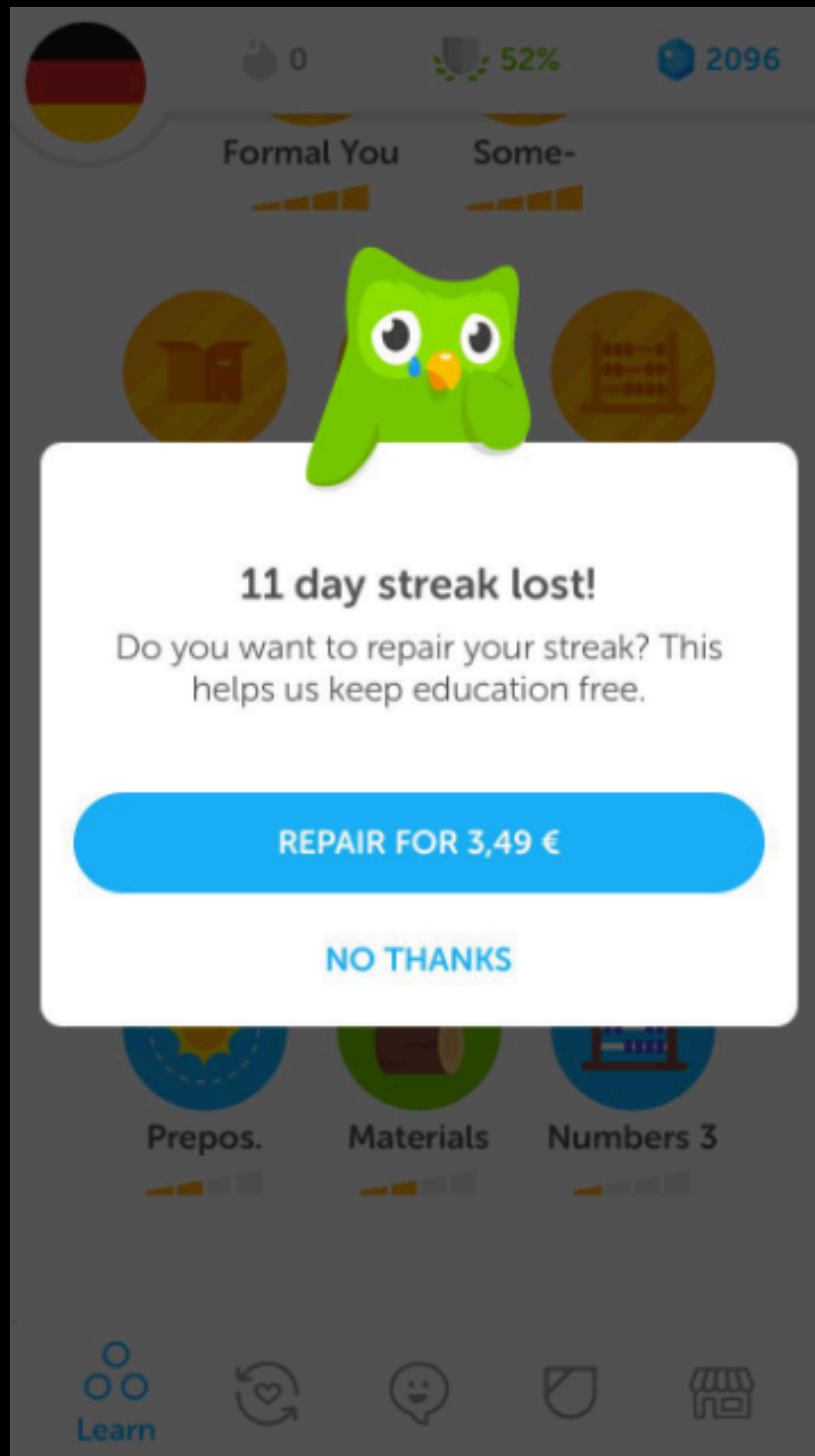
Hidden Costs

Deceptive Pattern

Order Subtotal	\$50.98
Standard Delivery	\$14.99
Care & Handling	\$2.99
Tax	\$4.56
Total	\$73.52
Savings Today ⓘ	\$9.00

Get a Delivery Rebate up to \$15 for your Proflowers purchase! [Learn More](#)

Hidden Costs on [proflowers.com](https://www.proflowers.com). The Care & Handling charge (\$2.99) is disclosed on the last step.



Pay to Play Deceptive Pattern

Summary

The background of the slide features a series of glowing blue lines that resemble a circuit board or data paths. These lines are layered and flow from the right side of the image towards the left, creating a sense of depth and movement. The lines vary in thickness and brightness, with some appearing as sharp, bright streaks and others as fainter, more diffuse paths. The overall aesthetic is clean, modern, and tech-oriented.

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

Ethical Web Principles



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- **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**

<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/>

Thank you!

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