

Deceptive Patterns and FAST

Framework for Accessible Specification of Technologies



**THANK
YOU**

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.

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

Goals of FAST

Fill gaps in **authoring tools** where there are varying levels of accessibility.

FAST is intended to be a **single, optional, well-considered, potential source** of guidelines addressing specifically the features technologies need to provide to support accessibility.

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

~~“Dark” pattern~~

Connotation and Inclusion

**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

Cognitive Scientist, designer, UX consultant

- 2010 coined “dark patterns”
- Gained traction in legal circles
- Still used widely today
- Deceptive practices go back as far as 1938!

Volksabstimmung und Großdeutscher Reichstag

Stimmzettel

Bist Du mit der am 13. März 1938 vollzogenen

Wiedervereinigung Österreichs mit dem Deutschen Reich

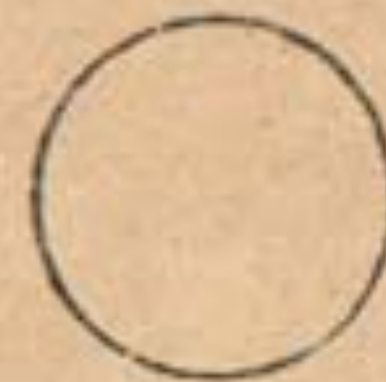
einverstanden und stimmst Du für die Liste unseres Führers

Adolf Hitler?

Ja



Nein





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

Trigger Warning

CAPTCHA

Anti-Pattern

Stay connected with First Night

Name Email

Comments / Questions

 Enter the code shown in the image:

Send

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

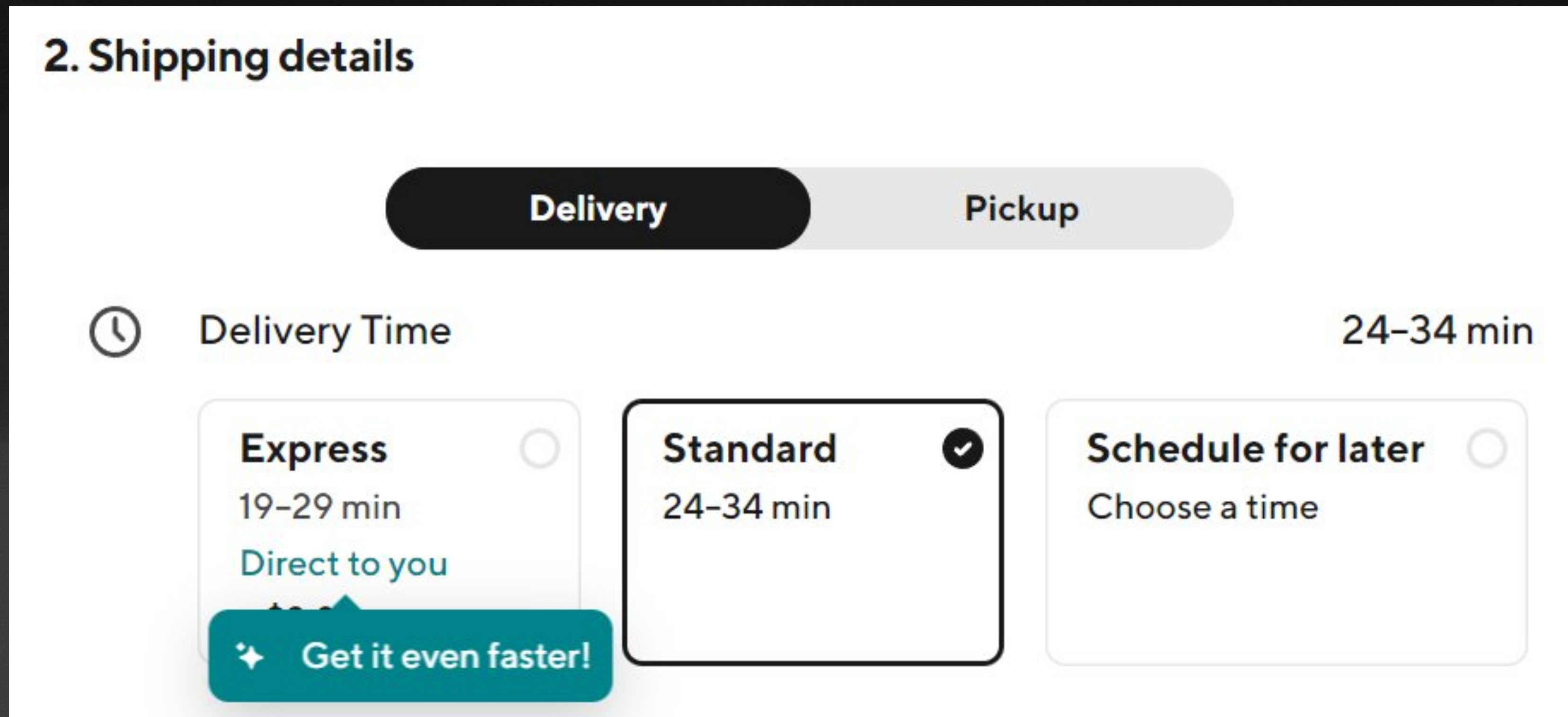
Refer

Enter an ex's email

Refer

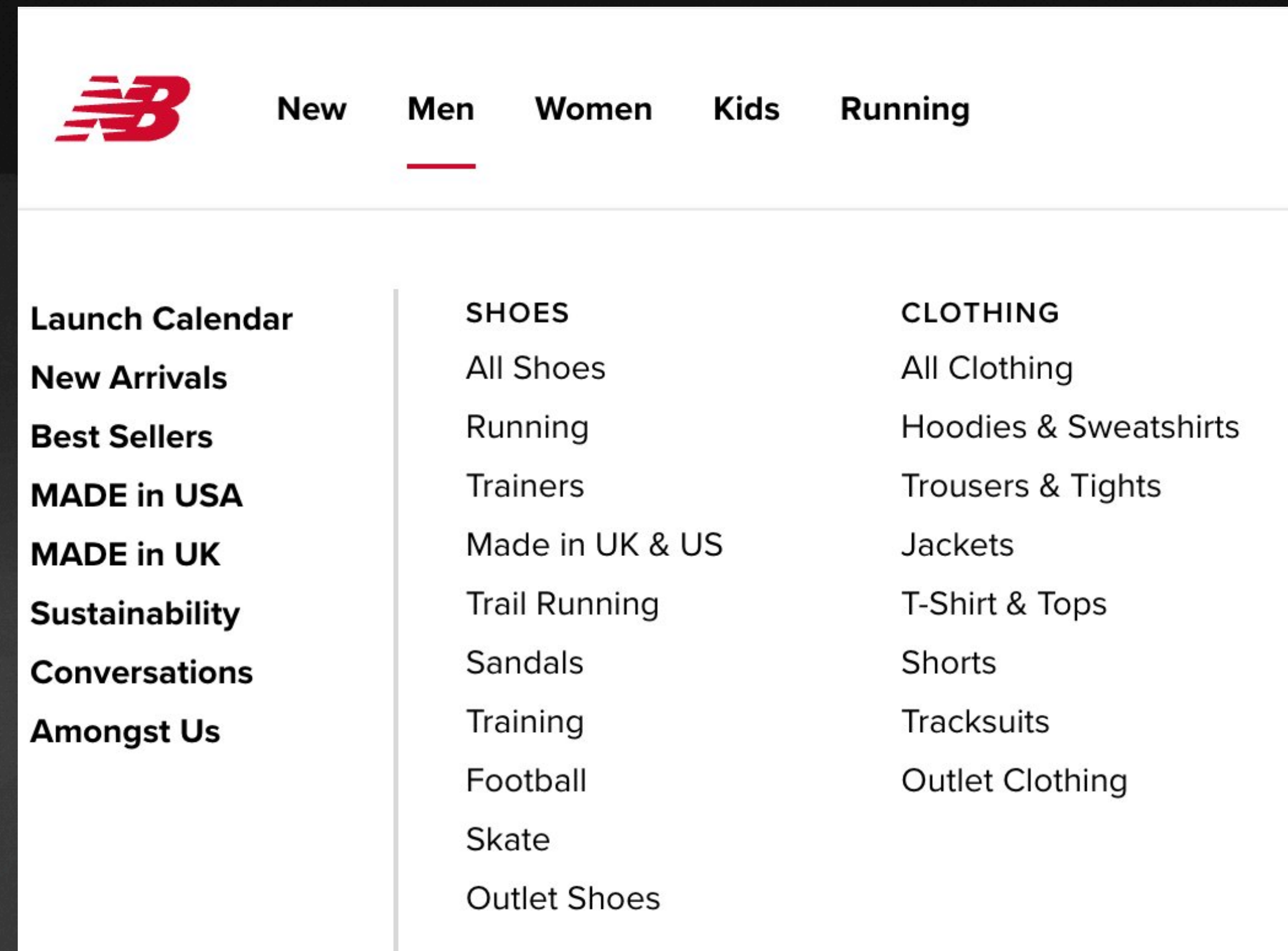
Verify 3 Active Referrals

Obscuring Deceptive Pattern



Confusing Navigation

Anti-Pattern



Unsubscribe Shaming

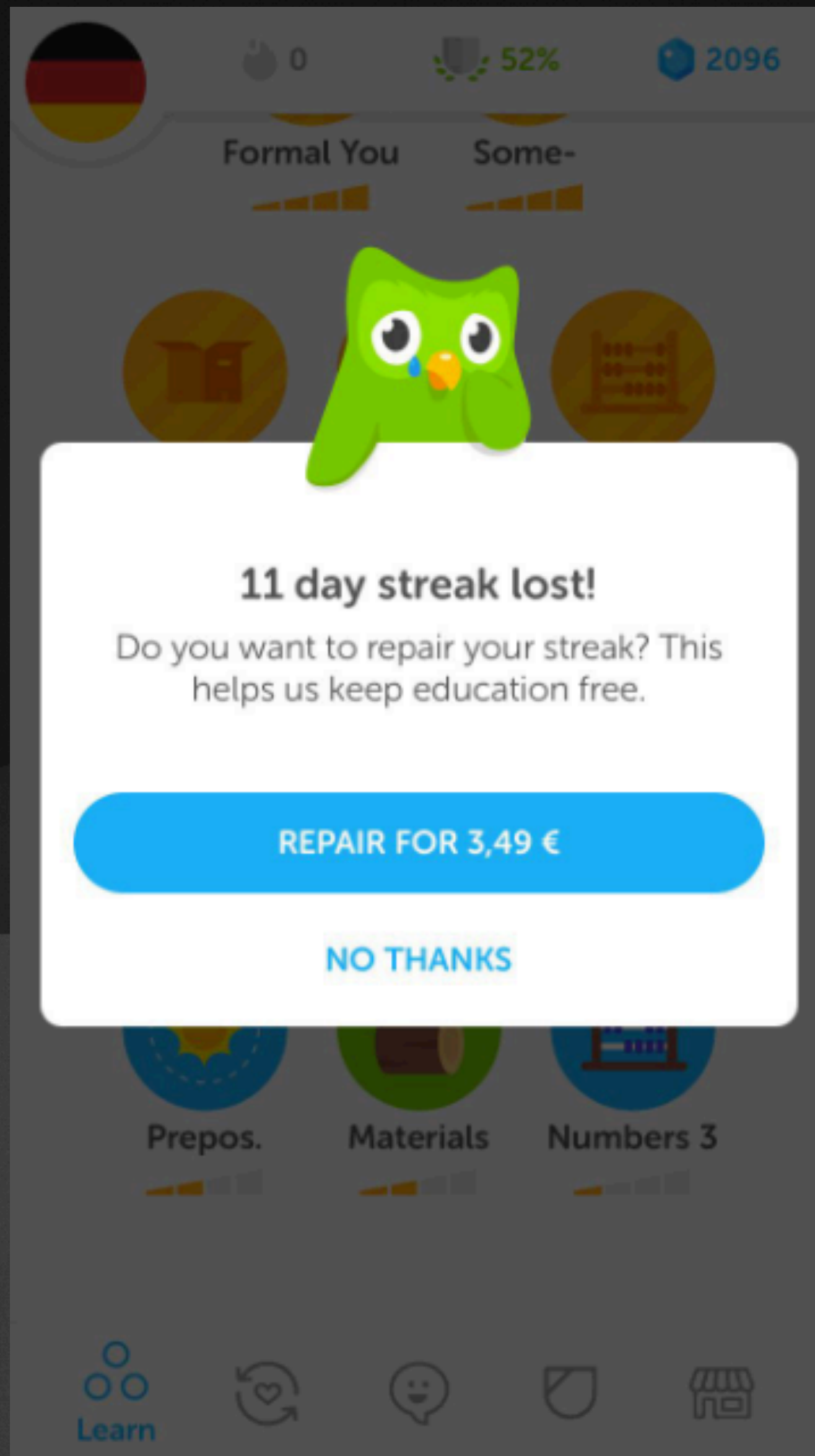
Anti-Pattern

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.



Grover shows a picture of
who the f^{&#!#%} asked



Pay to Play Deceptive Pattern

**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: @toddlibby

Mastodon: a11y.info/@todd

LinkedIn: [linkedin.com/in/todd-libby](https://www.linkedin.com/in/todd-libby)

Website: <https://toddl.dev>

