

Deceptive Patterns and FAST

Framework for Accessible Specification of Technologies

Todd Libby

- Senior Accessibility Engineer
- W3C Invited Expert
- Accessibility Advocate
- Phoenix, Arizona 🌵



What is FAST?

The **Framework for Accessible Specification of Technologies (FAST)** is an optional set of guidelines.

Goals of FAST

What is a Deceptive Pattern?

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

Deceptive Pattern v. Anti-pattern

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

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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

STEP 2 OF 3

Choose the plan that's right for you

- ✓ Watch all you want.
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- ✓ 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	—	✓	✓	✓

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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](#)

User & Functional Needs

Over **1,500** intersections of
user and functional needs.

How to meet user needs:

- **Author design & technical implementation**
- **User agent accessibility support**
- **Assistive technology support**

3 Stages of FAST

FAST Approach

Three stages

- Inventory functional and user needs;
- Identify ways to meet needs;
- 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





Todd Libby - 22 June, 2023

KCDC

Connotation and Inclusion



Luke @luke_pighetti · 2h

Normal 7%

CapCut on iOS hamstring the app experience if you allow "Selected photos..." instead of "All photos." I believe this is an AppStore violation and undermines user privacy and data sovereignty.

If this post resonates with you, please file a report. I did.

reportaproblem.apple.com

1 2 3 837

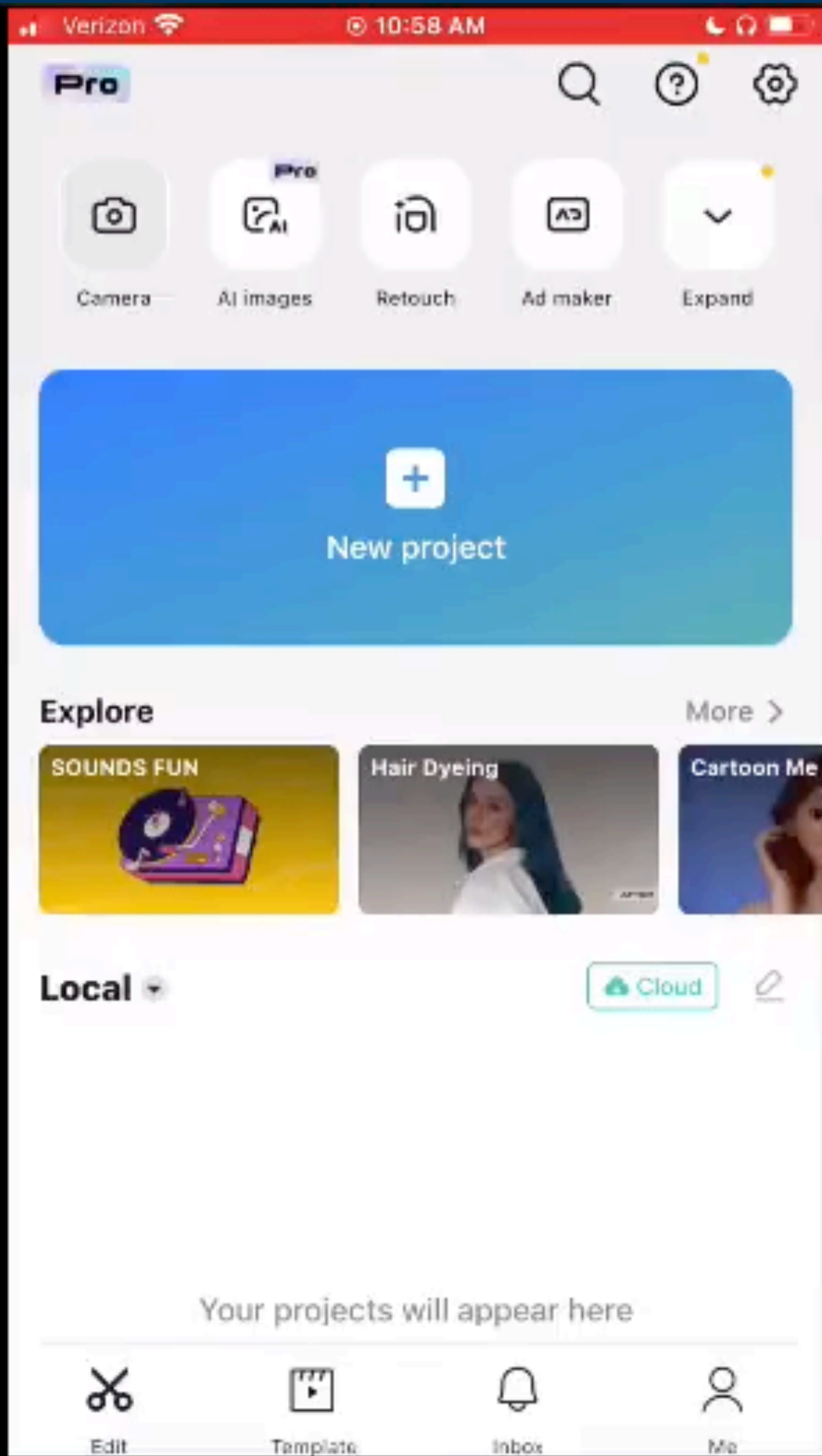


Luke @luke_pighetti · 1h

Normal 7%

@darkpatterns can you write one up on @capcutapp refusing to allow you to do anything on their app unless you allow "All photos?" This forces people out of scoped privacy via "Selected photos..."

1 2 1 328



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;
- Roach Motel;
- Timers;
- Comparison Prevention.

Unsubscribe Shaming



You're Unsubscribed, Bestie

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

Trick Questions

Please enter your details to reserve your item(s)

Title :

Mr. ▾

First name * :

First name

Last name * :

Last name

Email * :

Email

Phone number * :

Phone number

- Please do not send me details of products and offers from Currys.co.uk
- Please send me details of products and offers from third party organisations recommended by Currys.co.uk

Reserve items

Comparison Prevention

The screenshot shows the T-Mobile website's 'Our Best Unlimited Data Cell' page. It features three plan cards: Magenta MAX (\$85/mo), Magenta (\$70/mo), and Essentials (\$60/mo). Each card includes a 'Get a 3rd line FREE' badge, a price, a description, a 'Taxes & fees included' section, 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 (per line)	Key Features
Magenta MAX	\$85/mo	Unlimited premium data, Netflix on Us, 40GB high-speed mobile hotspot
Magenta	\$70/mo	Unlimited phone plan benefits, entertainment and travel perks, 100GB premium data
Essentials	\$60/mo	Unlimited phone plan with essential benefits, 50GB premium data, unlimited 3G mobile hotspot

The screenshot shows a detailed view of the 'BASE ESSENTIALS' plan. It includes the price (\$45/mo), a description, a list of included features (20GB high-speed data, unlimited mobile hotspot, unlimited talk and text, etc.), and a list of excluded features (Taxes & fees, Netflix on Us). It also contains a disclaimer about speeds during congestion and general terms.

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**

Hidden Costs

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. The Care & Handling charge (\$2.99) is disclosed on the last step.

Roach Motel

The New York Times

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Summary

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

Ethical Web Principles

- **W3C TAG Ethical Web Principles**
- **Ethical Principles for Web Machine Learning**

<https://toddl.dev/slides>

WANNA WIN?



**SPEAKER
FEEDBACK**

