

Deceptive Patterns and FAST

Framework for Accessible Specifications of Technologies

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.

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.

Framework for Accessible Specification of Technologies (FAST) aims to fill this gap. It is intended to be a **single, optional, well-considered** set of guidelines addressing specifically the features technologies need to provide to support accessible.

Framework for Accessible Specification of Technologies (FAST) is intended to be a **potential source** of guidelines addressing specifically the features technologies need to provide to support accessible.

User & Functional Needs

3 Stages of FAST

FAST Approach

Three stages

- Inventory functional and user needs;
- Identify ways to meet needs;
- Develop technology guidelines.

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.

“Dark” Patterns



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

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

Deceptive Patterns

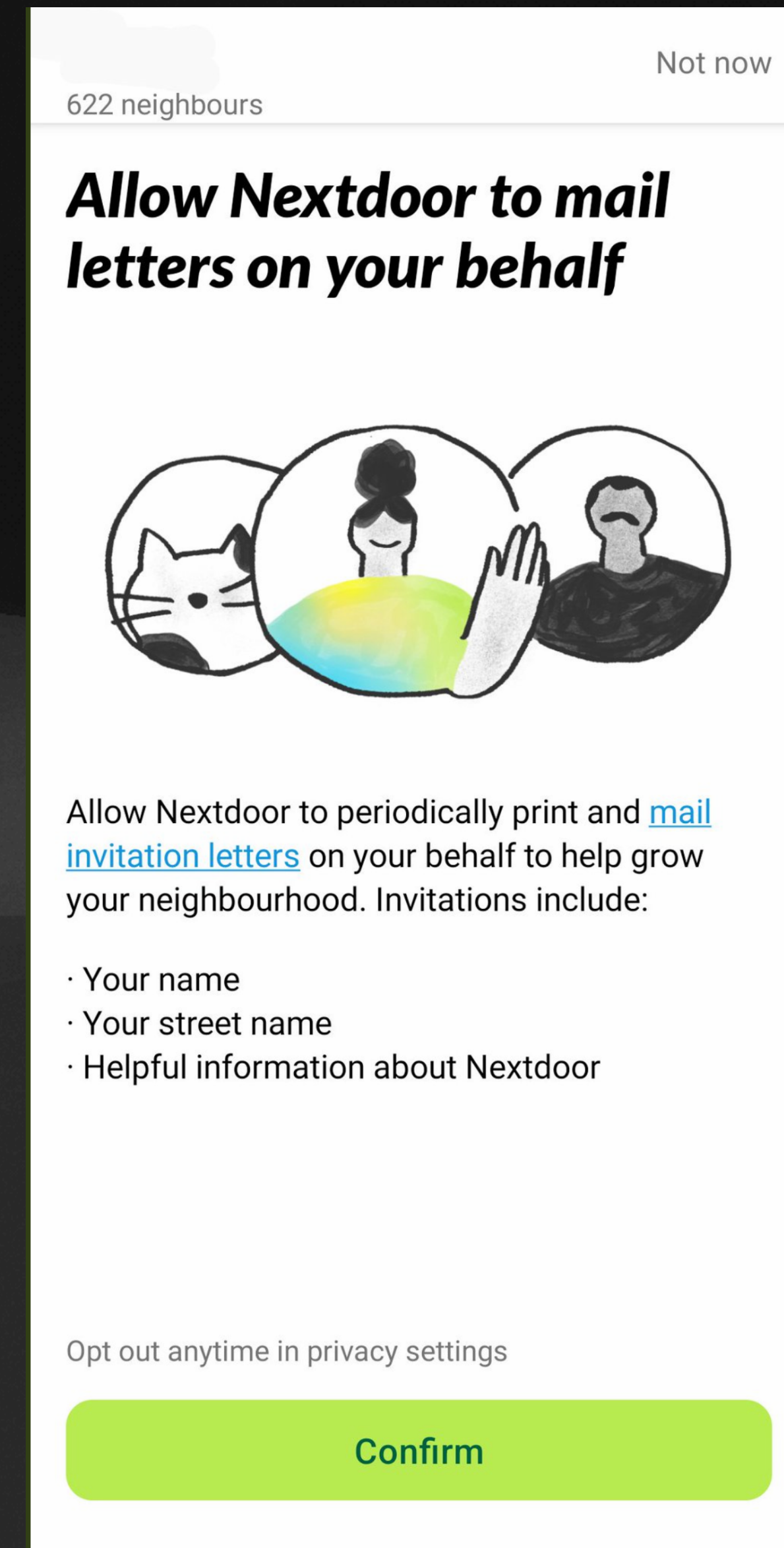
Examples of patterns/anti-patterns

- 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?



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  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.

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.

The background of the slide features a series of dark blue, wavy, horizontal lines that create a sense of depth and movement, resembling a stylized landscape or water. The text "But..." is centered in the middle of the slide in a large, white, sans-serif font.

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://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/>

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