Deceptive Patterns and FAST

Framework for Accessible Specifications of Technologies

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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

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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

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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.

User need: A high-level accessibility characteristic of content and/or a user interface that is necessary for users to complete an objective.

Along with POUR (Perceivable, Operable, Understandabale, Robust) we have added Personalization and Deceptive Patterns with over 1,500 intersections of user and functional needs.

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

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"Dark" pattern

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Connotation and Inclusion

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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

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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

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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

Preferences
Deceptive Pattern

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 ~~[redacted]~~ about upcoming events, exhibitions and news?

☑ No

☐ Yes

Signup Questions
Anti-pattern

Email Subscriptions
Deceptive 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.

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

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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**

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