

/// THIS IS A LIVING DOCUMENT ///

If you'd like a copy of the presentation,  
please let me know! I'm happy to share it.

But, just note that this material is a living  
body of work that is always in progress.

# THE **Defensive Design Guide**

Kiran Wattamwar



WHO AM I?

# **Kiran Wattamwar**

Privacy and Civil Liberties Engineer  
@ Palantir Technologies



WHO AM I?

# Kiran Wattamwar

Privacy and Civil Liberties Engineer  
@ Palantir Technologies

aka a professional “issue spotter”

“Design is a problem-solving  
activity.”

— PAUL RAND

All decisions are an  
expression of design.

Design helps us create  
principled solutions.

# Design helps us create principled solutions.

Good design is considerate of aesthetics, usability, discoverability, data scale, performance, consistency...

# Design helps us create **biased** solutions.

When we choose to prioritize something in our solutions, we encode a bias we have about what makes a “good” solution.

Let's consider a canonical design primitive:



the chair



CASE STUDY

You're tasked to  
design a chair.



What are you going to build?

Well, that depends.



You'll probably follow up with questions like...

Who is this for?

In what context will it be used?

What materials are available to me?

What's the timeline like?



THE BASIC CHAIR



## THE OFFICE CHAIR

Ergonomic, universal (customizable), portable



## THE CHAISE LOUNGE

Comfortable, made for one



## THE POOL CHAIR

Waterproof, slats for drainage



## THE CONVERTIBLE CHAIR

Form informed by the ability to expand/collapse



CHAIR NOT MEANT FOR SEATING

A perfectly comfortable ledge, made hostile with an obstruction



PAIMIO CHAIR, ALVARO ALTO

For the Paimio TB Asylum

\* He considered the building a "medical instrument" for healing.



## NERI OXMAN'S GEMINI CHAIR

3d printed, designed specifically for her



EAMES CHAIR

for a low cost furniture competition



## EMECO STACKING CHAIR

Commissioned for tight spaces on Navy ships



GOLD MEDAL CAMP FURNITURE CO.DIRECTORS CHAIR

Portable



The design of each of these chairs is heavily coupled with the **context** they were designed to operate within.

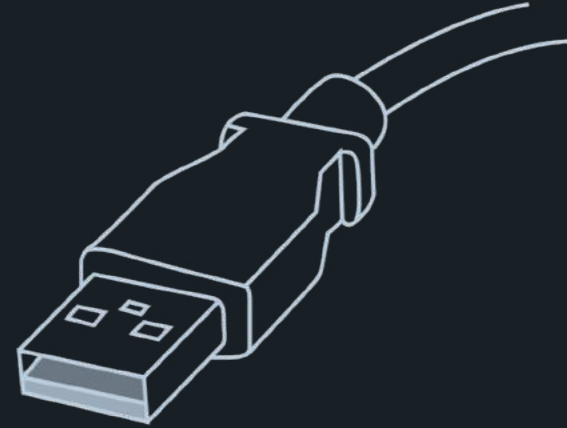
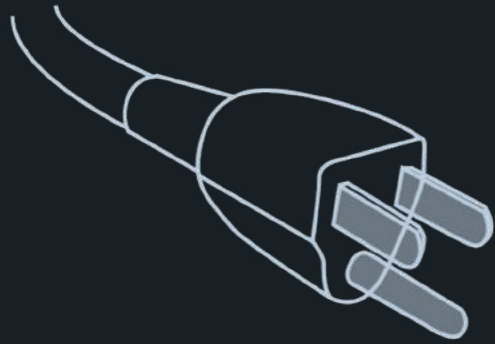


We reach for different chairs at different times.

And the **form, fixtures, materials, and aesthetics** all work towards customizing each chair to respond to its corresponding needs well.

Design helps us create  
**principled** solutions.

What if the principle is ensuring that these  
solutions reduce human error?



# **Poka-Yoke**

Mistake-proofing



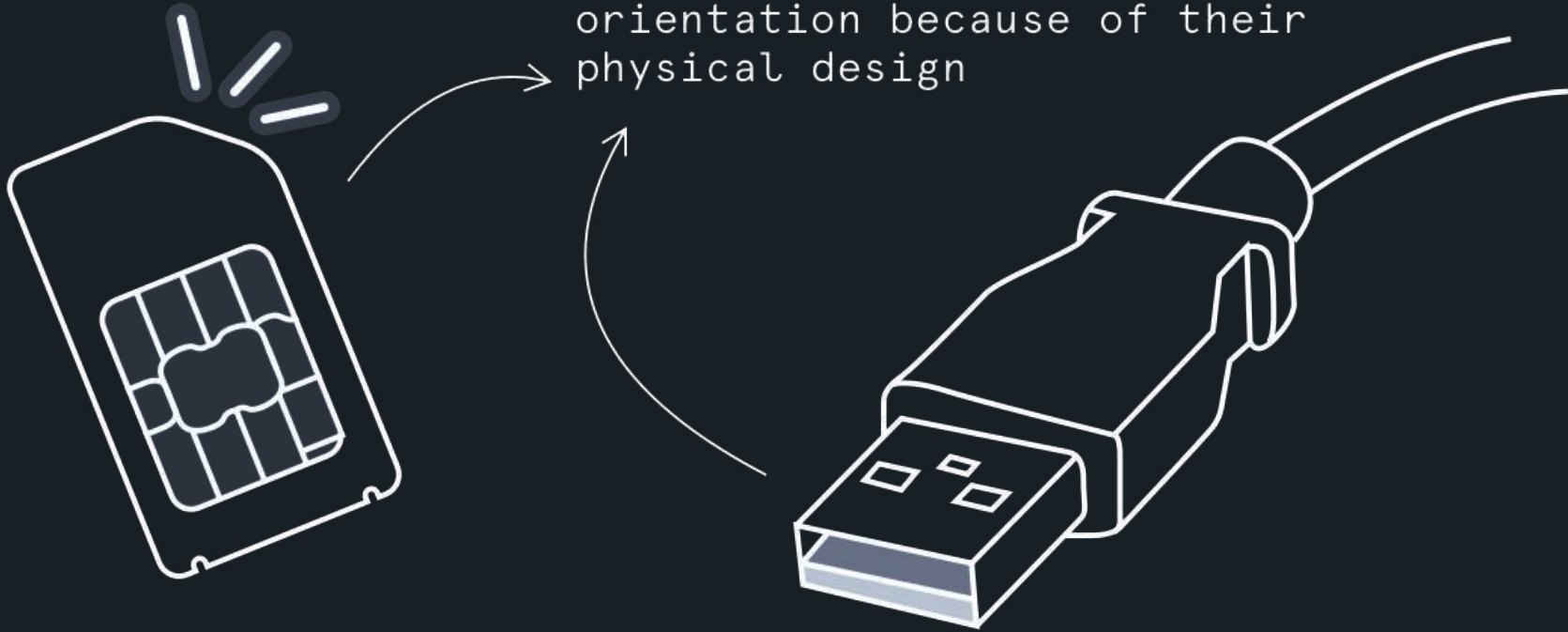
SHIGEO SHINGO

Industrial Engineer

## The Contact Method

Use physical attributes of something  
(like its color, size, weight, shape) to  
prevent its misuse

these can only be inserted  
into devices in a single  
orientation because of their  
physical design



Let's pivot ...

What if we sought to  
**reduce harm** in our  
design practice?

What if we designed defensively for this purpose?

# There are many related design methodologies...

Human-centered Design

Ethically-aligned Design

Privacy by Design

Inclusive Design + Universal Design

Context-sensitive Design

Value-sensitive Design

...

**Even similar methodologies in other disciplines...**

Journalistic ethics

Medical ethics


Even economics (Consider Donut Economics)

So how should we collectively define design ethics?

What's the process?

PRINCIPLE 1

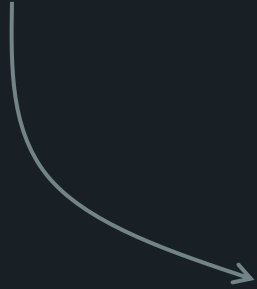
Design to **sustain, heal, and empower** our communities, as well as to seek liberation from exploitative and oppressive systems.



Does your design  
context depend on  
exploitative or  
oppressive systems?

PRINCIPLE 2

Center the voices of those **who are directly impacted** by the outcomes of the design process.

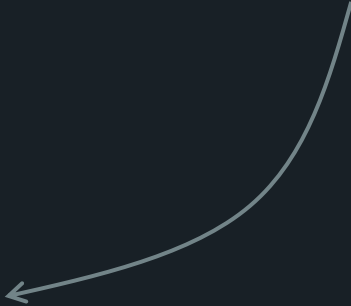


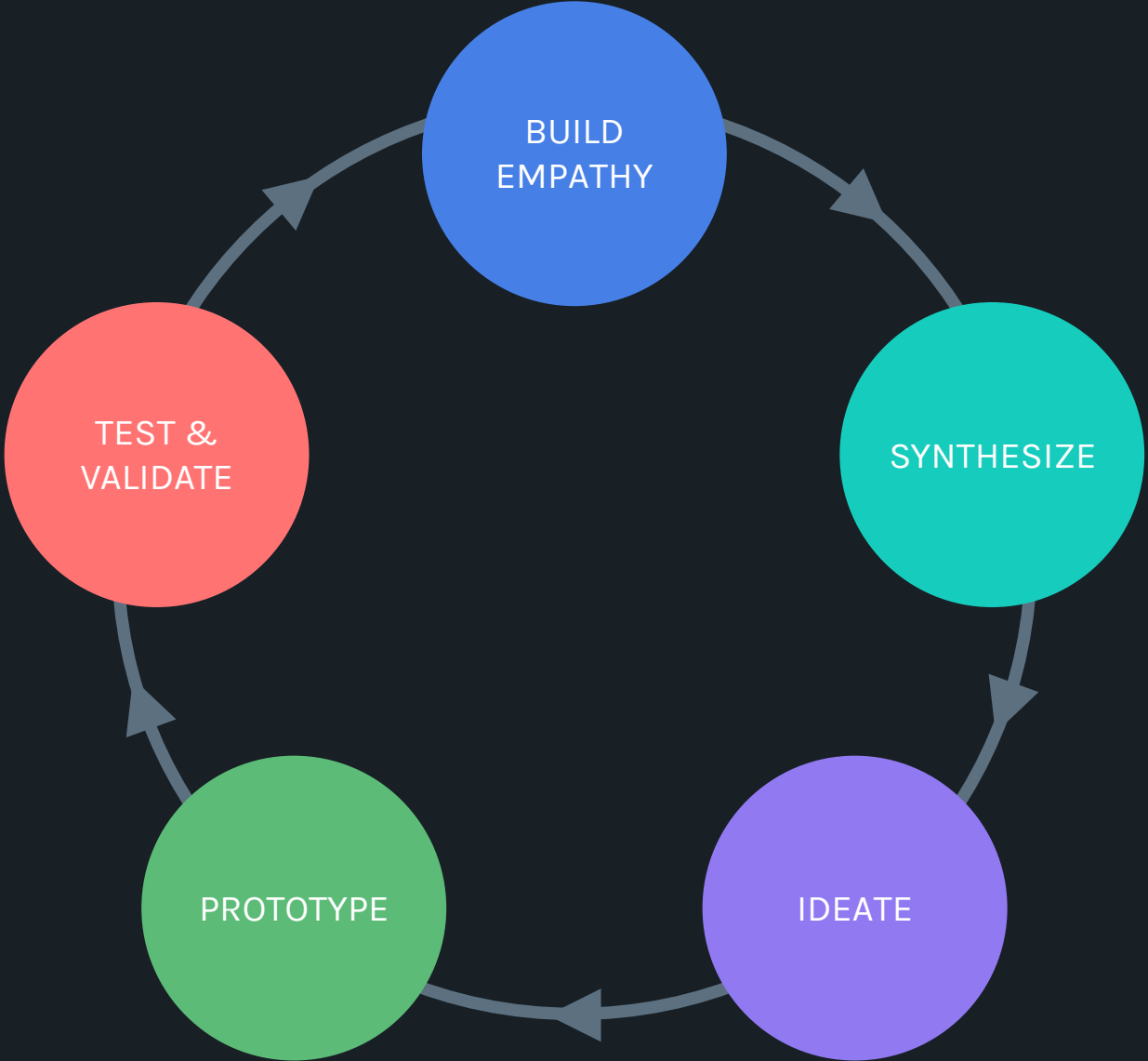
This doesn't just refer to your users - who's downstream of the decisions made using your designs?

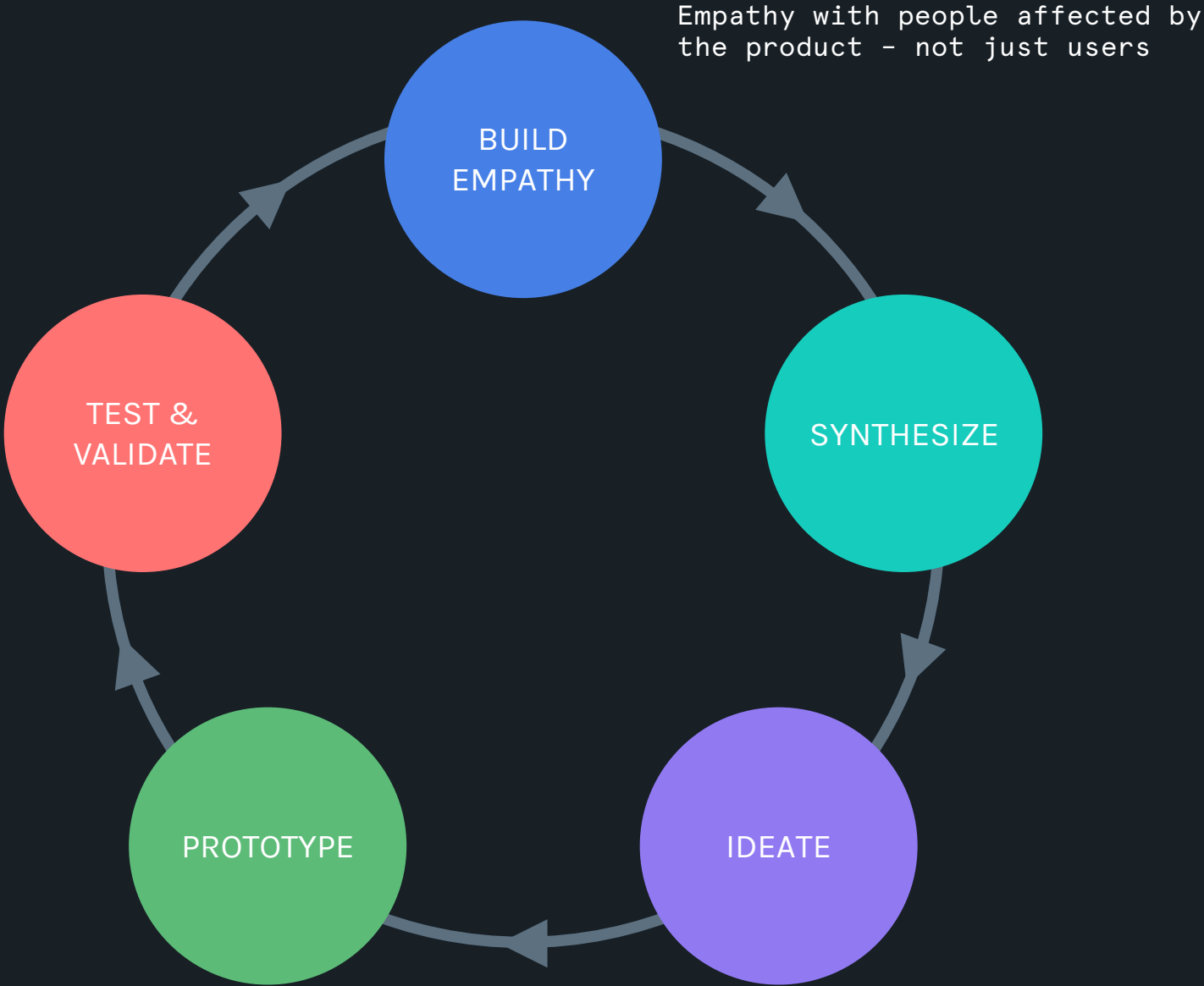
PRINCIPLE 3

Prioritize design's **impact on the community** over the intentions of the designer.

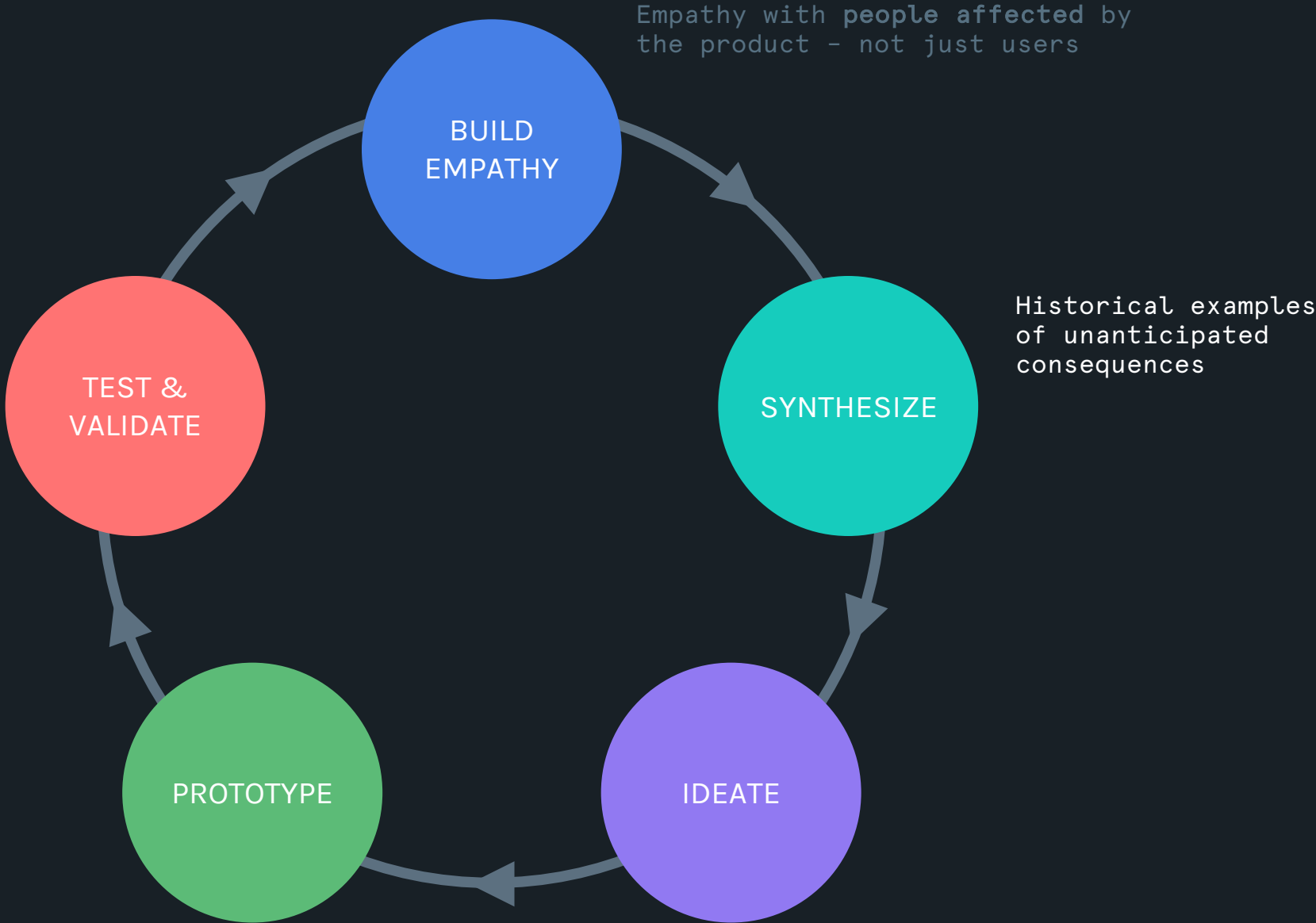
Even if we carry positive intent, are the outcomes of our design choices as expected?



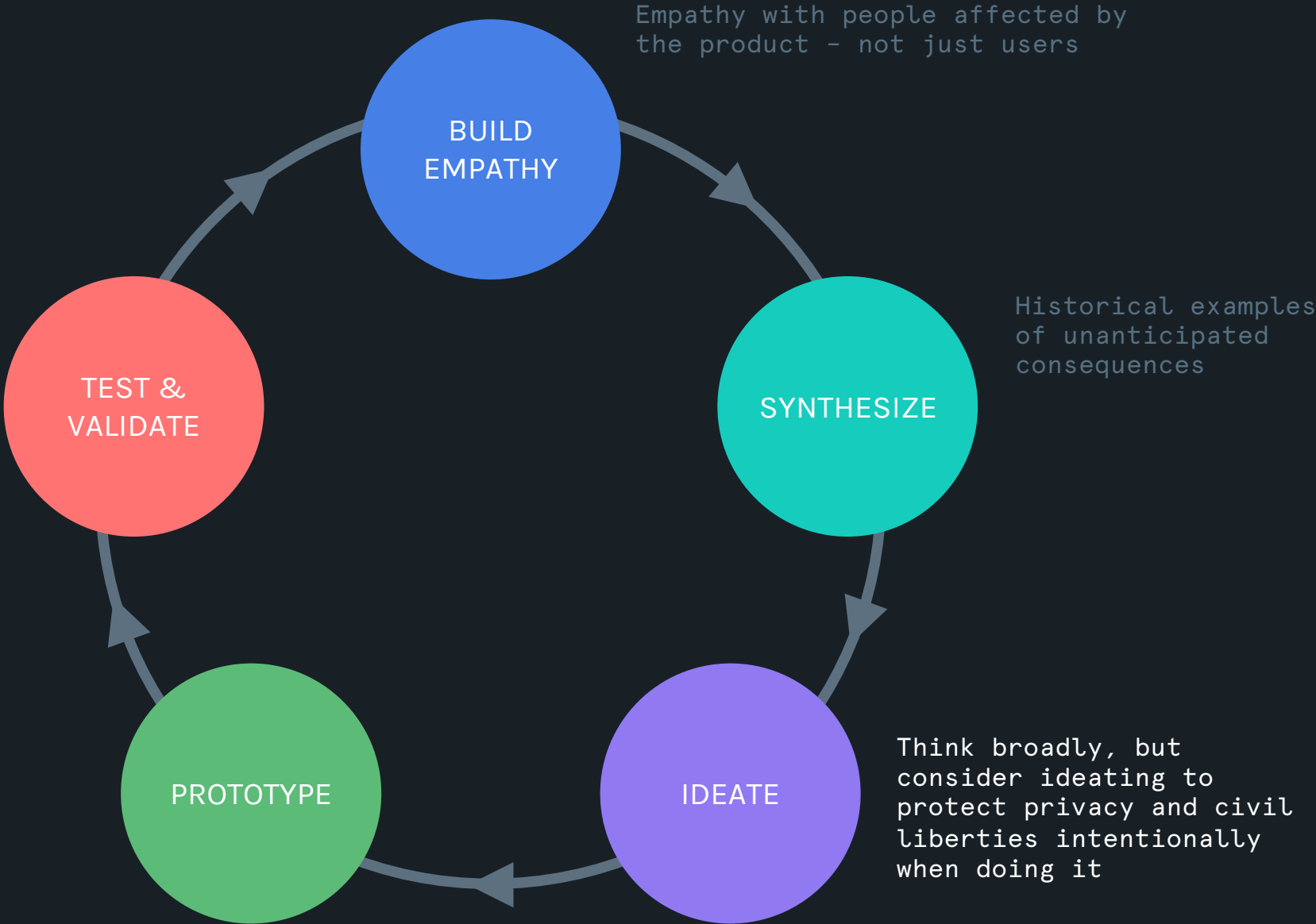




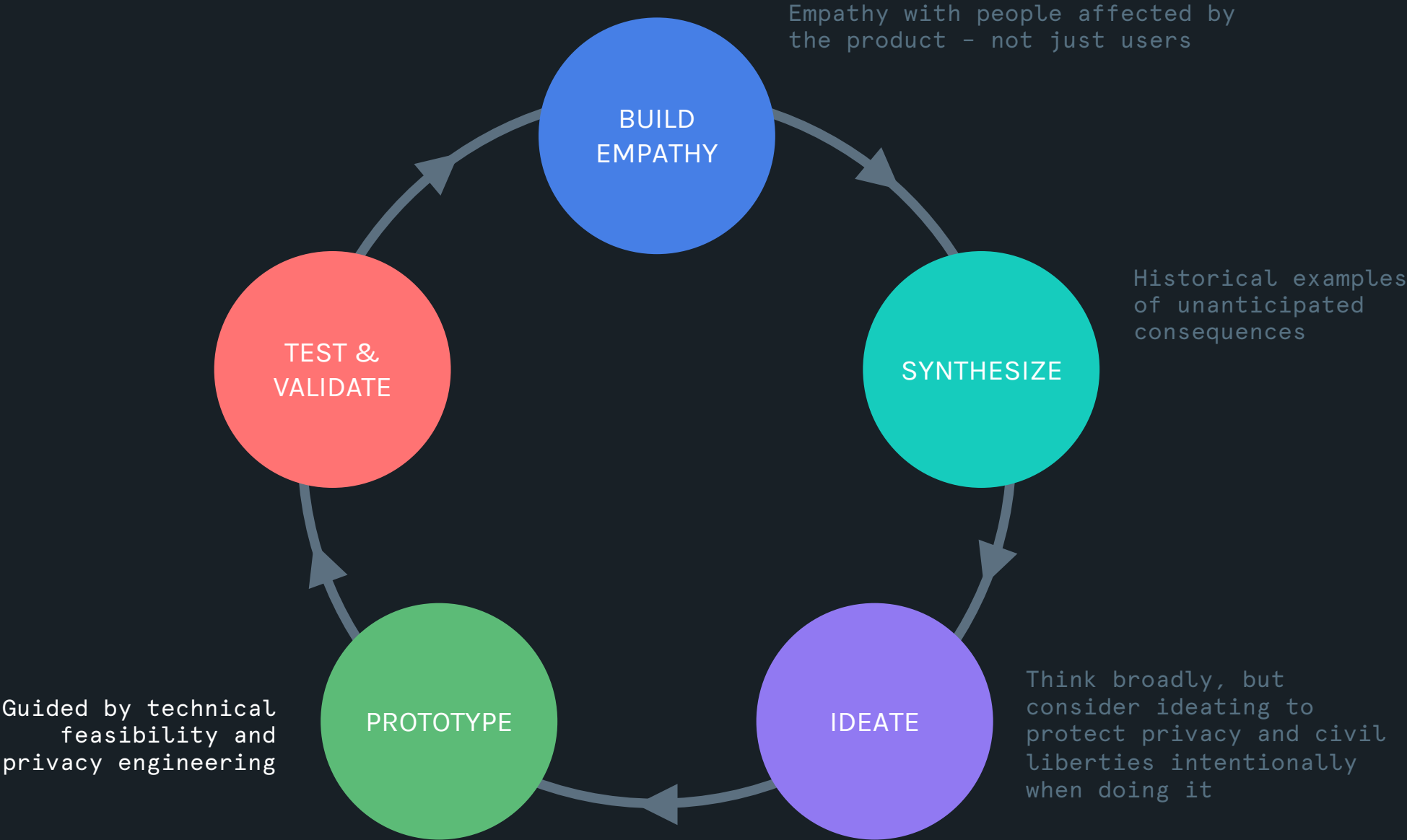
PALANTIR'S DESIGN PROCESS



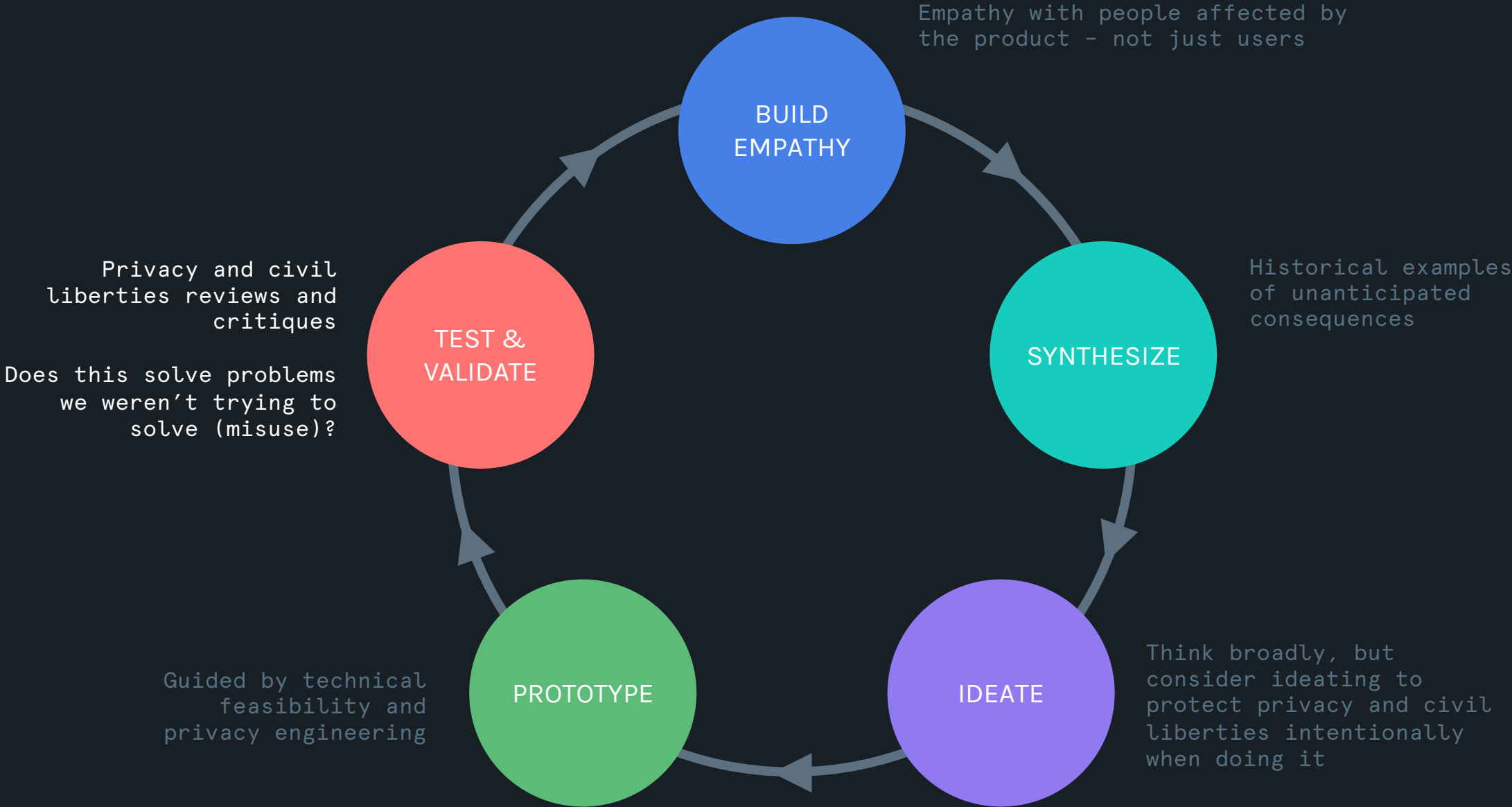
PALANTIR'S DESIGN PROCESS



PALANTIR'S DESIGN PROCESS



PALANTIR'S DESIGN PROCESS



# Case Studies

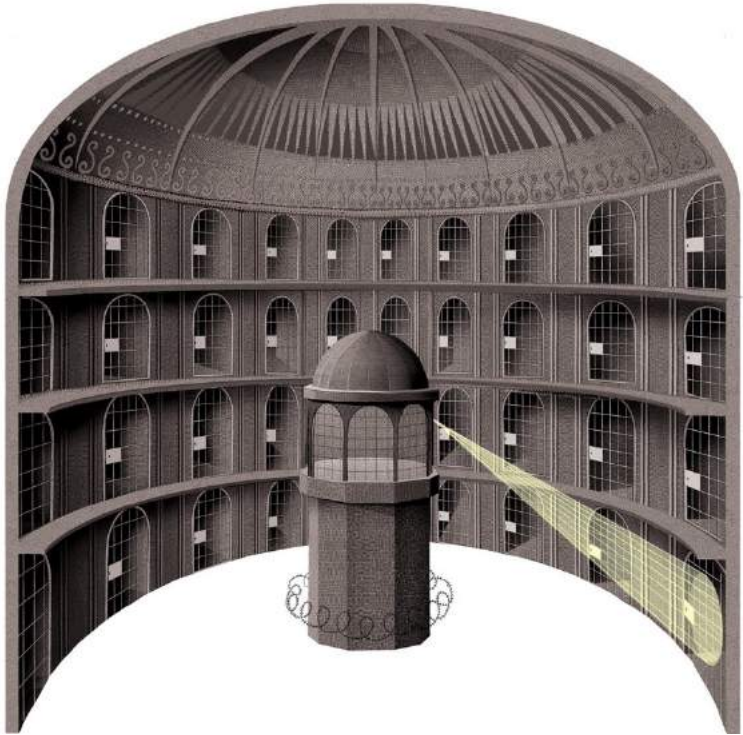
on how design can be used to protect against misuse,  
privacy intrusions, and the erosion of agency

PART 1

# Surveillance

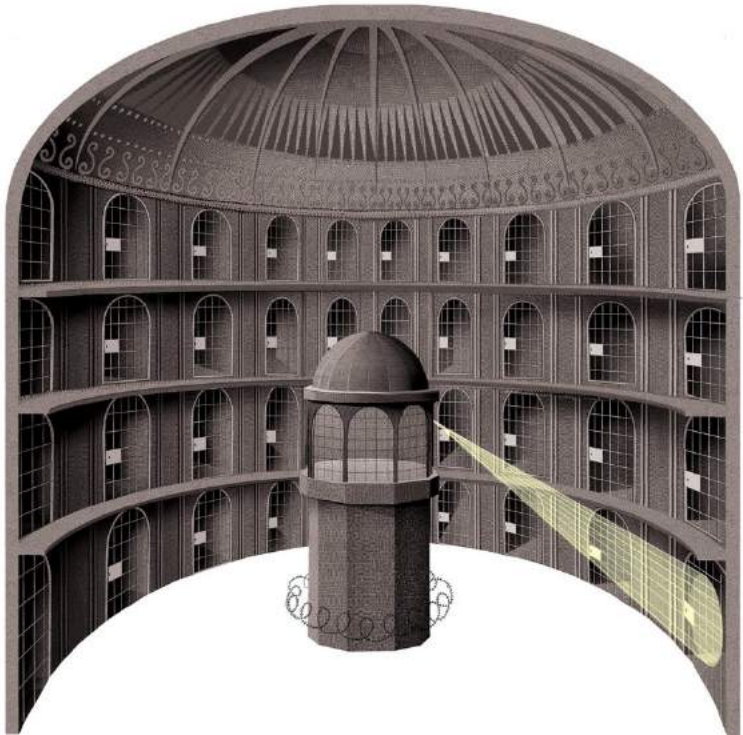
designing for privacy





Design can profoundly impact the way people live and act. Consider **Jeremy Bentham's Panopticon**.

**Image Source:**  
The Data Panopticon and Surveillance Capitalism, Medium,  
<https://medium.com/@dylanskrah/the-data-panopticon-and-surveillance-capitalism-dee5cd1789d7>



Bentham's panopticon was created to maximize surveillance and minimize inmate privacy.

This prison design features a central watch tower, and though guards cannot watch all inmates at once, the inmates cannot identify if they are being watched, impacting their behavior.

“new mode of obtaining power  
of mind over mind”

Jeremy Bentham

## 'Traumatizing and abusive': Immigrants reveal personal toll of ankle monitors

While Biden defends electronic bands as alternative to detention, advocates urge proper legal help for immigrants show up to court

Sarah Betancourt

@sweetadelinevt

Mon 12 Jul 2021 10.03 EDT



### Most viewed



US Afghanistan withdrawal a 'logistical success but strategic failure', Milley says



Squid Game: the hellish horrorshow taking the whole world by storm



Gibraltar cave chamber discovery could shed light on Neanderthals' culture

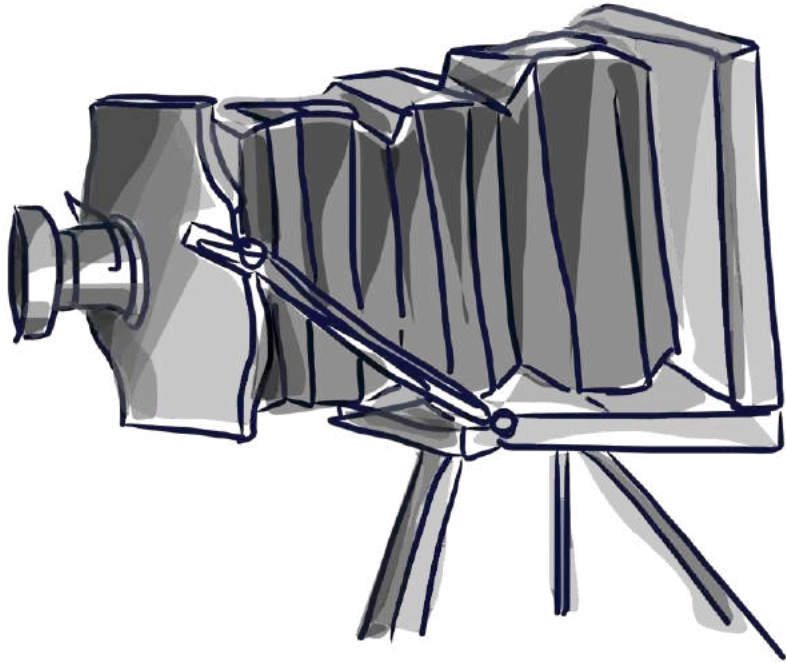


Surreal scenes and broken dreams: 2021's best street photography - in pictures



Judge rules in Wisconsin teen's favor after sheriff threatened jail over Covid post

All decisions are ultimately  
expressions of design.



## A CASE STUDY

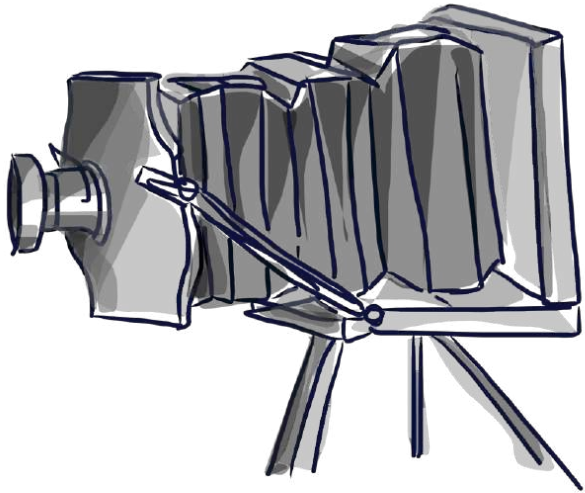
Let's dig deeper into a specific example of how design transforms a system, and its broad impacts.



Before digital imagers, exposures could take several minutes (even hours).

The subject of a photograph needed to stay still for just as long, making the photography of passing strangers in public virtually impossible.

Commissioned photographs were expensive, elaborate, and private events.



With digital cameras, exposure was instantaneous. Portable cameras made capturing private persons easier, and could lead to the circulation of private information without consent.

Samuel Warren and Justice Brandeis speak about this in *The Right to Privacy*

# HARVARD LAW REVIEW.

VOL. IV.

DECEMBER 15, 1890.

NO. 5.

## THE RIGHT TO PRIVACY.

"It could be done only on principles of private justice, moral fitness, and public convenience, which, when applied to a new subject, make common law without a precedent; much more when received and approved by usage."

WILLIAMS, J., in *Millar v. Taylor*, 4 Burr. 2301, 2312.

THAT the individual shall have full protection in person and in property is a principle as old as the common law; but it has been found necessary from time to time to define anew the exact nature and extent of such protection. Political, social, and economic changes entail the recognition of new rights, and the common law, in its eternal youth, grows to meet the demands of society. Thus, in very early times, the law gave a remedy only for physical interference with life and property, for trespasses *vi et armis*. Then the "right to life" served only to protect the subject from battery in its various forms; liberty meant freedom from actual restraint; and the right to property secured to the individual his lands and his cattle. Later, there came a recognition of man's spiritual nature, of his feelings and his intellect. Gradually the scope of these legal rights broadened; and now the right to life has come to mean the right to enjoy life,—the right to be let alone; the right to liberty secures the exercise of extensive civil privileges; and the term "property" has grown to comprise every form of possession—intangible, as well as tangible.

Thus, with the recognition of the legal value of sensations, the protection against actual bodily injury was extended to prohibit mere attempts to do such injury; that is, the putting another in

"Recent inventions and business methods call attention to the next step which must be taken for the protection of the person, and for securing to the individual what Judge Cooley calls the right "to be let alone."

Source:  
Warren and Brandeis,  
["The Right to  
Privacy"](#), Harvard  
Law Review 193  
(1890)

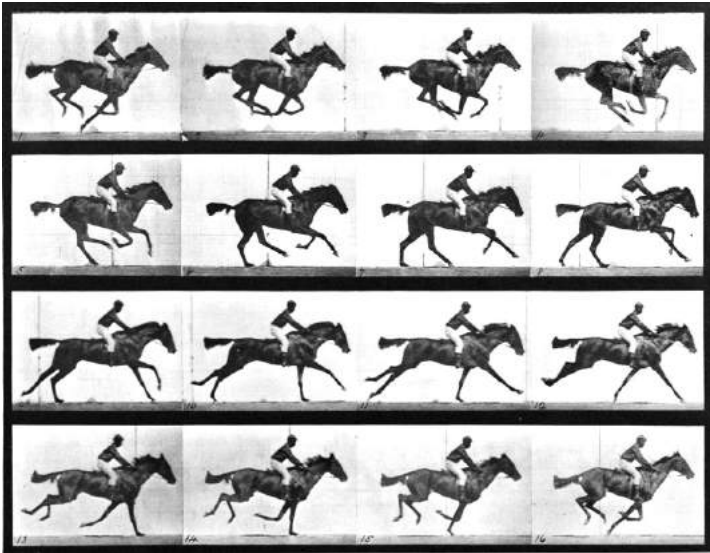
Instantaneous photographs and newspaper enterprise have invaded the sacred precincts of private and domestic life; and numerous mechanical devices threaten to make good the prediction that "what is whispered in the closet shall be proclaimed from the house-tops."

*Samuel D. Warren and Justice Brandeis*

"[B]ut now that modern devices afford abundant opportunities for the perpetration of such wrongs **without any participation by the injured party**, the protection granted by the law must be placed upon a broader foundation. While, for instance, the state of the photographic art was such that one's picture could seldom be taken without his consciously "sitting" for the purpose, the law of contract or of trust might afford the prudent man sufficient safeguards against the improper circulation of his portrait; **but since the latest advances in photographic art have rendered it possible to take pictures surreptitiously, the doctrines of contract and of trust are inadequate to support the required protection**, and the law of tort must be resorted to."

*Samuel D. Warren and Justice Brandeis*

Source:  
Warren and Brandeis,  
["The Right to Privacy"](#), Harvard  
Law Review 193  
(1890)



The invention of the camera accelerated exposure time to less than a second, capturing events that were otherwise hard to capture (think Muybridge's stills of the horse), and extended the use of the camera to the public realm, where instant photographs did not need to be staged.



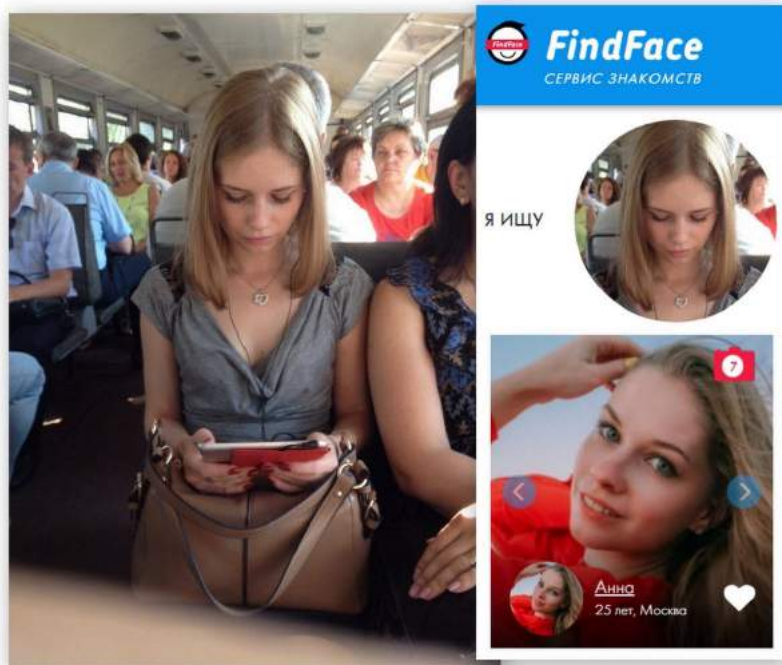
Camcorders made these records richer.

But **with videos capturing audio** recordings by default, they became tools that could potentially capture private conversations in the public realm.

They could unwittingly capture others passing by, merely because they existed in public spaces.



And then we started carrying  
them in our pockets, and  
taking them with us.

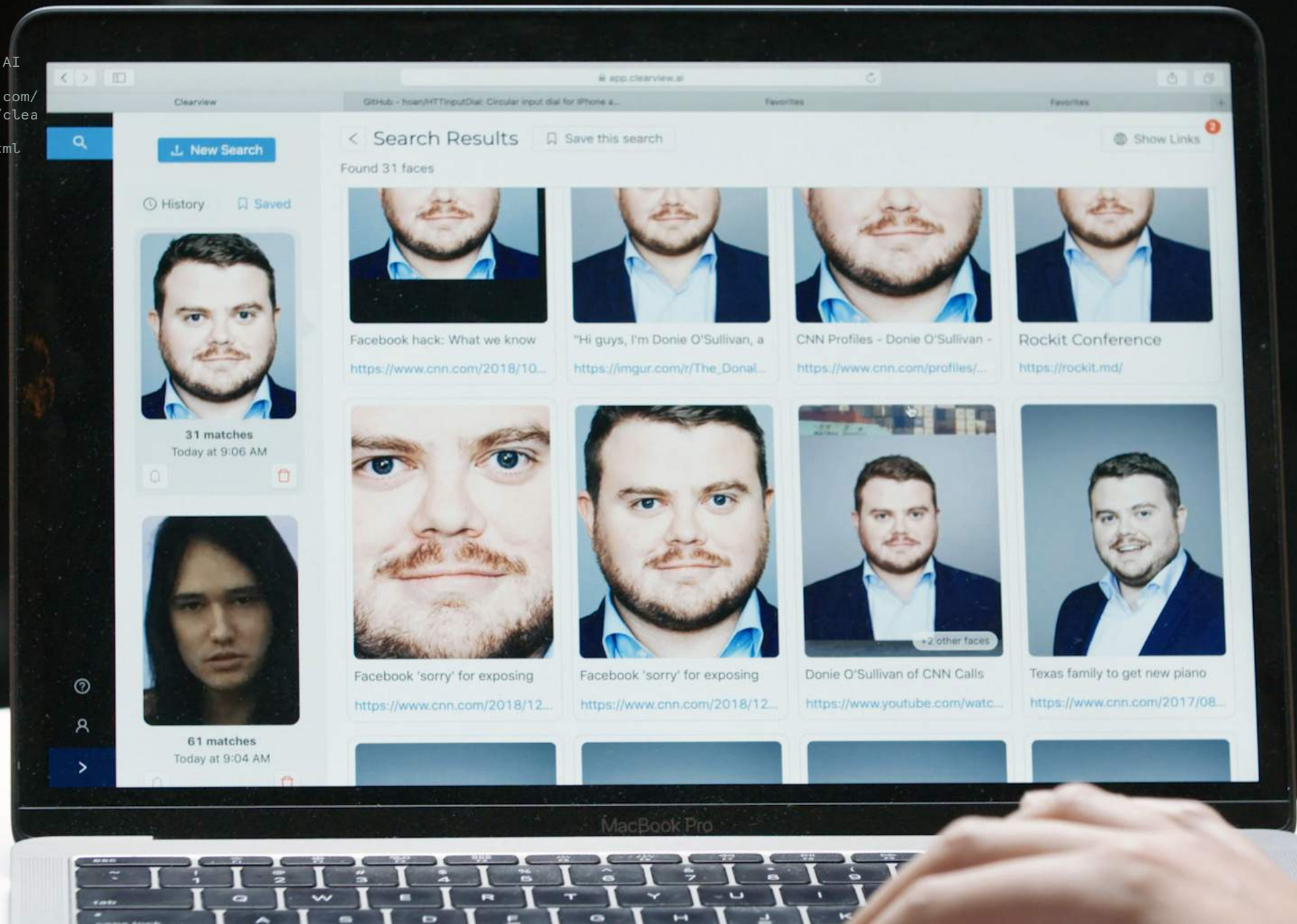


FindFace applies face recognition on images of people, which can be taken in public spaces without the consent of the photograph's subject.

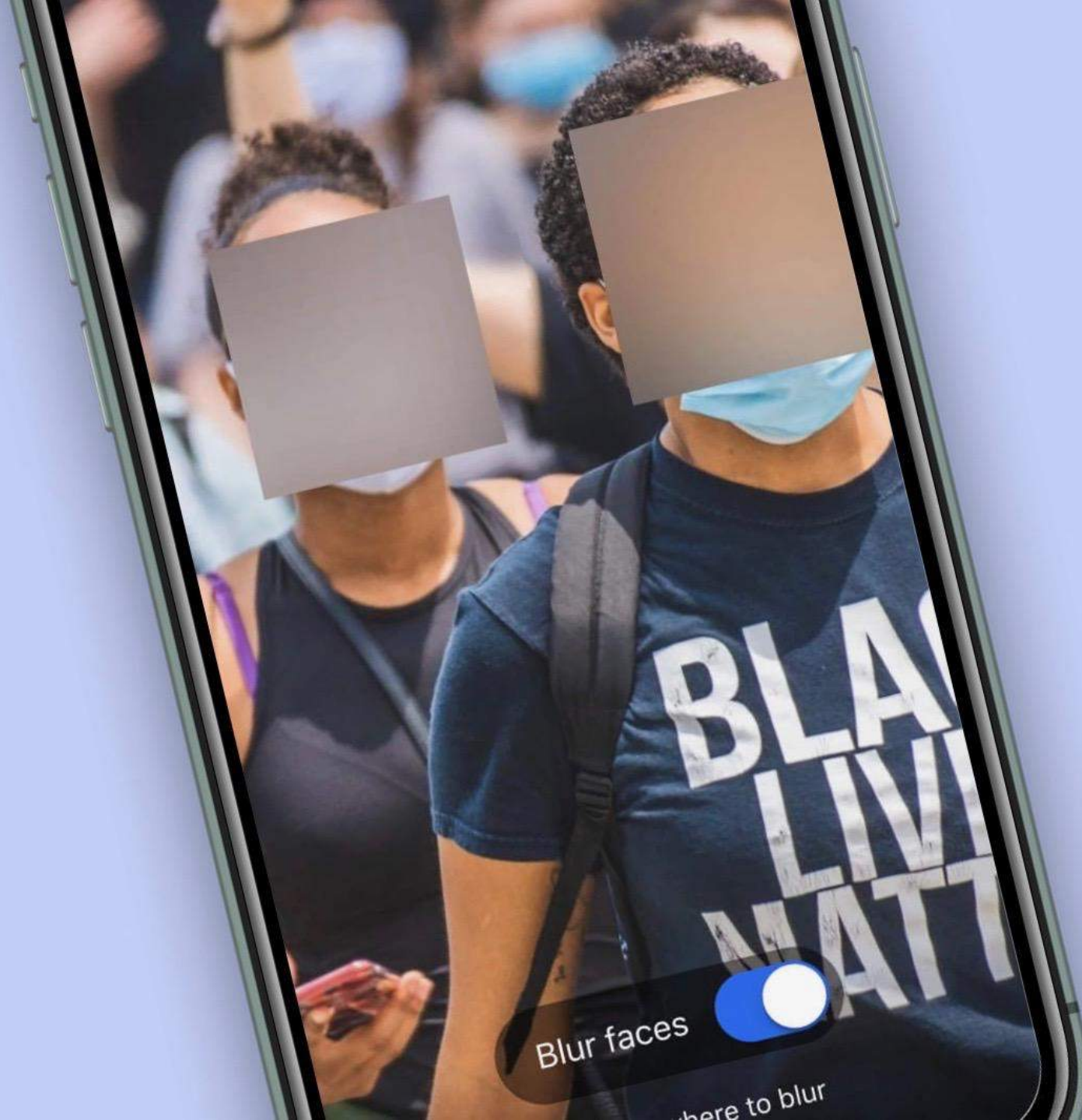
# What does it mean to have “the right to be let alone?”

Source:  
Shaun Walker,  
Face recognition app  
taking Russia by  
storm may bring end  
to public anonymity,  
The Guardian,  
May 17, 2016  
<https://www.theguardian.com/technology/2016/may/17/findface-face-recognition-app-end-public-anonymity-vkontakte>

Source:  
CNN, Clearview AI  
interview  
<https://www.cnn.com/2020/05/28/tech/clearview-ai-aclu-lawsuit/index.html>



Source:  
Signal,  
<https://signal.org/blog/blur-tools/>



This is not to say that digital cameras are net bad.

But they do come with a new culture of norms,  
new expectations of privacy, and new risks.


Surveillance and its potential privacy harms are often discrete, especially when they lack explicit consent mechanisms.

But even when there is an opt-in process, is consent meaningful?

Is this meaningful consent? / All or nothing  
Google Cookies

Google

English | Sign in



### Before you continue

Google uses [cookies](#) and other data to deliver, maintain and improve our services and ads. If you agree, we'll personalise the content and ads that you see, based on your activity on Google services like Search, Maps and YouTube. We also have [partners](#) that measure how our services are used. Click 'See more' to review your options, or visit [g.co/privacytools](https://g.co/privacytools) at any time.

[See more](#) [I agree](#)

Other options

#### Adjust your privacy controls

For example, you can control how your signed-out search activity is used. Or you can manage your YouTube search and watch activity in this browser. [Adjust your controls now](#)

#### Cookie settings

Cookies are a vital piece of technology in your browser, allowing websites to make your Internet experience better. For example, when you set a default language on a website, cookies help the site remember your choice.

You can block some or all cookies, but this can cause certain features across the web

[Back](#)

Is this meaningful consent? /  
YouTube

Click “Customize” to review options, including controls to reject the use of cookies for personalization and information about browser-level controls to reject some or all cookies for other uses. You can also visit [g.co/privacytools](https://g.co/privacytools) anytime.

CUSTOMIZE

I AGREE

 YouTube a Google company



## Before you continue to YouTube

Google uses [cookies](#) and data to:

- Deliver and maintain services, like tracking outages and protecting against spam, fraud, and abuse
- Measure audience engagement and site statistics to understand how our services are used

If you agree, we'll also use cookies and data to:

- Improve the quality of our services and develop new ones
- [Deliver](#) and measure the effectiveness of ads
- Show [personalized](#) content, depending on your settings
- Show [personalized](#) or generic ads, depending on your settings, on Google and across the web

For non-personalized content and ads, what you see may be influenced by things like the content you're currently viewing and your location (ad serving is based on general location). [Personalized](#) content and ads can be based on those things and your activity like Google searches and videos you watch on YouTube. Personalized content and ads include things like more relevant results and recommendations, a customized YouTube homepage, and ads that are tailored to your interests.

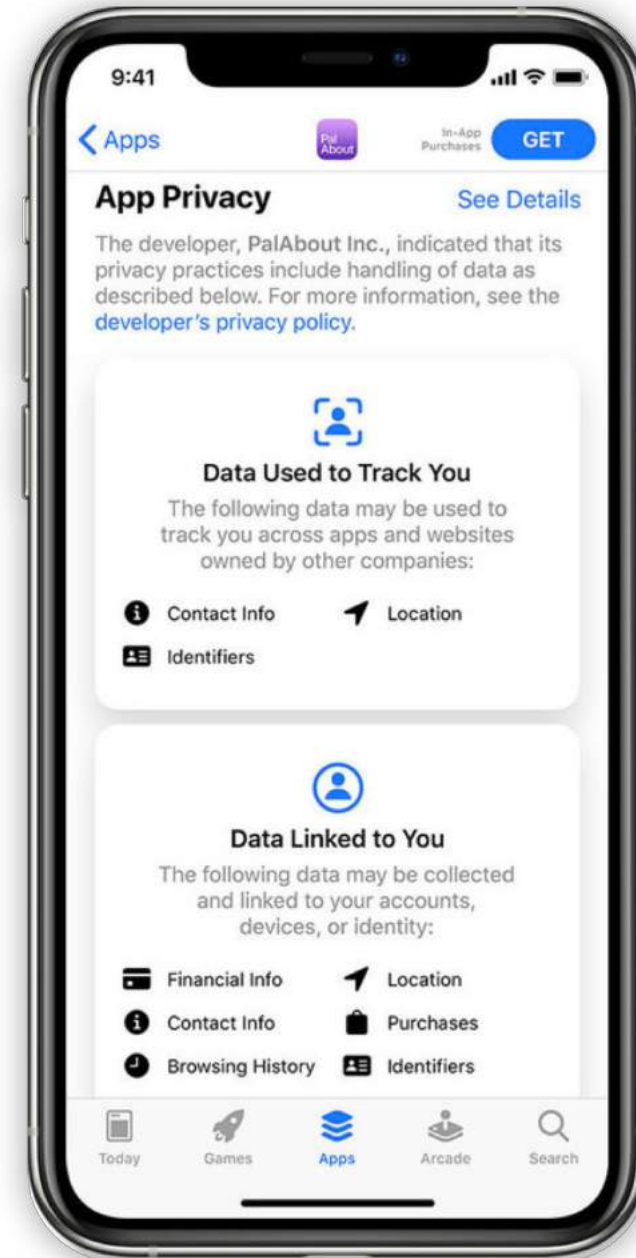
Click “Customize” to review options, including controls to reject the use of cookies for personalization and information about browser-level controls to reject some or all cookies for other uses. You can also visit [g.co/privacytools](https://g.co/privacytools) anytime.

CUSTOMIZE

I AGREE

What context does someone  
need to be able to provide  
**meaningful** consent for  
digital surveillance?

Is this even sufficient?



Signal



iMessage

📍 Contact Info

• Email Address

• Phone Number

🔍 Search History

📄 Identifiers

• Device ID

WhatsApp

📊 Analytics

🛒 Purchases

Purchase History

📍 Location

Coarse Location

📞 Contact Info

Phone Number

🗃️ User Content

Other User Content

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

📱 App Functionality

🛒 Purchases

Purchase History

💰 Financial Info

Payment Info

📍 Location

Coarse Location

📞 Contact Info

Email Address

Phone Number

👤 Contacts

Contacts

🗃️ User Content

Customer Support

Other User Content

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

Facebook Messenger

📊 Third-Party Advertising

🛒 Purchases

Purchase History

💰 Financial Info

Other Financial Info

📍 Location

Precise Location

Coarse Location

📞 Contact Info

Physical Address

Email Address

Name

Phone Number

Other User Contact Info

👤 Contacts

Contacts

🗃️ User Content

Photos or Videos

Gameplay Content

Other User Content

🔍 Search History

Search History

📄 Browsing History

Browsing History

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

Other Usage Data

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

🗃️ Other Data

Other Data Types

📊 Analytics

🏃 Health & Fitness

Health

Fitness

🛒 Purchases

Purchase History

💰 Financial Info

Payment Info

Other Financial Info

📍 Location

Precise Location

Coarse Location

📞 Contact Info

Physical Address

Email Address

Name

Phone Number

Other User Contact Info

👤 Contacts

Contacts

🗃️ User Content

Photos or Videos

Gameplay Content

Other User Content

🔍 Search History

Search History

📄 Browsing History

Browsing History

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

Other Usage Data

⚙️ Sensitive Info

Sensitive Info

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

🗃️ Other Data

Other Data Types

📊 Product Personalisation

🛒 Purchases

Purchase History

💰 Financial Info

Other Financial Info

📍 Location

Precise Location

Coarse Location

📞 Contact Info

Physical Address

Email Address

Name

Phone Number

Other User Contact Info

👤 Contacts

Contacts

🗃️ User Content

Photos or Videos

Gameplay Content

Other User Content

🔍 Search History

Search History

📄 Browsing History

Browsing History

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

Other Usage Data

⚙️ Sensitive Info

Sensitive Info

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

🗃️ Other Data

Other Data Types

📱 App Functionality

🏃 Health & Fitness

Health

Fitness

🛒 Purchases

Purchase History

💰 Financial Info

Payment Info

Credit Info

Other Financial Info

📍 Location

Precise Location

Coarse Location

📞 Contact Info

Physical Address

Email Address

Name

Phone Number

Other User Contact Info

👤 Contacts

Contacts

🗃️ User Content

Emails or Text Messages

Photos or Videos

Audio Data

Gameplay Content

Customer Support

Other User Content

🔍 Search History

Search History

📄 Browsing History

Browsing History

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

Other Usage Data

⚙️ Sensitive Info

Sensitive Info

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

🗃️ Other Data

Other Data Types

📊 Other Purposes

🛒 Purchases

Purchase History

💰 Financial Info

Other Financial Info

📍 Location

Precise Location

Coarse Location

📞 Contact Info

Physical Address

Email Address

Name

Phone Number

Other User Contact Info

👤 Contacts

Contacts

🗃️ User Content

Photos or Videos

Gameplay Content

Customer Support

Other User Content

🔍 Search History

Search History

📄 Browsing History

Browsing History

📄 Identifiers

User ID

Device ID

📊 Usage Data

Product Interaction

Advertising Data

Other Usage Data

⚙️ Diagnostics

Crash Data

Performance Data

Other Diagnostic Data

🗃️ Other Data

Other Data Types

Signal



iMessage

Contact Info	Search History
<ul style="list-style-type: none"><li>Email Address</li><li>Phone Number</li></ul>	<ul style="list-style-type: none"><li>Identifiers</li><li>Device ID</li></ul>

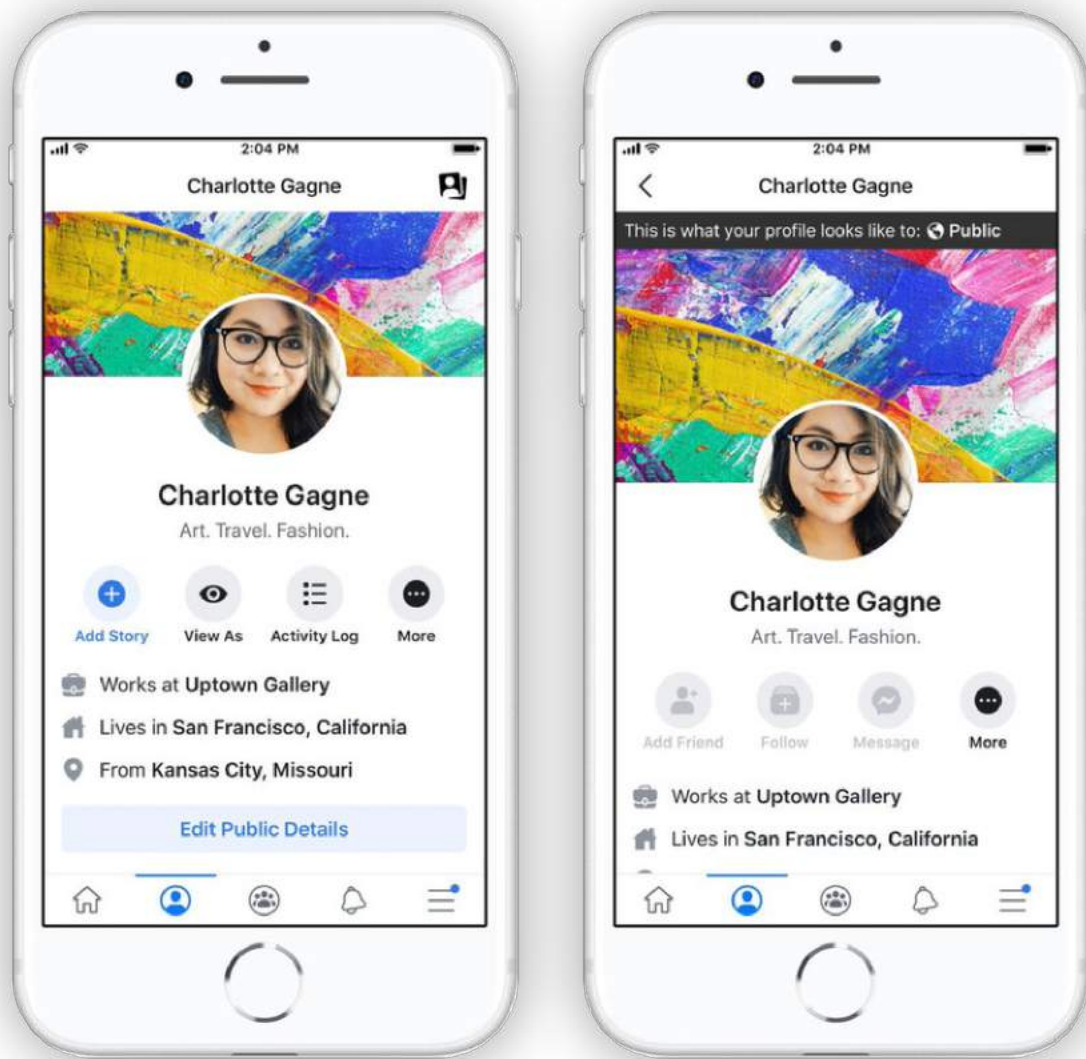
WhatsApp

Analytics	App Functionality
<ul style="list-style-type: none"><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Location<ul style="list-style-type: none"><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Phone Number</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Other User Content</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li></ul>	<ul style="list-style-type: none"><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Payment Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Email Address</li><li>Phone Number</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Customer Support</li><li>Other User Content</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li></ul>

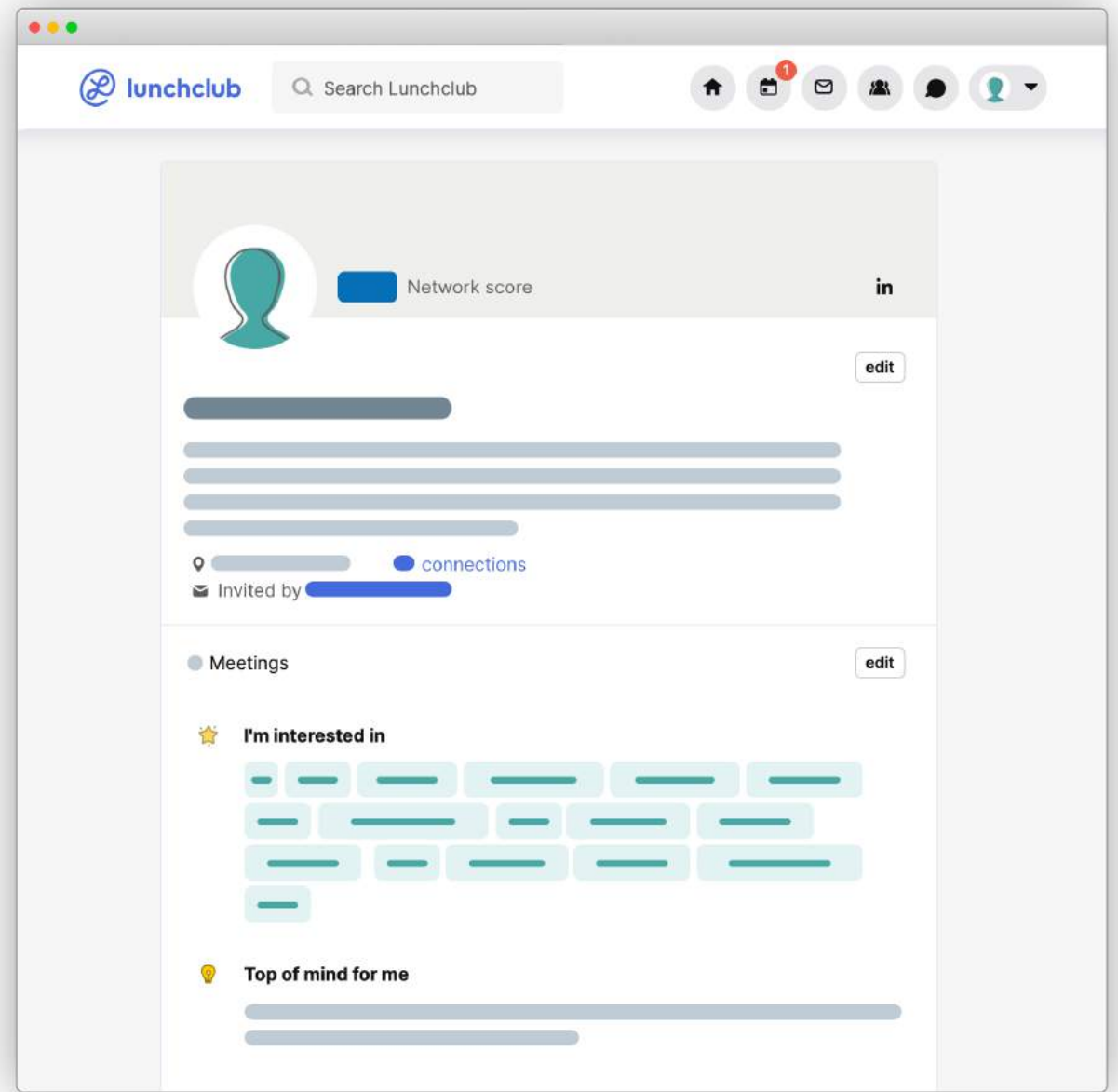
Facebook Messenger

Third-Party Advertising	Analytics	Product Personalisation	App Functionality	Other Purposes
<ul style="list-style-type: none"><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Other Financial Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Precise Location</li><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Physical Address</li><li>Email Address</li><li>Name</li><li>Phone Number</li><li>Other User Contact Info</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Photos or Videos</li><li>Gameplay Content</li><li>Other User Content</li></ul></li><li>Search History<ul style="list-style-type: none"><li>Search History</li></ul></li><li>Browsing History<ul style="list-style-type: none"><li>Browsing History</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li><li>Other Usage Data</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li><li>Other Data<ul style="list-style-type: none"><li>Other Data Types</li></ul></li></ul>	<ul style="list-style-type: none"><li>Health &amp; Fitness<ul style="list-style-type: none"><li>Health</li><li>Fitness</li></ul></li><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Payment Info</li><li>Other Financial Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Precise Location</li><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Physical Address</li><li>Email Address</li><li>Name</li><li>Phone Number</li><li>Other User Contact Info</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Photos or Videos</li><li>Gameplay Content</li><li>Other User Content</li></ul></li><li>Search History<ul style="list-style-type: none"><li>Search History</li></ul></li><li>Browsing History<ul style="list-style-type: none"><li>Browsing History</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li><li>Other Usage Data</li></ul></li><li>Sensitive Info<ul style="list-style-type: none"><li>Sensitive Info</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li><li>Other Data<ul style="list-style-type: none"><li>Other Data Types</li></ul></li></ul>	<ul style="list-style-type: none"><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Other Financial Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Precise Location</li><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Physical Address</li><li>Email Address</li><li>Name</li><li>Phone Number</li><li>Other User Contact Info</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Photos or Videos</li><li>Gameplay Content</li><li>Other User Content</li></ul></li><li>Search History<ul style="list-style-type: none"><li>Search History</li></ul></li><li>Browsing History<ul style="list-style-type: none"><li>Browsing History</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li><li>Other Usage Data</li></ul></li><li>Sensitive Info<ul style="list-style-type: none"><li>Sensitive Info</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li><li>Other Data<ul style="list-style-type: none"><li>Other Data Types</li></ul></li></ul>	<ul style="list-style-type: none"><li>Health &amp; Fitness<ul style="list-style-type: none"><li>Health</li><li>Fitness</li></ul></li><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Payment Info</li><li>Credit Info</li><li>Other Financial Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Precise Location</li><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Physical Address</li><li>Email Address</li><li>Name</li><li>Phone Number</li><li>Other User Contact Info</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Photos or Videos</li><li>Gameplay Content</li><li>Customer Support</li><li>Other User Content</li></ul></li><li>Search History<ul style="list-style-type: none"><li>Search History</li></ul></li><li>Browsing History<ul style="list-style-type: none"><li>Browsing History</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li><li>Other Usage Data</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li><li>Other Data<ul style="list-style-type: none"><li>Other Data Types</li></ul></li></ul>	<ul style="list-style-type: none"><li>Purchases<ul style="list-style-type: none"><li>Purchase History</li></ul></li><li>Financial Info<ul style="list-style-type: none"><li>Other Financial Info</li></ul></li><li>Location<ul style="list-style-type: none"><li>Precise Location</li><li>Coarse Location</li></ul></li><li>Contact Info<ul style="list-style-type: none"><li>Physical Address</li><li>Email Address</li><li>Name</li><li>Phone Number</li><li>Other User Contact Info</li></ul></li><li>Contacts<ul style="list-style-type: none"><li>Contacts</li></ul></li><li>User Content<ul style="list-style-type: none"><li>Photos or Videos</li><li>Gameplay Content</li><li>Customer Support</li><li>Other User Content</li></ul></li><li>Search History<ul style="list-style-type: none"><li>Search History</li></ul></li><li>Browsing History<ul style="list-style-type: none"><li>Browsing History</li></ul></li><li>Identifiers<ul style="list-style-type: none"><li>User ID</li><li>Device ID</li></ul></li><li>Usage Data<ul style="list-style-type: none"><li>Product Interaction</li><li>Advertising Data</li><li>Other Usage Data</li></ul></li><li>Diagnostics<ul style="list-style-type: none"><li>Crash Data</li><li>Performance Data</li><li>Other Diagnostic Data</li></ul></li><li>Other Data<ul style="list-style-type: none"><li>Other Data Types</li></ul></li></ul>

⚡ Systems like technology often bear asymmetric power. It is unreasonable for a data subject to be aware of how these systems work.



Facebook "View as"



Lunchclub Profile Preview (Redacted)

Is your genetic data solely  
your own?

Can an individual provide  
meaningful consent to share  
this data if it inherently is  
built on their genetic lineage?



Image: AncestryDNA Collection Kit

SCIENTIFIC AMERICAN

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# STAT

POLICY

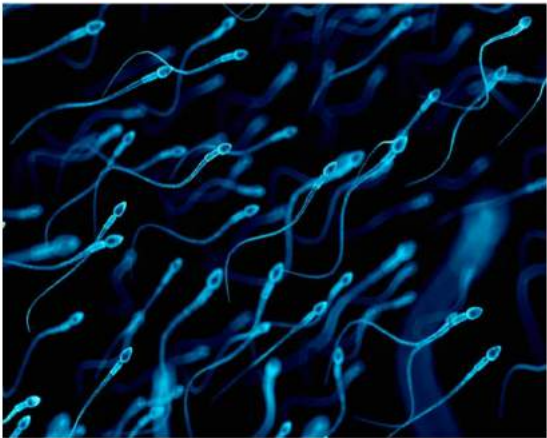
## Consumer DNA Tests Negate Sperm-Bank-Donor Anonymity

Companies such as 23andMe and Ancestry.com have made it impossible for sperm banks to keep donors' identities secret

By Meghana Keshavani, STAT on September 12, 2019

f t y

in e



Credit: Sebastian Kaulitzki/Getty Images

For generations, it was a basic tenet of donating sperm: Clinics could forever protect their clients' identities.

**MEDICAL & BIOTECH**  
How to Identify Almost Anyone in a Consumer Gene Database  
Paul Raeburn

**TECH**  
23andMe Is Terrifying, but Not for the Reasons the FDA Thinks  
Charles Seife

**BIOLOGY**  
What Personal Genome Testing Can and Can't Do  
Michael Shermer

**THE BODY**  
New Sperm Tests May Offer Better Understanding of Male Infertility  
Usha Lee McFarling and STAT

This genetic data is revealing in novel ways.

### AN EXAMPLE

For law enforcement, the analysis DNA swabs is based on the STR technique which strips away genetic information (e.g. eye color, skin color) for privacy.

But if this data (taken without consent or warrants) can be matched with Ancestry data, it loses this protection.

## PRIVACY BY DESIGN

1. Proactive not reactive
2. Privacy as the default setting
3. Privacy embedded into design
4. Avoid false dichotomies (not zero-sum with revenue)
5. End-to-end security (full lifecycle protection)
6. Visibility and transparency (keep it open)
7. Respect for user privacy (keep it user-centric)



Anne Cavoukian

3rd Information and  
Privacy Commissioner of  
Ontario

PART 2

# Misrepresentation

designing for clarity



aka how to avoid designing a digital funhouse...

What if you didn't know that what  
you're seeing was misrepresented?

8 different ways to let your public bally themselves. From a chuckle to a roar . . . Long . . . short . . . skinny or tall and just plain distortolated . . . More than any other medium . . . The gaff for a laff.

People love to laff . . . They love to look foolish, with baggy hips . . . distorted pips (or lips) and sides that split with laughter.

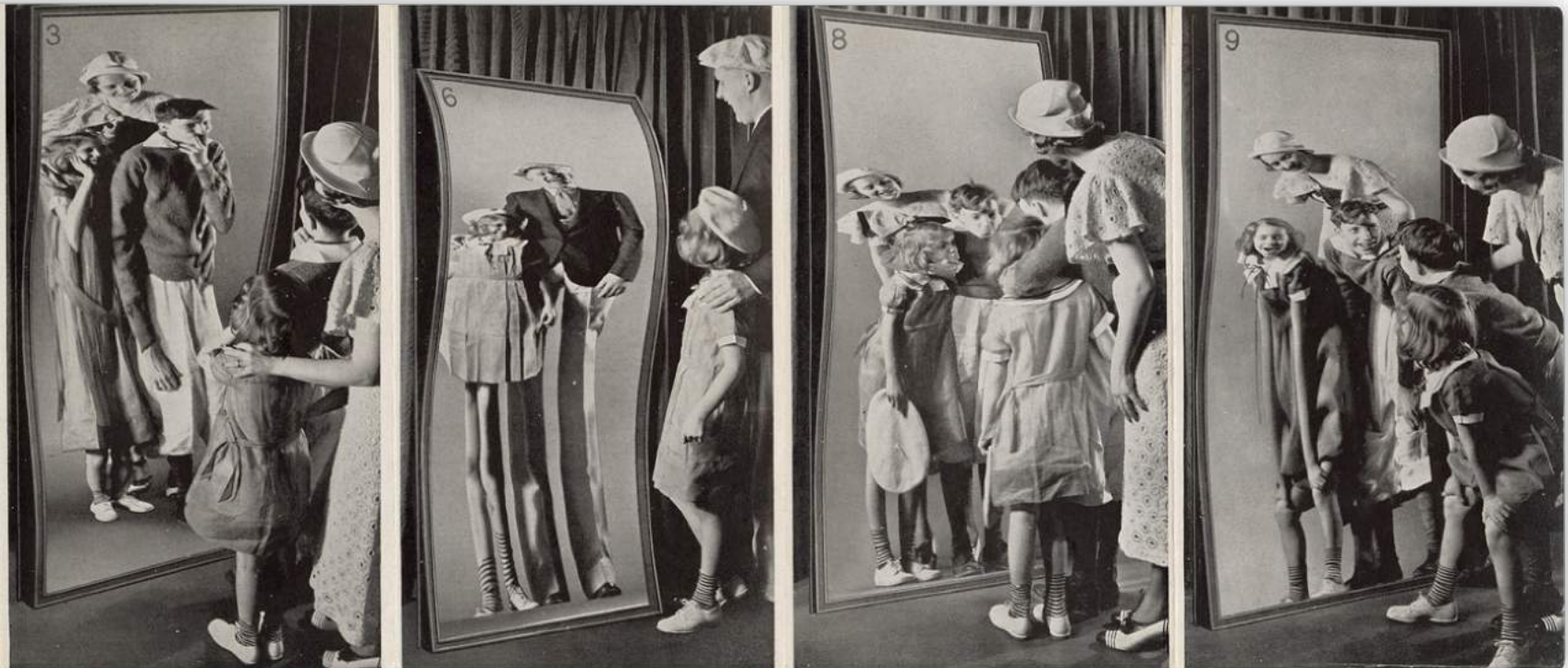
It's the funniest . . . distortinest . . . and craziest thing we sell.

The Mirrors they'll talk about . . . bring their friends to see . . . laugh at, until merriment and hilarity reigns supreme. A show, complete in itself . . . Feature of a Mirror Maze . . . or the side splitting spectacle that pervades the once lonely corner of your arcade.

Proven "Mill of Mirth" . . . crazy . . . laughing mirrors . . . set in wood frames, painted black as illustrated. Order by number on mirror.

30 x 70

40 x 70



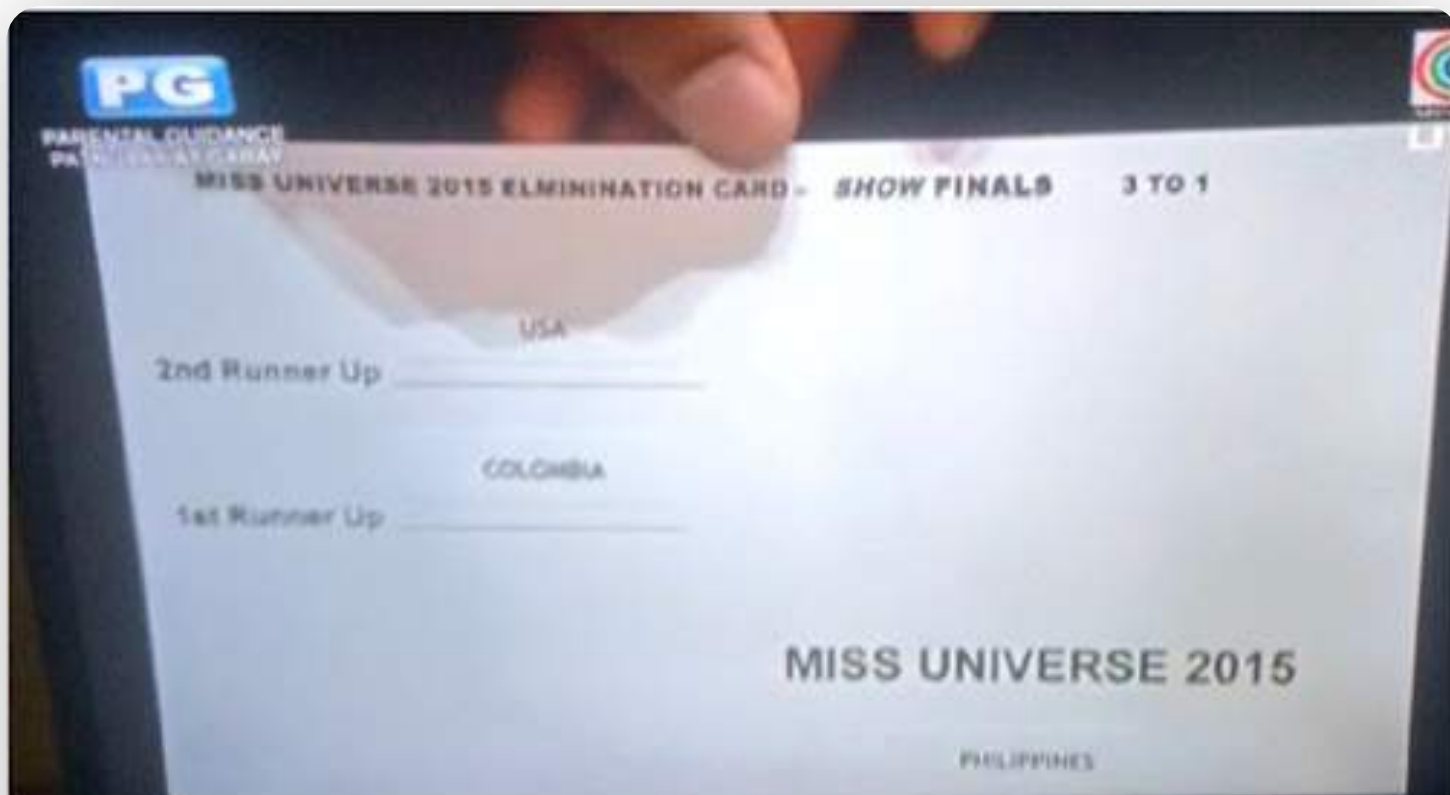
## Filters as a form of distortion

Snapchat “beauty filters” not only promote unrealistic beauty ideals, but distort faces to specifically promote “Western” beauty standards –

- Distort face shapes to be slimmer
- Enlarge eyes
- Contour and slim nose shapes
- Lighten dark skin tones



Snapchat Beauty Filters



**Robin Leach** 

@Robin\_Leach

 Follow

The ballot card that gave Steve Harvey problems

7:29 AM - 21 Dec 2015 - Las Vegas, NV, United States



111



87



MISS UNIVERSE 2015 ELIMINATION CARD - SHOW FINALS 3 TO 1

The card has a legend, but it's low in the visual hierarchy and hard to find

2nd Runner Up USA

1st Runner Up COLOMBIA

2nd and 1st "runner up" are not the same as 2nd and 1st; more to parse quickly!

again, these are ordered in reverse order

MISS UNIVERSE 2015

PHILIPPINES

This is in the bottom right - the last place someone might look if they read right-left, top-bottom

Last in order implies last in rank

Counties

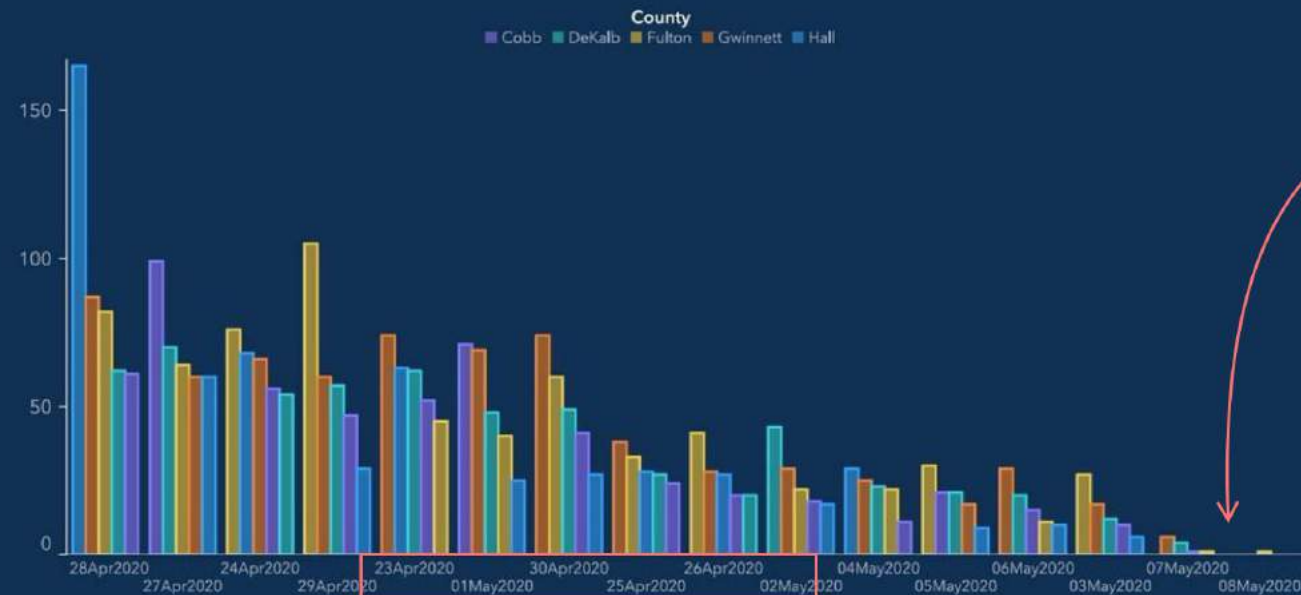
Top Five Counties

Deaths in Georgia

Race and Ethnicity

## Top 5 Counties with the Greatest Number of Confirmed COVID-19 Cases

The chart below represents the most impacted counties over the past 15 days and the number of cases over time. The table below also represents the number of deaths and hospitalizations in each of those impacted counties.



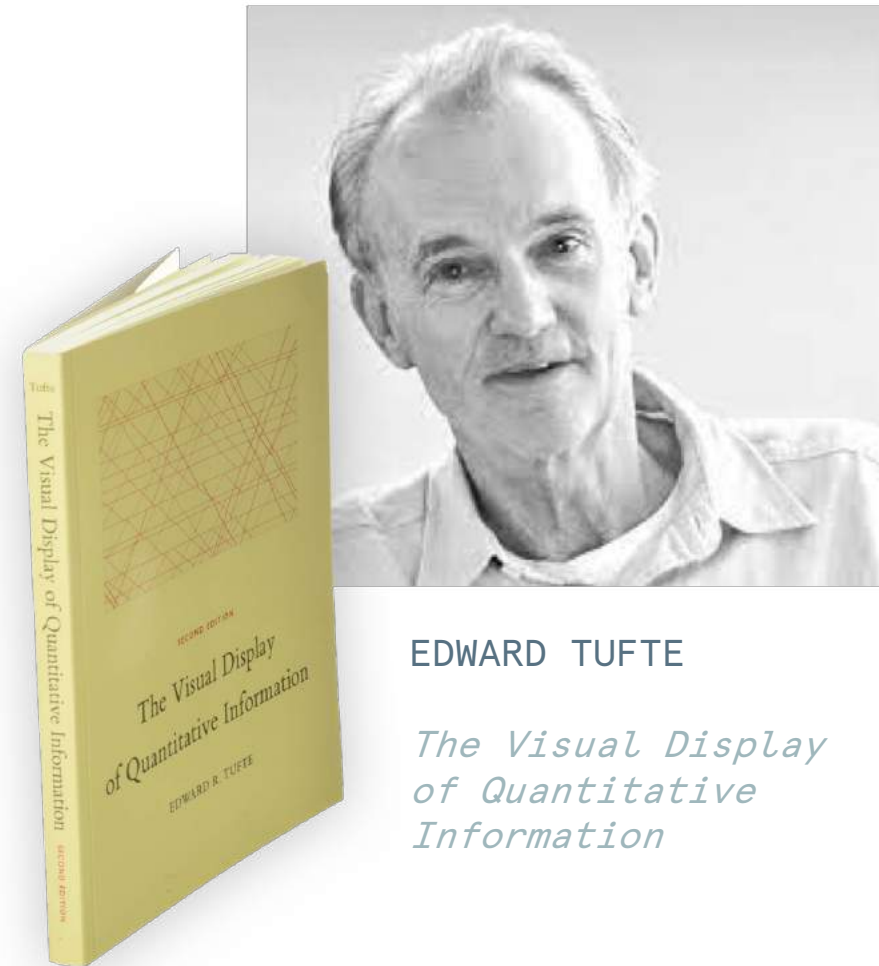
Note that the dates on this axis are not sorted chronologically, even though the data represented are dates



GA Department of Public Health mistakenly implied that the number of new confirmed cases in the counties with the most infections was dropping everyday for the previous two weeks.

23Apr2020 30Apr2020 26Apr2020 04May2020  
01May2020 25Apr2020 02May2020 05May2020

The purpose of analytical displays of information is to assist thinking... Consequently, in constructing displays of evidence, the first question is, “what are the thinking tasks that these displays are supposed to serve?”



EDWARD TUFTE

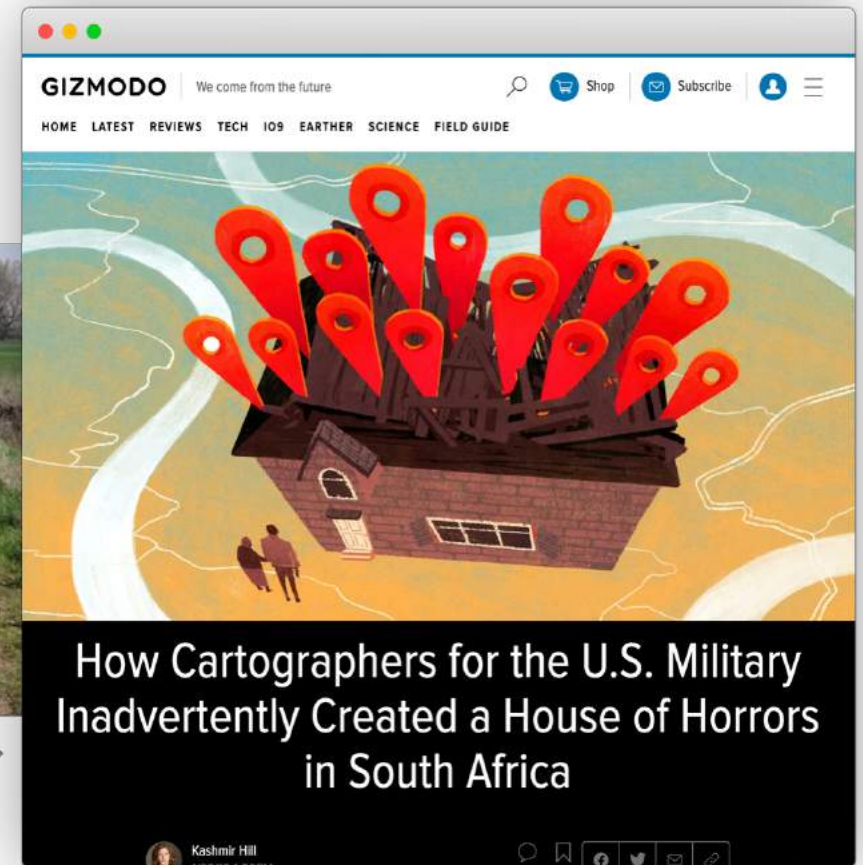
*The Visual Display  
of Quantitative  
Information*

## Bad Defaults / Misrepresented Data

Maxmind

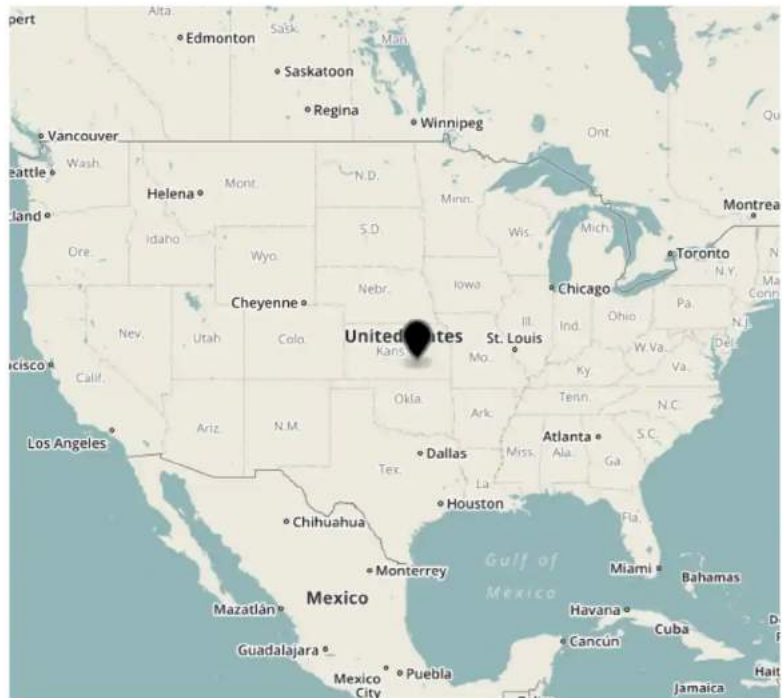


This unfortunately also happened in Pretoria →



Morning Mix

## Lawsuit: How a quiet Kansas home wound up with 600 million IP addresses and a world of trouble



Approximate location of the Taylor home in Kansas.



By **Travis M. Andrews**  
Staff writer

Add to list

August 10, 2016 at 6:10 a.m. EDT

A two-hour drive from the geographic center of the United States sits a quiet farmhouse near Potwin, Kansas. Joyce Vogelman Taylor's grandfather built the house in 1902, and her father spent 85 years living in it.

“For its tech to work, MaxMind matched each IP address to a set of coordinates. This presented a problem when the company didn’t have an exact location.

Sometimes, it could only determine that an IP address was in the U.S. In those cases, the company mapped that address to a specific set of coordinates: 38°N 97°W or, in the parlance of digital maps, 38.0000,-97.0000.”

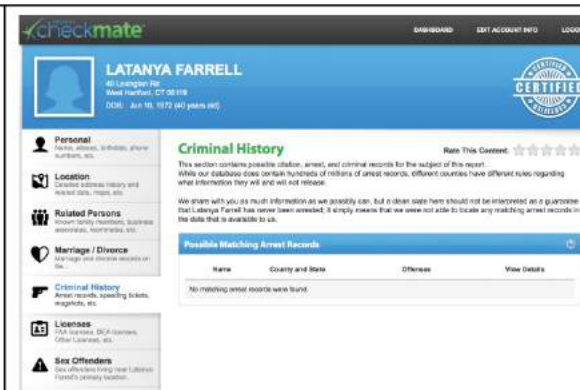
SOURCE

<https://www.washingtonpost.com/news/morning-mix/wp/2016/08/10/lawsuit-how-a-quiet-kansas-home-wound-up-with-600-million-ip-addresses-and-a-world-of-trouble/>

Google AdSense

Ads related to latanya farrell ⓘ  
[Latanya Farrell, Arrested?](#)  
[www.instantcheckmate.com/](#)  
1) Enter Name and State. 2) Access Full Background Checks Instantly.  
  
[Latanya Farrell](#)  
[www.publicrecords.com/](#)  
Public Records Found For: **Latanya Farrell**. View Now.

(a)

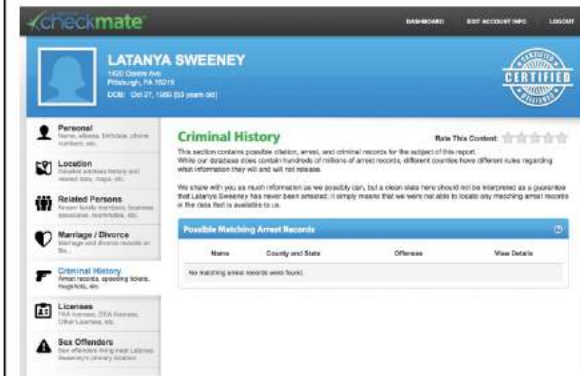


The screenshot shows the InstantCheckmate profile for Latanya Farrell. The header includes the user's name, address (40 Lexington Rd, West Hartford, CT 06106), and date of birth (Jun 16, 1972, 40 years old). A 'CERTIFIED' badge is visible. The left sidebar lists categories: Personal, Location, Related Persons, Marriage / Divorce, Criminal History, Licenses, and Sex Offenders. The main content area shows 'Criminal History' with a 'Rate This Content' section (5 stars) and a 'Possible Matching Arrest Records' table. The table is currently empty, showing 'No matching arrest records were found.'

(b)

Ad related to latanya sweeney ⓘ  
[Latanya Sweeney Truth](#)  
[www.instantcheckmate.com/](#)  
Looking for **Latanya Sweeney**? Check **Latanya Sweeney's** Arrests.  
  
Ads by Google  
[Latanya Sweeney, Arrested?](#)  
1) Enter Name and State. 2) Access Full Background Checks Instantly.  
[www.instantcheckmate.com/](#)  
  
[Latanya Sweeney](#)  
Public Records Found For: **Latanya Sweeney**. View Now.  
[www.publicrecords.com/](#)  
  
[La Tanya](#)  
Search for La Tanya Look Up Fast Results now!  
[www.ask.com/La+Tanya](#)

(c)



The screenshot shows the InstantCheckmate profile for Latanya Sweeney. The header includes the user's name, address (1621 Central Ave, Pittsburgh, PA 15219), and date of birth (Oct 27, 1965, 53 years old). A 'CERTIFIED' badge is visible. The layout is identical to the previous profile, with a 'Possible Matching Arrest Records' table that is empty, showing 'No matching arrest records were found.'

(d)

Ads related to latanya lockett ⓘ  
[We Found Tanya Lockett](#)  
[www.peoplesmart.com/](#)  
1) Get Tanya **Lockett's** Info - Try Free! 2) Current Phone, Address & More.  
  
[Latanya Lockett, Arrested?](#)  
[www.instantcheckmate.com/](#)  
1) Enter Name and State. 2) Access Full Background Checks Instantly.  
  
[Latanya Lockett Found](#)  
[www.whitepages.com/Latanya+Lockett](#)  
Don't Pay for Info that's Free, Get Address, Phone, Photos, & More!  
Name Popularity & Facts - Neighbor Search - Reverse Phone Lookup

(e)



The screenshot shows the InstantCheckmate profile for Latanya Lockett. The header includes the user's name, address (8141 Texas St, San Diego, CA 92114), and date of birth (Dec 31, 1974, 37 years old). A 'CERTIFIED' badge is visible. The 'Possible Matching Arrest Records' table is populated with four entries:

Name	County and State	Offenses	View Details
Latanya Adrienne Lockett	CA Contra Costa County (CA)	Criminal Traffic	<a href="#">View Details</a>
Latanya Adrienne Lockett	CA Contra Costa County	Criminal Traffic	<a href="#">View Details</a>
Latanya M Lockett	CA Orange Superior Court	Criminal Traffic	<a href="#">View Details</a>
Latanya Monel Lockett	CA Orange Superior Court	Criminal Traffic	<a href="#">View Details</a>

(f)

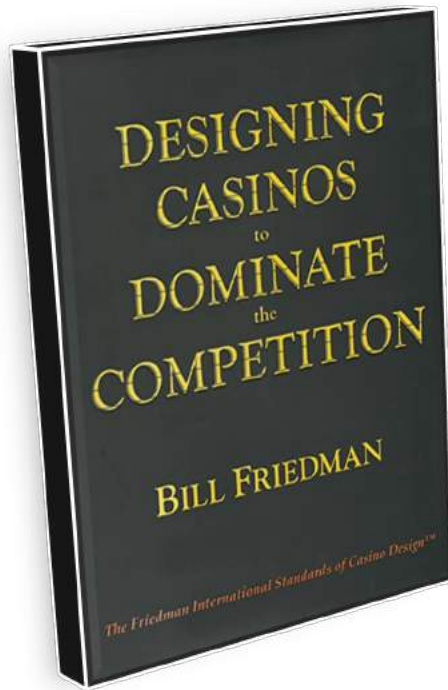
A BRIEF INTERMISSION

# Casino Design

learning from Las Vegas



## Gaming design



"The **only relevant** consideration for casino design are these: What percentage of visitors gamble? What percentage return to gamble? Nothing else matters."

BILL FRIEDMAN

SOURCE: Stripping Las Vegas: A Contextual  
Review of Casino Resort Architecture

## Gaming design principles

- Gambling equipment **immediately inside** casino entrances beats vacant entrance landings and empty lobbies
- The **maze** layout beats long, wide, straight passageways and aisles
- **Low** ceilings beat high ceilings
- Gambling **equipment as the décor** beats impressive and memorable decorations
- Pathways emphasizing the gambling equipment **beat the yellow brick road**

THE THEME?

↑ Increase the  
psychological barrier  
required to leave the  
casino.

## THE THEME?

↑ Increase the  
psychological barrier  
required to leave the  
casino.

Gambling equipment  
**immediately inside** lobby

The **maze** layout

**Low** ceilings

Gambling **equipment as the  
décor**

**Pathways emphasize** the  
gambling equipment

## THE THEME?

↑ **Increase the psychological barrier required to leave the casino.**

This design choice intentionally seeks to **reduce the agency** of those in this space.

The design of space, whether physical or digital, regulates the way a person makes decisions in that space.

## Playground Design

### What if people were more relaxed?

Would they place riskier bets? Lowering their psychological barrier to gambling could produce more efficient gains for a casino.

Instead of trapping people, their casinos embraced “Playground design” and “evo-catuer” — they stimulate the senses.

Roger Thomas and Steve Wynn / Belagio

SOURCE: Stripping Las Vegas: A Contextual  
Review of Casino Resort Architecture

## Playground design principles

- Provide ample **natural light**
- Give people **excellent wayfinding** – a feeling of agency
- Use high ceilings to create the **feeling of openness**
- Glamorous lobby spaces with sculptures **excite the senses**
- **Maximize comfort**
- Provide **clear sightlines** to where gamblers want to head next (but make the right choice obvious)

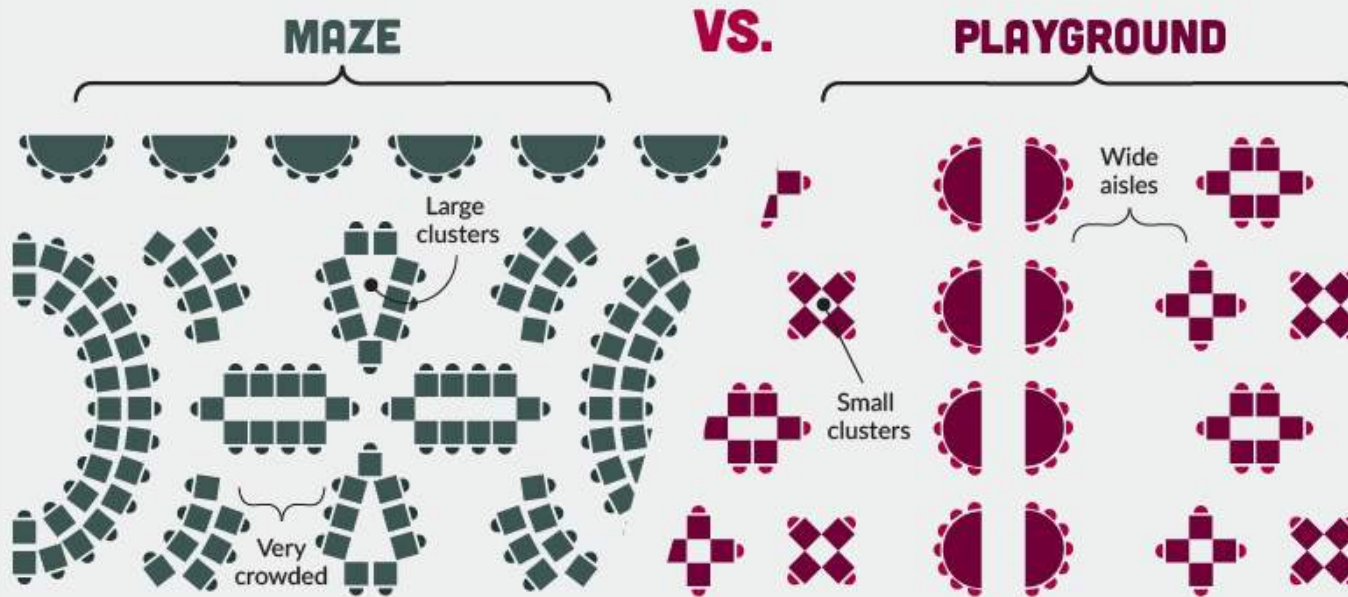
↓  
The designs also speak to guests who might not typically gamble, as their luxurious decor acts as a "type of **anesthesia**" to numb guests of their significant losses.

SOURCE: <https://doi.org/10.1177/0013916509341791>

SOURCE: Stripping Las Vegas: A Contextual Review of Casino Resort Architecture

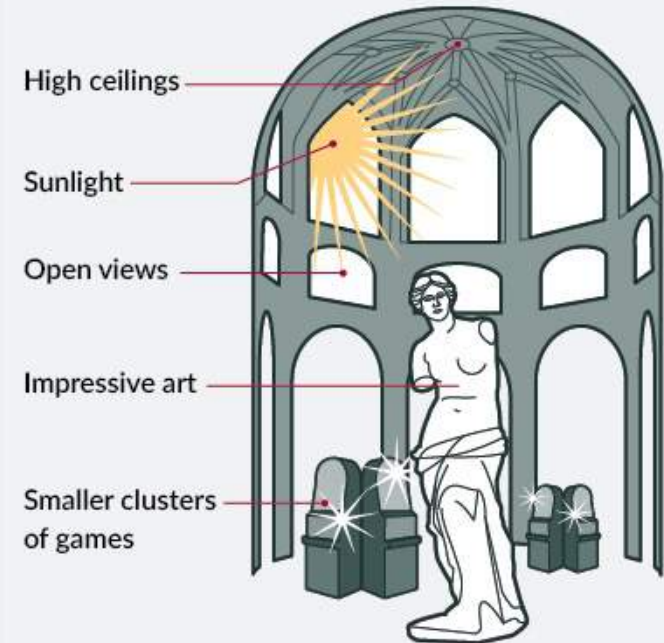
### A Kinder, Gentler Casino Floor

In recent years, casinos have been moving from the confusing “maze” design to the more open, inviting “playground” concept.



### Elements of the new design

These are the things that are making a difference.





Lower Psychological  
Barriers /

Bill Freidman's  
"Gaming Design" to  
Wynn and Thomas'  
"Playground Design"



THE THEME?

↓ **Decrease the  
psychological barrier to  
place bets by increasing a  
person's sense of agency.**

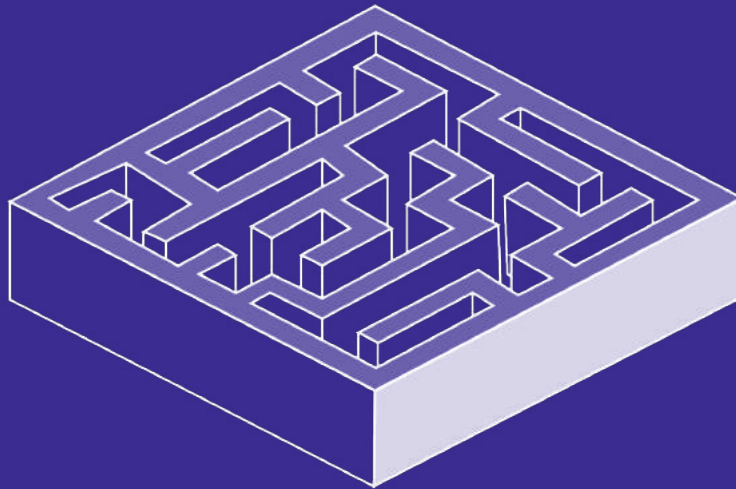
There are levers at play.

**Both of these designs  
share an intent to affect  
someone's psychological  
barriers to influence their  
decisions.**

PART 3

# Misdirection

designing for orientation



## Removing sightlines or making it harder to leave in e-commerce checkout workflows

Save

20%

Sign Up

+ Save!

Sign up for our newsletters and get an **exclusive** coupon for **20% off** your next order!

Email Address

SIGN UP + GET COUPON

Nah, I like paying full price

CONTACT PREFERENCES

Please select **Yes** below if you are happy to receive email notifications of **exclusive member offers** from M8 Group companies. You will always have the option to unsubscribe from any emails you decide you would rather not receive.

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Don't worry, we will never sell or rent your personal information, it's part of our [privacy policy](#). Also, you can update your preferences and unsubscribe from 'My Account' at any time.

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CONTINUE TO BILLING

If you wish to purchase travel insurance, please select your country of residence

Passenger 1 Insurance - country of residence

Insurance - country of residence

United Kingdom  
Ireland  
Germany  
Spain  
France  
Italy  
Sweden  
Austria  
Belgium  
Czech Republic  
Denmark  
Don't Insure Me  
Finland  
Hungary  
Latvia  
Lithuania  
Malta

If you do not wish to purchase travel insurance, please select "Don't insure me" in the dropdown menu.

## Related Dark Patterns

### **Confirm-shaming**

Guilting users into opting into something

### **Visual interference**

Make important but non-preferable elements harder to see or access

### **Trick questions**

Creating forms that confuse users into providing answers they don't intend to

### **Pressured selling**

Using relentless and pressure to induce a customer into responding

PROPUBLICA

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Criminal Justice

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Politics

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THE TURBOTAX TRAP

Here's How TurboTax Just Tricked You Into Paying to File Your Taxes

Come along as we try to file our taxes for free on TurboTax!

by Justin Elliott and Lucas Waldron, April 22, 2019, 5 a.m. EDT



THE TURBOTAX TRAP

How the Tax Prep Industry Makes You Pay

**Update, March 24, 2021:** Here is some [information on how to file your state and federal taxes for free in 2021 for the 2020 tax filing year](#). See more updated tax guides [here](#).

ProPublica is a nonprofit newsroom that reports on abuses of power. [Sign up](#) to receive our best stories as soon as they're published.

Did you know that if you make less than \$66,000 a year, you can prepare and [file your taxes for free](#)?

No? That's no accident. Companies that make tax preparation software, like Intuit, the maker of TurboTax, would rather you didn't know.

Intuit and other tax software companies have [spent millions lobbying](#) to make sure that the IRS doesn't offer its own tax preparation and filing service. In exchange, the companies have entered into an agreement with the IRS to offer a ["Free File" product](#) to most Americans — but good luck [finding it](#).

TurboTax FAQ

Last modified 3 months ago

830 people found this useful

What is the TurboTax Free File program?

We're proud to offer the [TurboTax Free File program](#) to hard-working Americans and their families who meet the 2018 IRS eligibility requirements.

The TurboTax Free File program is exclusively available online and has its own dedicated website at [taxfreedom.com](#). **It is not accessible from the "regular" TurboTax.com website.**

To qualify for free 2018 federal and state tax returns through the TurboTax Free File program, you just need to meet one of these requirements:

- Your 2018 household AGI is \$34,000 or less;
- You qualify for the Earned Income Tax Credit (EITC); or
- In 2018, you served as active duty military (including Reservists and National Guard) with a maximum AGI of \$66,000, and you have a military-issued W-2.

TurboTax Free File

## TurboTax FAQ

Last modified 3 months ago

👍 830 people found this useful

### What is the TurboTax Free File program?

We're proud to offer the [TurboTax Free File program](#) to hard-working Americans and their families who meet the 2018 IRS eligibility requirements.

The TurboTax Free File program is exclusively available online and has its own dedicated website at [taxfreedom.com](https://taxfreedom.com). It is not accessible from the "regular" TurboTax.com website.

To qualify for free 2018 federal and state tax returns through the TurboTax Free File program, you just need to meet one of these requirements:

- Your 2018 household AGI is \$34,000 or less;
- You qualify for the Earned Income Tax Credit (EITC); or
- In 2018, you served as active duty military (including Reservists and National Guard) with a maximum AGI of \$66,000, and you have a military-issued W-2.

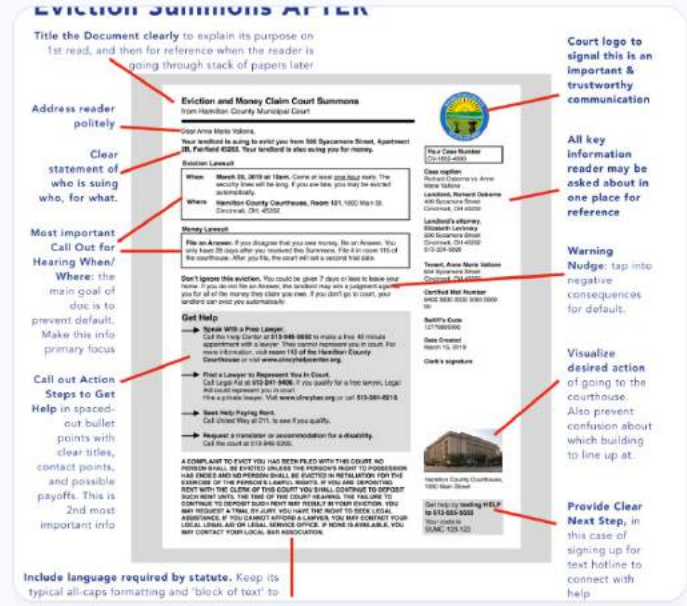
TurboTax's free tax services which were required as an option for low income individuals are hard to discover. There were many points in the discovery workflow that led to the **paid** version instead, and access points to free tier were **not listed or easily discoverable on search engines.**

\* TurboTax recently left the IRS Free File program

TurboTax Free File

Orientation and Sightlines /  
Service Design

Stanford's **Legal Design Lab** (led by Margaret Hagan) is an example of an organization working to **establish sightlines in a difficult system** – in this case, helping people make sense of the legal system during often their most stressful life events.



CURRENT PROJECTS, EVICTION INNOVATION, LEGAL COMMUNICATION DESIGN, OUR PROJECTS

# What does a user-centered eviction summons look like?

MARGARET · 09/14/2021 · 0 COMMENTS

Find design principles and examples for improving the court document that people get when they are being sued for eviction.

[Continue reading](#)



CURRENT PROJECTS, OUR PROJECTS

# Launching a dream: updates on a streamlined housing referral system

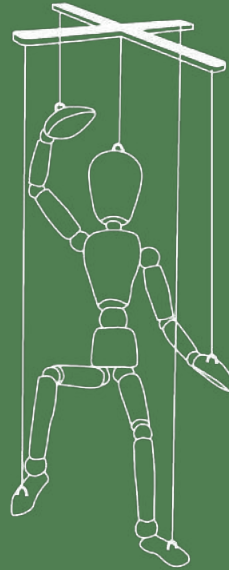
MARGARET · 08/31/2018 · 0 COMMENTS

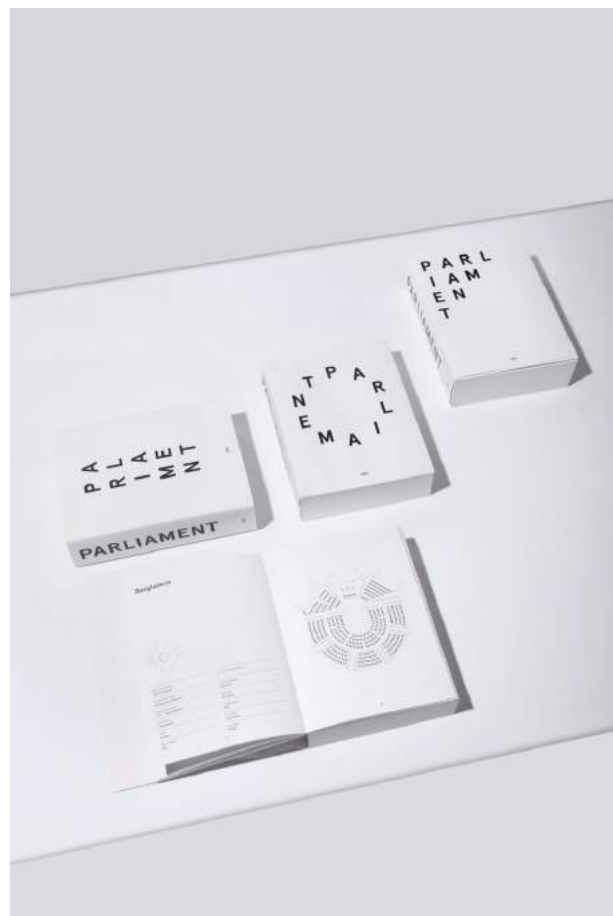
by Jane Wong, Stanford Legal Design Lab fellow this piece was originally published on Legal Design and Innovation I am pleased to share some exciting new developments in our effort to unify the intake systems of legal aid nonprofits in the Bay Area. To recap my April

PART 4

# Manipulation + Friction

designing for awareness and control







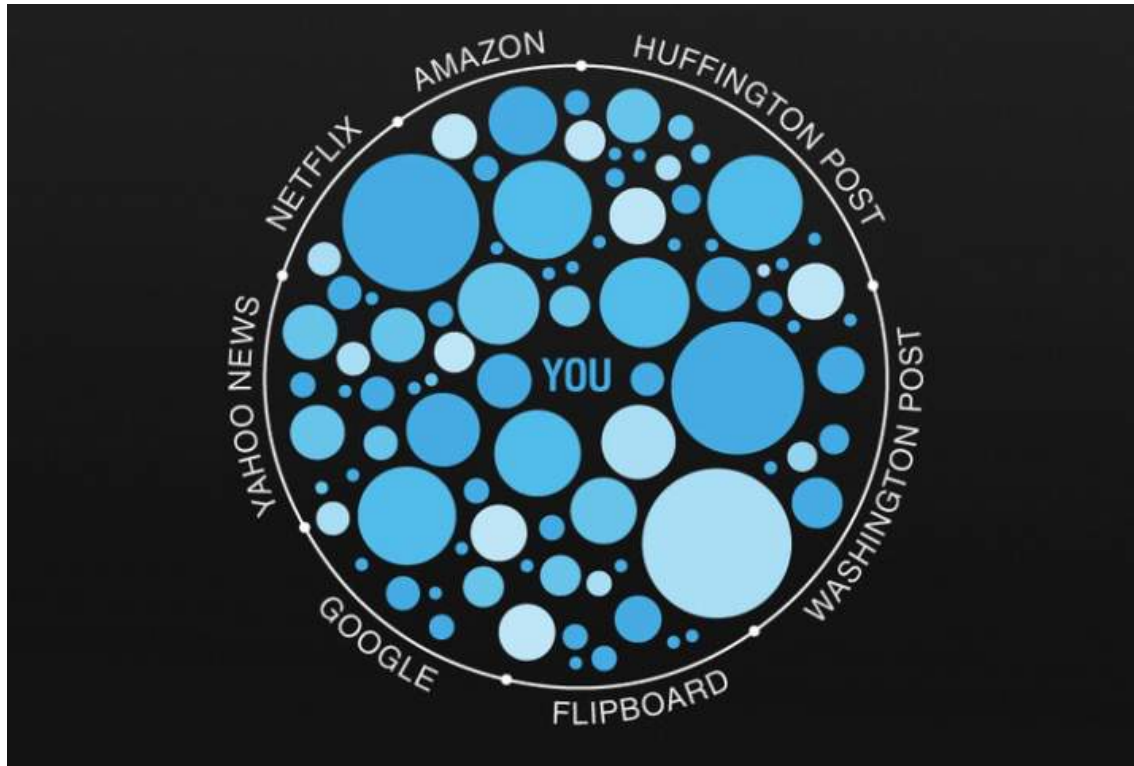


1. Prime Minister
2. Speaker
3. Leader of the Official Opposition
4. Leader of the 2nd largest party in opposition
5. Government members
6. Opposition members
7. Senate Gallery
8. Speaker's Gallery
9. Opposition Members Gallery

This design reinforces the implicit **power structure** and **polarization** of the people who occupy the room.



Filter Bubbles and Polarization /  
Custom Feeds



“What would you build if  
your goal was to build a  
healthy pluralistic society...”

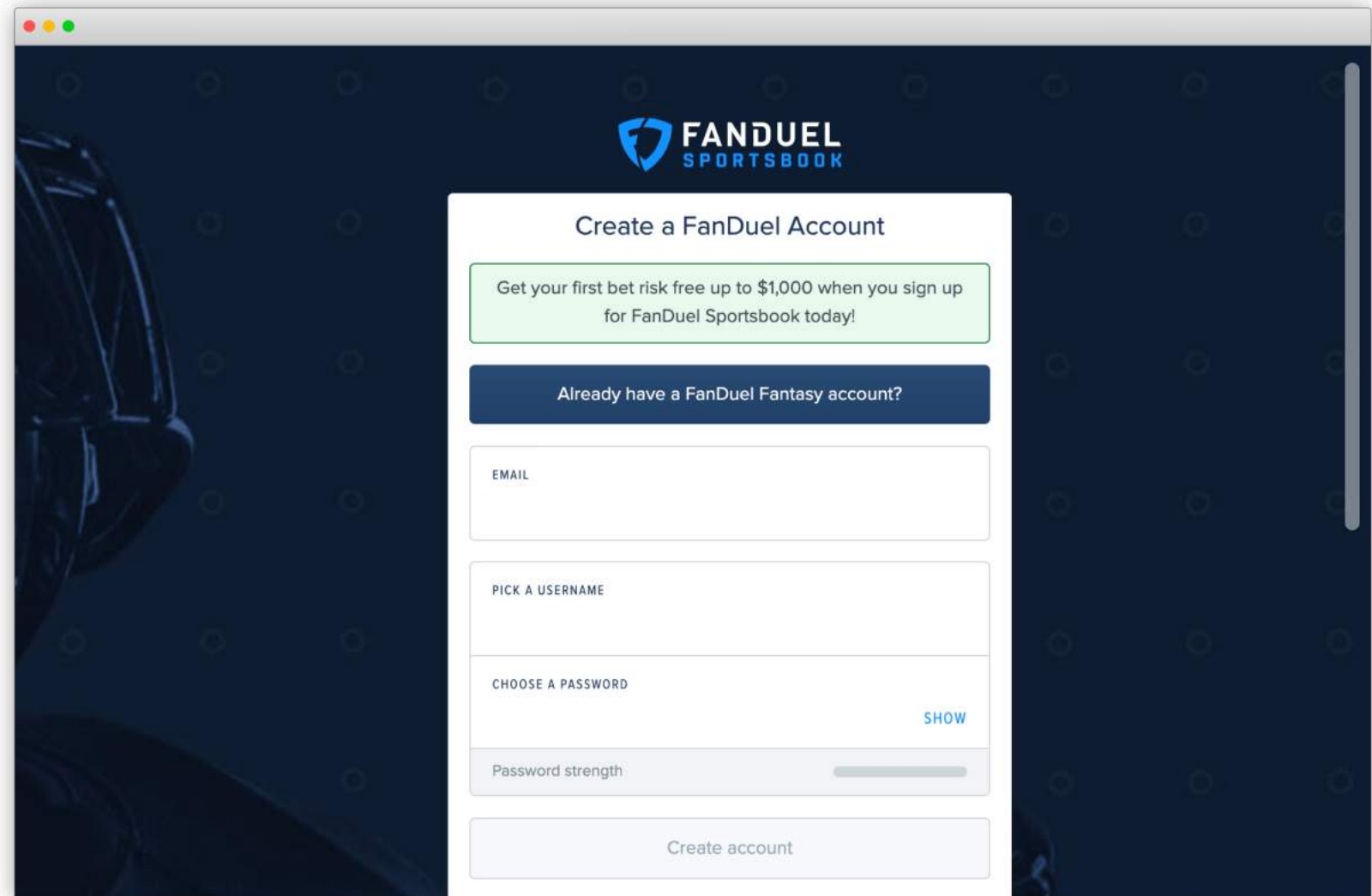
Eli Parser

How does this compare to  
designing for user  
engagement/attention?

## Lower Psychological Barriers / FanDuel

Fanduel and DraftKings, sports gambling services, make a users' first bet free and match deposits.

In doing so, users are more likely to start betting, where any windfall is a source of encouragement and any loss feels negligible because it was free (making you more likely to continue betting).



The image shows a screenshot of the FanDuel Sportsbook website's account creation page. The page has a dark blue background with a subtle pattern of white circles. On the left side, there is a large, dark, abstract image that looks like a close-up of a car's headlight or a similar mechanical part. The FanDuel Sportsbook logo is at the top center. Below the logo, the heading "Create a FanDuel Account" is displayed. A green box contains a promotional message: "Get your first bet risk free up to \$1,000 when you sign up for FanDuel Sportsbook today!". Below this is a dark blue button with the text "Already have a FanDuel Fantasy account?". The form fields are: "EMAIL", "PICK A USERNAME", and "CHOOSE A PASSWORD". The password field has a "SHOW" link to its right. Below the password field is a "Password strength" indicator with a progress bar. At the bottom of the form is a light blue button labeled "Create account".

FANDUEL  
SPORTSBOOK

### Create a FanDuel Account

Get your first bet risk free up to \$1,000 when you sign up for FanDuel Sportsbook today!

Already have a FanDuel Fantasy account?

EMAIL

PICK A USERNAME

CHOOSE A PASSWORD

SHOW

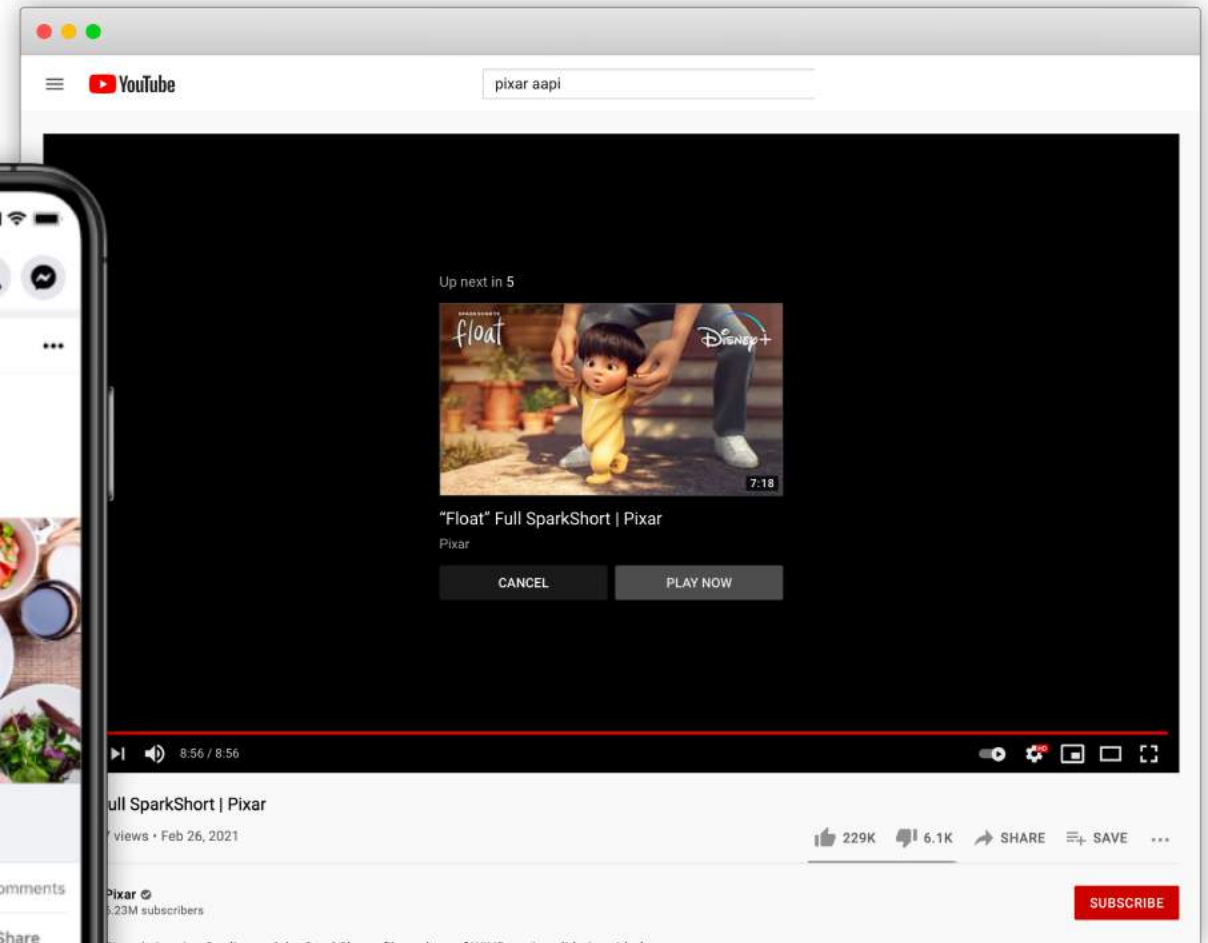
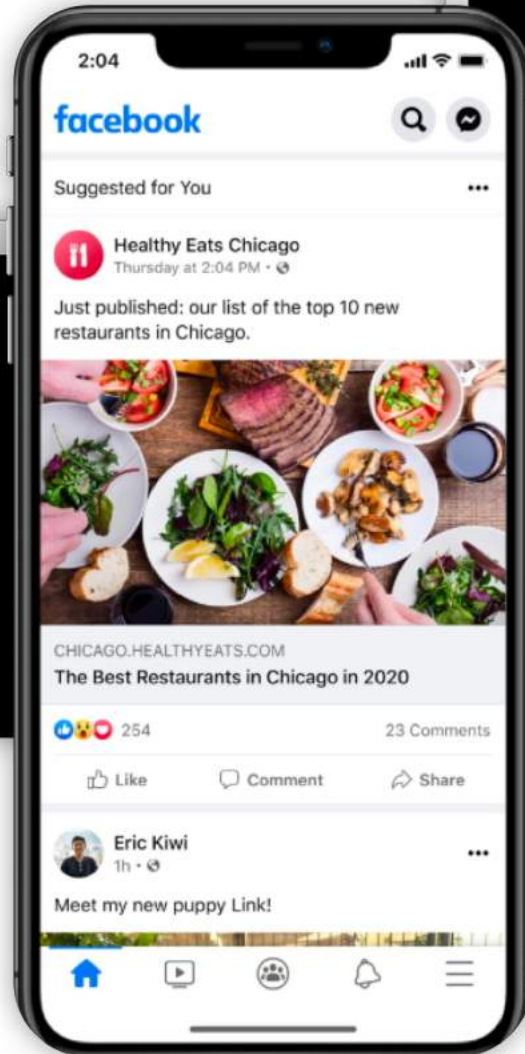
Password strength

Create account

## Lower Psychological Barriers / The Endless Scroll



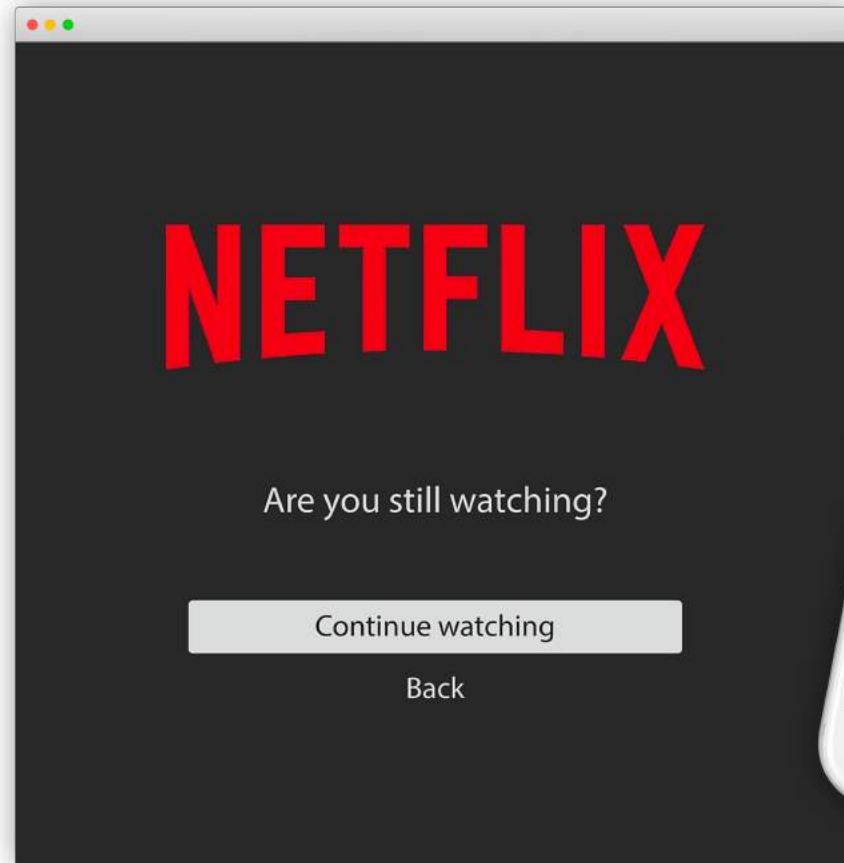
The endless scroll encourages **passive** consumption.



## Lower Psychological Barriers / The Endless Scroll

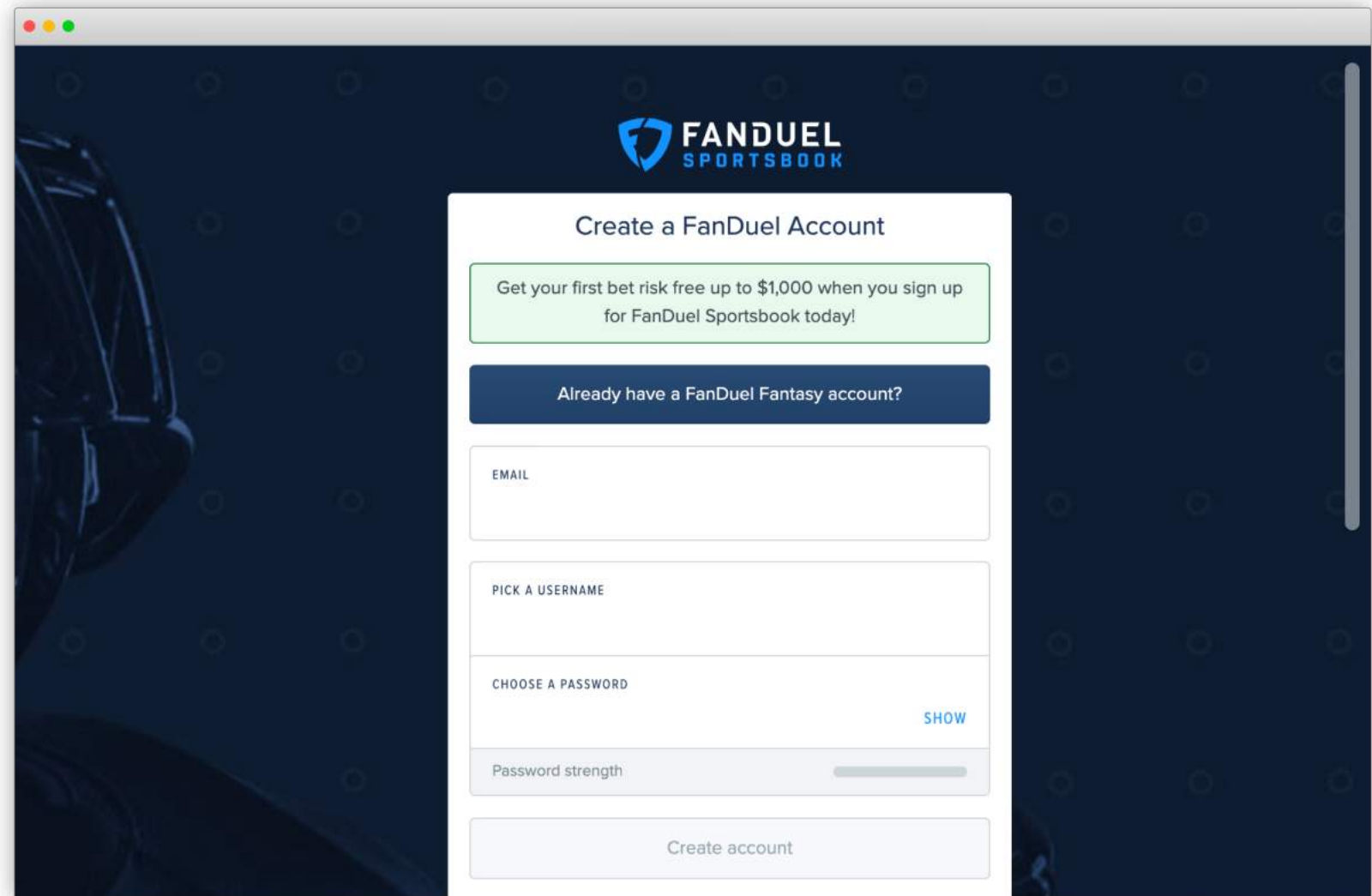
Of course, it's worth noting that Netflix eventually checks in on you, and Instagram now let's you know that "You're all caught up."

How might we encourage users to **decide to continue** spending time consuming, with intention and pause?



Fanduel and DraftKings, sports gambling services, make a users' first bet free and match deposits.

In doing so, users are more likely to start betting, where any windfall is a source of encouragement and any loss feels negligible because it was free (making you more likely to continue betting).



The image shows a web browser window displaying the FanDuel Sportsbook account creation page. The background is dark blue with a subtle pattern of white circles. On the left, there is a faint image of a person's face. The FanDuel Sportsbook logo is at the top center. Below the logo, the text "Create a FanDuel Account" is displayed. A green box contains the text: "Get your first bet risk free up to \$1,000 when you sign up for FanDuel Sportsbook today!". Below this, a dark blue button asks: "Already have a FanDuel Fantasy account?". The form fields are: "EMAIL", "PICK A USERNAME", and "CHOOSE A PASSWORD". The "CHOOSE A PASSWORD" field has a "SHOW" link to its right. Below the password field is a "Password strength" indicator with a progress bar. At the bottom is a "Create account" button.

FANDUEL  
SPORTSBOOK

Create a FanDuel Account

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Already have a FanDuel Fantasy account?

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PICK A USERNAME

CHOOSE A PASSWORD

SHOW

Password strength

Create account

1. Incident

2. People/vehicles

3. Review

**First, describe the incident.**

Focus on what happened and save any descriptions of people involved for the next step.

Please remove descriptions of any people involved and add them in step 2.

I was mugged by a black teen

☐ Tell neighbors that you have already reported this to the police

CancelNext

1. Incident

2. People/vehicles

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☐ Tell neighbors that you have already reported this to the police

Cancel

Describe a person

ASK YOURSELF

What details can I add that will help distinguish this person from other similar people?

 Describe clothing from head to toe. Police say this is the most helpful to neighbors (and helps avoid suspecting innocent people).

When race is included, you must include at least 2 of the highlighted fields. (Why?)

Hair:

Hat, hair (include color and style)

Top:

Shirt, jacket (include color and style)

Bottom:

Pants, skirt (include color and style)

Shoes:

Shoe, brand (include color and style)

Now give the other basics

Age:

32

Build:

Race:

black

Back

Add this person

1. Incident


2. People/vehicles

3. Review

**First, describe the incident you observed and how it may relate to criminal behavior.**


**ASK YOURSELF**

Is what I saw actually suspicious, especially if I take race or ethnicity out of the equation?



Focus on activity that is consistent with criminal behavior. [See a list of activities](#) police consider reportable – you may be surprised!

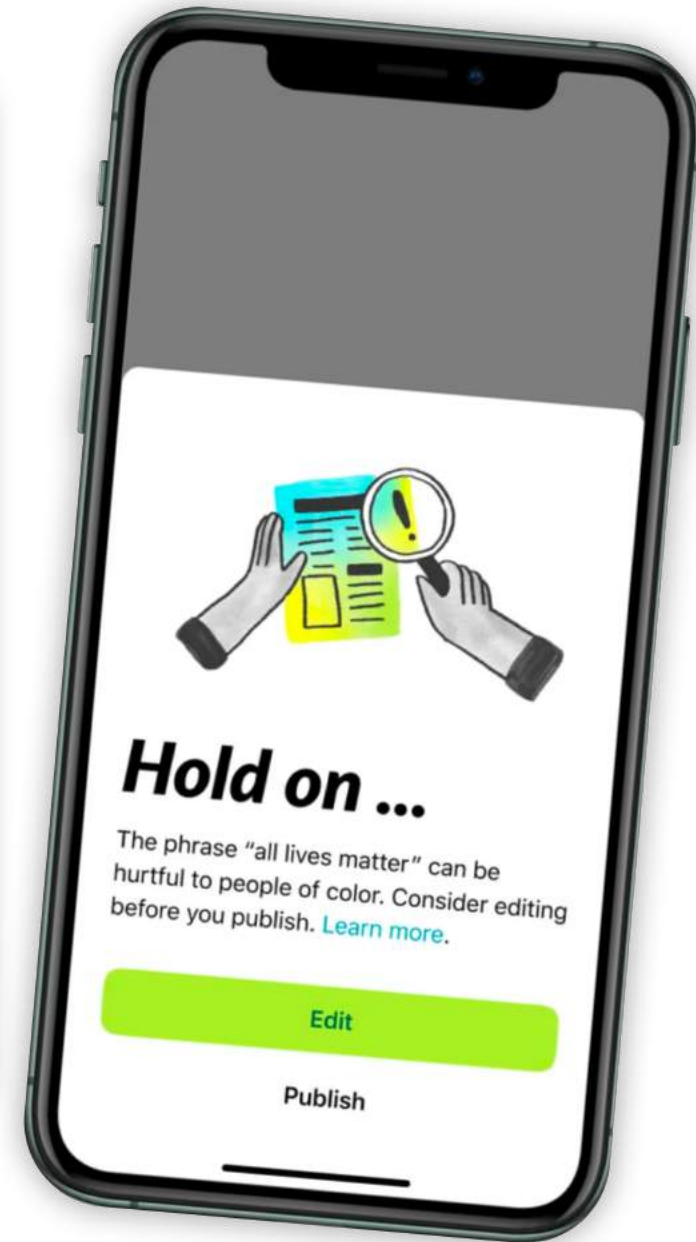
Description of the incident, save describing people for the next step...



☐ Tell neighbors that you have already reported this to the police

Back

Next



## More dark patterns

### **Social proof**

Activity messages (misleading notice that others are purchasing, etc) • Testimonials (misleading positive statements)

### **Nagging**

Repeated requests to do something

### **Obstruction**

Roach motel (asymmetric ease of signup and canceling difficulty) • Price comparison prevention • Intermediate currency • Immortal accounts

### **Sneaking**

Sneak into basket • Hidden costs • Hidden subscription / forced continuity • Bait and switch

### **Interface interference**

Preselection / aesthetic manipulation • Toying with emotion • False hierarchy / pressured selling • Disguised ad • Trick questions • Confirmshaming (making a choice seem dishonorable) • Cuteness

### **Forced action**

Address book leeching • Privacy Zuckering (tricking people into sharing personal info) • Gamification • Forced Registration

### **Scarcity**

Low stock message • High demand message

### **Urgency**

Countdown timer • Limited time messages



**See what's happening in  
the world right now**

**Join Twitter today.**

Sign Up

Log in

The visual weight you choose communicates who and what you're privileging – here, for example, the Sign Up button is the primary button



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The visual weight you choose communicates who and what you're privileging – here, for example, the Sign Up button is the primary button

**UI + UX weight can  
also be used in a  
protective capacity.**

Fortunately, introducing manual and **algorithmic "speed bumps"** is a design practice we are already very familiar with.

For heavy and often irreversible actions like deletion, many design patterns have users confirm these actions before they are completed.

### Delete Account

Are you sure you want to delete your account? If you delete your account, you will permanently lose your profile, photos, and messages. [Find out more.](#)

Cancel

Delete

## Danger Zone

<div><b>Change repository visibility</b> This repository is currently public.</div>	<div>Change visibility</div>
<div><b>Transfer ownership</b> Transfer this repository to another user or to an organization where you have the ability to create repositories.</div>	<div>Transfer</div>
<div><b>Archive this repository</b> Mark this repository as archived and read-only.</div>	<div>Archive this repository</div>
<div><b>Delete this repository</b> Once you delete a repository, there is no going back. Please be certain.</div>	<div>Delete this repository</div>

High-stakes decisions /  
COMPAS Sentencing Algorithm

 <p>VERNON PRATER</p> <p>Prior Offenses 2 armed robberies, 1 attempted armed robbery</p> <p>Subsequent Offenses 1 grand theft</p> <p>LOW RISK 3</p>	 <p>BRISHA BORDEN</p> <p>Prior Offenses 4 juvenile misdemeanors</p> <p>Subsequent Offenses None</p> <p>HIGH RISK 8</p>
--	---

 <p>DYLAN FUGETT</p> <p>LOW RISK 3</p>	 <p>BERNARD PARKER</p> <p>HIGH RISK 10</p>
--	---

 <p>JAMES RIVELLI</p> <p>LOW RISK 3</p>	 <p>ROBERT CANNON</p> <p>MEDIUM RISK 6</p>
--	---

<p>JAMES RIVELLI</p> <p>Prior Offenses 1 domestic violence aggravated assault, 1 grand theft, 1 petty theft, 1 drug trafficking</p> <p>Subsequent Offenses 1 grand theft</p> <p>LOW RISK 3</p>	<p>ROBERT CANNON</p> <p>Prior Offense 1 petty theft</p> <p>Subsequent Offenses None</p> <p>MEDIUM RISK 6</p>
--	--

June 25, 2021 1:55PM EDT | Dispatches

# Facial Recognition Problems Denying US Workers Unemployment Lifeline

Solutions to Identity Verification Errors Urgently Needed to Help Those Facing Hardship



**Amos Toh**

Senior Researcher, Artificial Intelligence and Human Rights

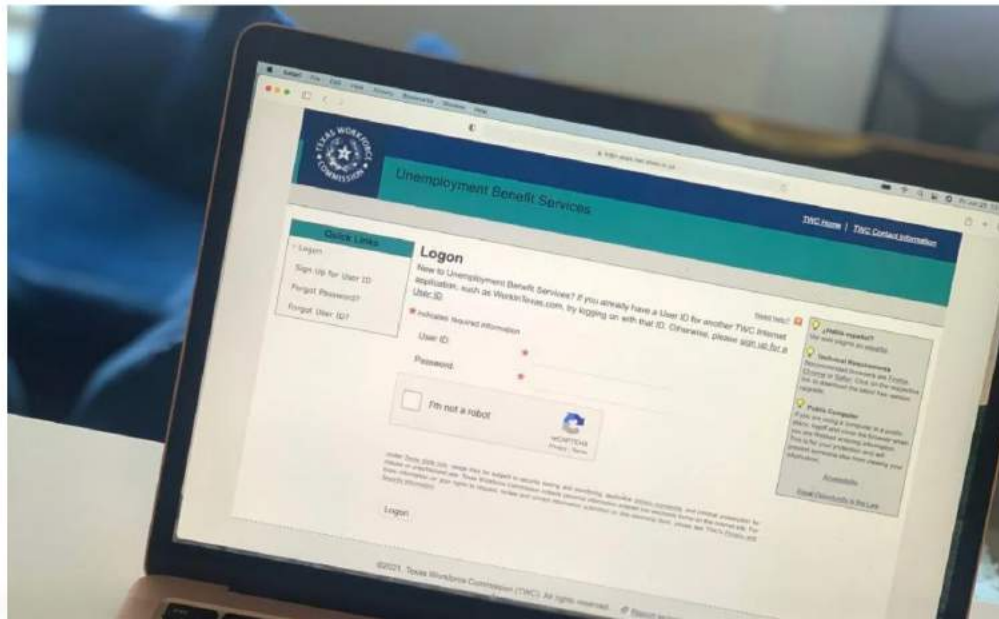
[@AmosToh](#)



**Lena Simet**

Senior Researcher and Advocate, Poverty and Inequality

[@LenaSimet](#)



## MORE READING



June 23, 2021 | Commentary  
**Safety Net Needs More Than Stimulus Checks**



February 8, 2021 | Dispatches  
**US Digital Divide Threatens V Access for Older People**

## MOST VIEWED

1 October 1, 2021 | News Release  
**Afghanistan: Taliban Severely Restrict Media**

ID.me



When should there be **more friction** in the path of some action?

When should it **be easier** for a person to do something?

**What values and priorities are you  
baking into your design choices?**

What are the first, second, and third  
order effects of those?

**What is the context you are  
operating within?**

Does it include incumbent systems of  
oppression or exploitation?

How are you working to combat this?

# Thanks!



Huge shout out to **Cara, Danni, Wanda,**  
**and the AIGA DC Team** in particular,  
thank you for all of your support in  
realizing this talk!

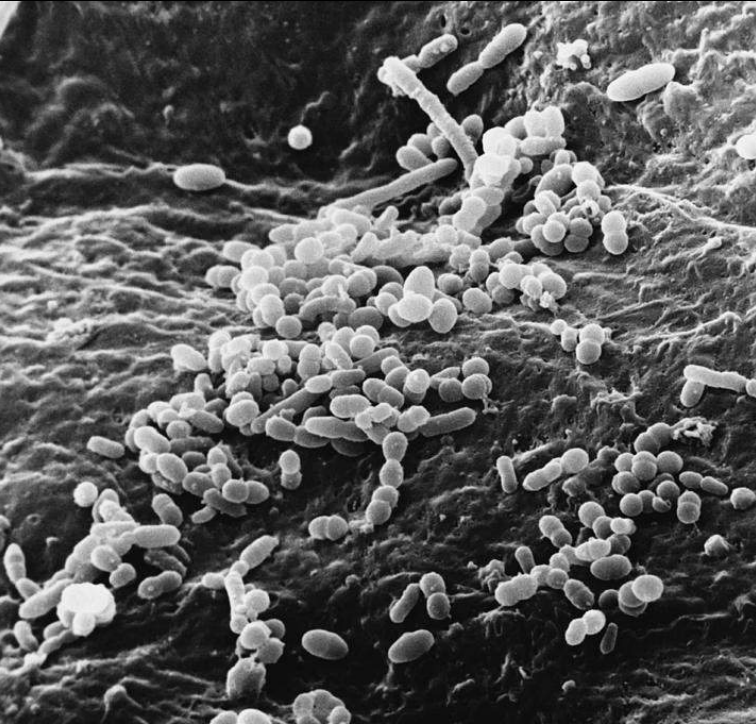
# Any questions?



Thanks for coming!

**Kiran Wattamwar**

k.keyrun@gmail.com



In our immune systems, our skin is the first line of defense before our more advanced immunological response kicks in.

Product design functions like skin, **the first line of defense** in encouraging better practices for users before other more advanced mechanisms (like a rigorous security or audit infrastructure) step in.