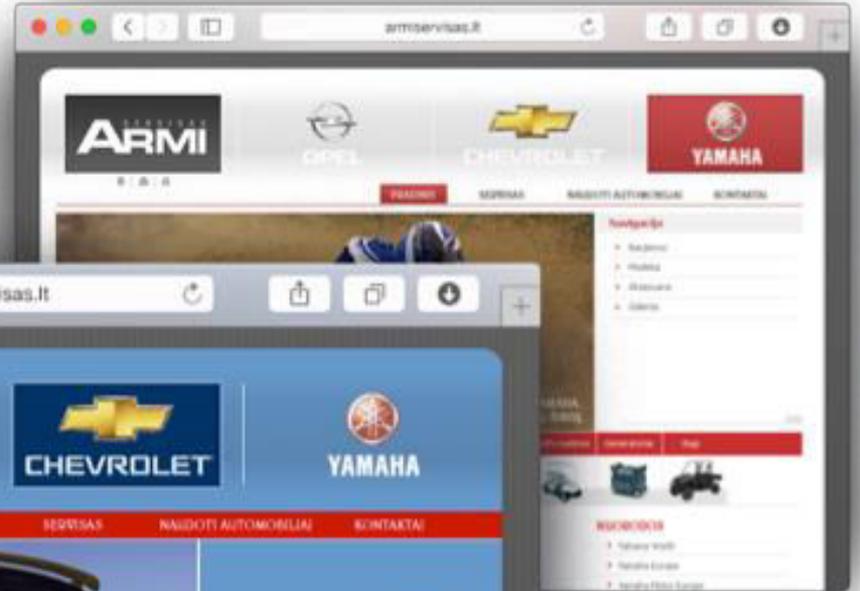
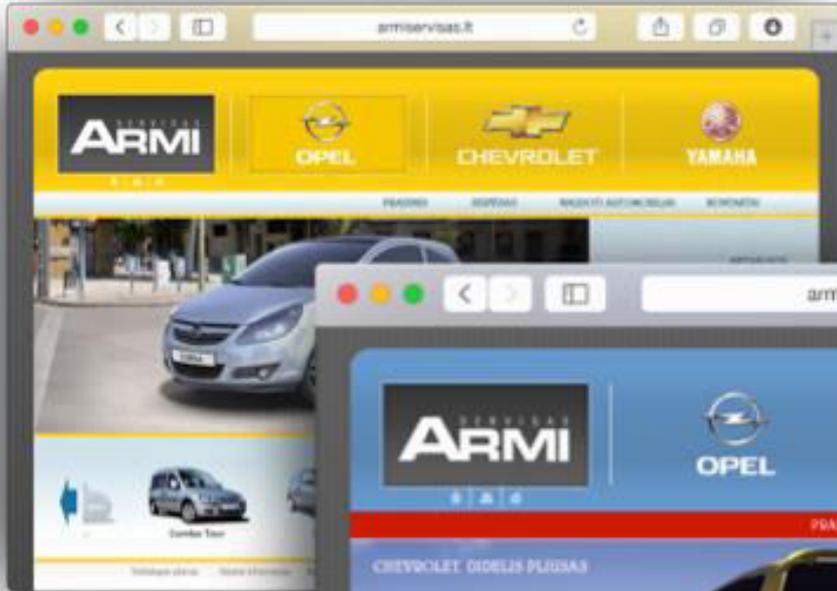


*Адвокат пользователей, дизайнер, UX-архитектор, фронтенд-разработчик, лектор, сертифицированный юсабилити и UX аналитик*





2006 г.



Usability is  
no longer  
enough

Четвёртая волна



Может  
«действовать»,  
но будет ли?

Emotion, intuition, long-term memories and unconscious motivations make up as much as 80 percent of our decision-making processes. That leaves just 20 percent for logic to battle over.

## TRUST

### Markers

- Credible Organization
- Domain Name
- Design Quality
- Match Existing Knowledge
- FAQ
- Citations
- Current Content
- Extensive Content
- Archives
- Links
- Physical Address
- Policies That Show Trust
- Certifications & Awards
- Testimonials
- Famous People & Common People
- Peer Advice and Service Comments

### Designing for Trust

- Argue Against Self-Interest
- Avoid a "Smarmy" Tone
- Avoid Pushy Sales Language
- Avoid "Too Good to Be True"
- Use Subtlety

Trust

## EMOTION

Utility, Practicality, and Drive Fulfillment  
Arousal

Norman's Model of Emotional Design

- Visceral
- Behavioral
- Reflective

Intrinsic Motivation

- Optimal Level of Stimulation
- Optimal Level of Dissonance
- Optimal Level of Challenge
- Goal Setting and Knowledge of Results

Emotion

## PERSUASION

### Common "Persuasion"

- Facts: Comparisons, Tunneling and Repetition
- Experience: Feedback and Simulation
- Pay: Rewards and Discounts (Side Effects)

### Impression

- Contrast Principle
- Deception
- High Price Equals Good
- Power of FREE
- Social Proof
- Social Learning
- The Power of People We Like
- Diffusion of Responsibility
- Scarcity
- Reason for Request
- Over categorization and Correlation
- Overestimation of Big Unlikely Events
- Divestiture Aversion (Fear of Loss)
- Feel Good
- Priming and Framing
- Conditioning and Association

### Validation after Experience

- Scarcity
- Expectation
- Placebo Effect
- Cognitive Dissonance

### Pressure Compliance

- Computer as Social Actor
- Rule of Reciprocity
- Pressure by People We Like
- Obedience to Authority
- Psychological Reactance
- Momentum of "Yes"
- Compliance Laddering

Persuasion

## COMMITMENT

### Basic Commitment

- Written public statement
  - Consistent Self-Image
- ### Creating Fanatics

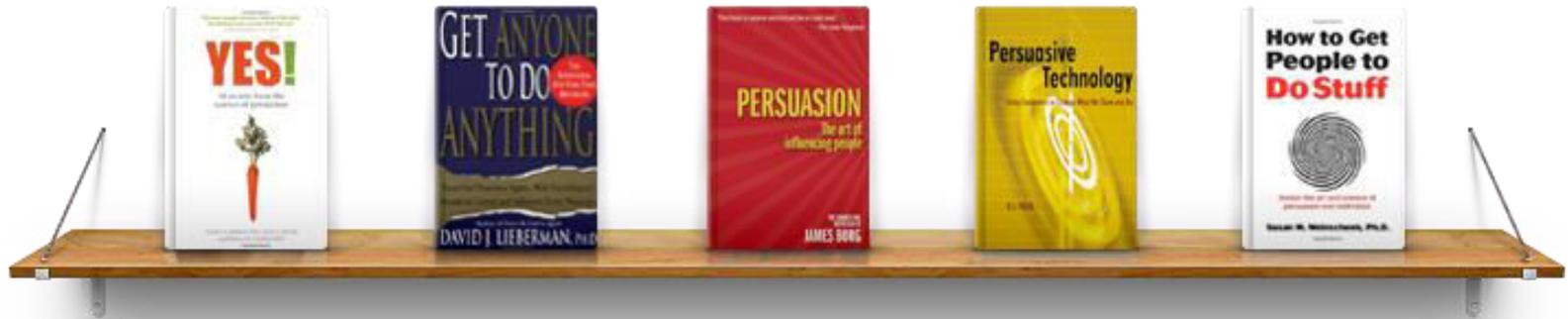
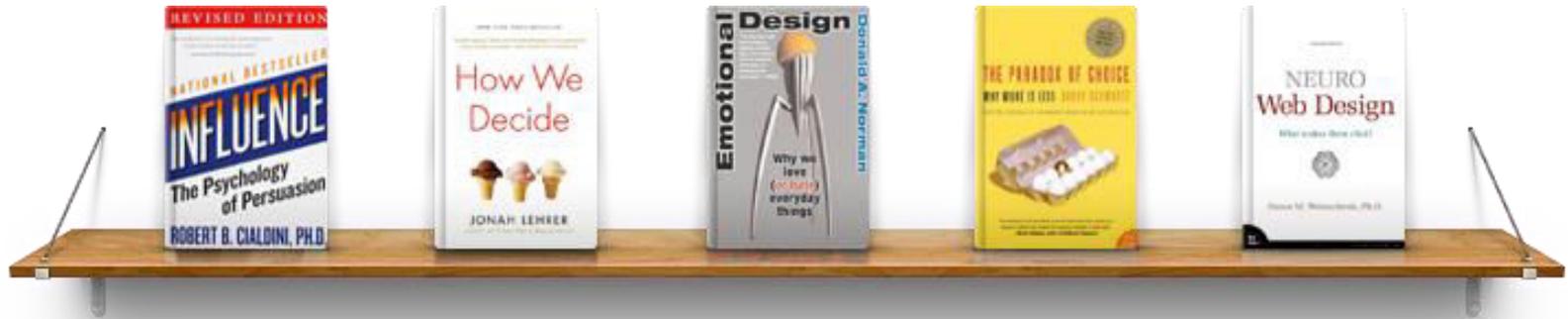
- Finding Potential Fans
- Role Model
- Social Support
- Initiation
- Public Commitment
- Active Engagement
- Membership in a Group
- Identity and Self-Image
- Levels of Hierarchy
- Be a Teacher
- Cathexis
- Losing Commitment
  - Betrayal
  - Better Offer

Commitment

### NAVIGATION

- PET Scan and Discovery Optimization
- Seducible Moment







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# Volksabstimmung und Großdeutscher Reichstag

## Stimmzettel

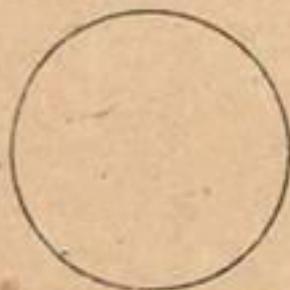
Bist Du mit der am 13. März 1938 vollzogenen

**Wiedervereinigung Österreichs mit dem Deutschen Reich**

einverstanden und stimmst Du für die Liste unseres Führers

**Adolf Hitler?**

Ja



Nein



# Доверие

Обеспечение надёжности,  
предоставление гарантий и  
уменьшение риска.

Первичная адресация.



# ЭМОЦИИ

Вызов нужных эмоций в  
конкретный момент времени

Фото: Annemarie Gregory

PERSUASION

# Воздействие

Вызов реакции на раздражитель  
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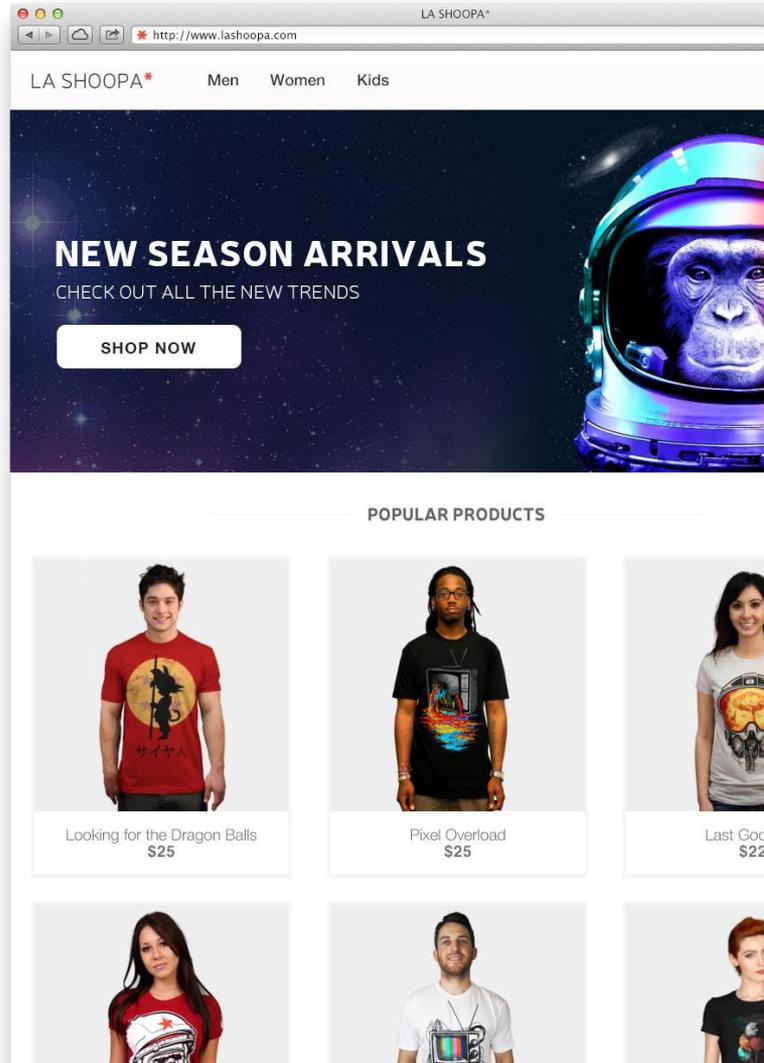
		
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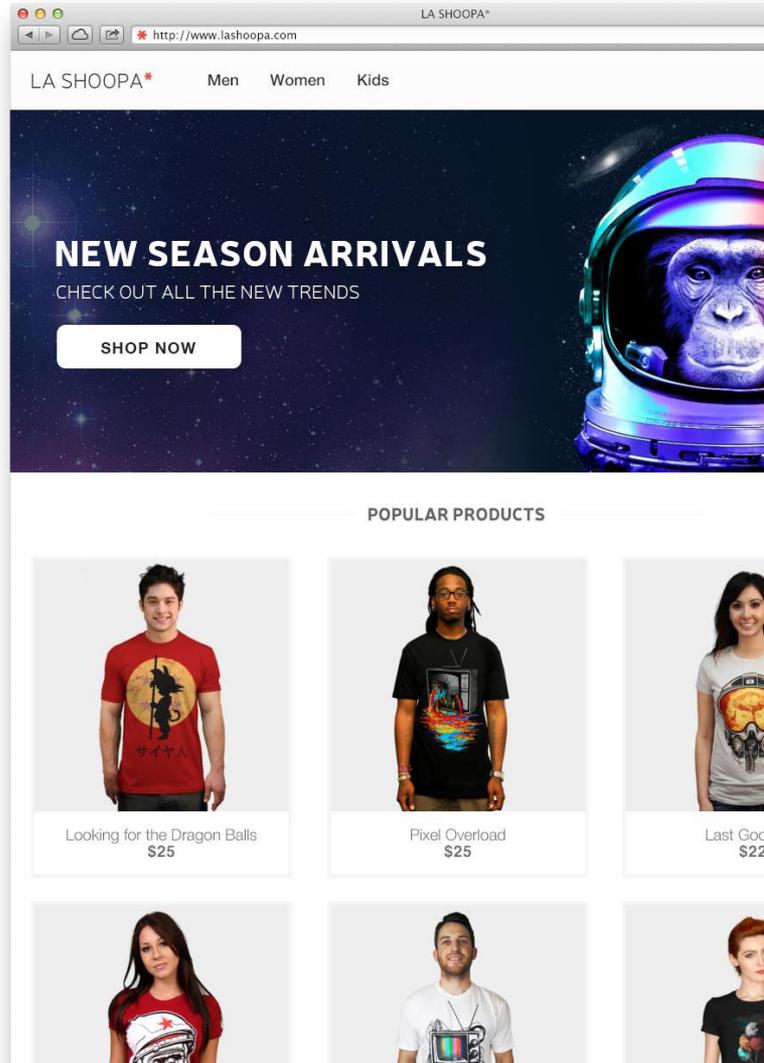
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- Сертификаты и награды
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- Знаменитые или похожие люди
- Рекомендации и обзоры



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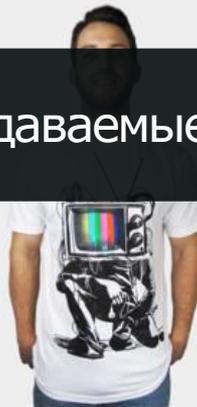
 TechCrunch

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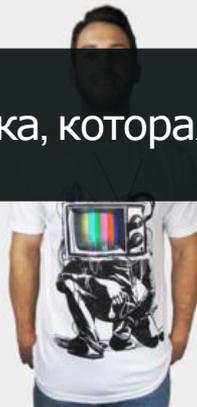


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## Внутренняя политика, которая вызывает доверие



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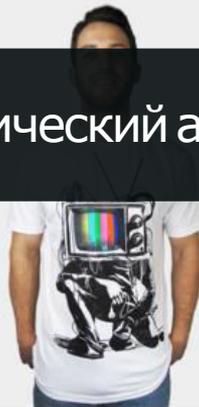


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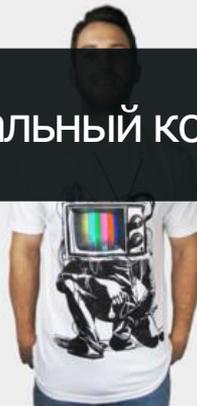


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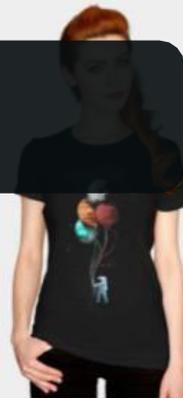
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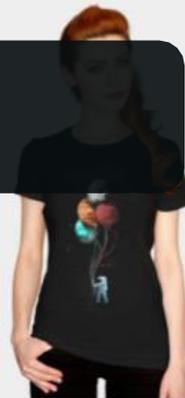
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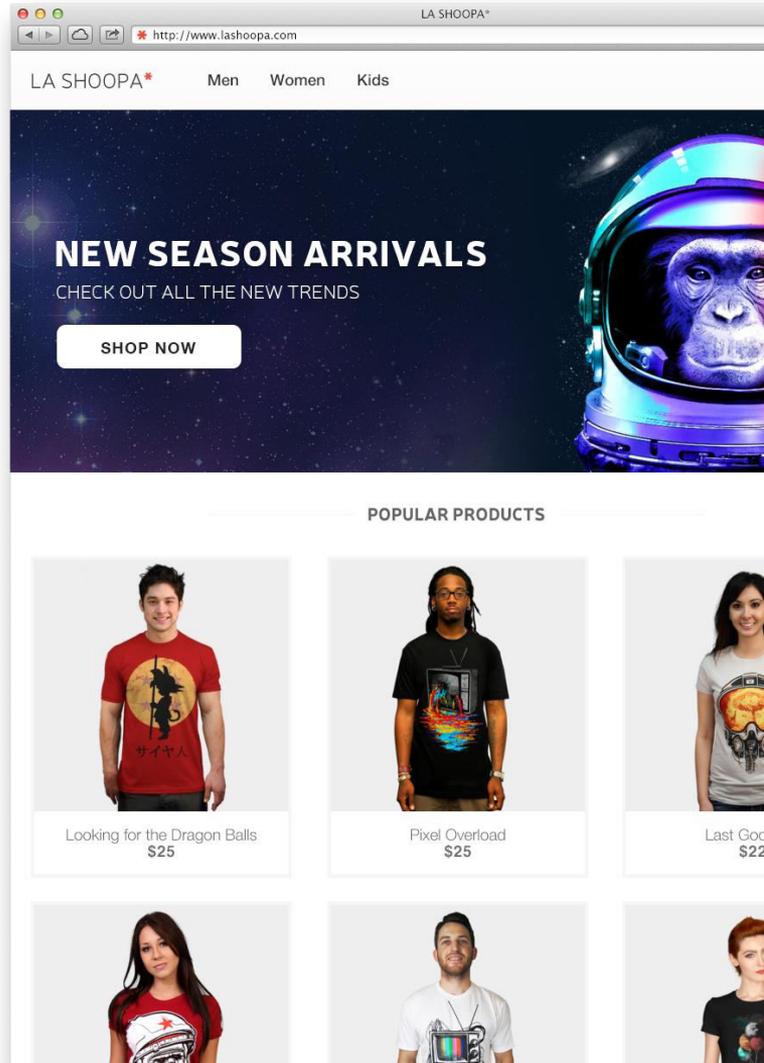


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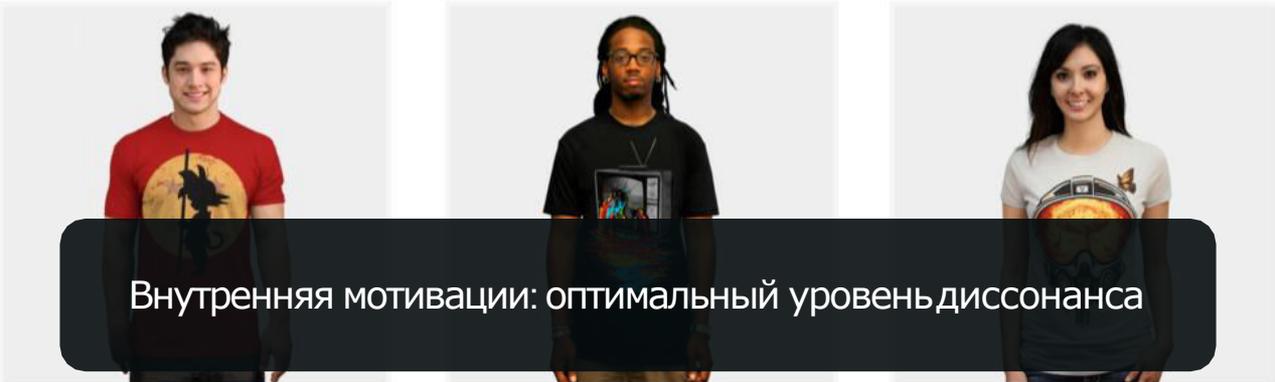
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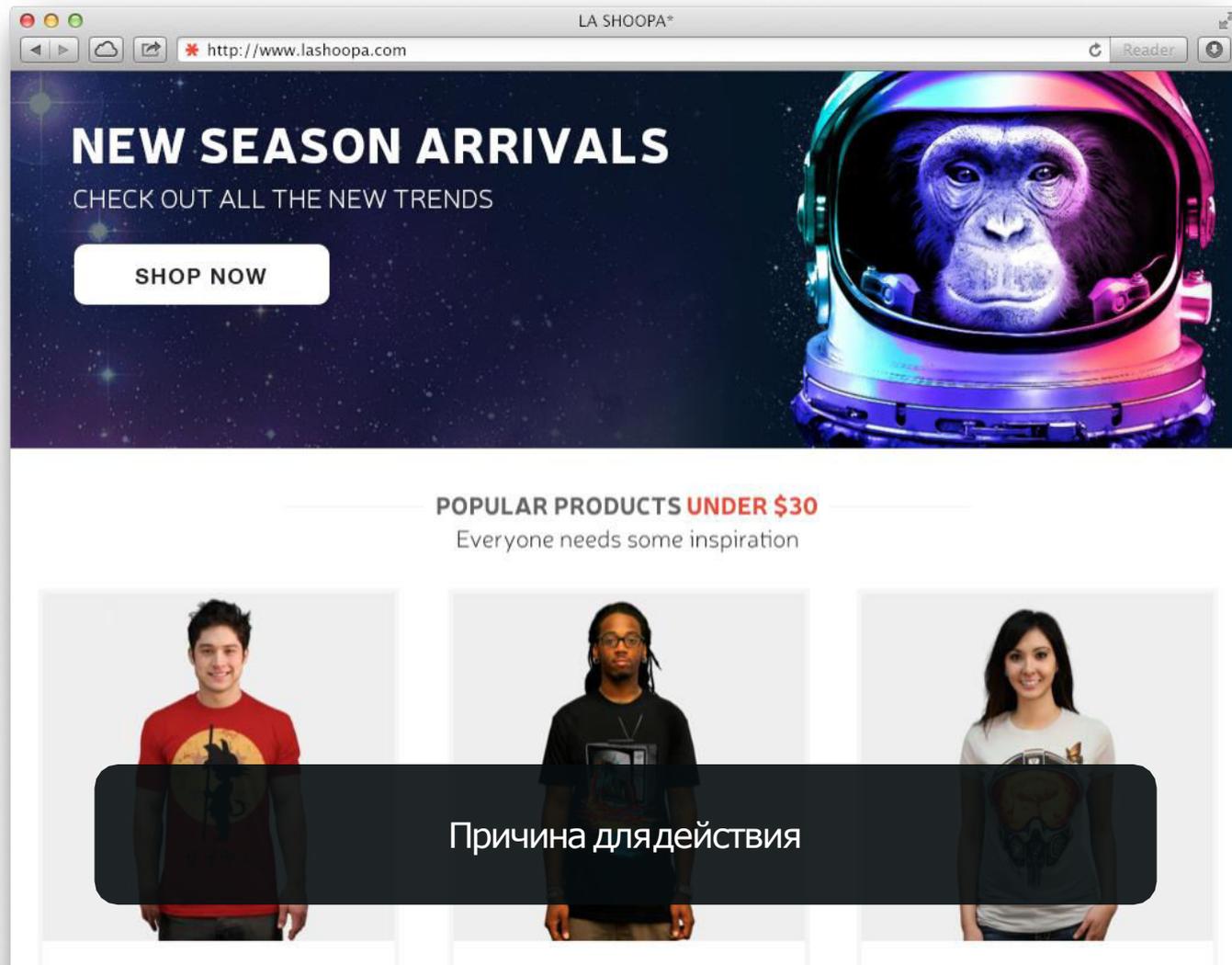


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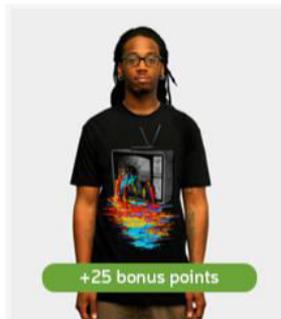
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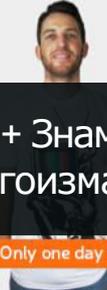
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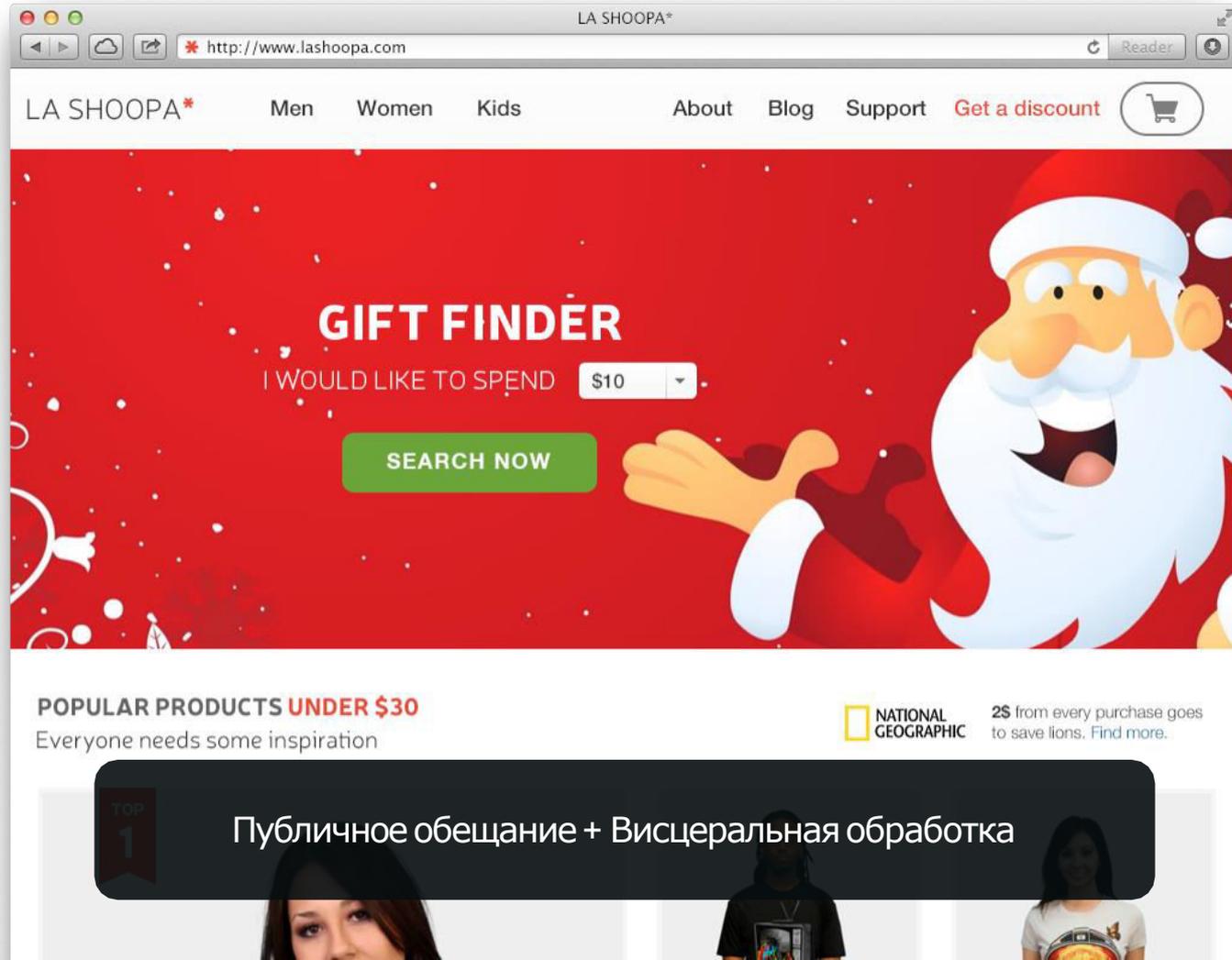
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User Interfaces designed to trick people

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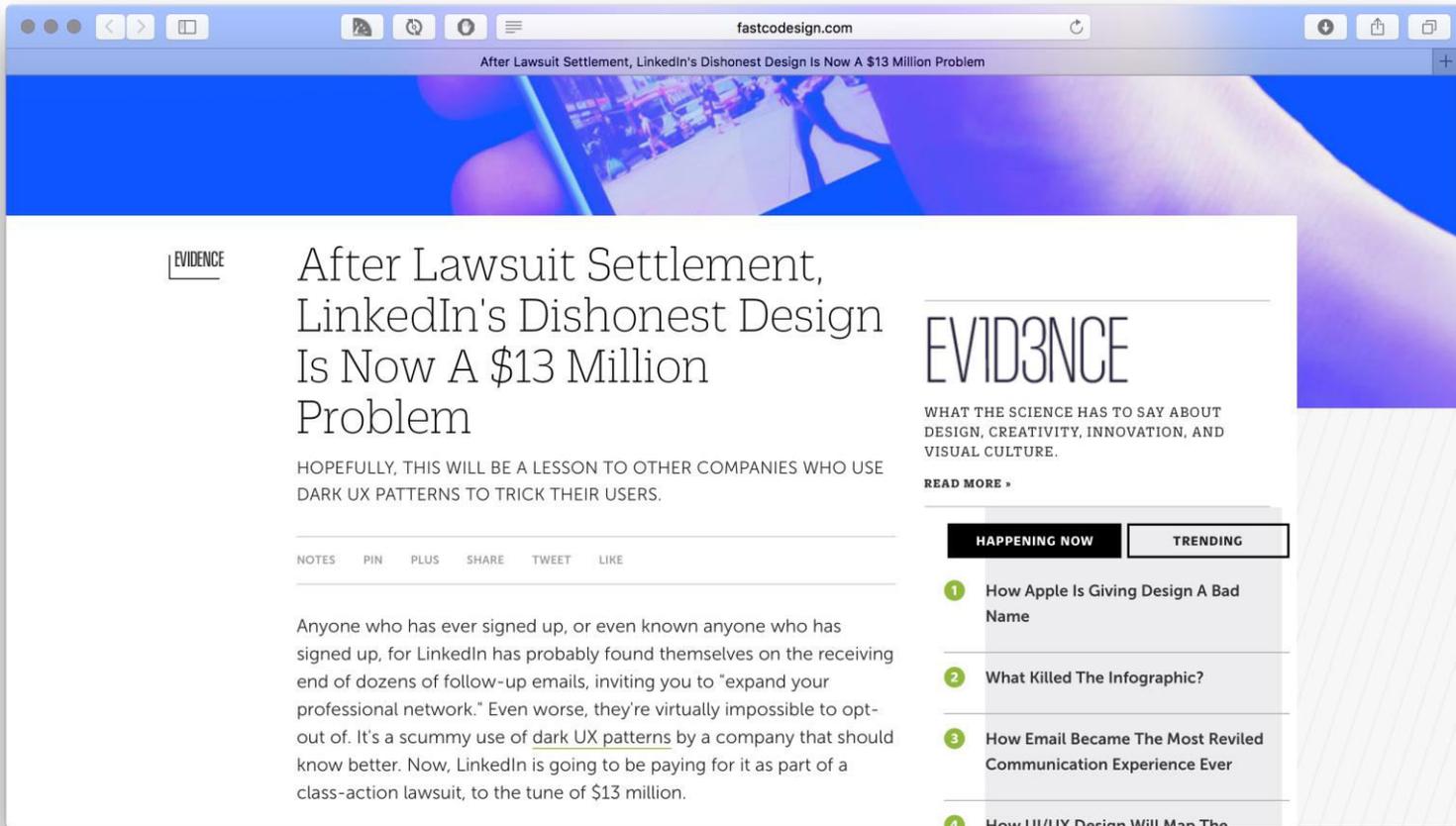
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After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem

**EVIDENCE**

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HOPEFULLY, THIS WILL BE A LESSON TO OTHER COMPANIES WHO USE DARK UX PATTERNS TO TRICK THEIR USERS.

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Anyone who has ever signed up, or even known anyone who has signed up, for LinkedIn has probably found themselves on the receiving end of dozens of follow-up emails, inviting you to "expand your professional network." Even worse, they're virtually impossible to opt-out of. It's a scummy use of dark UX patterns by a company that should know better. Now, LinkedIn is going to be paying for it as part of a class-action lawsuit, to the tune of \$13 million.

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Harry Brignull's

# 90 Percent of Everything

## Some Dark Patterns now illegal in UK – interview with Heather Burns

AUGUST 26, 2014

In this article I interview [Heather Burns](#), author of [The Web Designer's Guide to the Consumer Rights Directive](#).

**So, which dark patterns are now illegal in the UK?**

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spanishseo: @tomcritchlow I really love the simplicity and editorial elegance of https://t.co/u2Lv0la17N

tobiasrogers: Best website ever https://t.co/NkDBSEJQ1R #UX #design

SixFourWeb: @laurenptinger thru my heavy shade at one of my favorite sites Lings Cars https://t.co/0fj...esh0SS, the anti-minimalist

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

### "JUST CLICK!"

THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

AS SEEN ON TV DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turm'ed me doon!"

Deborah Meaden "Harrumph! I'm out!"

MEET MY STAFF

ABARTH LEASING 595 595 Convertible

ALFA ROMEO CAR LEASES Giulietta

My cheapest leasing deals! Click to chat is closed

THE BEST FAQ's IN THE WORLD!

LIVE CHAT! 关闭 CLOSED

PLAY GAME! Play stupid game WIN

Close (X)

Close (X)



# Travel Insurance

- ✓ Please select a 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
  - Netherlands
  - Norway
  - Poland
  - Portugal
  - Slovakia

**Medical Exp**  
(excess of £75, dc

**Personal Be**  
(excess of £75)\*

**Cancellation**  
**circumstanc**  
(excess of £15, dc

**Ticket Refun**  
in case of Ryanair

	URANCE	INSURANC
	✓	✓
	✓	✓
	✓	✓
		✓

Passenger 1

Already insure

down box.

Нет контраста

## Can we change your mind, Igor Gubaidulin?

It looks like you've made up your mind, but how about staying for just three more days? We'll give you free Super Powers for that time, so you can see what we can really do for you.

Yes, I'd like FREE Super Powers for three days

[Delete your profile](#)

Сила бесплатных вещей



[Click here to Checkout](#)

Delete	Product	Quantity	Item Price	Total Price
Delete	Chairman Mao Waving Watch  In Stock	<input type="text" value="1"/>	£ 4.99	£4.99
Delete	1 x Free 30 Day RedSave Trial Pass Worth £19.95 Free for 30 days then £19.95 per month, cancel anytime <a href="#">More Info</a>	1	Free	Free

Delivery			
	Royal Mail 1st Class (3-5 Day Delivery) - £3.87	<a href="#">delivery info</a>	£3.87

**Total Cost: £8.86**

[Click here to Checkout](#)

Сила бесплатных вещей  
+ коммуникация, которая вводит в заблуждение



The image shows a browser window displaying the Boingo website. The browser's address bar shows "boingo.com". The website's navigation bar includes the Boingo logo and links for "Boingo Retail", "Wi-Fi Plans", "Locations", "Passpoint", "Apps", "Support", "Community", and "My Account". The main content area features a large banner with a man in a suit holding a tablet. The banner text reads: "Stay Connected with Boingo Wi-Fi". Below this, it states: "Boingo's award-winning Wi-Fi service gets you connected at over 1 million hotspots worldwide. Sign up for a Boingo plan." A "NEW!" announcement follows: "Make Boingo connections automatically and securely by enabling Boingo Passpoint on your Mac, Windows 10, Android or iOS device today." A vertical "feedback" button is visible on the right side of the banner. At the bottom of the browser window, there is a dark rounded rectangle containing the text: "Our Most Popular Wi-Fi Plans" and "Коммуникация, которая вводит в заблуждение".

boingo.com

boingo

Boingo Retail

Wi-Fi Plans Locations Passpoint Apps Support Community My Account

## Stay Connected with Boingo Wi-Fi

Boingo's award-winning Wi-Fi service gets you connected at over 1 million hotspots worldwide. [Sign up for a Boingo plan.](#)

**NEW!** Make Boingo connections automatically and securely by enabling [Boingo Passpoint](#) on your Mac, Windows 10, Android or iOS device today.

feedback

**Our Most Popular Wi-Fi Plans**  
Коммуникация, которая вводит в заблуждение

You cannot **NOT**  
deliver an experience.