

# Petits exemples de "dark pattern", ou Comment manipuler les utilisateurs grâce aux interfaces graphiques.



Inspiré de <http://darkpatterns.org/>

## Questions volontairement complexes

Please enter your details to reserve your item(s)

Title : Mr. ▾

First name \* :

Last name \* :

Email \* :

Phone number \* :

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

**Reserve items**

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

## Ajout discret dans le panier

Product: **naughtydarkpatterns.com**  
Term: 2 Years  
Unit Price: \$2.99/yr  
Subtotal: \$17.98  
Remove

Protect your personal information.  
 Keep my personal info public  
 Make my domain private for **\$7.99/yr! SAVE \$2.00!**

**Matching Domains Available (.co., .biz)**  
naughtydarkpatterns.co - \$29.99 **\$4.99** Add  
naughtydarkpatterns.biz - \$19.99 **\$1.99** Add

Add All Domains for **\$37.98 \$12.99**

**naughtydarkpatterns.com BUNDLE OFFER 34% OFF**  
Includes:  
naughtydarkpatterns.net  
naughtydarkpatterns.org

Subtotal: \$152.87  
Estimated Taxes & Fees: \$1.44  
Have a promotional code?   
Add

Total: \$154.31

Round up for charity (optional)  
Round up to the nearest dollar and we'll donate 100% of the difference to the charity you choose.  
 Select a Charity

Questions?  
Call Us: (408) 505-8877

You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

## Découragement par l'administratif

You get into a situation very easily, but then you find it is hard to get out of it (e.g. a premium subscription).

**Price Details**

**SUBTOTAL:** [REDACTED]  
**Tax/Estimate:** [REDACTED]  
**Standard Mail: Allow 10 to 14 days for delivery**: No Charge  
**TOTAL CHARGE:** [REDACTED]

**Select Payment Method**

Gift Card - Rebate Now  
 Rebate Now  
 Reward Code - Rebate Now  
 Standard Mail: Allow 10 to 14 days for delivery: No Charge

**Age Restrictions**  
If you are under 13 years old you cannot provide us with any information about yourself.  
If you are over 13, please make sure that you are at least 13 years old.

**Shipping & Delivery Instructions**  
Tickets are shipped to your billing address only. UPS orders cannot be sent to a P.O. Box or APO/FPO billing address.

**Privacy Information**

**Ticket Special Bonus:** One year subscription to Rolling Stone Magazine  
A \$12.95 value with today's ticket purchase. Your first issue will arrive in 4 to 6 weeks. Offer available to new Rolling Stone subscribers in the U.S. only. For subscriber and rebate details click here.

I decline the bonus subscription to Rolling Stone Magazine

**Protect Your Ticket Purchase - Allianz Global Assistance**

**Get Event Ticket Insurance from Allianz Global Assistance for an additional \$7.00 per ticket.**  
Event Ticket Protection is designed to protect your event ticket investment. Adding Event Ticket Protection to your ticket purchase gives you coverage for your ticket if you experience certain types of loss. If you need to cancel your event ticket, Allianz Global Assistance will reimburse you for 100% of your ticket price.  
Coverage also includes parking and other event related items that have been added to your order. Limitations apply. See full Coverage Details. This change is in addition to the order total displayed above and will be listed separately by Allianz Global Assistance. You may cancel your Event Ticket Protection within 14 days of the purchase date. A full refund of insurance fees will be issued.

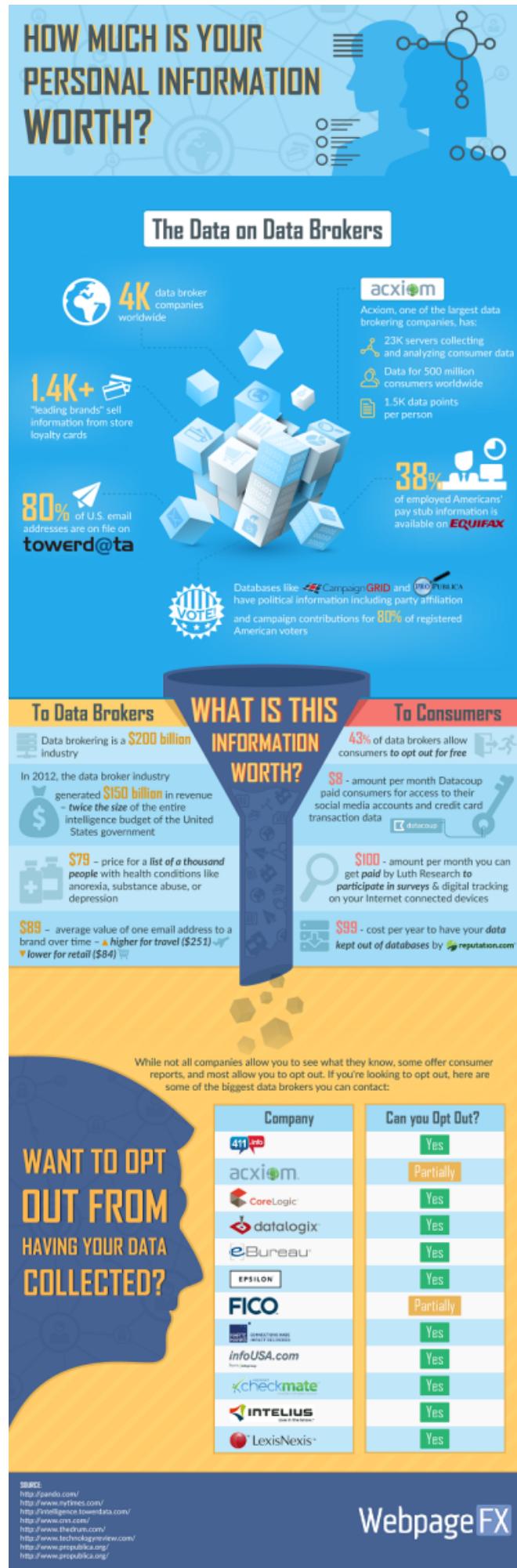
**Why do I need event ticket insurance?** You need event ticket insurance because it insures your investment in the event ticket you purchased. Event Ticket Protection covers the cost of your ticket if you are unable to attend that event due to a covered reason. Event Ticket Protection insurance does not offer coverage for cancellation due to a personal change or illness.

**Ticket sale to 08:32**

**Ticket Special Bonus:**  
This offer is a benefit included with today's purchase and is limited to new subscribers, one per household and U.S. residents only. You can opt out of the subscription benefit at anytime by contacting Rolling Stone Customer Service or by visiting rollingstone.com and clicking on the Customer Service link on the home page. Additionally, if you would like a rebate of the \$12.95 subscription value, mail a copy of today's confirmation page with this completed form within 30 days to Rolling Stone Refund, P.O. Box 62230, Tampa, FL 33662-2230. Enjoy the concert!!

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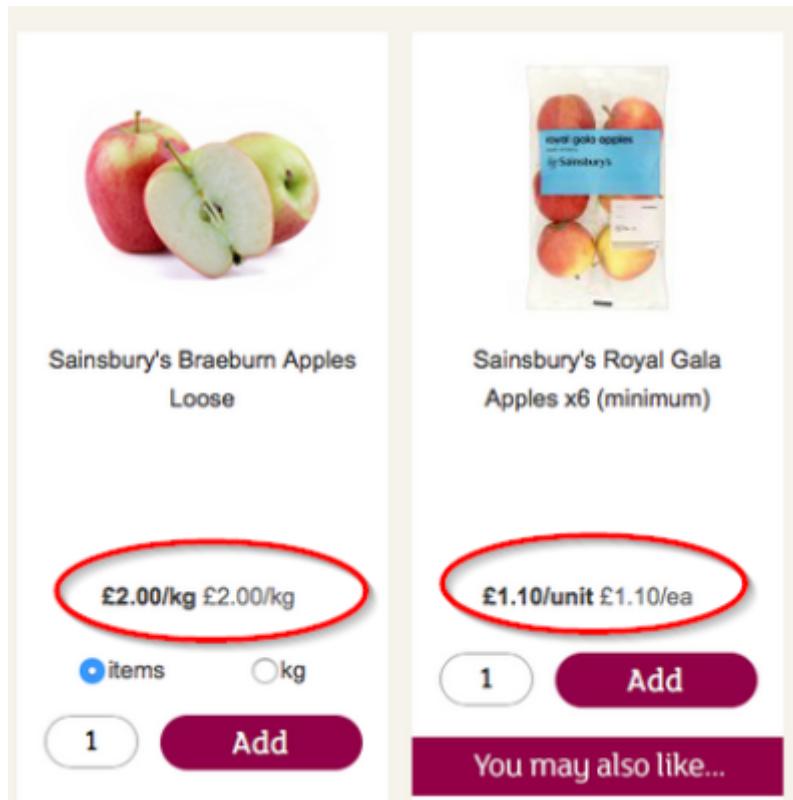
## Partage d'info privés



You are tricked into publicly sharing more information about yourself than you really intended to.  
Named after Facebook CEO Mark Zuckerberg.

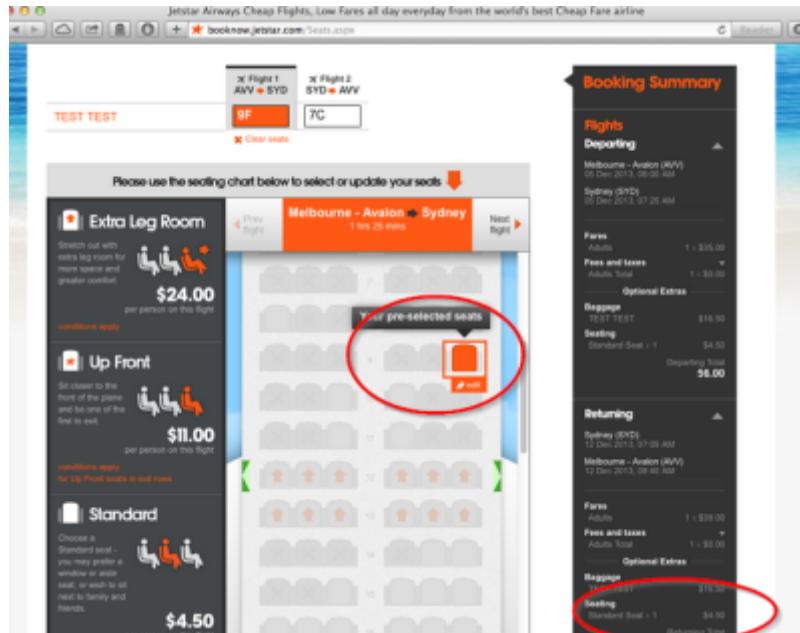
## Comparaison de prix difficile

The retailer makes it hard for you to compare the price of an item with another item, so you cannot make an informed decision.



## Diversion

The design purposefully focuses your attention on one thing in order to distract your attention from another.



## Coûts cachés

You get to the last step of the checkout process, only to discover some unexpected charges have appeared, e.g. delivery charges, tax, etc.

The screenshot shows a shopping cart for ProFlowers. It contains one item: 'Birthday Frills' priced at \$34.99. Below the cart, there's a section for 'Special Codes' with a 'Subtotal' of \$34.99. A red box highlights the subtotal amount.

Product	Price	Qty	Total
Birthday Frills	\$34.99	1	\$34.99

## Habiter puis changer

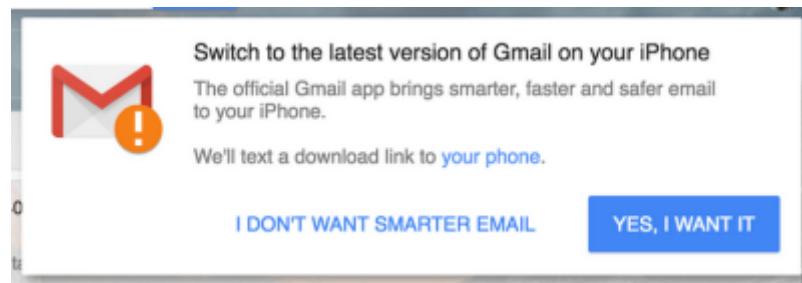
You set out to do one thing, but a different, undesirable thing happens instead.



During 2016, users of earlier versions of Windows were shown pop-up windows similar to that pictured above. As the year progressed, Microsoft became increasingly aggressive with the pop-ups. They started as an honest, optional call to action, but became increasingly deceptive. They switched the meaning of the “X” button at the top right to mean the opposite of what it normally means. In all other versions of Windows going back to the 1980s, this button means “close”. In this specific instance, they changed it to mean “Yes, I do want to upgrade my computer to Windows 10”. This caused a huge public backlash.

## Reconnaissance de culpabilité

The act of guilting the user into opting into something. The option to decline is worded in such a way as to shame the user into compliance.



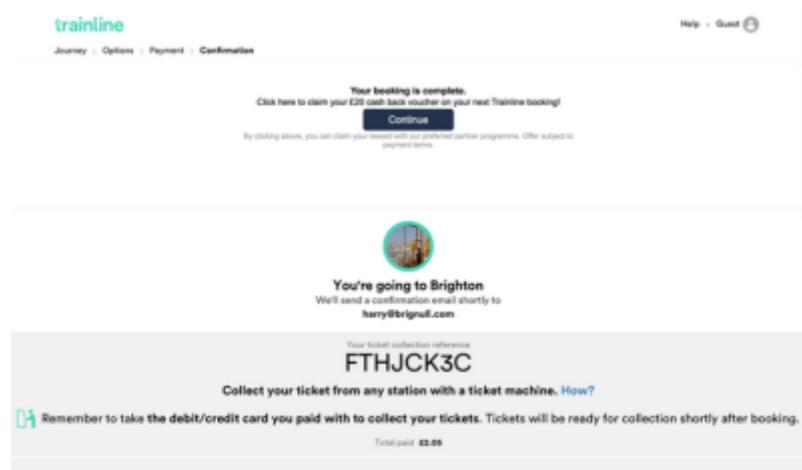
## Publicité déguisée

Adverts that are disguised as other kinds of content or navigation, in order to get you to click on them.



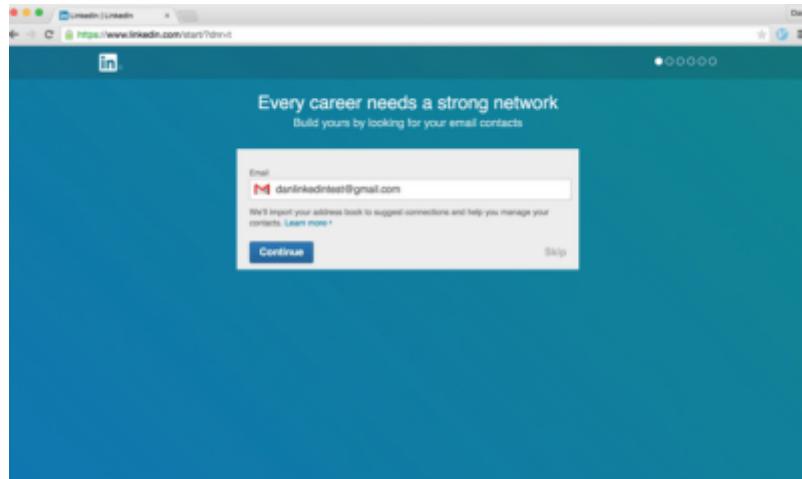
## Continuité forcée

When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning. In some cases this is made even worse by making it difficult to cancel the membership.



## Spam des amis

The product asks for your email or social media permissions under the pretence it will be used for a desirable outcome (e.g. finding friends), but then spams all your contacts in a message that claims to be from you.



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