



**Deceptive
By Design**



**Our 'seamless' user
experience inevitably
devolves into the
inescapable horror of**

_____.

**When our usual tactics
weren't evil enough to hit
quarterly targets, we
unleashed ____.**

**The design brief screamed
'user delight,' but what we
actually shipped was a
swift kick to the face called
_____.**

**We bullshitted the ethics
committee that it was
'innovative A/B testing,'
but really, it was just pure,
unadulterated ____.**

**Forget useful features; our
primary method for 'user
retention' is a massive
dose of ____.**

**Naturally, I enhanced the
user experience with _____
(and mild psychological
warfare).**

**We needed FOMO. So we
weaponized ____.**

**The free trial conversion
rate is too low. The
'solution' involves ____.**

**Our engagement
algorithm needed to
maximize watch time,
which unfortunately led to**

_____.

**The client wants the
upgrade path to be
'seamless,' meaning we
should use ____.**

**We need users to accept
the new data policy
without thinking too much.
The design relies on ____.**

**The stakeholder wants
'social validation'
elements, even if it means
deploying ____.**

**To 'reduce friction' during
checkout, we actually
introduced ____.**

**The quickest way to
monetize user annoyance
is through ____.**

**We need to make
cancelling a subscription
feel like a terrible life
choice using _____.**

**The design system's default
settings practically
guarantee users end up
with ____.**

To 'clarify' the pricing structure, we buried the real costs using _____.

**The user research
highlighted confusion, but
the 'fix' was just adding
more ____.**

**Our 'growth hack' for
acquiring new users relies
entirely on ____.**

**Legal said we can't do
that. So instead, we're
doing ____.**

**The CEO's kid tried the app
once and now we're
redesigning everything
around ____.**

**Our dark pattern A/B test
was a huge success. Users
were helpless against**

_____.

**The onboarding funnel is
now 40% shorter and
200% more manipulative
thanks to ____.**

**Nobody reads the Terms &
Conditions, so we stuffed
them with ____.**

**To hit our retention KPIs,
we emotionally
blackmailed users with**

_____.

**Our brand's new core
value is 'authenticity.'
Which means lots and lots
of ____.**

**We couldn't raise the price,
so we just removed
features and blamed**

_____.

**Users kept opting out, so
we changed the button
label to ____.**