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Evil By Design: Interaction Design To Lead Us Into Temptation



Synopsis

Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride -- use social proof to position your product in line with your visitors' values Sloth -- build a path of least resistance that leads users where you want them to go Gluttony -- escalate customers' commitment and use loss aversion to keep them there Anger -- understand the power of metaphysical arguments and anonymity Envy -- create a culture of status around your product and feed aspirational desires Lust -- turn desire into commitment by using emotion to defeat rational behavior Greed -- keep customers engaged by reinforcing the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use -- but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Book Information

Paperback: 320 pages

Publisher: Wiley; 1 edition (June 17, 2013)

Language: English

ISBN-10: 1118422147

ISBN-13: 978-1118422144

Product Dimensions: 7.4 x 0.6 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (25 customer reviews)

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Customer Reviews

What if you the designer could find a book just like this, but one that would tell a good person how to design for good? What if such a book would give you, in a single, slim volume, a remarkable compendium of all we have learned about of the art and science of persuasion? What if that book also ended up enlightening you the consumer as to all the psychological tricks played on you 1500 or 2000 times a day, not only when you're in front of a computer, but in front of the TV or wandering

around the local mall? This is that book. This book isn't really about evil at all, it's about persuasion. Why the unique format? Evil people apply persuasion so blatantly that studying their extreme use is a brilliant exercise for those designers who would do good. Designers need only take what the evil-doers are doing, tone it down a bit, and redirect it to their customers' benefit instead of detriment. This book is a must for every designer's bookshelf. I have never seen a such a concise, accurate, and complete compendium of the art and science of persuasion as this, and I know about such things: I spent 15 years teaching and applying retail techniques before Steve Jobs drafted me to be Apple's first software designer 35 years ago. (Yes, I am very, very old.) Persuasive design is not intrinsically good or evil. It's application will result in one or the other depending on the intent of the people applying it. What is intrinsically evil is failing to understand and apply persuasion at all. Let me illustrate. Three people have websites that sell groceries, Mr. Evil, Mr. Stupid, and Mr. Good.

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