It makes everything seem urgent

You may want to switch off, but the world behind your smartphone keeps going. Sounds and movements can create a strong sense of urgency and they catch you in those moments when you are wondering what to do next.
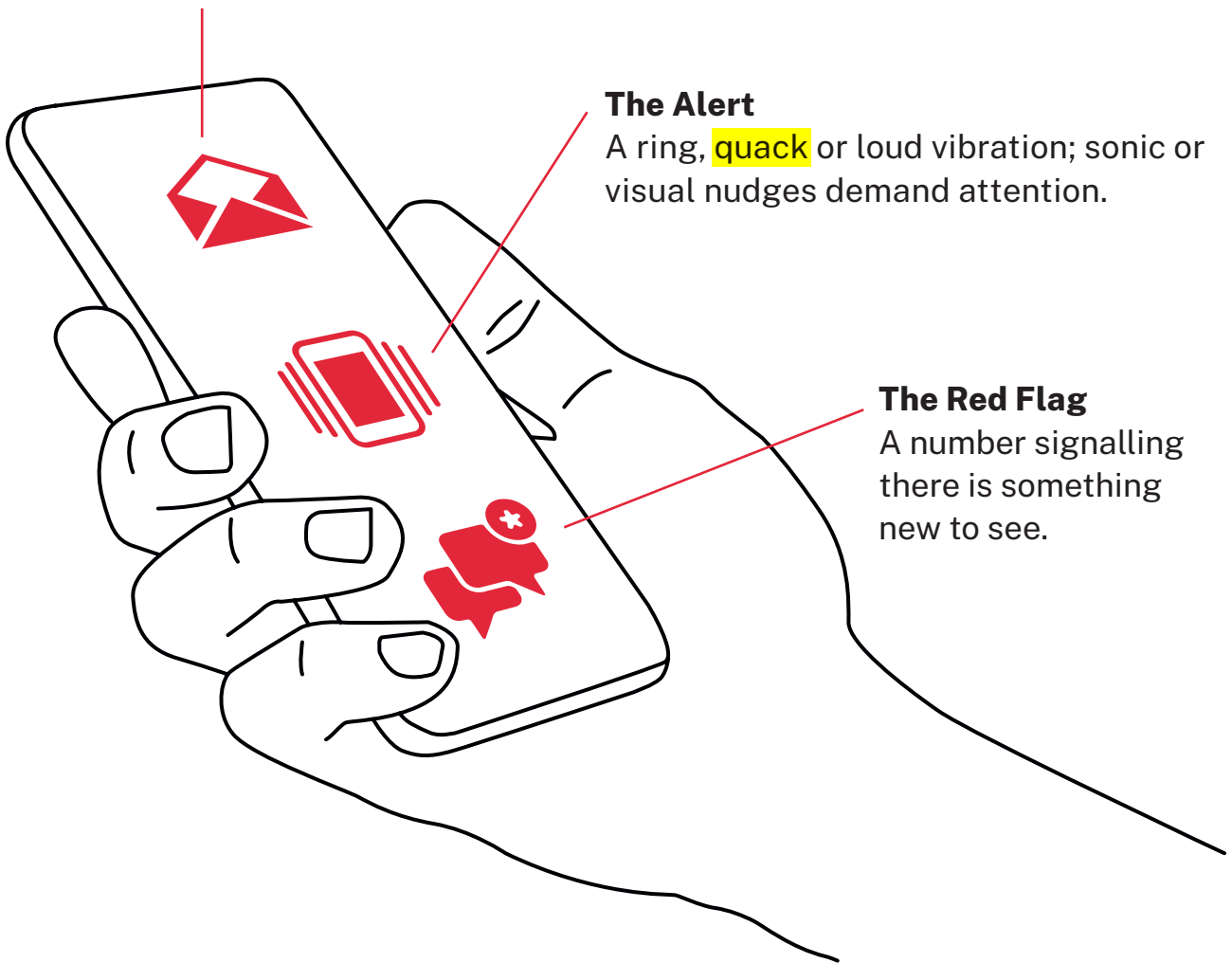
The Push Notification
A banner on your homescreen to notify you of something new.

The Alert
A ring, quack or loud vibration; sonic or visual nudges demand attention.

The Red Flag
A number signalling there is something new to see.

WHAT THE F*TURE WANTS

How else does your phone distract you when you are trying to concentrate?

TACTICAL TECH

It builds anticipation

Waiting for an answer that is not coming? These design features show somebody is there, even if that might not be the case.
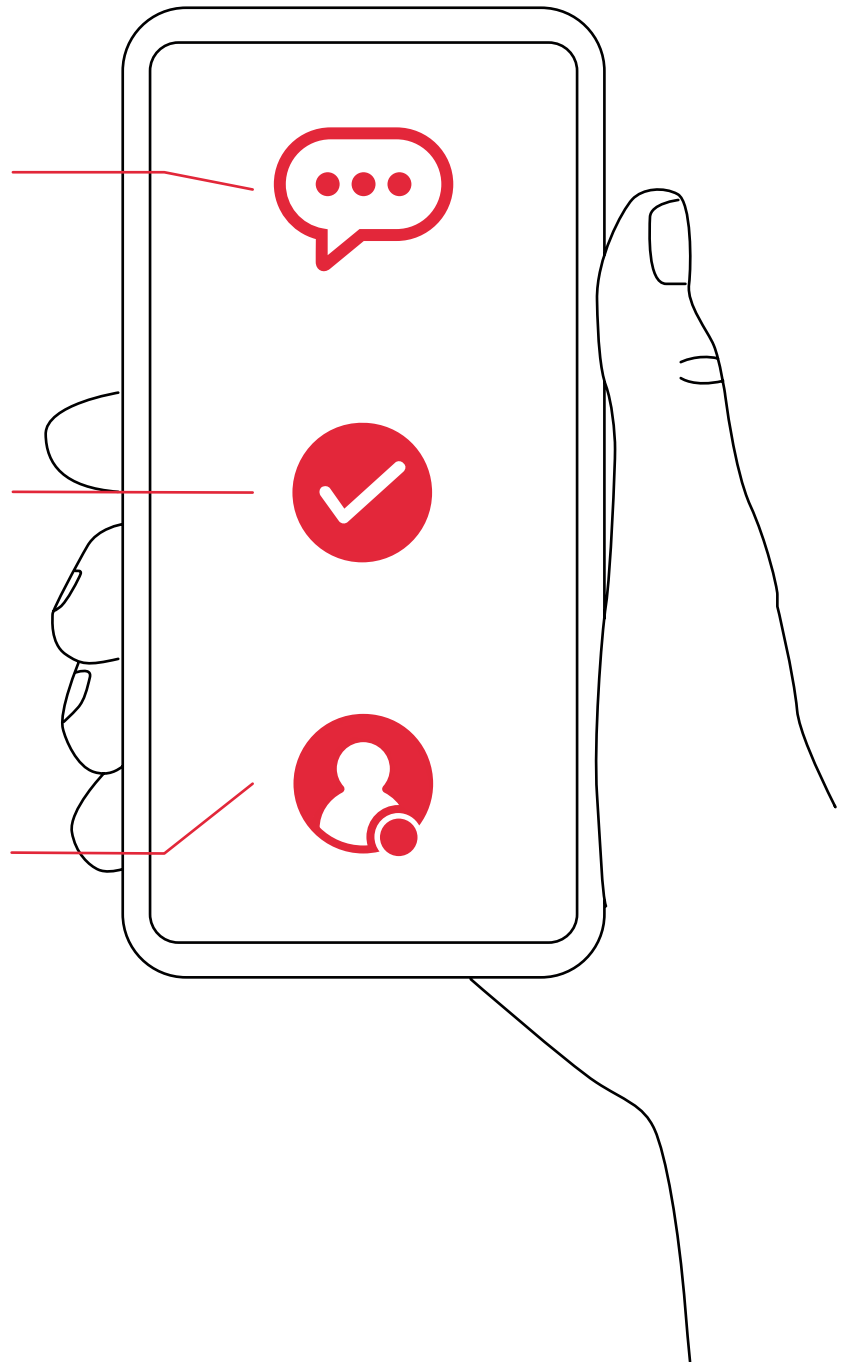
The Typing Bubble
Dot dot dot... An animated bubble that indicates someone is typing in real time.

The Read Receipt
Sent / Delivered / Read. Visual cues to show the status of a message.

The Online Indicator
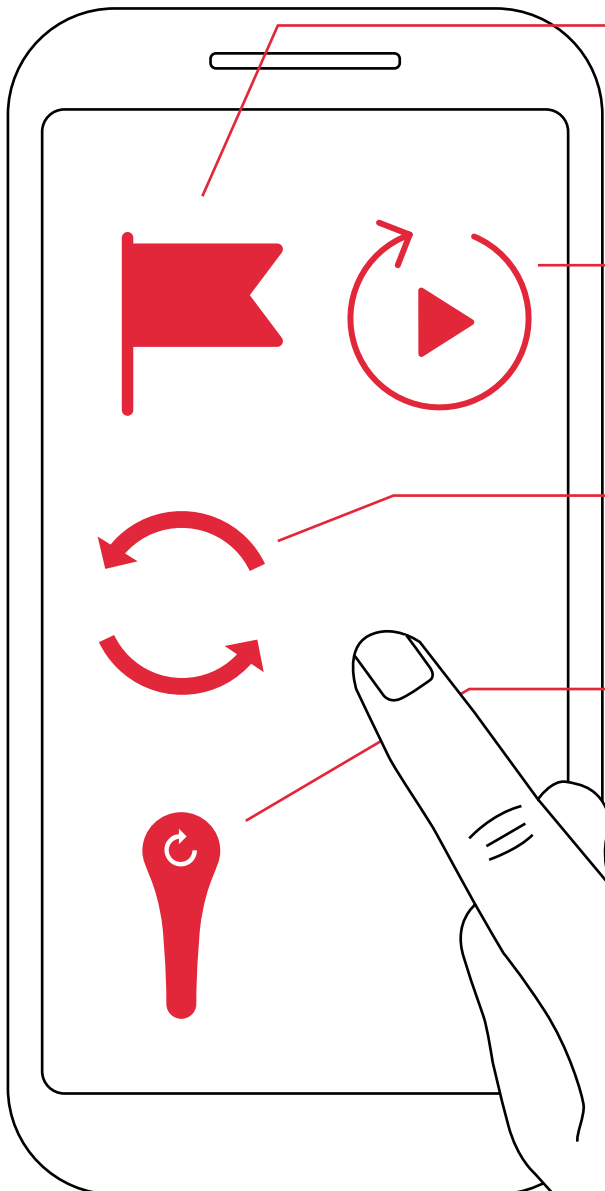A visual sign to show others are available or active.

WHAT THE
F*TURE
WANTS

How do you feel when someone reads your message but does not respond?

TACTICAL
TECH

It makes it easy to keep scrolling

There is no dead end on the internet. Frictionless design combined with bottomless content and personalised feeds means that you can stay online for hours without noticing.

The Checkpoint
Milestones in games and apps (such as a usage streak or new level) that create an urge to keep going.

Autoplay
A feature that automatically delivers the next piece of content to you without you having to click.
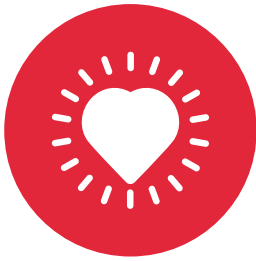
Infinite Scroll
A feed of content that just keeps giving.

Pull to Refresh
A pull and release action to fetch and reshuffle content.

WHAT THE F*TURE WANTS

Did an algorithm ever take you on an unexpected content journey?

TACTICAL TECH

It plays with your emotions

Everybody wants to belong. These features play with our basic need for acceptance by giving us popularity or taking it away.

The Follower Count
Friends, strangers or even bots? This number is a representation of your audience online.
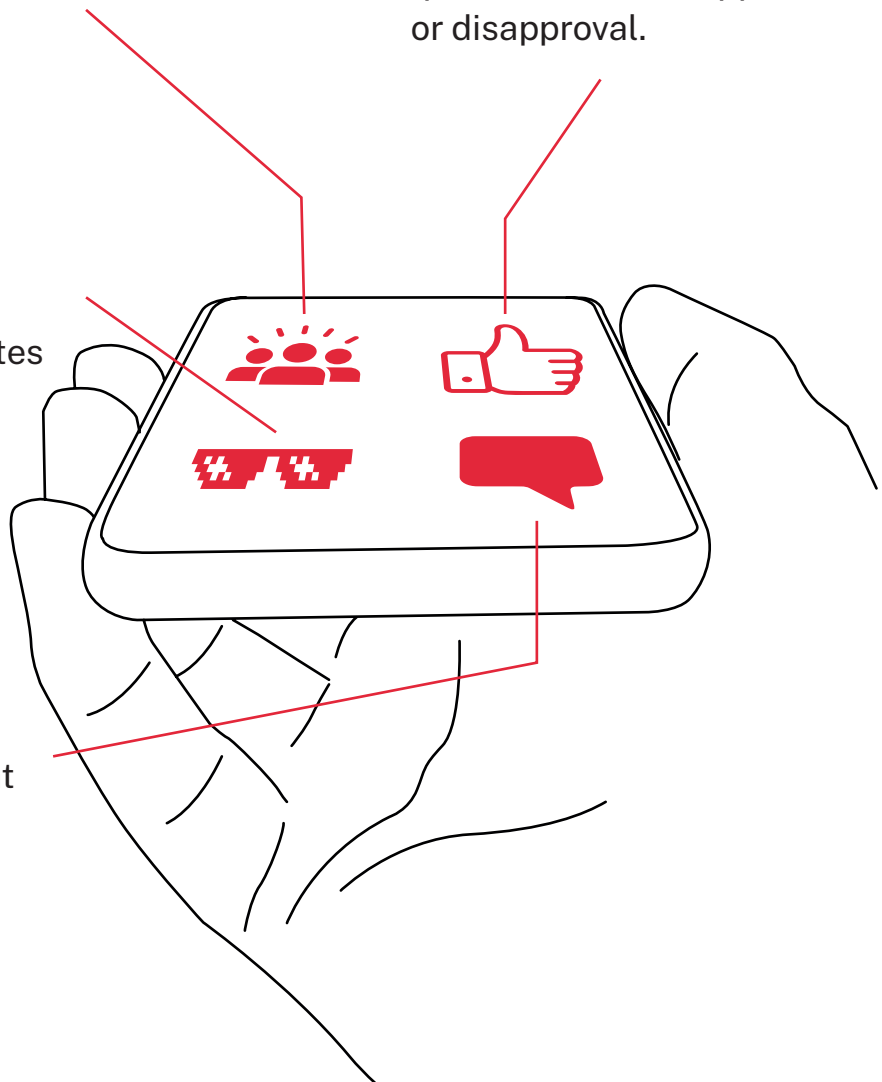
The Like
A thumbs up, love heart or emoji; these features are a quick indicator of approval or disapproval.

The New Trend
Setting new trends with an app, such as stickers, filters or rewards, generates higher sign-up rates and boosts popularity.

The Comment
A message to show a reaction to or engagement with content.

WHAT THE F*TURE WANTS

Have you ever felt upset because not enough people engaged with your post?

TACTICAL TECH

It misleads you

Some features are designed to distract, bewilder or cover up. As opposed to keeping you hooked, these features try to get in your way so that you do not see what is hiding underneath.

The Privacy Policy
A legal, usually long, data contract that you have to "agree" to if you want to use the service.
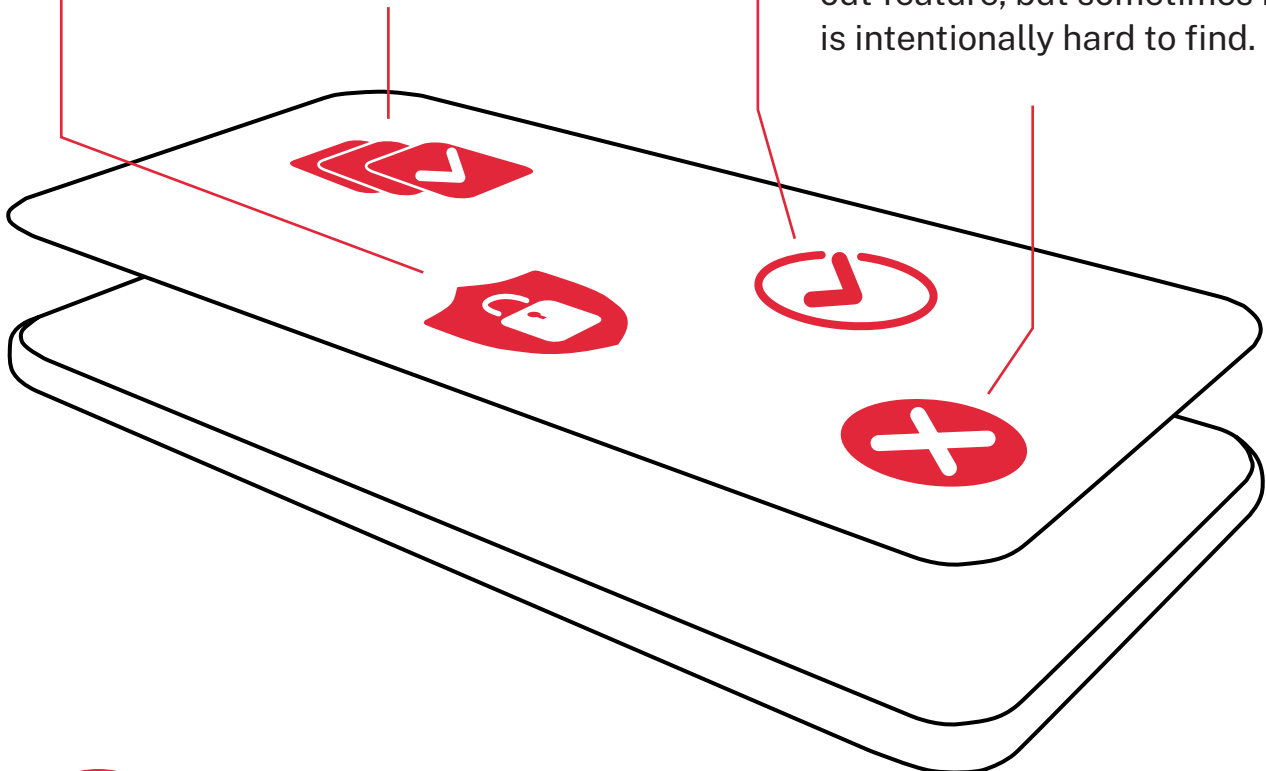
Accept All
A quick catch all button, often for cookies, that gets in your way and diverts your attention away from other permissions.

Confirmation Shaming
Whether it is a newsletter or an advert, this feature shames you to opt in, usually by making the opt out button judgmental in tone.

Deletion or Deactivation
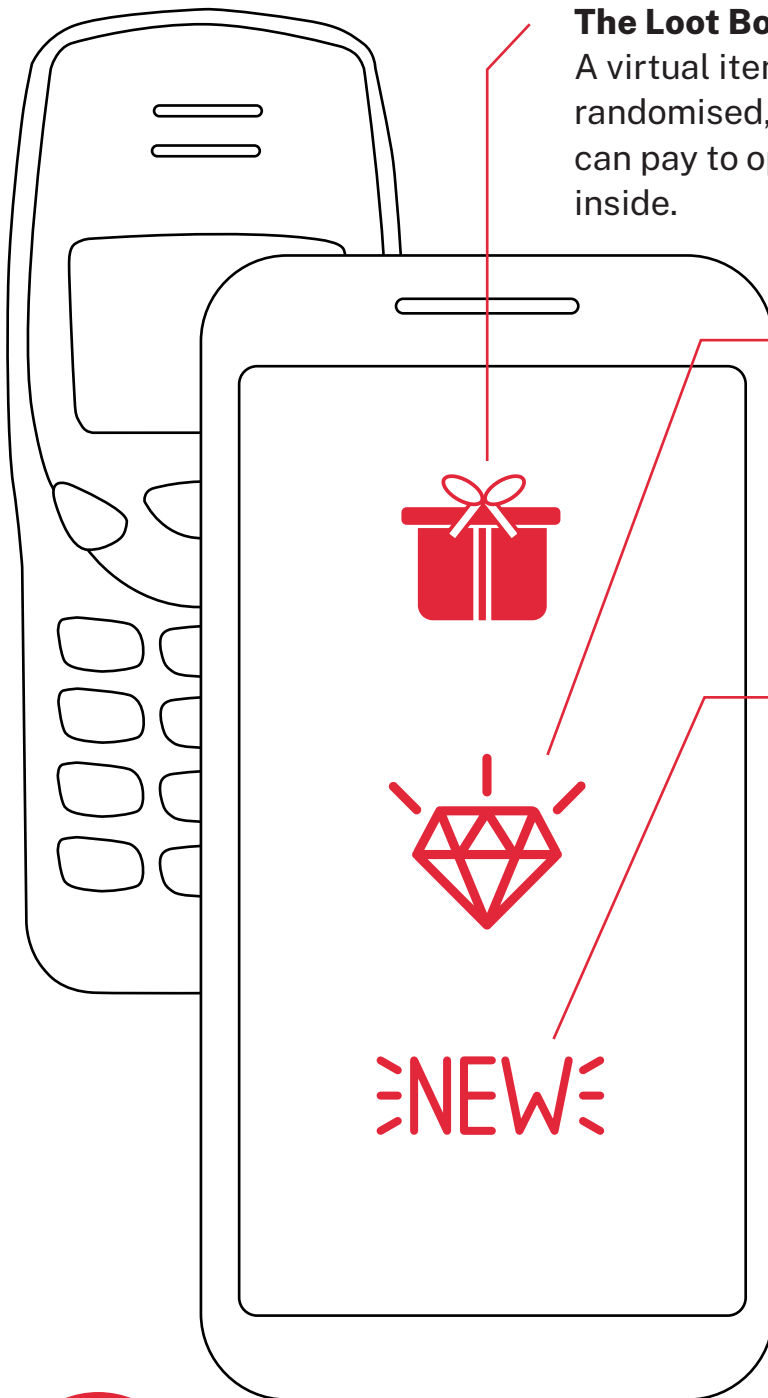All apps have a 'delete' or opt out feature, but sometimes it is intentionally hard to find.

When was the last time you read and understood a privacy policy?

TACTICAL TECH

It helps you level up

Sometimes design draws us in by presenting the latest, shiny, better version of what you already have. Usually you can upgrade, but it comes at a cost.

The Loot Box
A virtual item containing a hidden, randomised, possibly rare, return. Players can pay to open the box and receive what is inside.

In App Purchase
A feature common with free apps that allows users to purchase extra features or exclusive content.

The Upgrade
Whether it is a phone or a game, companies are always releasing and marketing new products that you may not need, but would like to have.

=NEW=

WHAT THE F*TURE WANTS

When was the last time you bought a new feature or device?

TACTICAL TECH