

Rank	Domain	Organisation	User Experience	User Story	Observations	Arrival	Registration	Purchase	Media content	Contact	Cancel	Nagging	Obstruction	Sneaking	Interface Interference	Forced Action	Dark Patterns Instances
1	trademe.co.nz	E-commerce	Application	1.0		.											0
2	nzherald.co.nz	Media	Content	2.0	Delayed ad drop-down	.			.								
				2.1	Footer to advertise subscriptions	.											
				2.2	Constant use of 'breaking news' banners					.							
				2.3	Location tracking notification covers headline	.											
				2.4	Video auto-play by default				.								
				2.5	No online cancellation; call and offer reason						.						6
3	stuff.co.nz	Media	Content	3.0	Persistent banner without option for 'no'				.								
				3.1	Video auto-play by default				.								
				3.2	Emotional toying: free article and support appeal				.								
				3.3	Donations operate on a separate login system, making management difficult				.		.						
				3.4	Persistent breaking news banners				.								5
4	asb.co.nz	Finance	Application	4.0		.											0
5	ird.govt.nz	Government	Application	5.0		.											0
6	anz.co.nz	Finance	Application	6.0		.											0
7	seek.co.nz	Service	Application	7.0		.											0
8	westpac.co.nz	Finance	Application	8.0		.											0
9	nzpost.co.nz	Public service	Application	9.0	Difficult to obtain contact information					.							1
10	pbtech.co.nz	E-commerce	Application	10.0	Fake scarcity; countdown timer in red			.									
				10.1	Pre-selection of insurance options when purchasing some products			.									
				10.2	Product upsell when selecting "Add to Cart"			.				.					3
	tvnz.co.nz	Media	Content	11.0	No option to watch as an anonymous user; data points in registration not explained				.								
				11.1	Opt-out off screen		.										
				11.2	Newsletter sign up is pre-selected		.										3
12	auckland.ac.nz	Education	Content	12.0		.											0
13	kiwibank.co.nz	Finance	Application	13.0		.											0
14	bnz.co.nz	Finance	Application	14.0		.											0
15	spark.co.nz	Utility	Application	15.0	Delayed drop-down ad (full screen)	.											
				15.1	Difficult to find contact number					.							2
16	companiesoffice.govt.nz	Government	Application	16.0		.											0
17	sharesies.nz	Finance	Application	17.0		.											0
18	mightyape.co.nz	E-commerce	Application	18.0	Pop-up to prompt subscription	.											
				18.1	Toying with emotion and exploiting bias			.									
				18.2	Registration required to complete purchase			.									
				18.3	False scarcity			.									
				18.4	Upsell: abrupt change in UI			.									
				18.5	Site saves details: no opt out			.									6
19	countdown.co.nz	E-commerce	Application	19.0	Registration required			.									
				19.1	Appeals and deals to get users to register			.									
				19.2	Location guess	.											3
20	homes.co.nz	Real estate	Content	20.0	"New" message notification (fake notification)	.											1
21	thewarehouse.co.nz	E-commerce	Application	21.0	Shopping 'cart' shows 0 items to psychologically prepare purchasing			.									
				21.1	Notification has no accept/decline option	.											
				21.2	Purchasing focuses user on the site not the cart			.									
				21.3	Guest checkout is given less prominence			.									
				21.4	Returning user login has red-button to guide users through to complete purchase			.									
				21.5	Live chat is preferred contact. A user has to provide personal information to be contacted			.									6
22	canterbury.ac.nz	Education	Content	22.0		.											0
23	metSERVICE.com	Public service	Content	23.0	Delayed ad drop-down	.											1
24	airnewzealand.co.nz	Service	Application	24.0	Location tracking	.											
				24.1	No contact number under 'help' button				.								
				24.2	Pre-selection of insurance options			.									
				24.3	'Continue' without add-ons is difficult to find			.									
				24.4	Skipping seat select is hidden			.									
				24.5	Auto pop-up – feedback displays when moving to edge of page			.									
				24.6	Add bag prompt			.									7
25	otago.ac.nz	Education	Content	25.0		.											0
26	newshub.co.nz	Media	Content	26.0	Delayed ad drop-down	.											2
				26.1	No option to pause video auto-play				.								
27	noelleeming.co.nz	E-commerce	Application	27.1	Pop-up prompt to register with \$10 off	.											1
28	nzta.govt.nz	Government	Application	28.1	Pre-selection of 12 months car rego			.									1
29	rnz.co.nz	Public service	Content	29.0		.			.								0
30	mitre10.co.nz	E-commerce	Application	30.0	Cart at '0' to prepare user for purchase	.											
				30.1	Member deals to encourage registration			.									2
31	aut.ac.nz	Education	Content	31.1		.											0
32	bunnings.co.nz	E-commerce	Application	32.1	Forced location tracking (cannot see availability of a product without giving location)			.									1
33	kmart.co.nz	E-commerce	Application	33.0	When adding to cart there's a pop-up to register information to receive notifications			.									
				33.1	On page load, email sign-up intersitial displays	.											2
34	aucklandcouncil.govt.nz	Government	Application	34.0		.											0
35	realestate.co.nz	Real estate	Content	35.0		.											0
36	realme.govt.nz	Government	Application	36.0		.											0
37	onerroof.co.nz	Real estate	Content	37.0	On Chrome, user requested to sign in; Privacy policy notes Google can access 'rental resume' if uploaded	.	.										
				37.1	Animations continue after filters selected	.											2
38	mylotto.co.nz	Misc	Application	38.0		.											0
39	nzqa.govt.nz	Government	Application	39.0		.											0
40	immigration.govt.nz	Government	Content	40.0	Cookie consent banner with 'Accept' highlighted	.											
				40.1	In 'manage my preferences', the wording is confusing (i.e. use of double negatives alongside a positive)	.							.				2
41	massey.ac.nz	Education	Content	41.0	Cookies need to be disabled in browser	.							.				1
42	barfoot.co.nz	Real estate	Content	42.0		.											0
43	pricespy.co.nz	E-commerce	Content	43.0	Cookie consent banner: 'accept' or 'My options'; When clicking through to my options, pre-selection of choices	.											
				43.1	In-active or False check-box	.											2
44	farmers.co.nz	E-commerce	Application	44.1	Check out as guest is de-emphasised/hidden			.									1
45	myob.co.nz	Financial	Application	45.0		.											0

Rank	Domain	Organisation	User Experience	User Story	Observations	Arrival	Registration	Purchase	Media content	Contact	Cancel	Nagging	Obstruction	Sneaking	Interface Interference	Forced Action	Dark Patterns Instances
46	briscoes.co.nz	E-commerce	Application	46.0	Pop-up registration window	.											5
				46.1	Price comparison prevention			.					.				0
				46.2	Check out as guest is de-emphasised			.									0
				46.3	Constant site banner with differing purchase benefits (eg. \$6 shipping)			.				.					0
				46.4	Location sniffer	.											0
47	unitec.ac.nz	Education	Content	47.1		.											0
48	tradedepot.co.nz	E-commerce	Application	48.0	Delayed pop-up: subscribe and win	.											1
49	vodafone.co.nz	Utility	Application	49.0	A long page makes it difficult to see everything that is being purchased			.					.				0
				49.1	If a user navigates away from and then reviews their cart, a new category interim page is displayed			.		.			.				0
				49.2	No way to delete item from a shopping cart or to cancel a purchase			.		.			.				0
				49.3	Purchase options default to monthly plans			.									0
				49.4	Plan details hidden when selecting purchase			.									0
				49.5	Small UI text regarding one-off fee			.									0
				49.6	Multiple instances of hidden costs			.									0
				49.7	Multiple instances of fake scarcity or free options			.					.				8
50	harveynorman.co.nz	E-commerce	Application	50.0	Green cart to prime purchasing	.											0
				50.1	In purchase: 'Price Matched!' button is displayed			.									0
				50.3	Forced registration			.								.	3
51	dominos.co.nz	E-commerce	Application	51.0	Need to opt out of email and SMS offers			.									0
				51.1	Immediate promotion; pop-up ad upon arrival	.											0
				51.2	Upselling; forces user to click through four separate attempts to upsell			.				.					0
				51.3	Need to opt out of saving details for next time			.									0
				51.4	Purchase confirmation - requires location tracking even when selecting 'pick up'			.								.	5
52	legislation.govt.nz	Government	Content	52.0		.											0
53	neontv.co.nz	Media	Content	53.0	Unnecessarily difficult to cancel subscription						.		.				1
54	archipro.co.nz	Real estate	Content	54.0		.											0
55	geekzone.co.nz	Media	Content	55.0		.											0
56	tab.co.nz	Entertainment	Application	56.0	Difficult to cancel account						.		.				1
57	thebfd.co.nz	Media	Content	57.0	Navigate away interstitial	.							.				1
58	theiconic.co.nz	E-commerce	Application	58.0	Forced registration to purchase items			.								.	2
				58.1	Upselling on arrival	.						.					0
59	education.govt.nz	Government	Content	59.0		.											0
60	waikato.ac.nz	Education	Content	60.0		.											0
61	hatchinvest.nz	Finance	Application	61.0		.											0
62	msd.govt.nz	Government	Application	62.0		.											0
63	carjam.co.nz	Service	Content	63.0		.											0
64	Sky.co.nz	Media	Content	64.0	Cannot cancel online						.						1
65	chemistwarehouse.co.nz	E-commerce	Application	65.0	Step added before checkout to force review			.					.				0
				65.1	A dialog box is generated by the browser when the user does not select a payment type			.					.				2
66	rebelsport.co.nz	E-commerce	Application	66.0	You can check out as guest but this option is de-emphasised over registering as user			.							.		0
				66.1	Navigate away interstitial	.									.		0
				66.2	Above interstitial is also displayed on activity/ timer	.									.		3
67	interest.co.nz	Media	Content	67.0		.											0
68	jbhifi.co.nz	E-commerce	Application	68.0	Need to register to purchase item			.								.	1
69	newworld.co.nz	E-commerce	Application	69.0	Browser location tracking	.										.	0
				69.1	Add button replaced by increase item count (directly under pointer)			.							.		0
				69.2	User needs to sign in before commencing purchase			.							.		3
70	wgtn.ac.nz	Education	Content	70.0	Cookies need to be disabled in browser	.							.				1
71	bookme.co.nz	E-commerce	Application	71.0	Price comparison prevention			.					.				0
				71.1	Fake discount price			.							.		0
				71.2	Auto scroll			.							.		0
				71.3	False scarcity - Only # left at this price			.							.		0
				71.4	Checkout countdown			.							.		5
72	warehousestationery.co.nz	E-commerce	Application	72.0		.											0
73	dicksmith.co.nz	E-commerce	Application	73.0	Activity notification			.							.		0
				73.1	Fake scarcity			.							.		0
				73.2	IP location sniffer	.							.		.		0
				73.3	email subscription modal			.							.		0
				73.4	Price comparison prevention			.							.		0
				73.5	Extended care (Checkout overlay)			.							.		0
				73.6	False saving notification in order view			.				.			.		7
74	health.govt.nz	Government	Content	74.0		.											0
75	twinkl.co.nz	Education	Content	75.0		.											0
76	culturekings.co.nz	E-commerce	Application	76.0	No opt out for 'VIP early access...'	.										.	0
				76.1	Persistent nag to send 'VIP' notifications			.				.					0
				76.2	Interstitial to encourage registration			.				.					0
				76.3	Offers other items to purchase while pushing the 'proceed to checkout' button to the side			.							.		0
				76.4	Fake scarcity and countdown timer			.							.		0
				76.5	Pre-selection to opt-in to email registration			.							.		0
				76.6	Keeps requesting that user enables notifications			.							.		7
77	openpolytechnic.ac.nz	Education	Content	77.1	Cookie consent banner; only one option ('Accept and Close')	.										.	1
78	supercheapauto.co.nz	E-commerce	Application	78.1	Additional step between add to cart and checkout: frequently bought with			.							.		0
				78.2	Check out as guest option is de-emphasised and difficult to find			.							.		2
79	harcourts.co.nz	Real estate	Content	79.0		.											0
80	workandincome.co.nz	Public service	Application	80.0		.											0
81	business.govt.nz	Government	Content	81.0		.											0
82	1-day.co.nz	E-commerce	Application	82.0	Pop-up registration	.									.		0
				82.1	Forced registration before check out			.							.		0
				82.2	As registration is completed, a notification is displayed to direct user attention to an 'inbox'		.						.				0
				82.3	No obvious way to delete account			.									0
				82.4	Save this card opt-out			.								.	0

Rank	Domain	Organisation	User Experience	User Story	Observations	Media					Nagging	Obstruction	Sneaking	Interface Interference	Forced Action	Dark Patterns Instances
						Arrival	Registration	Purchase	content	Contact						
				82.5	Additional step added when removing a selected item in cart: this has only one option and has a dual label on a single input "Pay/Cancel"			•								
				82.6	Cart countdown			•							7	
83	fishpond.co.nz	E-commerce	Application	83.0	Shopping cart gateway, add more items			•					•			
				83.1	Need to register to purchase			•						•		
				83.2	Countdown timer — today's daily deals	•							•		3	
84	aa.co.nz	Service	Application	84.0		•							•		1	
85	property-guru.co.nz	Real estate	Content	85.0		•									0	
86	sparkport.co.nz	Media	Application	86.0	Have to enter address and phone number when entering payments details		•	•								
				86.1	Deliberately difficult to find where and how to cancel subscription					•						
				86.2	Cancellation is framed as 'suspension'								•			
				86.3	User required to explain subscription suspension									•	4	
87	investnow.co.nz	Finance	Application	87.0		•									0	
88	dynamite.net.nz	Utility	Application	88.0		•									0	
89	odt.co.nz	Media	Content	89.0		•									0	
90	at.govt.nz	Transport	Application	90.0		•									0	
91	aucklandlibraries.co.nz	Public service	Content	91.0		•									0	
92	gemvisa.co.nz	Finance	Application	92.0		•									0	
93	neighbourly.co.nz	Media	Content	93.0		•									0	
94	torpedo7.co.nz	E-commerce	Application	94.0	Activity notification	•		•						•		
				94.1	Interference in shopping gateway			•						•	2	
95	thespinoff.co.nz	Media	Content	95.0	Difficult to cancel subscription					•					1	
96	moneyhub.co.nz	Finance	Application	96.0	Pop-up registration interstitial									•	1	
97	eventbrite.co.nz	E-commerce	Application	97.0	Activity notification			•						•		
				97.1	Must register to check out			•							2	
98	threenow.co.nz	Media	Content	98.0	Auto-play			•						•	1	
99	newbalance.co.nz	E-commerce	Application	99.0	Check out as guest is hidden			•						•	1	
100	eventcinema.co.nz	E-commerce	Application	100.0	Forced registration			•						•	1	
<b>Subtotals</b>						5	79	10	6	12	9	24	6	79	27	145
						4.5%	70.5%	8.9%	5.4%	10.7%	6.2%	16.6%	4.1%	54.5%	18.6%	
						Total UTs 112					Total DPs 145					
																54%