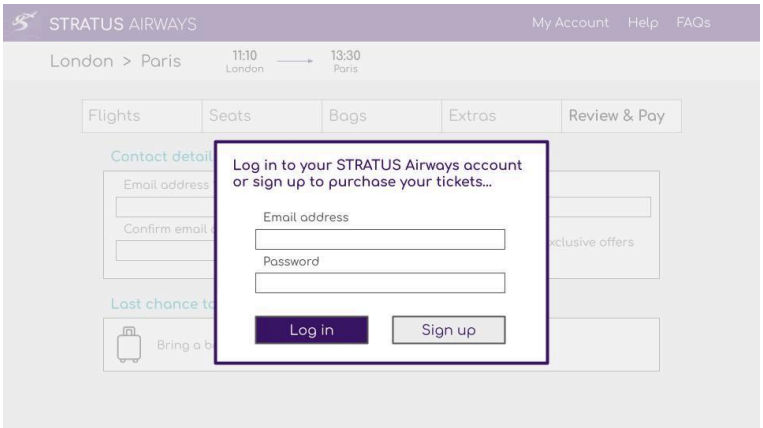
3.6 Forced outcomes

'The choice architect changes the outcome without giving consumers a choice.'



Typical design

In order to complete the purchase, consumers are forced into logging in or signing up to an online account - there is no option to continue without doing so.

Our audit also identified the compulsory acceptance of T&Cs when searching for flights.

Consumer attitudes towards forced outcomes:		
Top responses	• Annoying (40%) • Manipulative (18%)	• Indifferent (27%) • Feels wrong (16%)
Overall sentiment	Positive: 20% Negative: 49%	

For markets to work well, consumers must be able to make choices freely. This applies not only to the products and services they purchase, but also to the way businesses collect and handle personal information.

Forcing customers to accept T&Cs just to search for a flight, or forcing them to log in or sign up in order to make a purchase is unnecessary. In the latter case, it means airlines are able to collect information on potential passengers even without them completing a purchase. The airline may be able to use this information to its benefit, giving airlines that force customers to share data a potential advantage over those that don't.

Improved design

To complete a purchase, our design provides the option to log in or sign up, or offers an alternative route to check out for those who would ordinarily prefer not to.

