




Deconstruction and reconstruction of COVID-19 New Zealand Scams

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Experiments

Experiment 1



Selling counterfeit COVID-19 goods

Sponsored · 🌐

Taking advantage of New Zealand COVID-19 awareness branding, panic buying and essential items during COVID-19.



Selling counterfeit COVID-19 goods

Business

View Experiment

8 reactions

2 shares

👍 Like

💬 Comment

➦ Share

Experiment 2



Hijacking New Zealand QR contacting tracing

Sponsored · 🌐

Taking advantage of New Zealand COVID-19 awareness branding, panic buying and essential items during COVID-19.



Hijacking New Zealand QR contacting tracing

Business

View Experiment

8 reactions

2 shares

👍 Like

💬 Comment

➦ Share



- News Feed
- Messenger
- Watch
- Marketplace
- Explore
- COVID-19 Informa...
- Saved
- Pages
- Events
- Fundraisers
- See More...

Create Post



What's on your mind?

Sponsored

See All



FIND THE SCAMS ON FACEBOOK

It is easier said than done to avoid and fall for online scams and cybercrime. When looked at isolated, these scams are assumed to be obvious, but when they are imbedded into their natural environment, they are much more difficult to find. While some scams visually look illegitimate, many look legitimate enough on the surface.

How many scams are you able to spot within this Facebook feed?

START



If you buy 2 in the next 24 hours you will get 1 FREE!



65

12 Comments · 5 shares



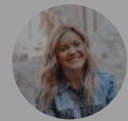
Like



Comment



Share



Sarah Matthews

6m · Wellington ·



Happy Birthday Allison Richards!!!! Missing you so much!



16

12 Comments



Like



Comment



Share

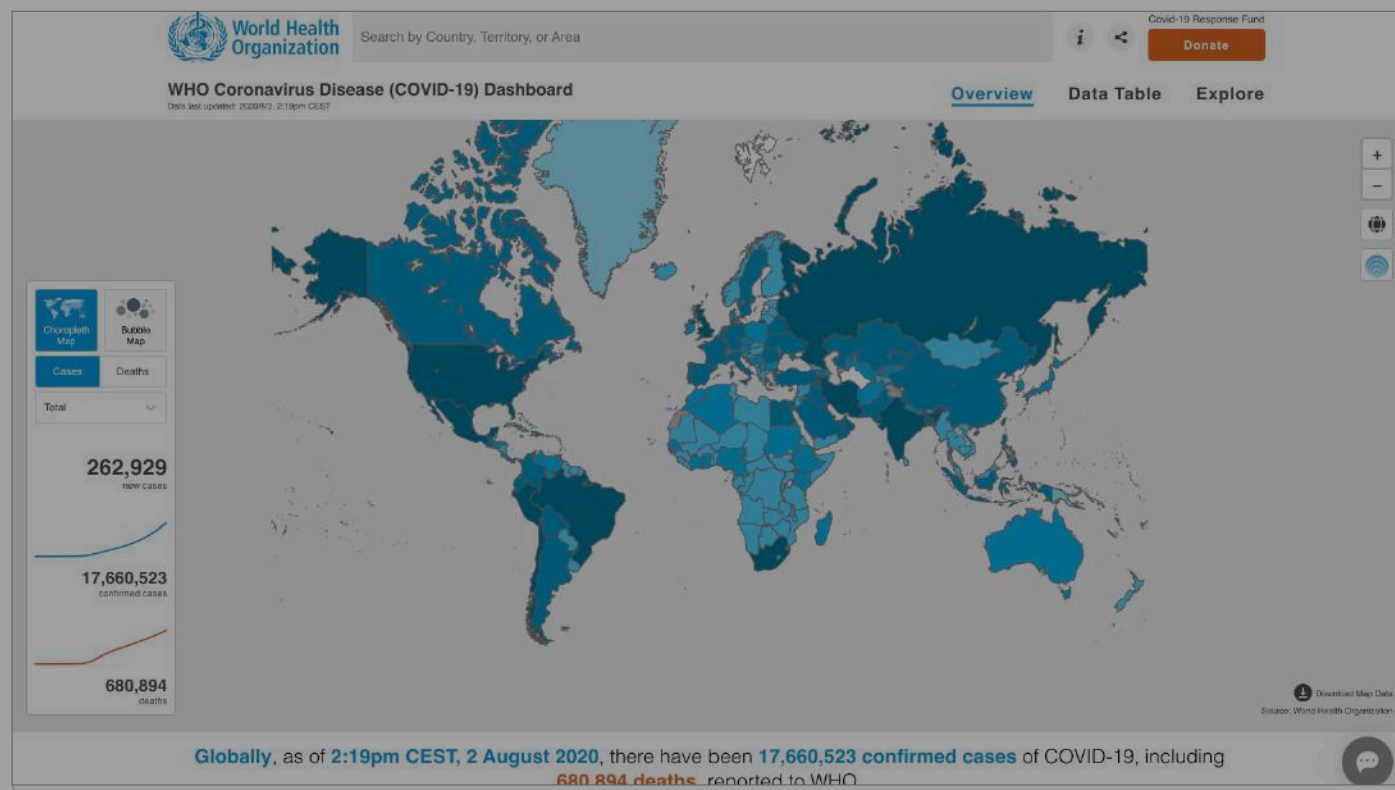


Brandon Davis

2h · Burbank ·



There are already 16,000 cases in California!



500 new cases of COVID-19 in Los Angeles this week

There are at least 500 new confirmed cases during the first week of June adding to the total of over 3140 since April. Other cases within California originate from the...

COVID19TRACKING.NET



3



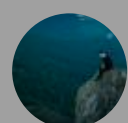
Like



Comment



Share



Jackson William

5h · Wellington ·



This looks awesome!



you covered!

www.lockdownessentialsnz.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate

Sponsored

See All



Feeling anxious in your life?

www.anxiousnz.com

Feeling a bit overwhelmed? Anxious? Need someone to talk to? We get you and are here for you! Our online counsellors are here for you! Book now!

English (US) · 中文(简体) · 한국어 · Español · Português (Brasil)



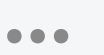
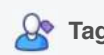
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- News Feed
- Messenger
- Watch
- Marketplace
- Explore
- COVID-19 Informa...
- Saved
- Pages
- Events
- Fundraisers
- See More...

Create Post

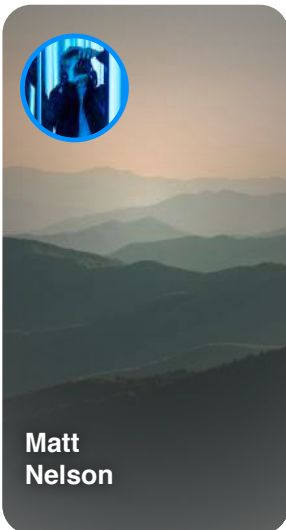
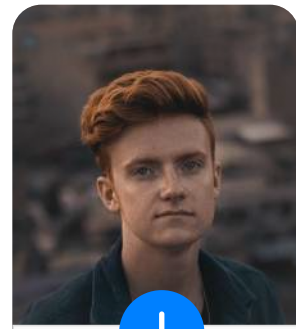


What's on your mind?



Stories

See All



New Zealand COVID-19 Essentials

Sponsored

Running out of hand sanitiser? We have you covered! Bacterifree hand sanitiser is 70% off at \$12! Get in quick while stocks last.

If you buy 2 in the next 24 hours you will get 1 FREE!



65

10 Comments



Like



Comment



Share



Sarah Matthews

6m · Wellington ·



Happy Birthday Allison Richards!!!! Missing you so much!



16

10 comments



Like



Comment



Share



Brandon Davis

2h · Burbank ·



There are already 16,000 cases in California!



Globally, as of 2:19pm CEST, 2 August 2020, there have been 17,660,523 confirmed cases of COVID-19, including 680,284 deaths, zero net in WHO.

500 new cases of COVID-19 in Los Angeles this week

There are at least 500 new confirmed cases during the first week of June adding to the total of over 3140 since April. Other cases within California originate from the...

COVID19TRACKING.NET



3



Like



Comment



Share

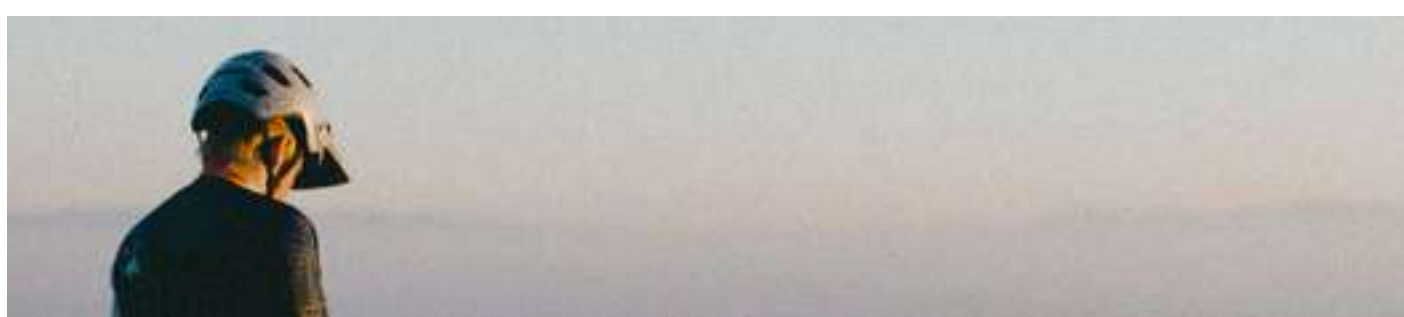


Jackson William

5h · Wellington ·



This looks awesome!



Sponsored

See All



AG Fridges from \$899!

www.agfridges.com

Time for an upgrade..? AG Fridges has you covered with our latest Fridge Promotion on now! Purchase any participating AG fridge model to receive a Bonus Visa Prezzy Card up to \$500 via redemption! (20 July - 30 Aug 2020) Terms & Conditions apply.

Sponsored

See All



Can't find masks? We've got you covered!

www.lockdownessentialsnz.com

Need to be out and about during COVID-19? Then you'll need to wear a masks at all times when you're in public? Has your supermarket run out of stock? Then we have you covered. Check out Lockdown Essentials NZ for all your lockdown needs of face masks, sanitisers and more!

Sponsored

See All



Feeling anxious in your life?

www.anxiousnz.com

Feeling a bit overwhelmed? Anxious? Need someone to talk to? We get you and are here for you! Our online counsellors are here for you! Book now!

English (US) · 中文(简体) · 한국어 · Español · Português (Brasil)



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Prepare for the lockdown

Get your lockdown essentials

Q Search products



Be prepared for lockdown and create your own
Personalised lockdown bundle
Only available **until July 1st**

Showing 8 of 40



CATEGORY: **ALL**

SORT: **BY POPULARITY**

ALL CATEGORIES

HEALTH

CLEANING PRODUCTS

FOOD

BUNDLES

“Thank you
essential store!
You were such
a great help!”

- Jane Doe



**Elixir of Healing
Cream**

COVID-19 preventive bleach
cream

SOLD OUT



**Elixir of Healing
Night Cream**

COVID-19 preventive
bleach cream

SOLD OUT

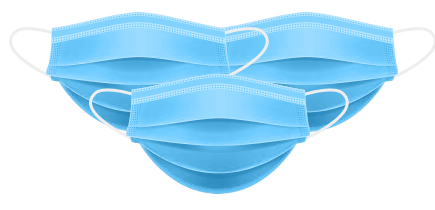
Recommended



**Elixir of Healing
Cream Bundle**

COVID-19 preventive
bleach cream

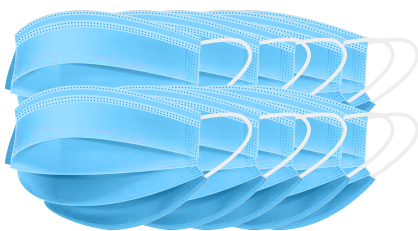
\$50.00 ~~\$60.00~~



**COVID-19 Face
Masks x3 Bundle**

COVID-19 preventive
masks

SOLD OUT



**COVID-19 Face Masks
x10 Bundle**

COVID-19 preventive
masks

SOLD OUT



75%
OFF

**COVID-19
Hand Sanitizer**

COVID-19 preventive
hand sanitizer

\$12.00 ~~\$20.00~~

Recommended



**COVID-19
Sanitizer Bundle**

COVID-19 preventive
hand sanitizer

\$45.00 ~~\$60.00~~
2 REMAINING



**COVID-19
Tissue Paper**

COVID-19 preventive
tissue paper

SOLD OUT

Log in to view all items

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SCAM COMPONENTS

Use the nav bar to identify the
different scam components for
each page

GET STARTED





Prepare for the lockdown

Get your lockdown essentials

Search products

Sign up

DARK PATTERN 😊

Roach Motel

The scam website requires a login to access or purchase items, it may be difficult for the victim user to get their account deleted off the website after they have created it.



DARK PATTERN 😊

Misdirection

Uses visually appealing, professional website design and product images to distract the user from any hints or details that would identify the seller or COVID-19 products being sold to be illegitimate.

DARK PATTERN 😊

Bait and Switch

The COVID-19 product is advertised as one thing on social media advertisements, but when the user proceeds on to the product's website it is on sale as a different product.

Alternatively, the product can also be advertised as one thing on social media advertisements and the product's site, but when the customer receives the product it is completely different.

ALL CATEGORIES

HEALTH

CLEANING PRODUCTS

FOOD

BUNDLES

“Thank you
essential store!
You were such
a great help!”

- Jane Doe



Elixir of Healing Cream

COVID-19 preventive bleach cream

SOLD OUT



Elixir of Healing Night Cream

COVID-19 preventive bleach cream

SOLD OUT

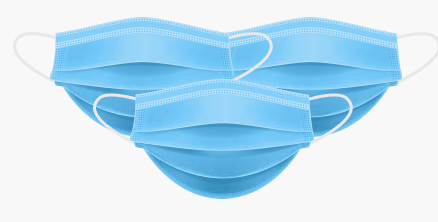
Recommended



Elixir of Healing Cream Bundle

COVID-19 preventive bleach cream

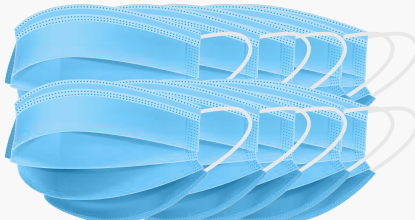
\$50.00 ~~\$60.00~~



COVID-19 Face Masks x3 Bundle

COVID-19 preventive masks

SOLD OUT



COVID-19 Face Masks x10 Bundle

COVID-19 preventive masks

SOLD OUT



COVID-19 Hand Sanitizer

COVID-19 preventive hand sanitizer

\$12.00 ~~\$20.00~~

Recommended



COVID-19 Sanitizer Bundle

COVID-19 preventive hand sanitizer

\$45.00 ~~\$60.00~~

2 REMAINING



COVID-19 Tissue Paper

COVID-19 preventive tissue paper

SOLD OUT

DARK PATTERN 😊

Hidden Costs

The store may have some extra costs in relation to specific products but will not show them until the customer is closer to buying the items. The scammer may also include hidden costs only seen in the terms and conditions or are nowhere on the site at all.

DARK PATTERN 😊

Price Comparison Prevention

The scammer makes it hard for customers to compare the prices of an item with another item (such as creating bundles of the same / similar product.) , so you cannot make an informed decision.

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SOCIAL ENGINEERING

DARK PATTERN

SCAM STRATEGY





Sign up



SCAM STRATEGY | 😊

Brandjacking & Business Fronts

Stealing the brand of Unite against COVID-19 (brand colours, logo and typeface). Pretending to be a store that is related to the brand.

SCAM STRATEGY | 😊

Fake Website

The scam website houses counterfeit COVID-19 items that will be sold on it. While the website looks like it's aim is to sell legitimate-looking products, it provides a number of opportunities to steal.



Showing 8 of 40



CATEGORY: ALL

SORT: BY POPULARITY

SCAM STRATEGY | 😊

Fake Social Proof

The scam seller places positive "reviews" on their website, placing fictitious names next to the reviews. This is to show that other people have had a pleasant experience on their site with their products before.

"Thank you
essential store!
You were such
a great help!"

- Jane Doe

SCAM STRATEGY | 😊

Whiz-Bang Gadgets

The counterfeit COVID-19 product that is being sold is the 'centre of attention'. The scam seller advertises COVID-19 sales and offers alongside the counterfeit COVID-19 product to make it seem that the customer will be getting a better deal than if those offers were not being offered.



Elixir of Healing Cream

COVID-19 preventive bleach cream

SOLD OUT



Elixir of Healing Night Cream

COVID-19 preventive bleach cream

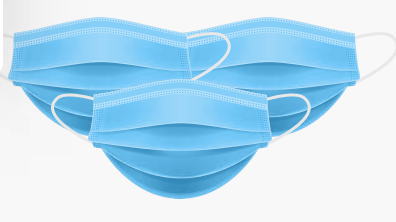
SOLD OUT



Elixir of Healing Cream Bundle

COVID-19 preventive bleach cream

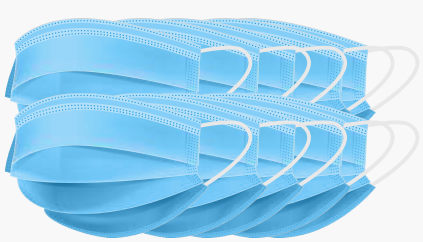
\$50.00 ~~\$60.00~~



COVID-19 Face Masks x3 Bundle

COVID-19 preventive masks

SOLD OUT



COVID-19 Face Masks x10 Bundle

COVID-19 preventive masks

SOLD OUT



COVID-19 Hand Sanitizer

COVID-19 preventive hand sanitizer

\$12.00 ~~\$20.00~~



COVID-19 Sanitizer Bundle

COVID-19 preventive hand sanitizer

\$45.00 ~~\$60.00~~

2 REMAINING



COVID-19 Tissue Paper

COVID-19 preventive tissue paper

SOLD OUT

Log in to view all items

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SOCIAL ENGINEERING

DARK PATTERN

SCAM STRATEGY





Sign up

Prepare for the future

Get your lockdown essentials

 Search products

Login

☐ Keep me signed in [Forgot your password?](#)

Log in

DARK PATTERN 😊

Privacy Zuckering

When creating an account, the user will miss the small print hidden in the Terms and Conditions gives them permission to sell personal data to anyone.

Trick Questions

When the user is filling in the form to register their account, this form includes questions that tricks the person into giving answers they do not intend to give. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

If you don't already have an account click the button below to create your account.

Create account

OR

Sign in with Facebook 

DARK PATTERN 😊

Friend spam & Privacy Zuckering

The scam website asks permission to log in / sign up or access certain information through their social media accounts or email. While the site may say that it won't use private information, the scam site and seller.

CATEGORY: **ALL**

Showing 8 of 40



SORT: **BY POPULARITY**

ALL CATEGORIES

HEALTH

CLEANING PRODUCTS

FOOD

BUNDLES



BacteriFree Cream

COVID-19 preventive bleach cream

SOLD OUT



BacteriFree Night Cream

COVID-19 preventive bleach cream

SOLD OUT



BacteriFree Cream Bundle

COVID-19 preventive bleach cream

\$50.00



COVID-19 Face Masks x3 Bundle

COVID-19 preventive bleach cream

SOLD OUT



COVID-19 Face Masks x10 Bundle

COVID-19 preventive bleach cream

SOLD OUT



COVID-19 Disinfectant

COVID-19 preventive bleach cream

\$50.00



COVID-19 Disinfectant Bundle

COVID-19 preventive bleach cream

SOLD OUT



COVID-19 Tissue Paper

COVID-19 preventive bleach cream

SOLD OUT

Log in to view all items

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Unite against COVID-19 essential store will receive the following info: your public profile, friend list and email address.

DARK PATTERN 😊

Friend spam & Privacy Zuckering

The scam website asks permission to log in / sign up or access certain information through their social media accounts or email. While the site may say that it won't use private information, the scam site and seller.

🔒 This does not let the app post to Facebook.

Cancel

OK

Prepare for the lockdown

Get your lockdown essentials

Search products

Health & Beauty / Bath, Shower & Soap / Hand Soap & Sanitizer / Bacterifree COVID-19 Hand Sanitizer Bundle



Bacterifree COVID-19 Hand Sanitizer Bundle

\$45.00 ~~\$60.00~~ **75% OFF** **HURRY - ONLY 1 REMAINING!**

Instant hand sanitiser refresh kills 99.99% of germs and viruses - including COVID-19. - it is the convenient way to protect yourself from germs without soap and water.

- containing bleach and aloe vera it helps leave hands feeling soft and refreshed.
- rinse free and non-sticky
- dermatologically tested
- safe for all skin types - including sensitive skin!

Quantity

1

Add to cart

Recommended





Prepare for the lockdown

Get your lockdown essential products



SOCIAL ENGINEERING | 😊

Professional Appearance

The scammer looks like a professional and legitimate organisation “Unite against COVID-19 Essentials Store”. Professional branding, name, appearance, graphics and content makes them look trustworthy and not a “scam”.

SOCIAL ENGINEERING | 😊

Hide the maths

Displaying that there is a large discount from the original cost for the sake of exciting the customer and implying they are getting a lot out of the purchase. The maths and discounts will be incorrect and/or non existent (just for show).

Fake offers and deals

Fake deals and discounts for the product to make it seem like getting the victim customer would get them item less than what it normally is - even if these are not real

HURRY - ONLY 1 REMAINING!

SOCIAL ENGINEERING | 😊

The Tomy Sawyer Effect

Listing only a select number of scam items for sale within the scam website's ecommerce store will focus the victim customer's decision to purchase the product. This is not only by just listing, but purposefully displaying sold out items as well.

Recommended



SOCIAL ENGINEERING | 😊

Create status differences to drive behavior

Using New Zealand people's pride of their country and exclusive community to imply the product was created by the people they are proud of. Use this exclusivity to create envy to those outside of New Zealand - even if it's not NZ made.



\$45.00

~~\$60.00~~

75% OFF

HURRY - ONLY 1 REMAINING!

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- rinse free and non-sticky
- dermatologically tested
- safe for all skin types - including sensitive skin!

SOCIAL ENGINEERING | 😊

Provide reasons for people to use it

Providing reasons for the customer to purchase the fake COVID-19 health product that implies that they will benefit greatly from the purchase. Can be the deciding factor.

Recommended

Recommended



BacteriFree Cream Bundle

COVID-19 preventive bleach cream

\$50.00



75% OFF

COVID-19 Hand Sanitizer

COVID-19 preventive bleach cream

\$12.00 ~~\$20.00~~



Be prepared for lockdown and create your own

Personalised lockdown bundle

Only available **until July 1st**

SOCIAL ENGINEERING | 😊

Make it personal

Get victim customers involved in the process by getting them to create a custom purchase - a custom COVID-19 care pack. Their involvement as part of the purchase increases investment and follow-through

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SOCIAL ENGINEERING

DARK PATTERN

SCAM STRATEGY



Prepare for the lockdown

DARK PATTERN 😊

Misdirection

Uses visually appealing, professional website design and product images to distract the user from any hints or details that would identify the seller or COVID-19 products being sold to be illegitimate.

Headline: Prepare for lockdown and create your own Personalised lockdown bundle



Bacterifree COVID-19 Hand Sanitizer Bundle

\$45.00 ~~\$60.00~~ 75% OFF HURRY - ONLY 1 REMAINING!

Instant hand sanitiser refresh kills 99.99% of germs and viruses - including COVID-19. - it is the convenient way to protect yourself from germs without soap and

leaving your hands feeling soft and refreshed.

DARK PATTERN 😊

Hidden Costs

The store may have some extra costs in relation to specific products but will not show them until the customer is closer to buying the items. The scammer may also include hidden costs only seen in the terms and conditions or are nowhere on the site at all.

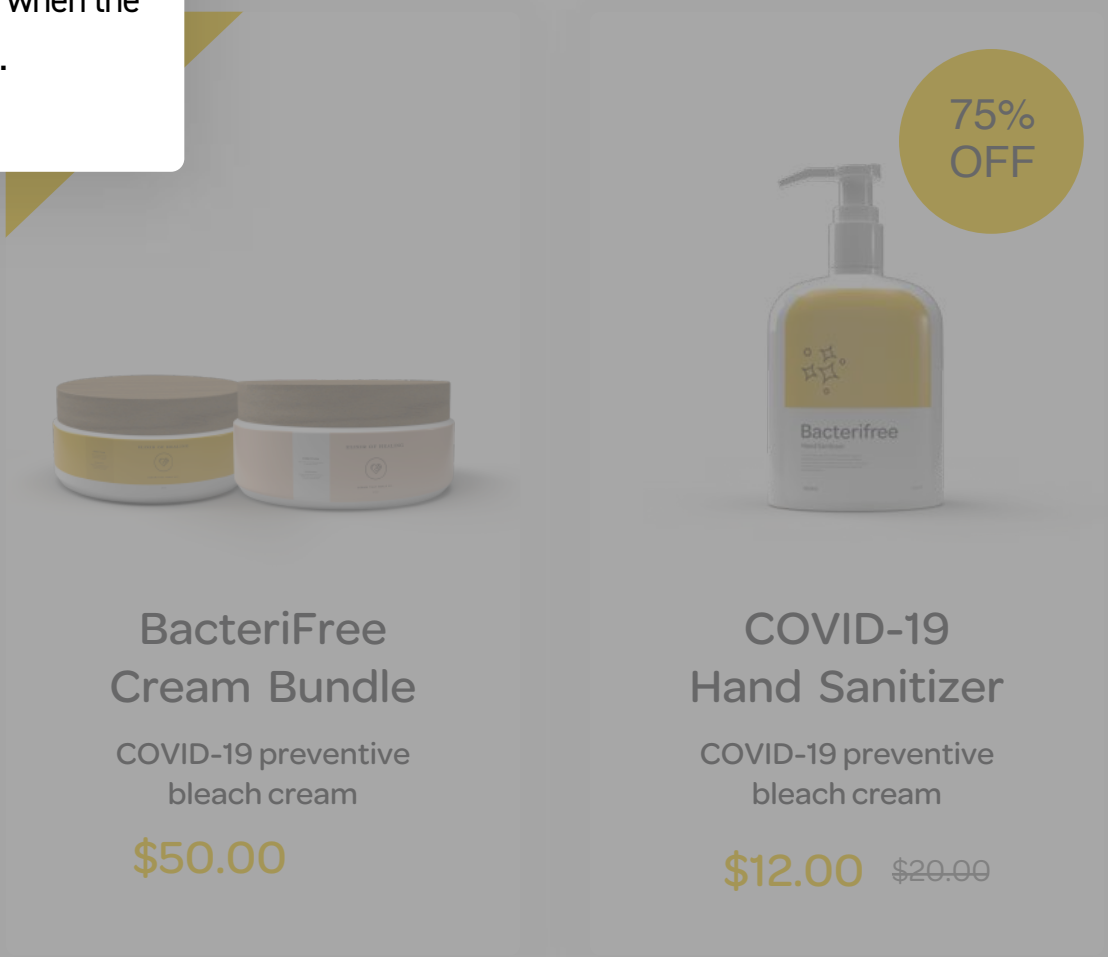
DARK PATTERN 😊

Bait and Switch

The COVID-19 product is advertised as one thing on social media advertisements, but when the user proceeds on to the product's website it is on sale as a different product.

Alternatively, the product can also be advertised as one thing on social media advertisements and the product's site, but when the customer receives the product it is completely different.

Recommended





SCAM STRATEGY | 😊

Brandjacking & Business Fronts

Stealing the brand of Unite against COVID-19 (brand colours, logo and typeface). Pretending to be a store that is related to the brand.

For the lockdown

entials

75% OFF

SCAM STRATEGY | 😊

Fake Website

The scam website houses counterfeit COVID-19 items that will be sold on it. While the website looks like it's aim is to sell legitimate-looking products, it provides a number of opportunities to steal.

Health & Beauty / Bath, Shower & Soap / Hand Soap & Sanitizer / Bacterifree COVID-19 Hand Sanitizer Bundle



Bacterifree COVID-19 Hand Sanitizer Bundle

\$45.00 ~~\$60.00~~ 75% OFF HURRY - ONLY 1 REMAINING!

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- dermatologically tested
- safe for all skin types - including sensitive skin!

SCAM STRATEGY | 😊

Whiz-Bang Gadgets

The counterfeit COVID-19 product that is being sold is the 'centre of attention'. The scam seller advertises COVID-19 sales and offers alongside the counterfeit COVID-19 product to make it seem that the customer will be getting a better deal than if those offers were not being offered.



SCAM STRATEGY | 😊

Counterfeit, official-looking endorsements

The counterfeit COVID-19 product that is being sold is the 'centre of attention'. The scam seller advertises COVID-19 sales and offers alongside the counterfeit COVID-19 product to make it seem that the customer will be getting a better deal than if those offers were not being offered.

Add to cart





SOCIAL ENGINEERING | 😊

Professional Appearance

The scammer looks like a professional and legitimate organisation “Unite against COVID-19 Essentials Store”. Professional branding, name, appearance, graphics and content makes them look trustworthy and not a “scam”.



Bacterifree COVID-19 Hand Sanitizer



1



\$12.00
~~\$20.00~~



Elixir of Healing COVID-19 Cream



1

Include Elixar of Life Formaldehyde healing cream \$5 samples ☒

Recieve a pack of **free** facemasks ☒

[*Terms & Co](#)

SOCIAL ENGINEERING | 😊

Make something free

Indicating that they are getting something extra with the purchased scam item may encourage the customer that the purchase is worth it.

SOCIAL ENGINEERING | 😊

The Tomy Sawyer Effect

Putting a time limit on having items in the cart with a hint that others could take those items if they aren't quick enough will push victim customers to quickly buy the scam items.

Time before cart is emptied

00:12:25

\$12.00

~~\$20.00~~

SOCIAL ENGINEERING | 😊

Hide the maths

Displaying that there is a large discount from the original cost for the sake of exciting the customer and implying they are getting a lot out of the purchase. The maths and discounts will be incorrect and/or non existent (just for show).

Fake offers and deals

Fake deals and discounts for the product to make it seem like getting the victim customer would get them item less than what it normally is - even if these are not real

COVID-19 services fee

Shipping & handling

GST

Order total

\$99.00

Proceed to checkout

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SOCIAL ENGINEERING

DARK PATTERN

SCAM STRATEGY



DARK PATTERN | 😊

Misdirection

Uses visually appealing, professional website design and product images to distract the user from any hints or details that would identify the seller or COVID-19 products being sold to be illegitimate.



Bacterifree COVID-19 Hand Sanitizer



1



\$12.00

~~\$20.00~~



Elixir of Healing COVID-19 Cream

\$50.00

DARK PATTERN | 😊

Sneak into the basket

When the customer tries to purchase the COVID-19 scam products, the scammers sneak in extra scam products (or visually say they are addings extra products) to gain more profit.

Include Elixar of Life Formaldehyde healing cream \$5 samples



Recieve a pack of free facemasks



*[Terms & Conditions](#) apply

COVID-19 services fee

\$5.00

Shipping & handling

\$1.00

GST

\$2.00

Order total

\$99.00

Proceed to checkout

DARK PATTERN | 😊

Hidden Costs

The scammer includes hidden costs only seen in the terms and conditions. There are some hidden costs that charged by a never mentioend anywhere within the website.

Privacy Zuckering

The scammer hides small print information within the form or site terms and conditions that allows them to use and sell any information and data that the victim user has been persuaded to give e.g through forms.

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SCAM STRATEGY | 😊

Brandjacking & Business Fronts

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SCAM STRATEGY | 😊

Fake Website

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Time before cart is emptied 00:12:25



Bacterifree COVID-19 Hand Sanitizer

1 \$12.00
~~\$20.00~~



Elixir of Healing COVID-19 Cream

1 \$50.00

SCAM STRATEGY | 😊

Whiz-Bang Gadgets

The counterfeit COVID-19 product that is being sold is the 'centre of attention'. The scam seller advertises COVID-19 sales and offers alongside the counterfeit COVID-19 product to make it seem that the customer will be getting a better deal than if those offers were not being offered.

team \$5 samples ☒



COVID-19 services fee \$5.00
Shipping & handling \$1.00
GST \$2.00

Order total \$99.00

Proceed to checkout





SOCIAL ENGINEERING 😊

Professional Appearance

The scammer looks like a professional and legitimate organisation “Unite against COVID-19 Essentials Store”. Like the rest of the store, the check out page where the customer must type in their details looks legitimate - however the scammer will use this page to steal personal information.

Checkout

Customer Information

NAME

Kyle Redmond

ADDRESS

140 Vivienne Street Re Aro

COUNTRY

New Zealand ▼

CITY

Wellington

POSTAL CODE

6012

PHONE

021 463 6200

- ☒ Standard Delivery \$1.00
- Estimated 7-14 Day Shipping (Duties and taxes may be due upon delivery)

Payment Selection

- ☒ Credit Card
- Safe money transfer using your bank account. Visa, Mastercard, American Express.

CARD NUMBER

7123 2342 1231

NAME ON CARD

Kyle Redmond

EXPIRY DATE

01/22

CVV CODE

721 ?

- ☐ PayPal
- You will be redirected to PayPal website to complete your purchase securely.



SOCIAL ENGINEERING 😊

Create doubt to prevent cancellations

Using guilt inducing language if the user has decided not to pursue the action of purchasing the scam product.

Cancel order

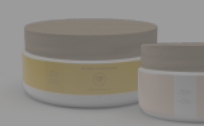
Complete order

Order #224382

EDIT ORDER



Bacterifree COVID-19 Hand Sanitizer
QTY: 1 \$12.00



Elixir of Healing COVID-19 Cream
QTY: 1 \$50.00

COVID-19 services fee	\$5.00
Shipping & handling	\$1.00
GST	\$2.00

Order total \$99.00



Checkout

Customer Information

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COUNTRY

New Zealand

CITY

Wellington

POSTAL CODE

6012

PHONE

021 463 6200



Standard Delivery

\$1.00

Estimated 7-14 Day Shipping (Duties and taxes may be due upon delivery)

EDIT ORDER



Bacterifree COVID-19
Hand Sanitizer
QTY: 1

\$12.00



Elixir of Healing
COVID-19 Cream
QTY: 1

\$50.00

COVID-19 services fee

\$5.00

Shipping & handling

\$1.00

GST

\$2.00

Order total

\$99.00

Payment Selection



Credit Card

Safe money transfer using your bank account. Visa, Mastercard,
American Express.

CARD NUMBER

7123 2342 1231

EXPIRY DATE

01/22

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DARK PATTERN 😊

Hidden Costs

The scammer includes hidden costs only seen in the terms and conditions. There are some hidden costs that charged by a never mentioend anywhere within the website.

Privacy Zuckering

The scammer hides small print information within the form or site terms and conditions that allows them to use and sell any information and data that the victim user has been persuaded to give e.g through forms.

I agree to the [Terms and Conditions](#) that I am freely giving away my information to be sold or used by anyone



Please do not send me offers, deals for Unite against COVID-19 products



Please send me details about the latest updates to COVID-19 research



Cancel order

Complete order

DARK PATTERN 😊

Confirmshaming

When the scam COVID-19 website store provides deals, sales, offers to keep in touch, if the user decides not to take it, the site uses guilt inducing text to doubt exiting out of the offer. This also includes if the user decides not to proceed with the purchase.

DARK PATTERN 😊

Trick Questions

Provides a confusing series of questions the user will need to double check before they select the tickbox - otherwise accepting offers they do not intend to take. This mechanic can also include adding extra textboxes in the form asking questions to recieve personal information - yet the customer thinks it is part of the



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SCAM STRATEGY | 😊

Brandjacking & Business Fronts

Stealing the brand of Unite against COVID-19 (brand colours, logo and typeface). Pretending to be a store that is related to the brand.

SCAM STRATEGY | 😊

Fake Website

The scam website houses counterfeit COVID-19 items that will be sold on it. While the website looks like it's aim is to sell legitimate-looking products, it provides a number of opportunities to steal.

Checkout

Customer Information

NAME

Kyle Redmond

ADDRESS

140 Vivienne Street Re Aro

COUNTRY

New Zealand ▼

CITY

Wellington

POSTAL CODE

6012

PHONE

021 463 6200



Standard Delivery

\$1.00

Estimated 7-14 Day Shipping (Duties and taxes may be due upon delivery)

Payment Selection



Credit Card

Safe money transfer using your bank account. Visa, Mastercard, American Express.

CARD NUMBER

7123 2342 1231

NAME ON CARD

Kyle Redmond

EXPIRY DATE

01/22

CVV CODE

721 ?



PayPal



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Please send me details about the latest updates to COVID-19 research



Cancel order

Complete order

Order #224382

EDIT ORDER



Bacterifree COVID-19
Hand Sanitizer
QTY: 1

\$12.00



Elixir of Healing
COVID-19 Cream
QTY: 1

\$50.00

Subtotal

\$2.00

Order total

\$99.00

SCAM STRATEGY | 😊

Phishing

The scammers pretend to be the legitimate Unite against COVID-19 store to give the image of a trustworthy company. Customers will feel more comfortable with giving their information to this legitimate looking form.

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SCAM STRATEGY

