

# Building without dark patterns

A record of the specific product choices this commitment has forced.

A calm product has to refuse some growth tricks

Dark patterns are not only obvious traps. They can be small nudges: hiding cancellation, exaggerating urgency, making privacy settings confusing, or turning self-improvement into constant checking.

Laivara is strongest when its business goals do not require users to feel worse, disclose more, or stay longer than they intended.

## Choices

The interface should make honest paths easy

Clear upgrade flows, readable data controls, visible support, and plain explanations are product decisions, not legal afterthoughts.

When a user is making a trust decision, the interface should slow down enough to be understood.

## Standard

Trust is built through repeated restraint

A privacy-oriented product earns credibility by keeping boundaries when crossing them would increase engagement metrics.

That restraint should show up in onboarding, billing, notifications, analytics, and every place where urgency could be manufactured.