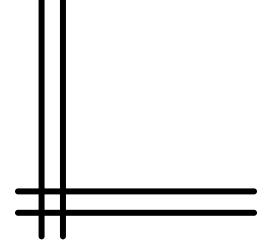


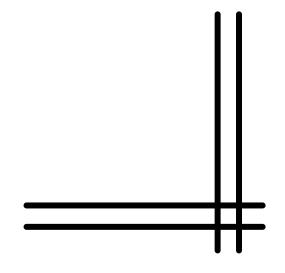


#### HackaGeeks

Geeks for Geeks RGIPT Hackathon



Team HYPRA



## Team Members

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### Problems in Websites

Nowadays, online shopping has become an integral part of our lives. However, there are certain techniques that some online retailers use to **push their customers into making purchases** they might **not** have made otherwise.

From small startups to big-giant MnCs like **Amazon** and **Flipkart**, Nowadays almost every e-commerce website creates some sort of urgency and other things into users minds overall misleading them.

# Idea

Design & prototype innovative app or software based solutions that can detect the use, type and scale of these misleading patterns.

## OUR SOLUTION

Our solution is to make a **extension** named **HYPRA Shield** that detects and highlights dark patterns on shopping websites. It **reads text** on product pages of shopping websites, then identifies and classifies these misleading patterns. These misleading patterns are then **highlighted**, with a **popup** that identifies and explains the category it belongs to.

Note:(These catagories are are exclusively classified by us only)

## How it works?

HYPRA Shield leverages advanced algorithms and machine learning to analyze the user interface and interactions on these websites in real-time. By identifying patterns commonly associated with deceptive practices, the extension provides users with immediate alerts, highlighting potential misleading patterns that may compromise their shopping experience.

## What HYPRA Shield detects?

#### **Countdown Detection:**

Real-time identification of countdowns designed to create a sense of urgency.

#### False Urgency/Scarcity:

Highlights products with artificial scarcity tactics.

#### False Public Acknowledgment:

Identifies and exposes manipulation through fake reviews or endorsements.

#### Forced Action Recognition:

Detects and warns users about hidden subscription models or recurring charges.

#