GeeksforGeeks
RGIPT Student Chapter

HackaGeeks

Geeks for Geeks RGIPT Hackathon

Team HYPRA

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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**.

THANK YOU