



HackaGeek

Team HYPRA

Team Members

Team Members-

Ranjan Kumar Pandit (22IT3037)

Krishanu Mishra (22IT3029)

Anushka Nema (22IT3008)

Team Leader -

Himanshu Kumar(22IT3016)

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 uses some sort of dark patterns into their design.

OUR SOLUTION

Our solution is to make a **extension** named **HYPRA Shield** that detects and highlights misleading information on websites. It **reads text** on product pages of websites, then identifies and classifies misleading **text**. These texts or images are then **highlighted**, with a **popup** that identifies and explains the category that a given deceptive patterns belongs to.

How it works?

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

KEY FEATURES

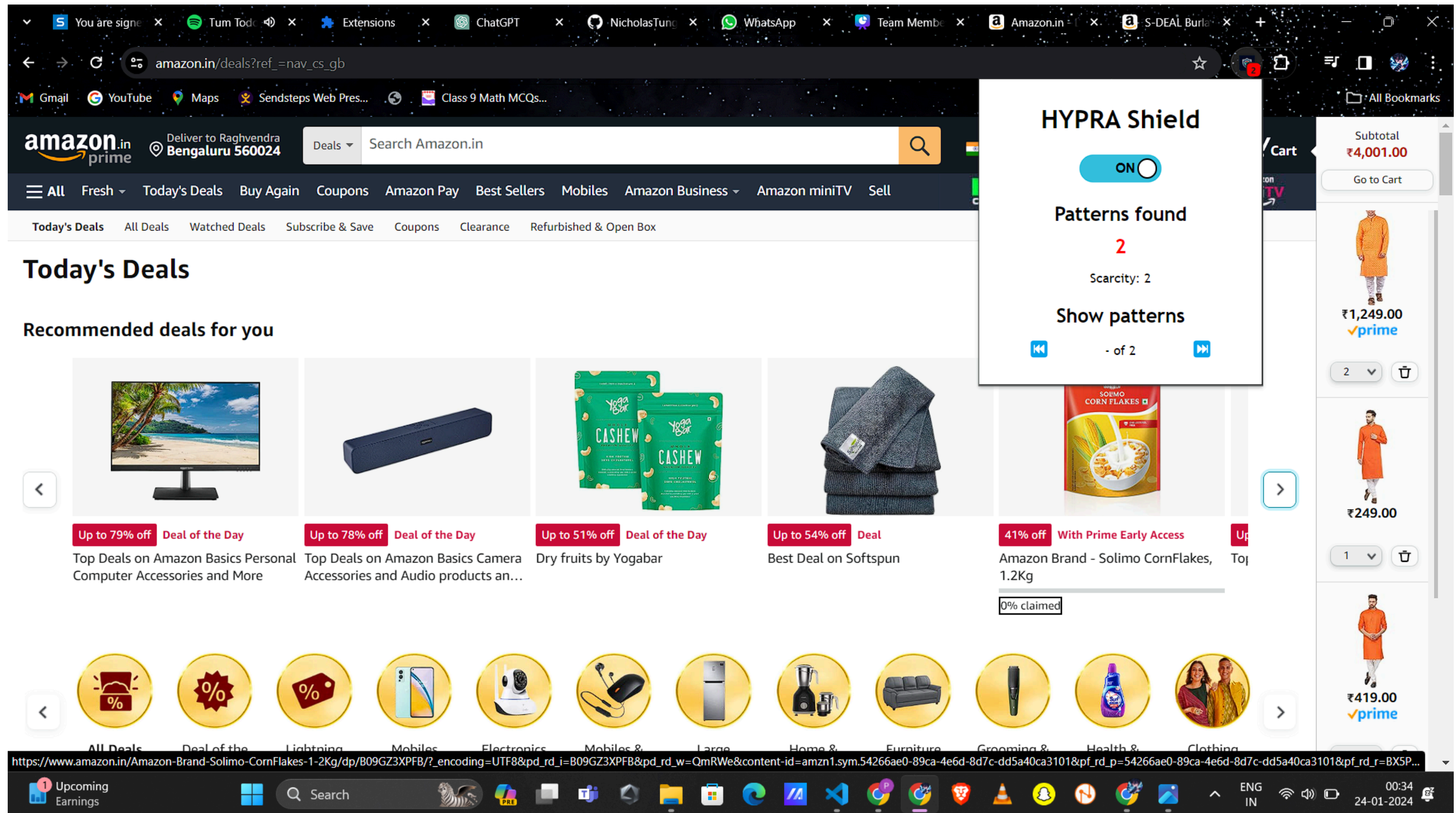
Real-time Detection: HYPRA Shield operates seamlessly in the background, scanning web pages as users browse e-commerce sites, ensuring instant detection of any dark patterns.

Visual Highlighting: The extension visually highlights suspicious elements on the webpage, making it easy for users to identify and understand the specific areas of concern.


User-Friendly Interface: With a clean and intuitive interface, HYPRA Shield ensures a user-friendly experience, allowing even non-tech-savvy individuals to navigate and utilize its features effortlessly.

Customizable Settings: Users have the flexibility to customize the extension settings according to their preferences, tailoring the level of scrutiny based on their comfort level and the specific types of dark patterns they want to be alerted about.


Ready Prototype Screenshots




Recommended deals for you




Deal of the Day
1 Basics Camera
0 products an...




Up to 51% off Deal of the Day
Dry fruits by Yogabar



Up to 54% off Deal
Best Deal on Softspun



41% off With Prime Early Access
Amazon Brand - Solimo CornFlakes, 1.2Kg
0% claimed



Up to 46% off Deal
Top deals on HUL w

Categories: All Deals, Deal of the Day, Lightning Deals, Mobiles, Electronics, Mobiles & computer accessories, Large Appliances, Home & Kitchen, Furniture, Grooming & Wellness, Health & Household, Clothing

Sort by: Featured


HYPRA Shield

ON

Patterns found
2
Scarcity: 2


Show patterns
1 of 2
Scarcity

Subtotal
₹4,001.00
Go to Cart




₹1,249.00
prime

2



₹249.00

1



₹419.00
prime

1

THANK
YOU