Financial Stress “Lead Magnet”

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Financial App Manipulation Assessment - MINGUS</title>

<style>

:root {

--primary-green: #10b981;

--primary-red: #ef4444;

--primary-orange: #f97316;

--bg-primary: #0f172a;

--bg-secondary: #1e293b;

--text-primary: #f8fafc;

--text-secondary: #cbd5e1;

--text-muted: #94a3b8;

--border-color: #334155;

}

\* {

margin: 0;

padding: 0;

box-sizing: border-box;

}

body {

font-family: 'Inter', sans-serif;

background: var(--bg-primary);

color: var(--text-primary);

line-height: 1.6;

min-height: 100vh;

}

.assessment-container {

max-width: 600px;

margin: 0 auto;

padding: 2rem 1rem;

}

.header {

text-align: center;

margin-bottom: 2rem;

}

.badge {

display: inline-flex;

align-items: center;

gap: 0.5rem;

background: rgba(239, 68, 68, 0.1);

border: 1px solid rgba(239, 68, 68, 0.3);

color: var(--primary-red);

padding: 0.5rem 1rem;

border-radius: 50px;

font-size: 0.9rem;

font-weight: 600;

margin-bottom: 1rem;

animation: pulse 2s infinite;

}

@keyframes pulse {

0%, 100% { transform: scale(1); }

50% { transform: scale(1.02); }

}

.header h1 {

font-size: 2rem;

font-weight: 900;

margin-bottom: 1rem;

background: linear-gradient(135deg, var(--text-primary) 0%, var(--text-secondary) 100%);

-webkit-background-clip: text;

-webkit-text-fill-color: transparent;

}

.header p {

color: var(--text-muted);

font-size: 1.1rem;

margin-bottom: 1.5rem;

}

.progress-bar {

width: 100%;

height: 8px;

background: var(--bg-secondary);

border-radius: 4px;

margin-bottom: 2rem;

overflow: hidden;

}

.progress-fill {

height: 100%;

background: linear-gradient(90deg, var(--primary-red), var(--primary-orange));

border-radius: 4px;

transition: width 0.3s ease;

width: 0%;

}

.question-card {

background: var(--bg-secondary);

border: 1px solid var(--border-color);

border-radius: 1rem;

padding: 2rem;

margin-bottom: 1.5rem;

display: none;

}

.question-card.active {

display: block;

animation: fadeIn 0.5s ease;

}

@keyframes fadeIn {

from { opacity: 0; transform: translateY(20px); }

to { opacity: 1; transform: translateY(0); }

}

.question-number {

color: var(--primary-red);

font-size: 0.9rem;

font-weight: 600;

margin-bottom: 0.5rem;

}

.question-title {

font-size: 1.3rem;

font-weight: 700;

margin-bottom: 1rem;

color: var(--text-primary);

}

.question-subtitle {

color: var(--text-muted);

margin-bottom: 1.5rem;

font-size: 0.95rem;

}

.options {

display: flex;

flex-direction: column;

gap: 0.75rem;

margin-bottom: 1.5rem;

}

.option {

background: var(--bg-primary);

border: 1px solid var(--border-color);

border-radius: 0.5rem;

padding: 1rem;

cursor: pointer;

transition: all 0.3s ease;

font-size: 0.95rem;

}

.option:hover {

border-color: var(--primary-red);

background: rgba(239, 68, 68, 0.05);

}

.option.selected {

border-color: var(--primary-red);

background: rgba(239, 68, 68, 0.1);

color: var(--primary-red);

}

.scale-container {

margin-bottom: 1.5rem;

}

.scale-input {

width: 100%;

height: 8px;

border-radius: 4px;

background: var(--bg-primary);

outline: none;

appearance: none;

margin: 1rem 0;

}

.scale-input::-webkit-slider-thumb {

appearance: none;

width: 24px;

height: 24px;

border-radius: 50%;

background: var(--primary-red);

cursor: pointer;

box-shadow: 0 0 10px rgba(239, 68, 68, 0.3);

}

.scale-labels {

display: flex;

justify-content: space-between;

font-size: 0.85rem;

color: var(--text-muted);

}

.scale-value {

text-align: center;

font-size: 1.5rem;

font-weight: 700;

color: var(--primary-red);

margin: 0.5rem 0;

}

.navigation {

display: flex;

justify-content: space-between;

margin-top: 1.5rem;

}

.btn {

background: var(--primary-red);

color: white;

border: none;

border-radius: 0.5rem;

padding: 0.75rem 1.5rem;

font-size: 1rem;

font-weight: 600;

cursor: pointer;

transition: all 0.3s ease;

}

.btn:hover {

background: #dc2626;

transform: translateY(-2px);

}

.btn:disabled {

opacity: 0.5;

cursor: not-allowed;

transform: none;

}

.btn-secondary {

background: transparent;

border: 1px solid var(--border-color);

color: var(--text-secondary);

}

.btn-secondary:hover {

border-color: var(--primary-red);

color: var(--primary-red);

background: rgba(239, 68, 68, 0.05);

}

.results-card {

background: var(--bg-secondary);

border: 1px solid var(--border-color);

border-radius: 1rem;

padding: 2rem;

text-align: center;

display: none;

}

.results-card.active {

display: block;

animation: fadeIn 0.5s ease;

}

.score-circle {

width: 120px;

height: 120px;

border-radius: 50%;

display: flex;

align-items: center;

justify-content: center;

margin: 0 auto 1.5rem;

font-size: 2rem;

font-weight: 900;

position: relative;

}

.score-low {

background: rgba(16, 185, 129, 0.2);

border: 3px solid var(--primary-green);

color: var(--primary-green);

}

.score-medium {

background: rgba(249, 115, 22, 0.2);

border: 3px solid var(--primary-orange);

color: var(--primary-orange);

}

.score-high {

background: rgba(239, 68, 68, 0.2);

border: 3px solid var(--primary-red);

color: var(--primary-red);

}

.results-title {

font-size: 1.8rem;

font-weight: 700;

margin-bottom: 1rem;

}

.results-description {

color: var(--text-muted);

margin-bottom: 2rem;

font-size: 1.1rem;

line-height: 1.6;

}

.risk-factors {

background: var(--bg-primary);

border: 1px solid var(--border-color);

border-radius: 0.5rem;

padding: 1.5rem;

margin-bottom: 2rem;

text-align: left;

}

.risk-factors h4 {

color: var(--primary-red);

margin-bottom: 1rem;

font-size: 1.1rem;

}

.risk-factors ul {

list-style: none;

padding: 0;

}

.risk-factors li {

padding: 0.5rem 0;

border-bottom: 1px solid var(--border-color);

color: var(--text-secondary);

}

.risk-factors li:last-child {

border-bottom: none;

}

.cta-section {

background: linear-gradient(135deg, rgba(239, 68, 68, 0.1) 0%, rgba(249, 115, 22, 0.1) 100%);

border: 1px solid rgba(239, 68, 68, 0.3);

border-radius: 0.5rem;

padding: 1.5rem;

margin-top: 2rem;

}

.cta-title {

font-size: 1.2rem;

font-weight: 700;

margin-bottom: 0.5rem;

color: var(--primary-red);

}

.cta-text {

margin-bottom: 1rem;

color: var(--text-secondary);

}

.cta-button {

background: var(--primary-red);

color: white;

border: none;

border-radius: 0.5rem;

padding: 1rem 2rem;

font-size: 1.1rem;

font-weight: 700;

cursor: pointer;

width: 100%;

transition: all 0.3s ease;

}

.cta-button:hover {

background: #dc2626;

transform: translateY(-2px);

}

@media (max-width: 640px) {

.assessment-container {

padding: 1rem 0.5rem;

}

.question-card {

padding: 1.5rem;

}

.header h1 {

font-size: 1.5rem;

}

}

</style>

</head>

<body>

<div class="assessment-container">

<div class="header">

<div class="badge">

🚨 <span>Manipulation Detection</span>

</div>

<h1>How Vulnerable Are You to Financial App Manipulation?</h1>

<p>Discover your "Anxiety Algorithm" susceptibility score in under 3 minutes</p>

<div class="progress-bar">

<div class="progress-fill" id="progressFill"></div>

</div>

</div>

<!-- Question 1: App Usage Patterns -->

<div class="question-card active" data-question="1">

<div class="question-number">Question 1 of 8</div>

<div class="question-title">How many financial apps do you currently have on your phone?</div>

<div class="question-subtitle">This includes banking, budgeting, investment, and payment apps</div>

<div class="options">

<div class="option" data-value="1">1-2 apps (just banking)</div>

<div class="option" data-value="3">3-5 apps (banking + a few others)</div>

<div class="option" data-value="5">6-10 apps (multiple categories)</div>

<div class="option" data-value="7">10+ apps (I try everything)</div>

</div>

</div>

<!-- Question 2: Notification Frequency -->

<div class="question-card" data-question="2">

<div class="question-number">Question 2 of 8</div>

<div class="question-title">How often do your financial apps send you notifications?</div>

<div class="question-subtitle">Consider all types: spending alerts, balance updates, investment tips, etc.</div>

<div class="options">

<div class="option" data-value="1">Rarely or never</div>

<div class="option" data-value="3">A few times per week</div>

<div class="option" data-value="5">Daily notifications</div>

<div class="option" data-value="8">Multiple times daily</div>

</div>

</div>

<!-- Question 3: Emotional Response -->

<div class="question-card" data-question="3">

<div class="question-number">Question 3 of 8</div>

<div class="question-title">When you get a financial notification, how do you typically feel?</div>

<div class="question-subtitle">Think about your immediate emotional reaction</div>

<div class="options">

<div class="option" data-value="1">Neutral or informed</div>

<div class="option" data-value="4">Slightly anxious but curious</div>

<div class="option" data-value="7">Stressed or worried</div>

<div class="option" data-value="9">Panic or immediate urge to check/act</div>

</div>

</div>

<!-- Question 4: Stress Spending -->

<div class="question-card" data-question="4">

<div class="question-number">Question 4 of 8</div>

<div class="question-title">How often do you make purchases when feeling stressed or anxious?</div>

<div class="question-subtitle">This includes both small impulse buys and larger "retail therapy" purchases</div>

<div class="scale-container">

<input type="range" min="1" max="10" value="5" class="scale-input" id="stressSpending">

<div class="scale-value" id="stressSpendingValue">5</div>

<div class="scale-labels">

<span>Never</span>

<span>Frequently</span>

</div>

</div>

</div>

<!-- Question 5: App Engagement -->

<div class="question-card" data-question="5">

<div class="question-number">Question 5 of 8</div>

<div class="question-title">When you open a financial app, how long do you typically spend in it?</div>

<div class="question-subtitle">Consider your average session, not just quick balance checks</div>

<div class="options">

<div class="option" data-value="1">Under 30 seconds (quick check)</div>

<div class="option" data-value="3">1-3 minutes (review and close)</div>

<div class="option" data-value="6">5-10 minutes (browse features)</div>

<div class="option" data-value="8">15+ minutes (explore, research, compare)</div>

</div>

</div>

<!-- Question 6: Financial Anxiety -->

<div class="question-card" data-question="6">

<div class="question-number">Question 6 of 8</div>

<div class="question-title">How often do you check your financial apps or accounts?</div>

<div class="question-subtitle">Include all financial platforms: banking, credit cards, investments, etc.</div>

<div class="options">

<div class="option" data-value="1">Once a week or less</div>

<div class="option" data-value="3">A few times per week</div>

<div class="option" data-value="6">Daily</div>

<div class="option" data-value="9">Multiple times per day</div>

</div>

</div>

<!-- Question 7: Decision Making -->

<div class="question-card" data-question="7">

<div class="question-number">Question 7 of 8</div>

<div class="question-title">How often do financial app suggestions influence your spending decisions?</div>

<div class="question-subtitle">Examples: "You usually spend $X on dining," upgrade prompts, investment recommendations</div>

<div class="scale-container">

<input type="range" min="1" max="10" value="5" class="scale-input" id="appInfluence">

<div class="scale-value" id="appInfluenceValue">5</div>

<div class="scale-labels">

<span>Never</span>

<span>Always</span>

</div>

</div>

</div>

<!-- Question 8: Relationship with Money -->

<div class="question-card" data-question="8">

<div class="question-number">Question 8 of 8</div>

<div class="question-title">Which statement best describes your relationship with money discussions?</div>

<div class="question-subtitle">Think about how you feel when apps present financial information</div>

<div class="options">

<div class="option" data-value="2">I feel empowered and in control</div>

<div class="option" data-value="4">I feel informed but sometimes overwhelmed</div>

<div class="option" data-value="7">I often feel anxious or pressured</div>

<div class="option" data-value="9">I feel manipulated or confused</div>

</div>

</div>

<!-- Results Card -->

<div class="results-card" id="resultsCard">

<div class="score-circle" id="scoreCircle">

<span id="finalScore">--</span>

</div>

<div class="results-title" id="resultsTitle">Your Manipulation Vulnerability Score</div>

<div class="results-description" id="resultsDescription"></div>

<div class="risk-factors" id="riskFactors">

<h4>🚨 Identified Vulnerability Factors:</h4>

<ul id="riskList"></ul>

</div>

<div class="cta-section">

<div class="cta-title">🛡️ Ready to Break Free?</div>

<div class="cta-text">Get the complete "Anti-Manipulation" toolkit and protect yourself from anxiety algorithms.</div>

<button class="cta-button" onclick="window.location.href='#contact'">

Get Your Free Protection Report + Complete System ($47)

</button>

</div>

</div>

<div class="navigation">

<button class="btn btn-secondary" id="backBtn" onclick="previousQuestion()" style="display: none;">Back</button>

<button class="btn" id="nextBtn" onclick="nextQuestion()" disabled>Next</button>

</div>

</div>

<script>

let currentQuestion = 1;

const totalQuestions = 8;

let answers = {};

let selectedValue = null;

// Update progress bar

function updateProgress() {

const progress = ((currentQuestion - 1) / totalQuestions) \* 100;

document.getElementById('progressFill').style.width = progress + '%';

}

// Handle option selection

document.querySelectorAll('.option').forEach(option => {

option.addEventListener('click', function() {

// Remove selected class from siblings

this.parentNode.querySelectorAll('.option').forEach(opt => {

opt.classList.remove('selected');

});

// Add selected class to clicked option

this.classList.add('selected');

// Store the value

selectedValue = parseInt(this.dataset.value);

answers[currentQuestion] = selectedValue;

// Enable next button

document.getElementById('nextBtn').disabled = false;

});

});

// Handle scale inputs

document.querySelectorAll('.scale-input').forEach(slider => {

slider.addEventListener('input', function() {

const valueDisplay = document.getElementById(this.id + 'Value');

valueDisplay.textContent = this.value;

selectedValue = parseInt(this.value);

answers[currentQuestion] = selectedValue;

document.getElementById('nextBtn').disabled = false;

});

});

function nextQuestion() {

if (currentQuestion < totalQuestions) {

// Hide current question

document.querySelector(`[data-question="${currentQuestion}"]`).classList.remove('active');

// Show next question

currentQuestion++;

document.querySelector(`[data-question="${currentQuestion}"]`).classList.add('active');

// Update navigation

updateNavigation();

updateProgress();

// Reset selection state

selectedValue = answers[currentQuestion] || null;

document.getElementById('nextBtn').disabled = !selectedValue;

// Update button text for last question

if (currentQuestion === totalQuestions) {

document.getElementById('nextBtn').textContent = 'See My Score';

}

} else {

// Show results

showResults();

}

}

function previousQuestion() {

if (currentQuestion > 1) {

// Hide current question

document.querySelector(`[data-question="${currentQuestion}"]`).classList.remove('active');

// Show previous question

currentQuestion--;

document.querySelector(`[data-question="${currentQuestion}"]`).classList.add('active');

// Update navigation

updateNavigation();

updateProgress();

// Restore selection state

selectedValue = answers[currentQuestion];

document.getElementById('nextBtn').disabled = false;

document.getElementById('nextBtn').textContent = 'Next';

}

}

function updateNavigation() {

const backBtn = document.getElementById('backBtn');

const nextBtn = document.getElementById('nextBtn');

if (currentQuestion === 1) {

backBtn.style.display = 'none';

} else {

backBtn.style.display = 'block';

}

}

function calculateScore() {

const values = Object.values(answers);

const sum = values.reduce((a, b) => a + b, 0);

const maxPossible = totalQuestions \* 10;

return Math.round((sum / maxPossible) \* 100);

}

function showResults() {

// Hide all question cards and navigation

document.querySelectorAll('.question-card').forEach(card => {

card.style.display = 'none';

});

document.querySelector('.navigation').style.display = 'none';

// Calculate and display score

const score = calculateScore();

document.getElementById('finalScore').textContent = score;

// Set score circle styling and results content

const scoreCircle = document.getElementById('scoreCircle');

const resultsTitle = document.getElementById('resultsTitle');

const resultsDescription = document.getElementById('resultsDescription');

const riskList = document.getElementById('riskList');

let riskFactors = [];

if (score >= 70) {

scoreCircle.className = 'score-circle score-high';

resultsTitle.textContent = '🚨 HIGH MANIPULATION RISK';

resultsDescription.textContent = 'Your responses indicate you\'re highly susceptible to financial app manipulation. The "anxiety algorithms" are working exactly as designed to keep you engaged and spending.';

riskFactors = [

'Multiple daily app interactions increase manipulation exposure',

'High notification frequency creates artificial urgency',

'Emotional spending patterns make you a prime target',

'App suggestions significantly influence your decisions',

'Financial anxiety makes you vulnerable to "helpful" features'

];

} else if (score >= 40) {

scoreCircle.className = 'score-circle score-medium';

resultsTitle.textContent = '⚠️ MODERATE MANIPULATION RISK';

resultsDescription.textContent = 'You show some susceptibility to financial app manipulation tactics. While not in the danger zone, these apps are still influencing your spending more than you realize.';

riskFactors = [

'Regular app usage creates habit-forming patterns',

'Notifications occasionally trigger stress responses',

'Some spending decisions influenced by app suggestions',

'Moderate financial anxiety exploited by app features'

];

} else {

scoreCircle.className = 'score-circle score-low';

resultsTitle.textContent = '✅ LOW MANIPULATION RISK';

resultsDescription.textContent = 'You\'re relatively resistant to financial app manipulation, but even you aren\'t completely immune. The algorithms are designed to work on everyone eventually.';

riskFactors = [

'Limited app engagement reduces manipulation exposure',

'Strong awareness of marketing and suggestion tactics',

'Good emotional regulation around financial decisions'

];

}

// Populate risk factors

riskList.innerHTML = '';

riskFactors.forEach(factor => {

const li = document.createElement('li');

li.textContent = '• ' + factor;

riskList.appendChild(li);

});

// Show results card

document.getElementById('resultsCard').classList.add('active');

document.getElementById('progressFill').style.width = '100%';

}

// Initialize

updateProgress();

</script>

</body>

</html>