













Dark Patterns Buster Internal Hackathon (DPBH- 2023)

Team Name: Logic Gates

Date: 30-Jan-2024

Nodal Centre: MANIT, Bhopal





Team Logic Gates



- 1. Achyuta Gupta
- 2. Prabal Pratap Singh
- 3. Atharva Kumar
- 4. Aniket Jain
- 5. Rajneesh Kushwaha

Presentation Outline



- 1. Introduction
- 2. Problem Statement
- 3. Approach Details
- 4. Workflow
- 5. Demonstration





DARK Packathon 2023 Page 14 Page 15 Page 15

Dark Patterns Buster

Dark patterns are any practices or deceptive design patterns using UI/UX (user interface/user experience) interactions on any platform; designed to mislead or trick users to do something they originally did not intend or want to do; by subverting or impairing the consumer autonomy, decision making or choices, amounting to misleading advertisement or unfair trade practice or violations of consumer rights.





PROBLEM STATEMENT

Design and prototype innovative app or software-based solutions that can detect the use, type, and scale of dark patterns on ecommerce platforms





DARK PATTERNS





Fake Urgency and Scarcity

Misleading Product Information



Forced Account Creation

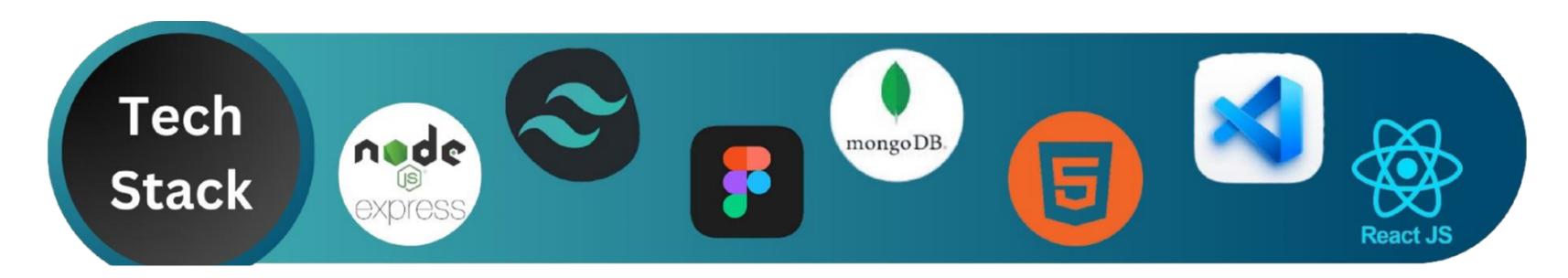
Limited User Choice

Dark Patterns in User Reviews

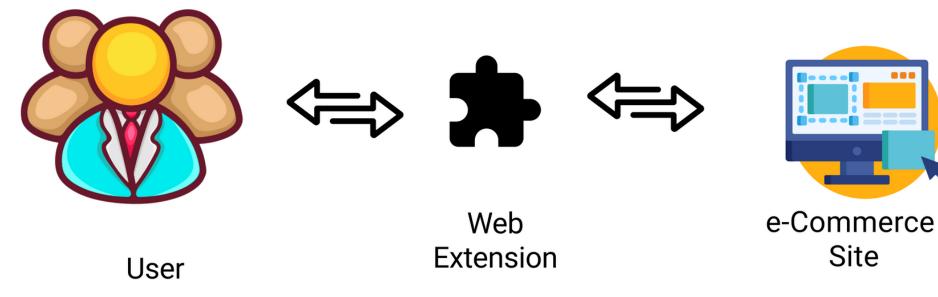
Approach Details

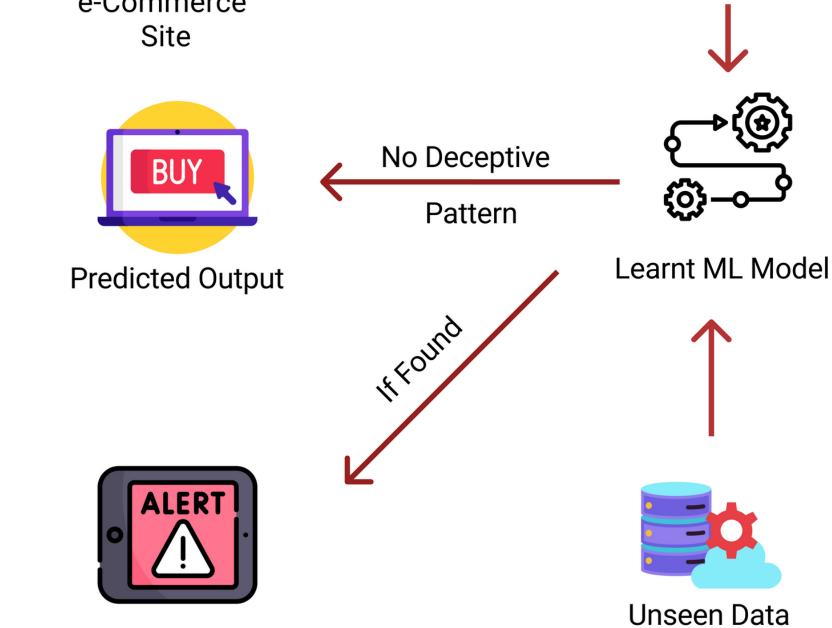


- 1. We have created a *Chrome extension* that captures screenshots of the webpage and sends them to the server.
- 2. The extension also extracts the text content of the webpage.
- 3. The ML Model in the backend detects the dark patterns using the screenshots and the text.
- 4. After detecting the dark pattern, it shows the result in the browser and the user can report it.



WORKFLOW





Web Scraping

Text and SnapShots



Server

EXTENSION









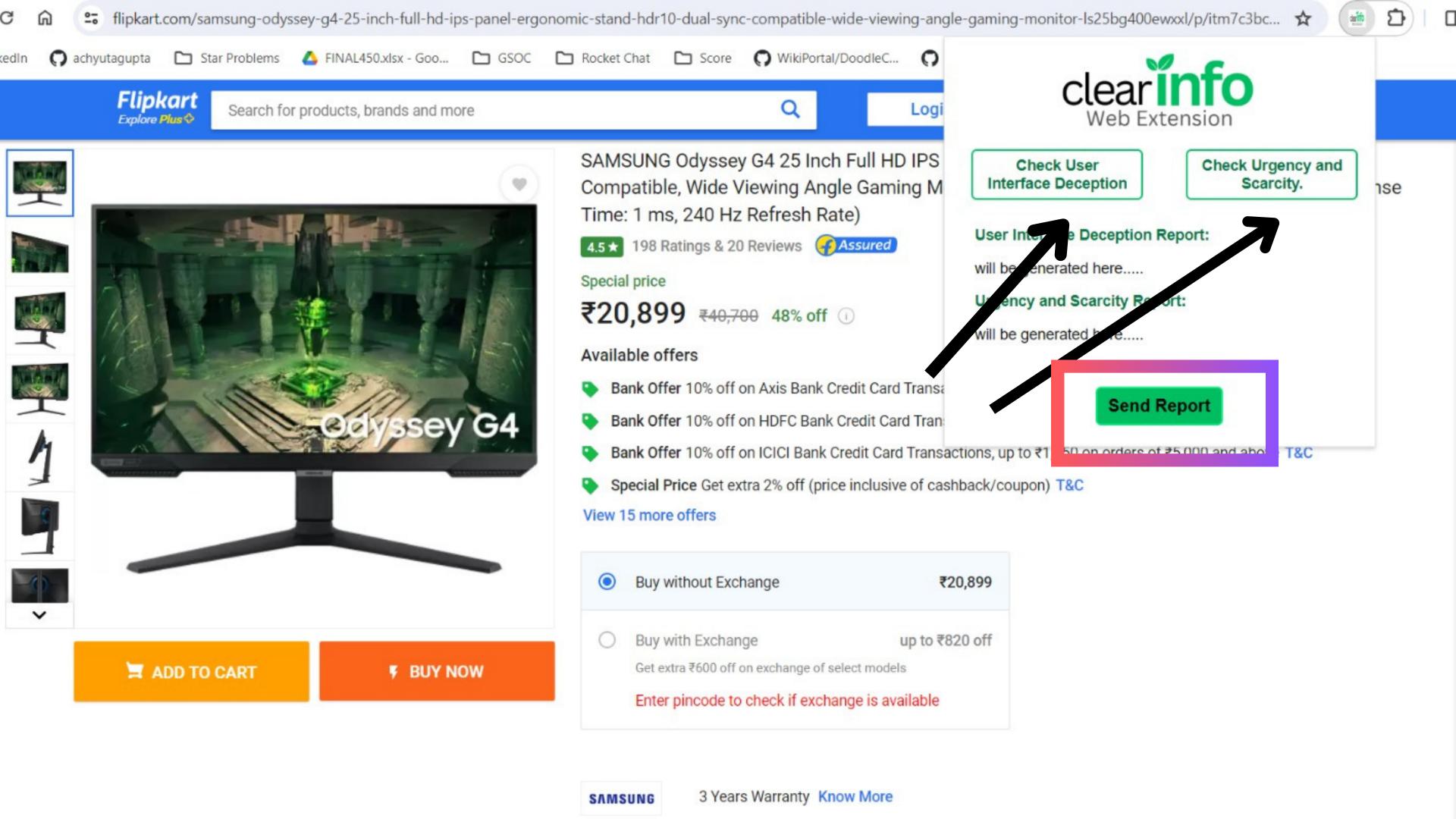
Check User Interface Deception Check Urgency and Scarcity.

User Interface Deception Report will be generated here.

Urgency and Scarcy Report will be generated here.

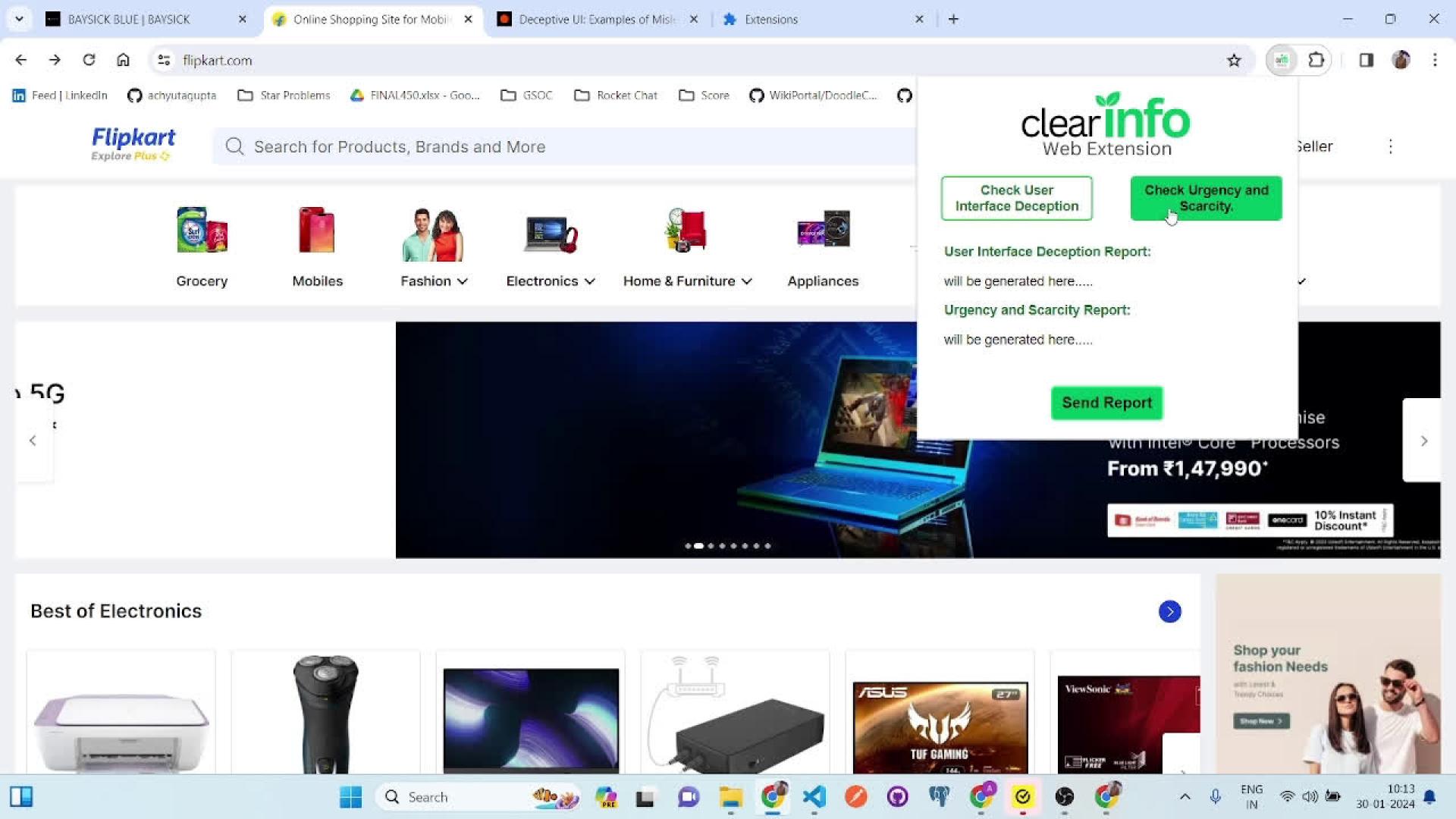
Send Report







LIVE DEMONSTRATION



THANKYOU