

# Abstract

This project focuses on enhancing transparency and empowering online consumers through a suite of tools designed to address common issues encountered during online shopping. The Hidden Cost Identifier aims to reveal any obscured charges, providing clarity to users. The Dark Pattern Highlighter and Analyzer work in tandem to flag and analyze manipulative design techniques, enabling users to navigate digital interfaces with awareness. Additionally, the Price Comparison Functionality facilitates easy comparison of product prices across platforms, empowering users to make informed purchasing decisions. Lastly, a Customer Chatbot offers support to online consumers, enhancing their overall shopping experience. Together, these components aim to promote transparency, autonomy, and informed decision-making in the online marketplace.

## Team Members



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## Impact Assessment & Conclusion

Our solution tackles common challenges in online shopping, providing users with tools like the Hidden Cost Identifier, Dark Pattern Highlighter, and Price Comparison. These features expose hidden charges, deceptive design tactics, and price variations across platforms like Flipkart, boosting user awareness, protection, and trust. Continuous refinement will be crucial for ongoing support and staying ahead of emerging threats in the ever-changing online retail environment.

## Solution Highlights

Our solution enhances online shopping transparency and user protection using advanced models to detect hidden costs and reveal deceptive design tactics. It enables informed decisions through thorough analysis, uncovering manipulation patterns and offering price comparisons across platforms like Flipkart. Integrating detection, analysis, and comparison capabilities, our solution empowers users to navigate the digital realm confidently while adapting to evolving online threats.