

INSTITUTION'S INNOVATION COUNCIL MOE'S INNOVATION CELL

Institute Name:

Institute of Aeronautical Engineering

Title of the Innovation/Prototype:

dark patterns

Team Lead Name:

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Team Lead Gender:

Female

FY of Development:

2023-24

Developed as part of:

Academic Requirement/Study Project

Innovation Type:

Process

TRL LEVEL:

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Theme:

Defence & Security,

Define the problem and its relevance to today's market / society / industry need:

Dark patterns refer to deceptive user interface design that manipulates people into making unintended choices, often to benefit the company behind the interface. In today's digital age, the prevalence of dark patterns poses a significant threat to user trust, privacy, and informed decision-making. As technology continues to shape industries and society, unethical design practices undermine user autonomy and erode the integrity of online interactions. Addressing the issue is crucial to fostering transparency, ethical business practices, and a user-centric digital environment.

Describe the Solution / Proposed / Developed:

To combat dark patterns, our project introduces a multifaceted approach. Firstly, we employ advanced AI algorithms to detect and analyse potential instances of deceptive design. Secondly, we implement strict design ethics guidelines for user interface development, emphasizing transparency and user empowerment. Additionally, our solution involves user education initiatives to raise awareness about dark patterns and promote digital literacy. By fostering a collaborative effort between technology developers, industry stakeholders, and users, our project aims to create a more ethical and user-friendly digital landscape, minimizing the impact of dark patterns and ensuring a trustworthy online experience for all.

Explain the uniqueness and distinctive features of the (product / process / service) solution:

Our solution stands out through its innovative use of AI algorithms for real-time detection of dark patterns, offering a proactive defence against deceptive design. The incorporation of strict design ethics guidelines sets a new standard for responsible user interface development. Furthermore, our emphasis on user education differentiates us, empowering individuals to recognize and resist dark patterns. This holistic approach, combining cutting-edge technology, ethical standards, and education, distinguishes our project as a comprehensive and unique initiative in the fight against deceptive design practices, fostering a more ethical and user-centric digital environment.

How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:

Our solution surpasses competitors by integrating advanced AI algorithms that continuously evolve to detect emerging dark patterns in real-time. Unlike other products, we enforce stringent design ethics guidelines for user interfaces, promoting a transparent and user-centric approach. Additionally, our comprehensive user education component sets us apart, empowering individuals to navigate the digital landscape with informed decision-making. The synergy of cutting-edge technology, ethical design standards, and user education positions our solution as a unique and effective means to combat dark patterns, ensuring a more trustworthy and user-friendly online experience than any existing competitor.

Is there any IP or Patentable Component associated with the Solution?:

No

Has the Solution Received any Innovation Grant/Seefund Support?:

No

Are there any Recognitions (National/International) Obtained by the Solution?:

No

***Is the Solution Commercialized either through Technology Transfer or Enterprise Development/Startup?:**

No

Had the Solution Received any Pre-Incubation/Incubation Support?:

No

Video URL:

<https://drive.google.com/file/d/123jHVTBHreBEb0IzQ0zSGXpBQSbDhCpy/view?usp=sharing>

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