Presented by Dan Monji, Nkanyiso Nkosi and Zinzi Mdhluli
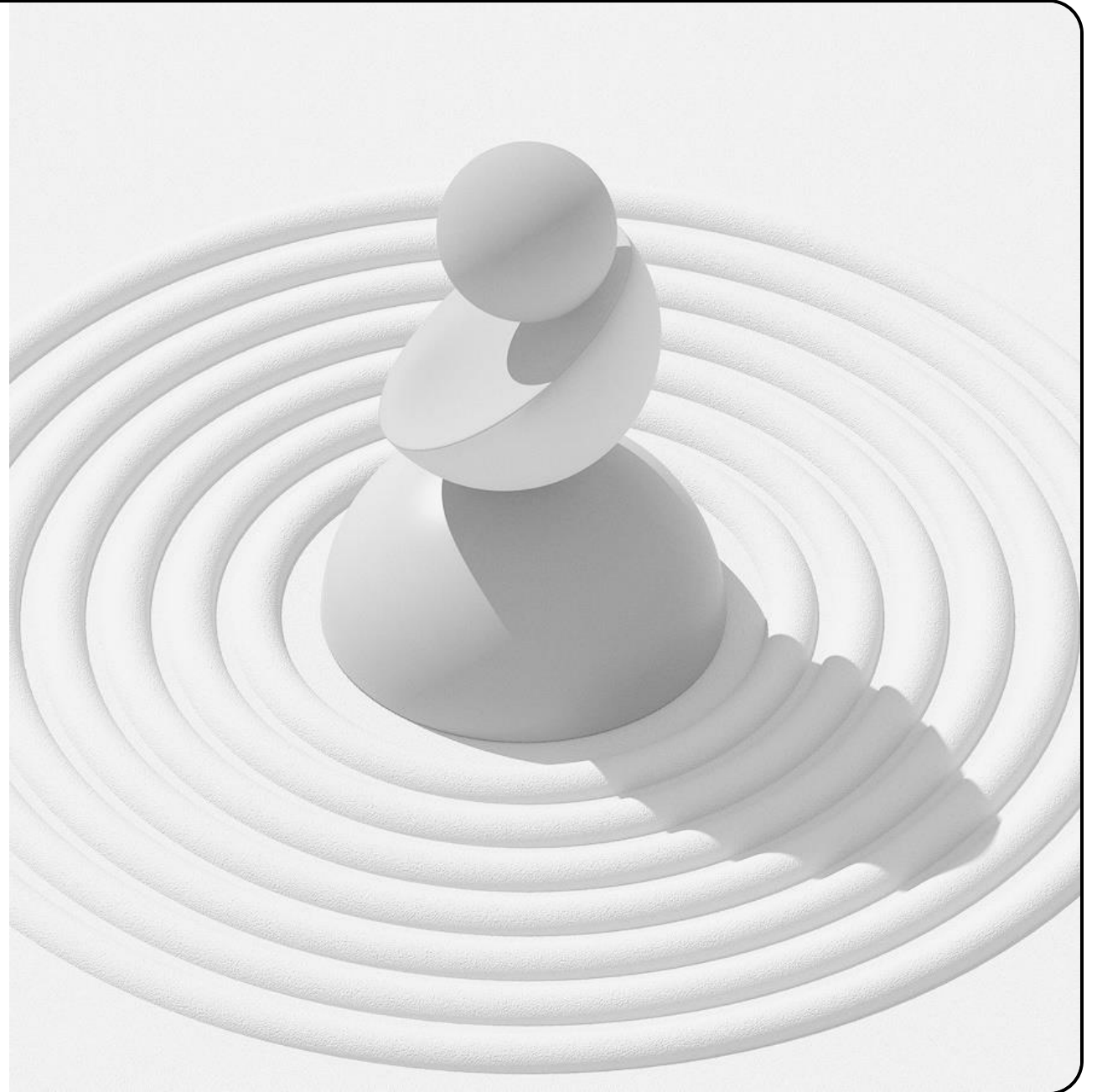
IMPULSE: A WEB EXTENSION FOR MINDUL ONLINE SHOPPING

📈 RISING IMPULSE PURCHASES

Online shopping makes it easier than ever to make unplanned purchases with just one click

💸 FINANCIAL IMPACT

Impulsive buying leads to overspending, debt, and buyer's remorse

Psychological Triggers

E-commerce sites use sophisticated techniques to encourage immediate purchases

OUR SOLUTION

How Impulse Works

1 Website Detection
Extension monitors current tab URL and detects shopping sites
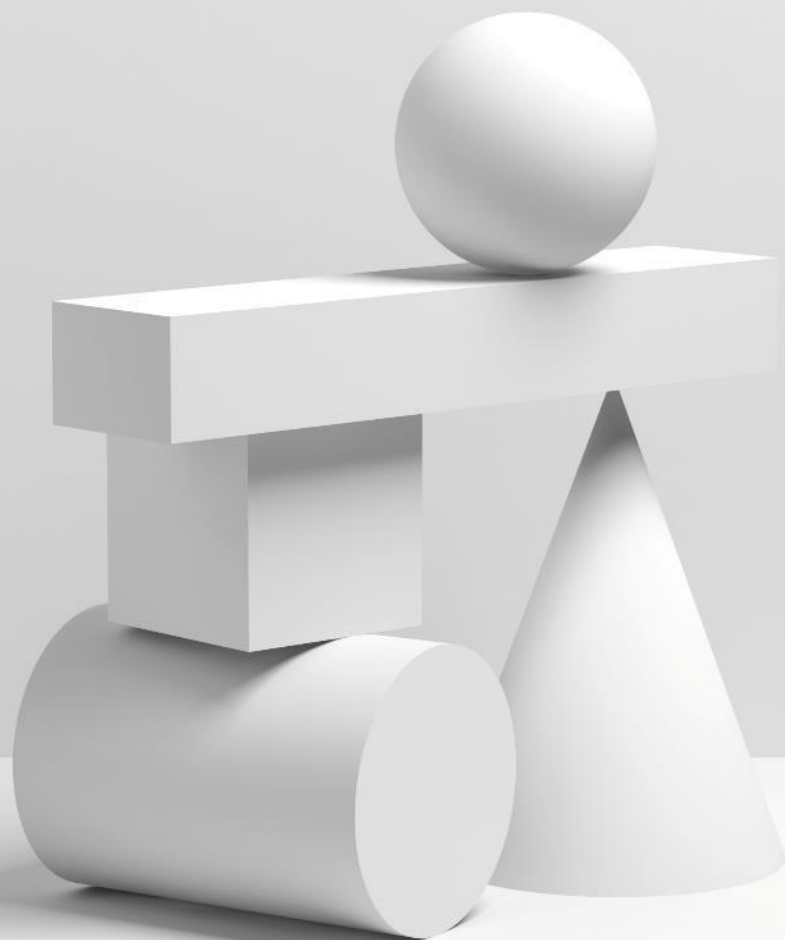
2 Survey Overlay
Injects assessment survey into the DOM to evaluate impulse buying risk

3 Risk Assessment
Analyzes responses to determine user's current susceptibility

4 Intervention or Pass
Low-risk users proceed freely; high-risk users face mini-game challenge

Q & A

Panel discussion session

🎯 Smart Detection

Automatically identifies when users visit shopping websites

🧪 Behavioral Assessment

Quick survey determines user's susceptibility to impulse buying

🎮 Gamified Intervention

Mini-games create healthy friction for at-risk purchases

⏱️ Cooldown Protection

Temporary blocking helps users step back and reconsider

"STRIVE NOT TO BE A SUCCESS, BUT RATHER TO BE OF VALUE."

Albert Einstein