

An orange wire shopping basket is positioned in the background, with its top and bottom portions visible. A white, torn-edge paper strip is placed horizontally across the middle of the basket.

2.0

TRENDLESS

FROM PITCH TO PRODUCT · THE FINISHED WEBSITE & PLUG-IN

Team 2 · DSN1729 — Victoria, Matty, Grace, Jordan & Matia



THE ISSUE

SOCIAL MEDIA MICRO-TRENDS & HYPER-CONSUMERISM

42%

of users struggle to identify covert
influencing and undisclosed ads.

67%

of rapid trend purchases are
discarded within weeks to months.



1.0 WAS A PITCH. 2.0 IS THE PRODUCT.

We kept the three principles from our research — and built every one of them into something you can click.

1. **Raise awareness** of micro-trends → an education hub
2. **Design friction** into “buy now” → a checkout speed bump
3. **Decouple relevance** from buying → ads you can see coming



WHAT WE HEARD → WHAT WE BUILT

"Most apps do not have any way of disclosing their post is an ad."

FLAG THE UNDISCLOSED

Codes, affiliate links and vague tags get flagged too.

"I have trust issues regarding companies I don't know."

EXPLAIN EVERY FLAG

Each pop-up says why. No account, no tracking.

"It could prove annoying for those who don't need it."

YOUR RULES

Three pop-up styles, light & dark, a 0:05–1:00 delay.

"Users have to read through PSA information to access barrier removal options."

OFF, AFTER A BREATH

Every off switch shows a short reminder first.

WHAT'S NEW IN 2.0



01

A FULL WEBSITE

Five pages, desktop & mobile.

02

3 POP-UP STYLES

Notification, banner or card.

03

IT TELLS YOU WHY

Every flag explains itself.

04

LIGHT & DARK

Settings on every pop-up.

05

A PAUSE TO PAY

Barrier + a 0:05–1:00 delay.

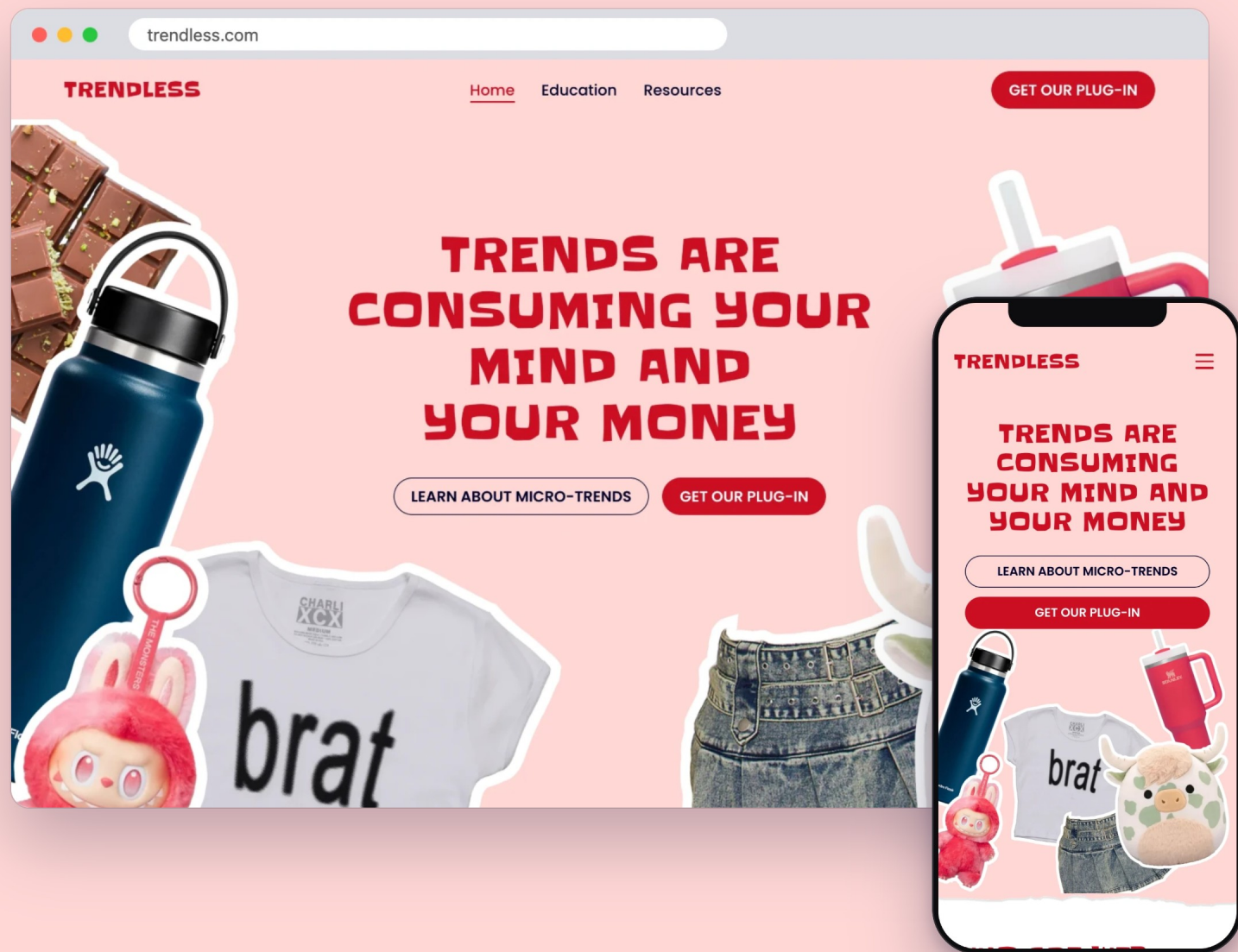
06

ON DESKTOP TOO

Same plug-in, any browser.

THE WEBSITE

The hub for Trendless: why micro-trends matter, how to spot hidden ads, real resources — and the plug-in, ready to try.

[Home](#)[Education](#)[Resources](#)[Plug-in](#)

Desktop 1440 · Mobile 390

LEARN BY DOING

The Education page turns research into two quick interactions.

AD OR NOT?

Four real-style captions. Guess, then see why.

HOW TO SPOT AN UNDISCLOSED AD

Most paid promotions aren't clearly labeled. Many creators use vague tags instead of #ad, so ads blend right in with everything else.

CLEAR DISCLOSURE

#ad #sponsored "Paid partnership"

VAGUE DISCLOSURE

#gifted #partner #collab
#ambassador #spon

RED FLAGS

"Use my code..." Affiliate links
"Link in bio" Storefronts

Ad or not? Test yourself.

"Obsessed with my new cup 🍷 use code KAY15 for 15% off!"

It's an ad Not an ad

"Found this jacket at a thrift store for \$8, no idea what brand it is."

It's an ad Not an ad

"Thank you @glowlab for the cutest PR package!! #gifted"

It's an ad Not an ad

"Everything in my room is on my storefront 🏠 link in bio"

It's an ad Not an ad

Answer all four to see your score.

DOES IT FIT YOUR LIFE?

A 5-point checklist with the 3-day rule.

DOES IT FIT YOUR LIFE, OR JUST YOUR CART?

Before you check out, run through this. Many people already use the **3-day rule**: wait 72 hours, and if you still want it, it's probably real.

☐ I wanted this before I saw it on my feed.

☐ I'd still want it if nobody else had it.

☐ I know exactly where it will live and how often I'll use it.

☐ I could wait three days and still want it.

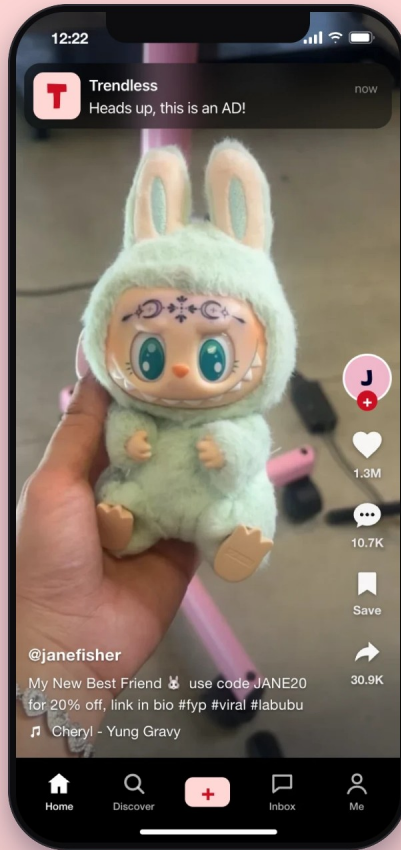
☐ It won't replace something I already own that works fine.

0/5

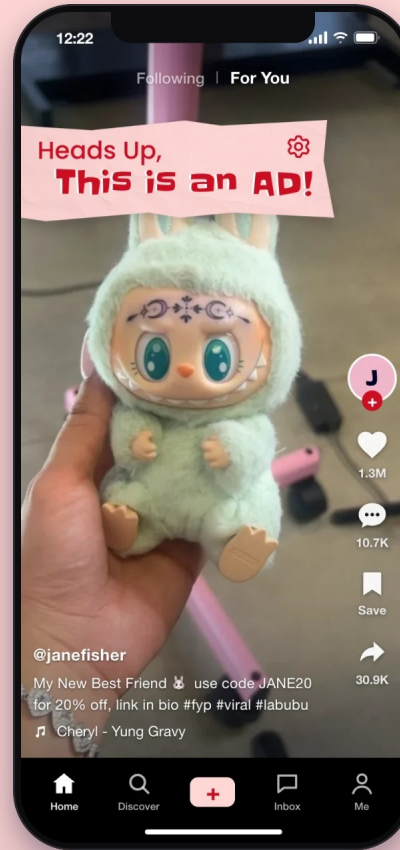
JUST YOUR CART.

This one might be the algorithm talking. Close the tab and check back next week.

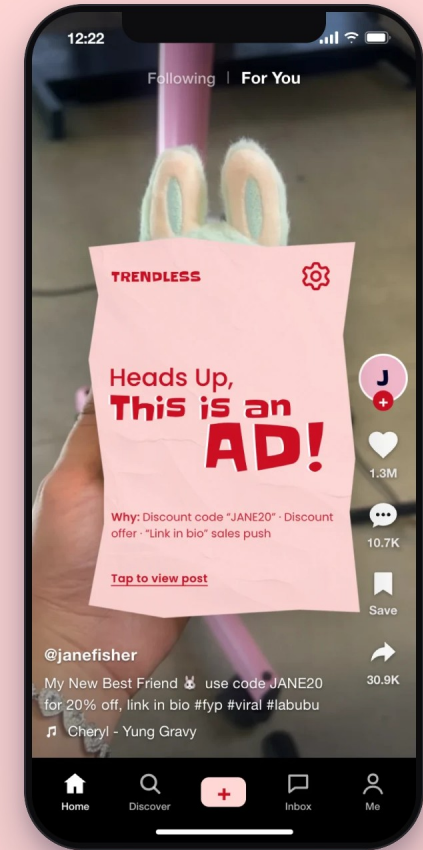
THREE WAYS TO SAY HEADS UP



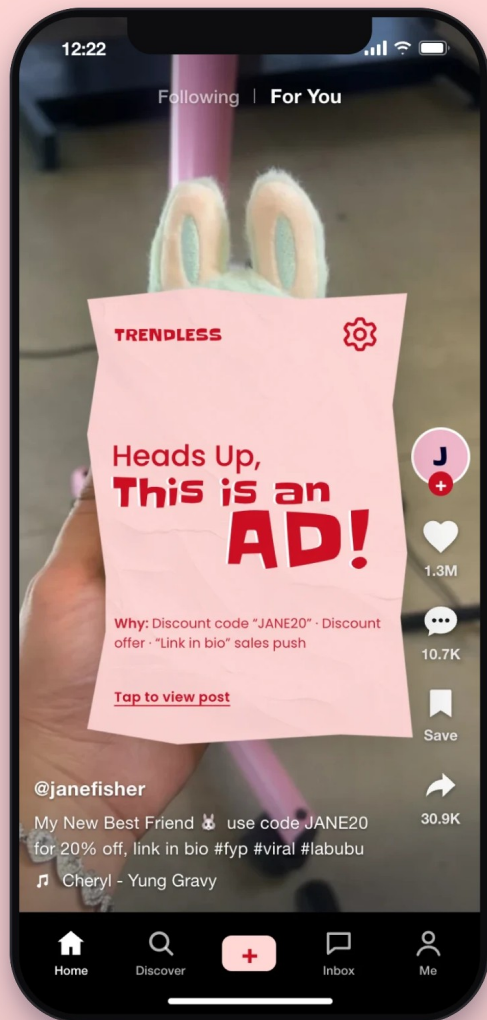
NOTIFICATION



BANNER



CARD



IT TELLS YOU WHY

Every pop-up shows the reason it fired, sorted into three kinds of influence:

SPONSORED

#ad, #sponsored, "Paid partnership"

VAGUE DISCLOSURE

#gifted, #partner, #collab, #ambassador

UNDISCLOSED

Discount codes, affiliate links, "link in bio"

On the demo's flagged post: "Why: Discount code JANE20 · Discount offer · Link in bio"

YOUR RULES

Tap the gear on any pop-up to pick a style and a theme. The choice applies everywhere you scroll.

Notification

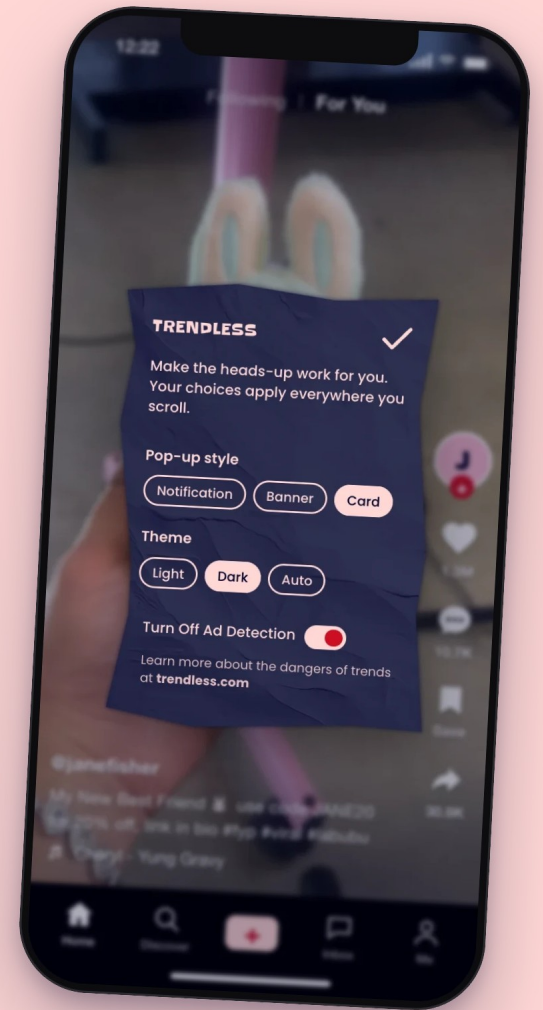
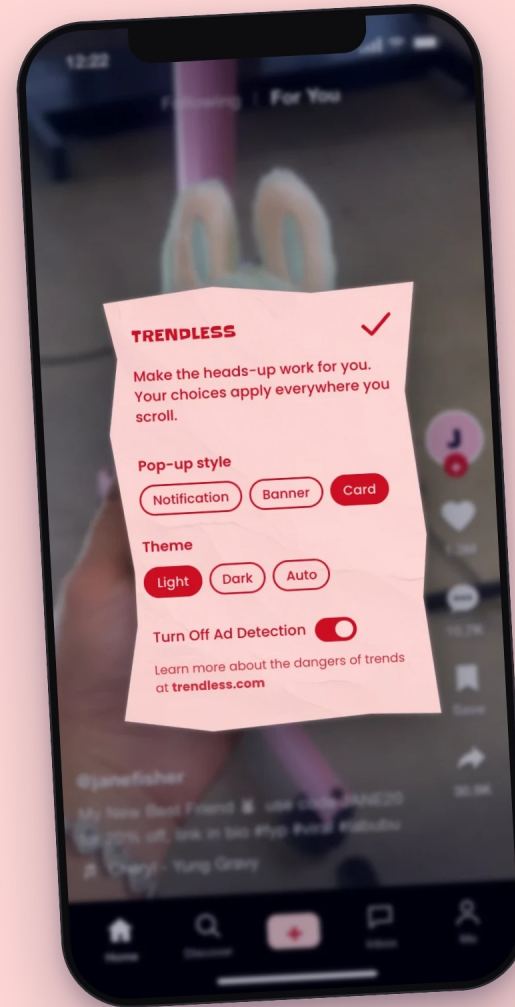
Banner

Card

Light

Dark

Auto



TURNING IT OFF TAKES A BREATH TOO

Straight from our research: before anything switches off, you read a short reminder of why it's there.

"Include a way to remove barriers: users have to read through PSA information to access barrier removal options."

— Research summary, week 6

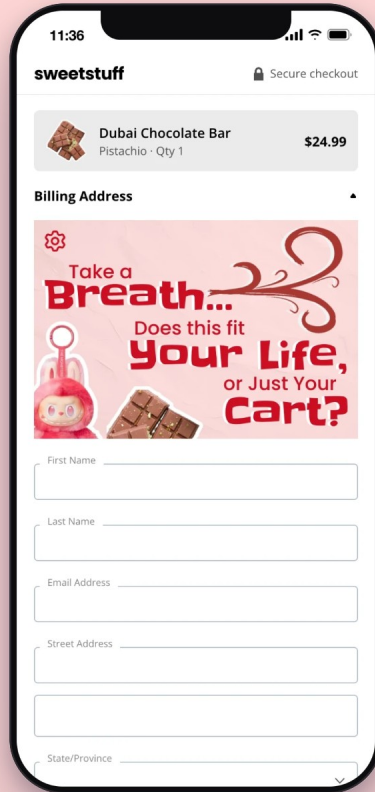


DARK MODE, TOO

Every Trendless surface also ships in dark, straight from the 1.0 design files.

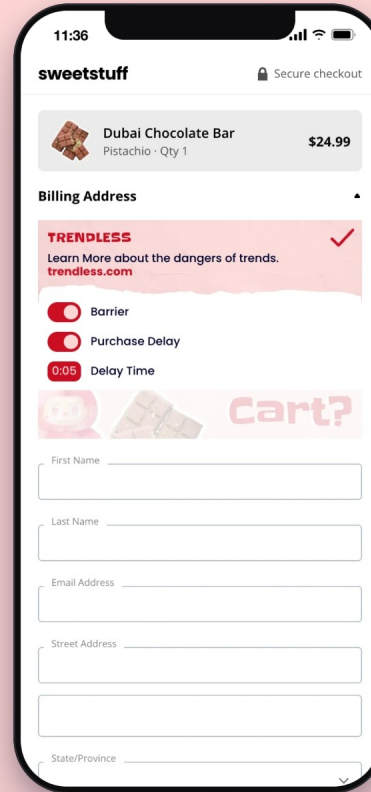


THE CHECKOUT SPEED BUMP



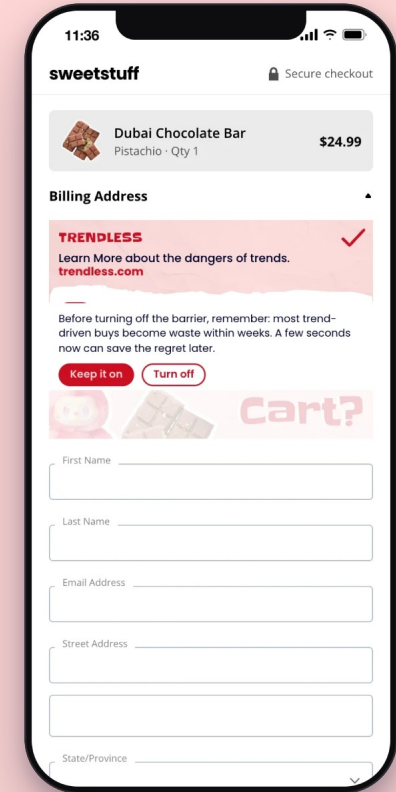
TAKE A BREATH...

The barrier on any checkout



SETTINGS

Barrier · Purchase delay · Delay time



KEEP IT ON?

A reminder before turning off

A FEW SECONDS TO THINK

Place Order unlocks after a short countdown — long enough to ask: does this fit your life, or just your cart?

0:05

0:10

0:15

0:30

1:00

11:36

sweetstuff Secure checkout

First Name

Last Name

Email Address

Street Address

State/Province

City

Zip/Postal Code

Phone

☒ My billing and shipping address are the same

0:03

Free returns within 30 days · Payments secured

0:03...



11:36

sweetstuff Secure checkout

First Name

Last Name

Email Address

Street Address

State/Province

City

Zip/Postal Code

Phone

☒ My billing and shipping address are the same

Place Order

Free returns within 30 days · Payments secured

READY

11:36

sweetstuff Secure checkout

Order confirmed

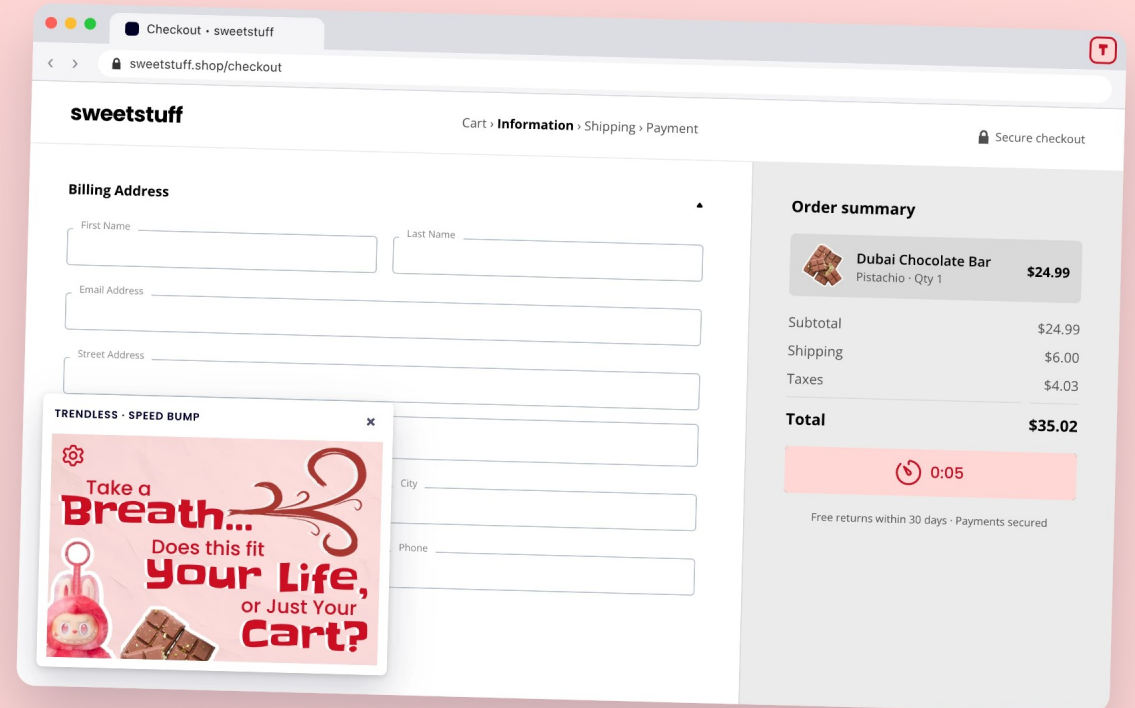
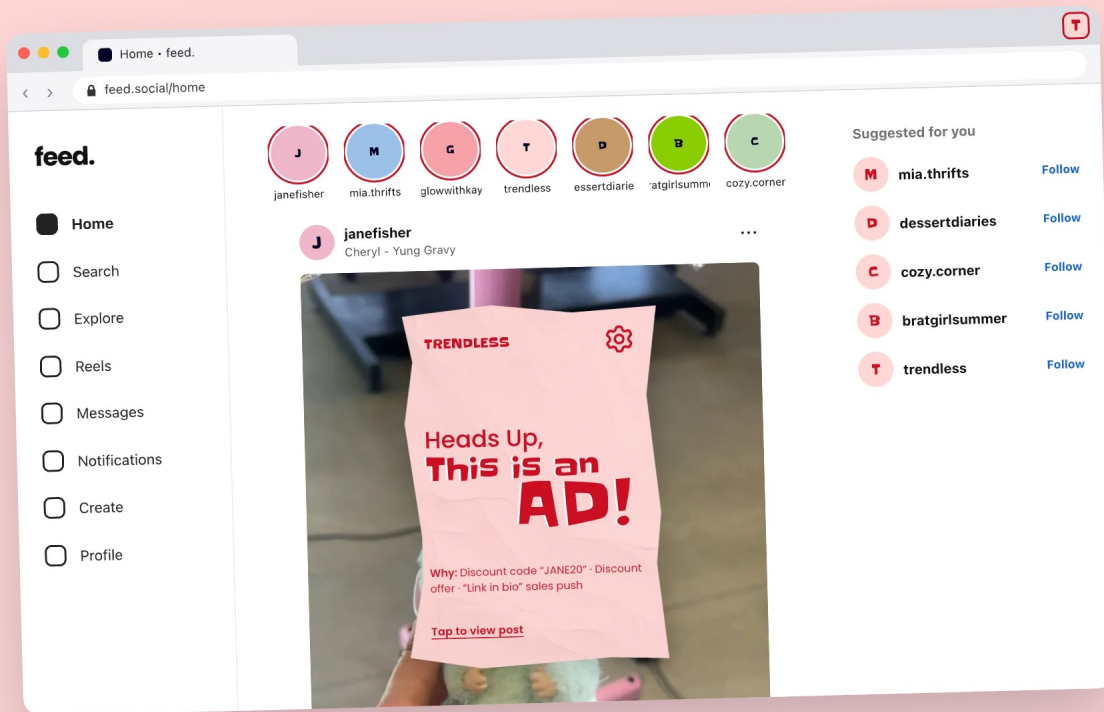
Thanks for shopping with sweetstuff. Your Dubai Chocolate Bar is on its way.

Hope it fits your life – not just your cart.

Back to checkout

ON DESKTOP TOO

The same plug-in in any browser: pop-ups pin to posts, and the barrier floats over any store.



YOUR FEED STAYS YOURS

ON YOUR DEVICE

Posts and carts are checked locally.

NO ACCOUNT

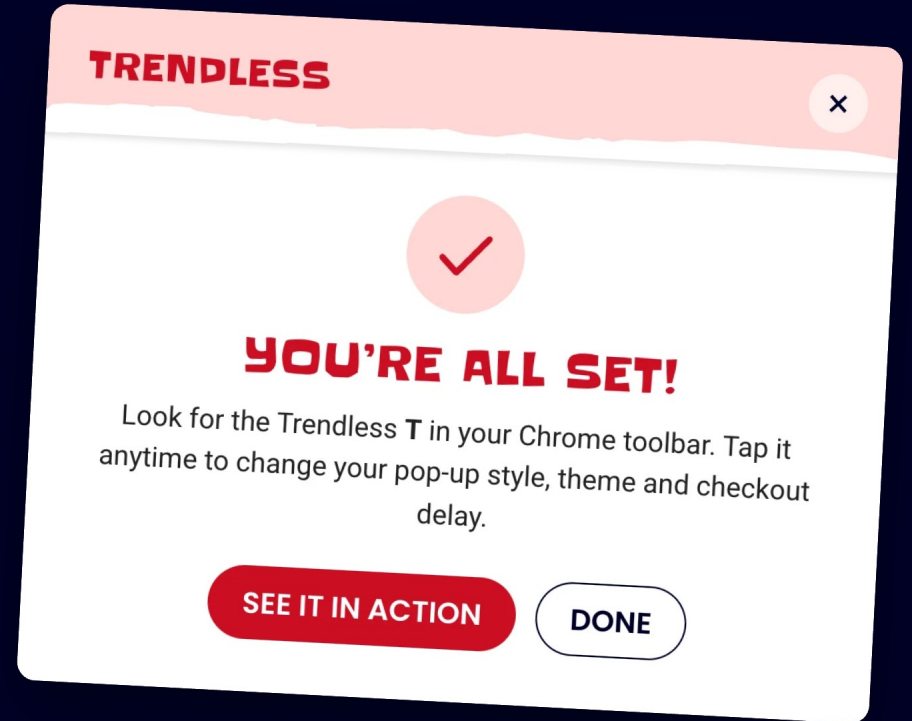
No sign-up, no tracking.

EXPLAINS ITSELF

Every flag shows its reason.

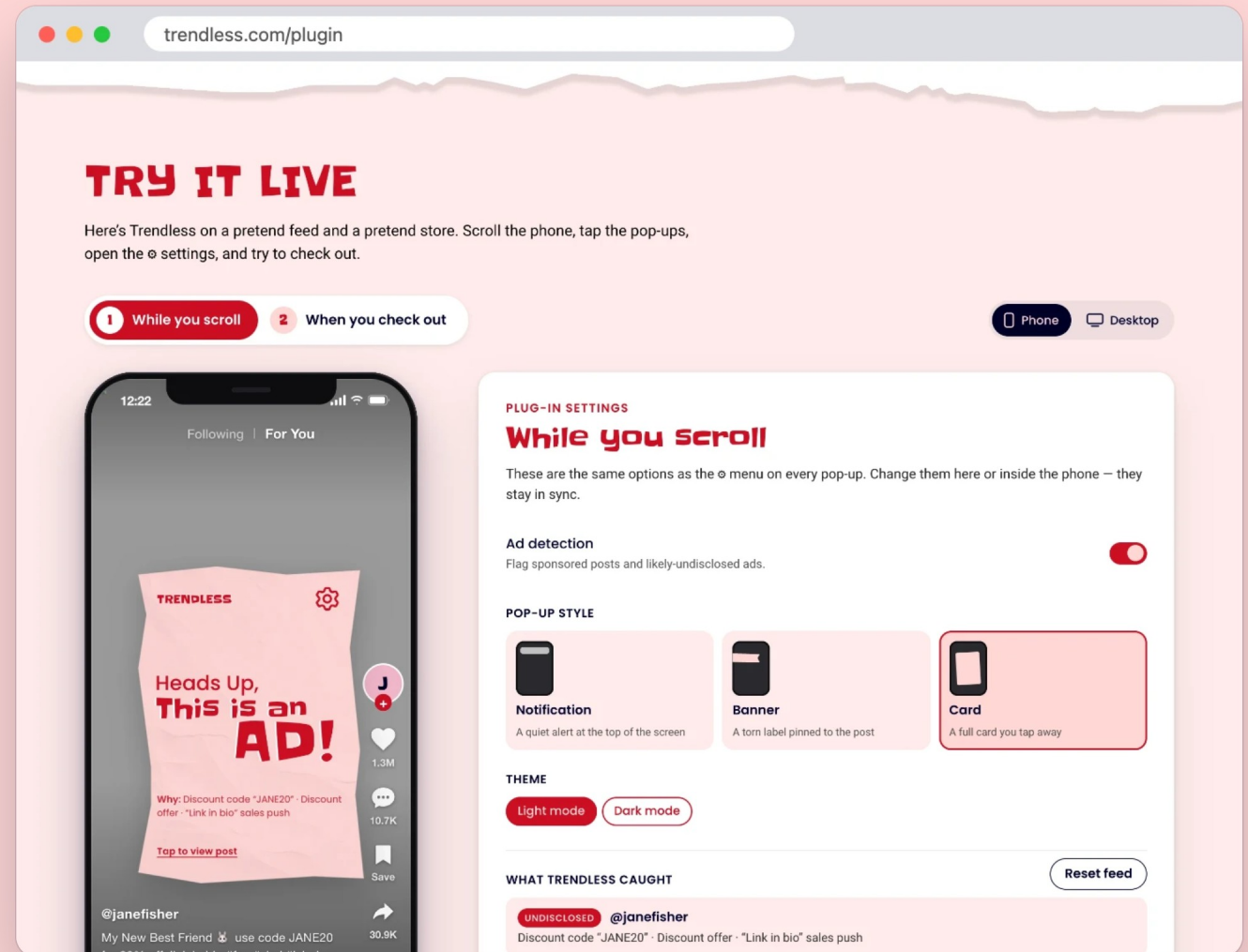
FREE

One click to add, any browser.



SEE IT LIVE

HTML demo is work in progress



Also in Figma: the "Trendless — Interactive Prototype" page, 8 flows

A wire shopping cart is shown from a top-down perspective, centered in the frame. A large, white, torn-edge paper strip is placed horizontally across the middle of the cart, partially obscuring it. The background is a solid, light pink color.

THANK YOU

DOES THIS FIT YOUR LIFE, OR JUST YOUR CART?