

# DESIGN BRIEF

By Anderson Putra Irawan | 21033888

# SUMMARY

A gamified *onboarding system* where the user will be scored based on how secure their credentials are. Good onboarding credentials will be rewarded while bad ones are suggested to change, not forced. This should encourage the users to reinput their credentials to improve their score, but most importantly to strengthen their security online and better their internet experience.

# CURRENT SITUATION

- Internet security is an overlooked subject by society that may cause horrific damage to an individual. Users develop poor onboarding habits which may be exploited by hackers.
- Account hacks have run rampant, especially these past few years on social media. An average of 1.4 billion social media accounts are hacked every month. A Google report found that 20% of social media accounts will be compromised eventually. Another Google study found that 65% of people use the same password for various accounts.

# WHAT ARE YOU TRYING TO EXPLORE?

- The definition of strong credentials when onboarding onto an app (username, email, password, phone number, address, etc.)
- How to help and encourage people to pay better attention to their credentials by gamification

# WHAT IS YOUR DESIGN CHALLENGE?

- Most account hacks come from bad practices, such as poor email security, not using a 2-step authentication, and interacting with strangers. These are external factors that the system being developed cannot help. Creating a strong password and making sure the passwords created are unique across multiple accounts are what the system can do to help account protection.
- Enticing the user to reenter their credentials after inputting their initial ones is important. The change process should be voluntary, but it should be enticing enough to encourage at least 70-80% of users to do so for their sakes. This could be done with interesting visuals (leaderboards and badges/achievements) and easy-to-comprehend data/numbers.

# WHO IS THIS FOR? WHO WILL IT IMPACT ON?

- Regular internet users who are usually oblivious towards internet security risks
- Applicable to everyone

# WHAT ARE YOUR CONSTRAINTS? (costs, ethics, and time)

- Ethically, this project 'judges' the users onboarding, this may be questionable for certain users because they may feel insecure with the app having data on their credentials.
- The project can be done quite cheaply with a few codes, a domain may be enticing to display a leaderboard for this system.

# WHAT IS YOUR SCHEDULE FOR THIS PROJECT?

- Create a flow chart for how users may interpret the system
- Use Figma to make a wireframe for the prototype
- Prototype a series of videogames that helps onboard users and educate them of dangers and risks
- Create a fun style for the system to bring out the gamified visual
- Create a HUB for users to track their progress and leaderboard statistics that works also as a password manager



# RESEARCH

- <https://logmeonce.com/resources/what-does-bad-password-mean/>
- <https://stationx.net/social-media-hacking-statistics>
- <https://www.ncsc.gov.uk/files/Top-tips-for-staying-secure-online-poster.pdf>
- <https://bettermode.com/blog/leaderboards>
- <https://www.gamedeveloper.com/business/gamedev-protips-how-to-properly-reward-your-players>