TheNewOil.com

Website Proposal

Context

Damage from cyberattacks is predicted to amount to $10.5 trillion annually by 2025. More people every day fall victim to viruses and have their information compromised online as they do not know how to protect their private information. With newer technologies like cryptocurrency and the availability of cloud storage, there are more opportunities for cybercrime to take advantage of every day. According to Norton, one of the leading companies in cybersecurity, "Cybercrime is on the rise around the world… cybercriminals… [are] targeting new victims, including entire industries like healthcare." Furthermore, the FBI reports that "the American public reported over 847,000 complaints to the Internet Crime Complaint Center in 2021, associated with the loss of $6.9 billion." The goal of this website is to raise awareness for online threats and educate people on how to avoid these threats and what to do if their cyber security is compromised.

Purpose

[Cyber Info]

Due to the world becoming increasingly online after the Covid-19 pandemic with a new culture of remote working, more people and organizations are exposed to cybercrime than ever before. This creates an increasing demand for not only professional cybersecurity but also a need for a basic understanding of cybersecurity for the everyday person.

This website aims to help with this demand by raising awareness of the cyberthreats that exist and promoting ways for people to defend themselves against these threats. This website is developed for the purpose of creating an informational guide on cyber security and methods of protecting your privacy for the average person.

Stakeholders

Indirect stakeholders would be companies that value privacy/security, nonprofit orgs, and governments. This indirectly affects them because they are people interested in these technologies.
The direct stakeholders are people that would be cyber security students/ experts, reporters, privacy conscious people, and advocates under regimes. Average computer users who are not very tech savvy.

Benefits for Stakeholders

- Direct Stakeholders will learn better practices in the cyber world, information that will protect their safety while online but also help keep themselves private.
- Indirect stakeholders will benefit to varying degrees; in some cases, private companies, small shops, students and organizations could benefit from learning about cyber security practices/ privacy security. On the other hands oppressive regimes might not see it as a positive.

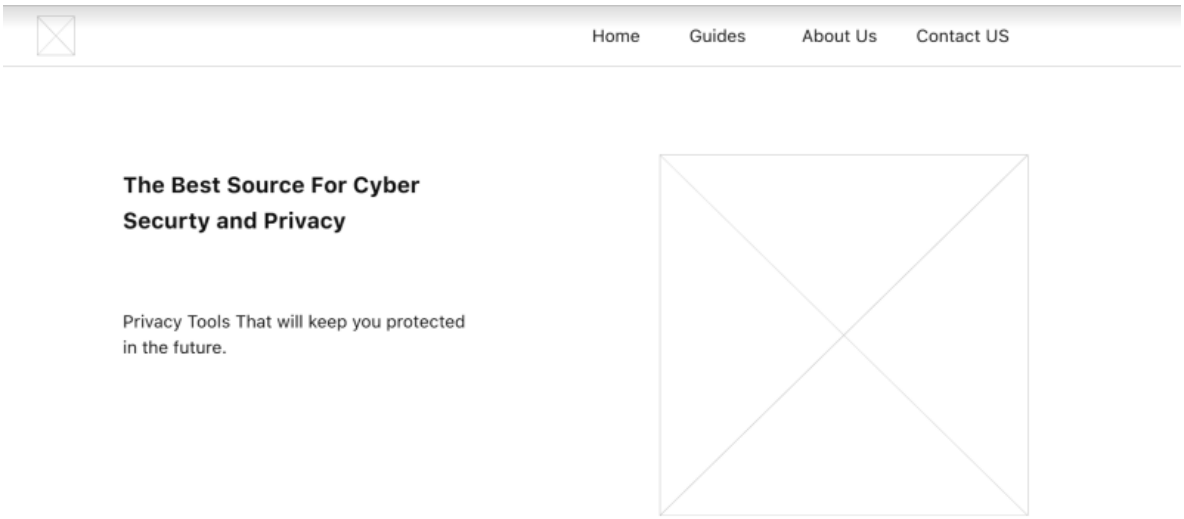
Corresponding Values

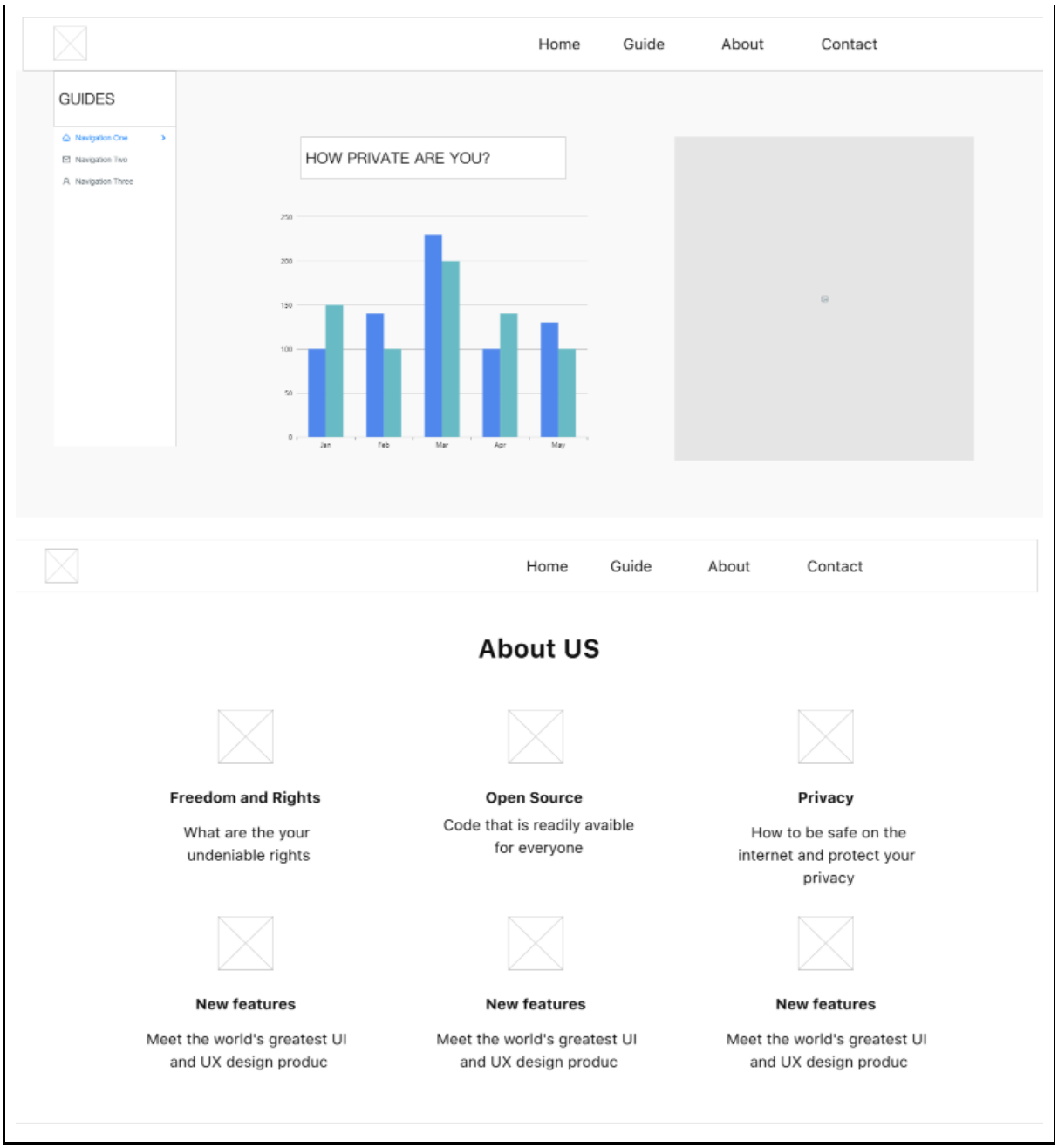
Human welfare – This website contributes to its user's material and mental wellbeing. It helps user's material well being by providing guides on how to protect their valuable information and it contributes to mental wellbeing by having users feel better about the security of their information.
Privacy – This website contributes to its user's privacy by providing important information on how they can protect their private information from malicious sources.

Information Requirements

1. This website will include specific information about what type of cyberthreats exist online (viruses, phishing, hackers, etc.) and how to identify these threats.
2. This website will include how people can protect themselves from these cyberthreats.
3. This website will include information specific to what people can do if they've already fallen victim to one of these cyberthreats.
4. The world is becoming increasingly online and many people who are cautious of cyberthreats or have fallen victim to a cyberthreat will find this information valuable

Wireframes




Home
Guide
About
Contact
GUIDES
Navigation One
Navigation Two
Navigation Three
HOW PRIVATE ARE YOU?
250
200
150
100
50
0
Jan
Feb
Mar
Apr
May
Home
Guide
About
Contact
About US
Freedom and Rights
What are the your undeniable rights
Open Source
Code that is readily avaible for everyone
Privacy
How to be safe on the internet and protect your privacy
New features
Meet the world's greatest UI and UX design produc
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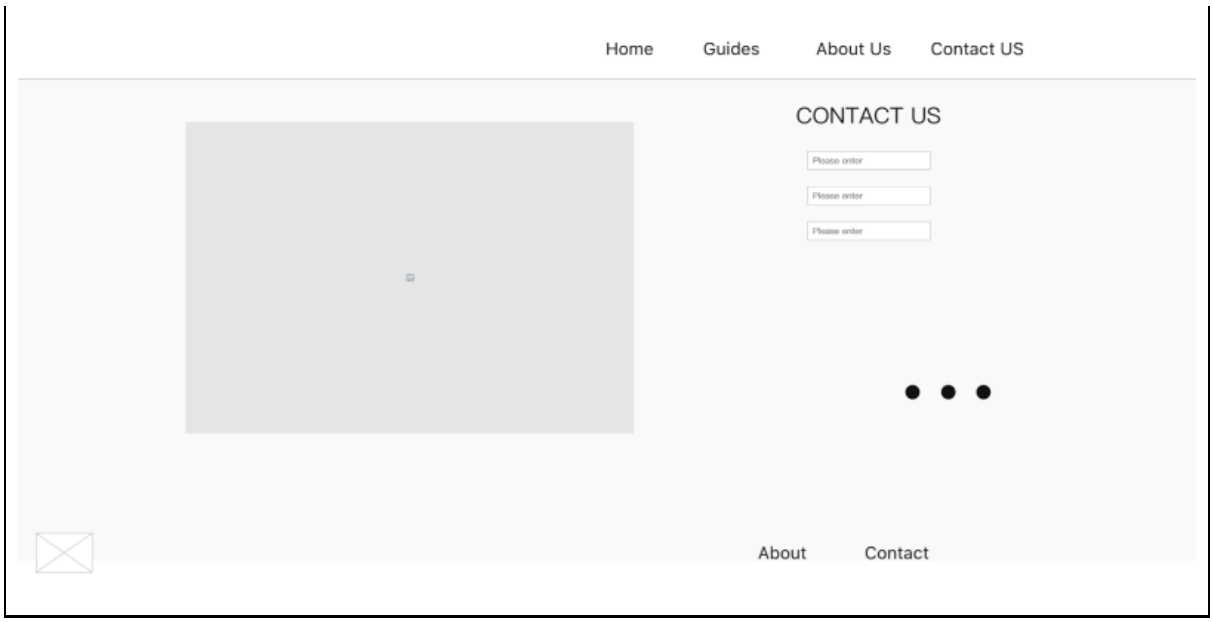

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