Scam Trainer

Application to aid the detection of false advertisements and phishing

1. Background
   1. From infants to the elderly, everyone is using the internet and email, and that includes criminals as well. All demographics have to worry about false advertisements and phishing when they are on the computer or their phones and the consequences can range from a scam that spreads to their friends to matters of national security. This is an issue that is solved by becoming familiar with these fake ads and emails, so I want to make an app that helps people distinguish between real and criminal when they are on their devices.
   2. I will primarily focus on helping the older generation with identifying scams because the younger generation is more familiar with the devices and may not be literate enough to understand the minute differences. Also, in my experience, older people seem to have some anxiety when dealing with computers and phones because of such dangers, so I want to help them overcome their fear.
   3. These scams are getting harder to distinguish what is real and what is fake, but there always tends to be some tells that can be noticed to identify the scams.
2. Objectives

The objective is to increase online security and safety, inform the public of such dangers, and contribute to removing the scams by making them ineffective because nobody is falling for them.

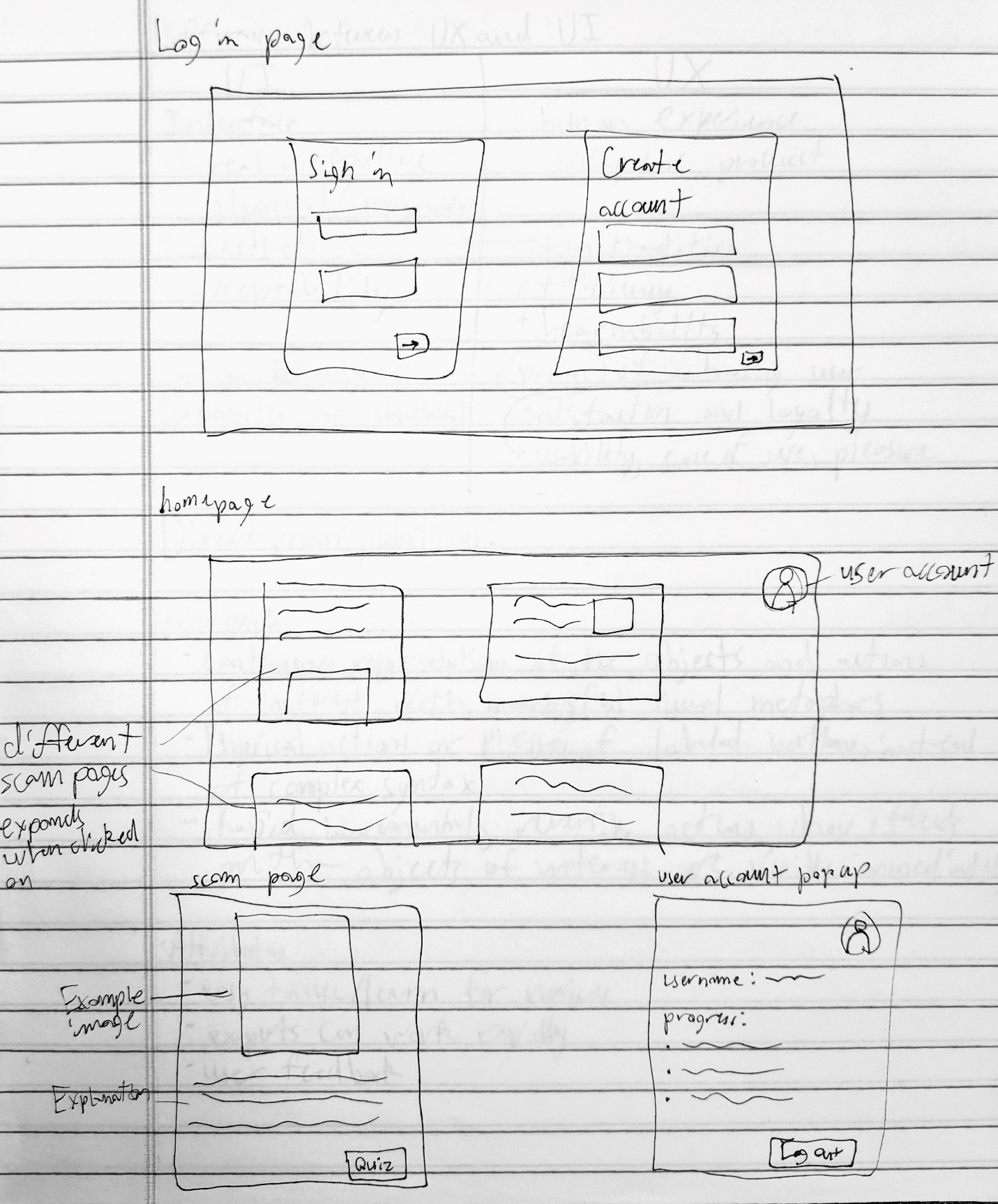
1. Scope of the general problem

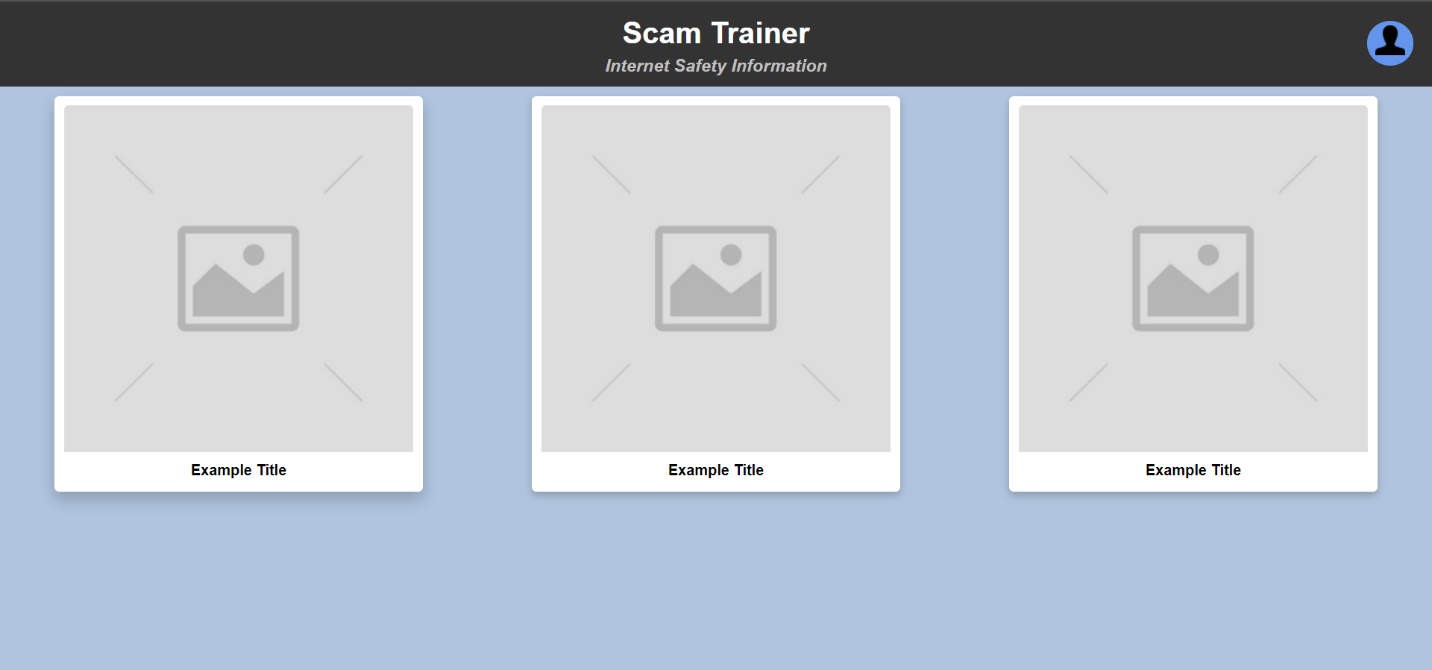
There is a lot of information on these scams and how people are fooled by them so it is fairly easy to describe to someone, but the issue is trying to portray the information in a simple and memorable manner so that people that do not interact with computers very often are able to avoid the dangers of the internet.

1. Specific problem statement

Develop an application to expose older folks to trends in false ads and phishing emails in order to improve their online security.

1. Typical use cases
   1. Change account settings
      1. Change name
      2. Change password
      3. Reset progress
   2. Browse random example
   3. Browse categories
   4. Play quiz game
2. Proposed solutions
   1. Create a mobile app
      1. Accessible to most people because mobile devices are widely used
   2. Create a web app
      1. More accessible to target demographic, older generations are less likely to have or know how to utilize smart phones
3. List of functionalities
   1. Create account (user)
      1. Save credentials (system)
   2. View example (user)
      1. Display images and text (designer)
      2. Save to account that particular example was viewed (system)
   3. Browse example categories (user)
      1. Display examples thumbnails (designer)
      2. Save to account that category was completely viewed (system)
   4. Play game/quiz (user)
      1. Per category
      2. Available after browsing all examples in category
      3. Save score to account (system)
4. Design
   1. General guidelines
      1. Large Text for easier legibility for older eyes
      2. Clear, contrasting colors when necessary
      3. Use icons when possible to convey general ideas
      4. Give feedback for important actions (correct, incorrect, completed, wrong password)
      5. Keep user in control/don’t lock user into anything
      6. Following many of the guidelines provided in <https://uxplanet.org/accessible-design-designing-for-the-elderly-41704a375b5d>
   2. Sketches
      1. Preliminary Sketches



1. Implementation
   1. Early Layout
   2. Sidebar menu for user information and start or example popups. The header bar will stay on top of all other elements on page while scrolling. Improved the color scheme slightly to increase contrast.

