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Website proposal and user analysis

I want to write up a website that details the steps to the cyber killchain. This website will be geared towards people who want to learn more about cybersecurity and empower themselves by understanding what steps they can take to ensure that they are not at risk of cyber attack. The target audience will not include any experts on the topic, as essentially every expert in cybersecurity is familiar with the cyber killchain or something similar. Instead, the website will be directed towards novices and people who have some technical knowledge on the subject, but want more. This website is not meant for people who want to be entertained or people who want to read what I have to say; rather, it is meant for computer users to read and easily understand how to use technology more safely.

My objectives with this website are to detail each part of a cyber attack and what users can do to prevent this from happening. I envision that users of this site want to know how to prevent being attacked. The main navigation will include each of the seven steps in the cyber killchain: reconnaissance, weaponization, delivery, exploitation, installation, command and control, and actions on the objective.