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Phishing is deception. Posing as a trusted entity to steal data. Presenting itself as something legitimate when it is not.

Background

Phishing has been around for a long time and it's methods are fairly well known, but it still a very successful way of harvesting data, such as credit card details, or addresses, fraudulently. URL manipulation, replicating websites, and redirecting to unwanted pages catch those who are less tech savvy, things like fake emails, messages, or SMS.

Concept

Gone Phishing as a concept aims to be an interactive and educational experience in which the user must discern between a legitimate article (such as a webpage from a trusted source, or an email requesting information) and a phishing attempt. There will be at least 1 detail that will give away whether or not the article is legitimate or not. Eventually the articles will become too hard to tell apart (by design) and a pop up will show up above the page, with an explanation about how some phishing attmepts can be indiscernable, and then provide (safe) links to anti-phising informational websites to educate the user further on what to look out for.

Audience

This concept targets broad and general, being accessible to most everyone, but specifically those who aren't particularly technologically literate. Basically those who either don't know anything about what phishing is or those who may have heard of it, but don't know what they are looking out for.

Presentation and Tone

To appeal to a wide demographic, Gone Phishing is going to have a minimalistic design with a streamlined layout so that users with little knowledge can easily navigate it and not be turned off by a 'technical' looking website with intimidating menus, terminology, etc. The tone of the content will be a semi-formal presentation, not lecturing the user. For example, if the user guesses incorrectly, there will be no penalty but a helpful pop up will present what they got wrong, with an option to try again, or skip. This way the user does not feel punished, and also gets an opportunity to use their new knowledge to get the same article correct.

Aesthetic

Colours

Blue Magenta Black White

Simplistic pallette primarily using the black and white, with the colours serving as highlights and details. Gives a futuristic and sleek look, while thematically fitting with technology.

Logo

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From wikipedia: The term was used because "<><" is the single most common tag of HTML that was found in all chat transcripts naturally, and as such could not be detected or filtered by AOL staff. The symbol <>< was replaced for any wording that referred to stolen credit cards, accounts, or illegal activity. Since the symbol looked like a fish, and due to the popularity of phreaking it was adapted as "Phishing".

This symbol looks excellent as a logo as is, therefore I have decided to use this as the iconography for the website. The logotype is the display font with a modification to the first 'g' to resemble a fishing hook.