

Team : Tech-Know-Brats

BACKGROUND

Passwords are ubiquitous today on any platform, on possibly any website. But to remember so difficult passwords and that too on numerous websites seems daunting and therefore you can devise a project illustrating graphical password strategy. This will allow the user to set passwords in the form of graphical presentation in a certain pattern and later use that pattern to login the system.

RECORD AND VISION TO SUCCEED

The project is an authentication system that validates user for accessing the system only when they have input correct password. The project involves graphical user authentication. There are varieties of password systems available, many of which have failed due to bot attacks while few have sustained it but to a limit. In short, almost all the passwords available today can be broken to a limit. Hence this project is aimed to achieve the highest security in authenticating users.

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MISSION

Remembering numerous passwords from various different sites can be difficult for a user. So to provide some flexibility we can provide users a graphical password authentication system where instead of creating a password a user has to select graphical objects in a particular order to keep it as their passwords. This type of authentication is difficult to break since neither brute force nor dictionary attacks could breach it. We need techniques that can be easily implemented and provide better results to this process.

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Problem

Passwords are ubiquitous today on any platform, on possibly any website. But to remember so difficult passwords and that too on numerous websites seems daunting and therefore you can devise a project illustrating graphical password strategy.

Along with that traditional keyboard sign-ups are easier to hack.

Solution

It incorporates the idea of a wider and broader space for passwords and are not limited to alpha-numeric permutations. We would be using more playful and relatable images that help the user memorize and retain the password more easily and for a longer time giving them a safe browsing experience at the same time.

Also, this will avoid the potential risk of cyber crimes.

Market Size

Size of market

The market can be estimated to nearly everyone because in the present era, nearly every single app demands sign up/login. The people are fed up with the conventional methods of entering passwords.

Sales and distribution

This can be easily integrated to management systems and can be customized as well. More recently, banking sites are shifting towards graphical interfaces. We will act as an outsource service for login-authentications.

Business Model

At this moment we do not have any revenue generation model, but at a later stage we plan to be in a service-based business model where we provide our login services to schools, colleges, banks, and all the big and renowned firms where login services are required thereby charging them for this service on a monthly subscription basis.

Competition

The system is very unique and new to the market however the system can be copied to some extent but not in the way our team has implemented it and the service we are expecting to outsource.

Financial Model and Projections

Investment to Develop

The project involved minimal development material. The cost to which depends entirely on the scale on which the project is being executed.

Return on Investment

To be Estimated in “Trails and Testing Phase.”

Competitive advantages

Keeping user's private information secure is the most important aspect of a business and this model will help businesses to solve this purpose by enabling the user to login in a different way as mentioned in the above slides.

We will implement this model in such a way that it can be fitted with different frameworks and we will outsource it to new or already established startups so that they can improve their users privacy.

Not only that, this can be easily integrated to management systems and can be customized as well. More recently, banking sites are shifting towards graphical interfaces.

Assumptions and Risks

SWOT

STRENGTHS : Secure, Easy to use, Easy Integration.

WEAKNESSES: Limited Patterns (Can be increased based on Scalability)

OPPORTUNITIES: First mover advantage and new in market space.

THREATS: Needs more security developments against breach and other factors.

CONCERNS

As of now the patterns and permutations of selecting the images is limited hence does not provides the user with a lot of choices. This can be problematic because if the project is used on a large scale, many people might end up selecting the same order of images and hence might have same password. We will mitigate this challenge by increasing the number of photos and introducing more categories to the kind of images the user can select. At a later stage we also plan to implement a method wherein the actual images selected also becomes important in addition to the order of images. This is to say the order and actual image both will be required to login.

Summary

The project is an authentication system that validates user for accessing the system only when they have input correct password. The project involves three levels of user authentication. There are varieties of password systems available, many of which have failed due to bot attacks while few have sustained it but to a limit. In short, almost all the passwords available today can be broken to a limit. Hence this project is aimed to achieve the highest security in authenticating users.

Many users find the most widespread text-based password systems unfriendly, so in the case of three level password we tried creating a simple user interface and providing users with the best possible comfort in solving password.

The image based password will work in a way that users need to keep track of positions and that will act as password. Users have to select the positions as set by them initially.

Q 'n' A

Audience is now free to ask questions and clear their doubts.

Thank You!