Cyber Security

https://adamsochorec.dk/cyber-security/

Project background

Consumers are more Internet-connected than ever before: each household owns, on average, more than 10 Internet-connected devices. Cybersecurity is the protection of Internet-connected systems against cyber threats. It is important because it protects sensitive data against theft and misuse. Personal data includes e.g., personally identifiable information (PII), health information, etc. The use of passwords is a standard way to authenticate access to digital services and systems, but when it comes to the formation and storage of these passwords, many users exhibit an insecure behavior – as an example, approx. 50% of all internet users use the same password for all their digital services and systems, and approx. 35% choose convenience over security when faced with having to create a new password. But even with a strong password, one's data is not necessarily secure. Another method that cybercriminals use is phishing, which is a form of social engineering in which cybercriminals tricks victims into disclosing sensitive information or installing malware. They do this by sending them a fake email that seems legitimate. Emotions and a sense of urgency rushes the recipient of the email to disclose personal information such as passwords or credit card information. Passwords, social engineering, and phishing are just some of the keywords in this project where the focus is on cybersecurity.

Key takeaways: Users are ultimately the weakest link in cybersecurity.

Problem definition

How can I design and develop an interactive webpage that innovatively conveys the importance of an element in cybersecurity to private Internet users?

E CORP

I would like to introduce you to my fourth web development-related project - E Corp. E Corp is an educational, cyber-security, and tech blog branch of my personal multimedia portfolio.
My efforts were focused on targeting internet consumers without very rich cyber-security education. The something little they know, they gathered from their gen-z kids or from the news. Their cyber-security education needs a solid base to build on a responsible and conscious mind that would critically evaluate all kinds of inputs in online space, analyze threads and possible vulnerable gaps, and motivate of awareness from consequences of being a victim of a possible cyber-attack.

I am willing to begin their cyber-security awareness education with an introduction to fundamental elements of cyber-security such as password problematics, two-factor authentication, and consciousness of social engineering. The content consists of a web-blog article with interactive elements such as a random password generator, password strength calculator, infographic, and extensive links, all in a fully responsive website.

Based on the user test of the website's early prototype I structured already introduced topics into short but effective points with the focus on introducing each topic as a problem that has its solution that the reader can follow up and implement gained knowledge into his personal digital system.
This characteristic is essential because came to the conclusion that customers don't want to see problems, but solutions.

Another implemented feature gained from the user test is keeping the website link branching as narrow, as possible. The article's content is based on the present article and not on the number of *learning more* links that are meant to keep the reader on the website for as long as possible. As an independent creator, I could fourtanely avoid this marketing methodology.
Included links are

A. only the most necessary ones, referring to various cyber-security related services that are introduced to the reader as solutions to discussed topics
B. More extensive inks are kept in section *Related literature* as utilities for pure reader's extra curiosity and extra desire to learn more about a particular problem.

The user test was not recorded and consisted of the persona's interaction with the website and following feedback.

The webpage is SEO optimized by the number of essential keywords, both optimized for organic and non-organic searches, alt text in images, propper heading structure, and meta text with meta description based on the article content.

Design

UI is consistent, robust, and intuitive. Content structuring and formating were strongly influenced by Apple support design.

The logo design is based on the original IBM's eight-bar logo font.

Name E Corp was inspired by American TV series Mr. Robot created by Sam Esmail, main protagonist or the series is Elliot Alderson, a cybersecurity engineer and hacker with social anxiety disorder and clinical depression. Elliot is recruited by an insurrectionary anarchist known as "Mr. Robot", to join a group of hacktivists called "fsociety" The group aims to destroy all debt records by encrypting the financial data of E Corp, the largest conglomerate in the world.

The combination of these powerful visual elements created a remarkable design of a fictional online cyber-security blog, the E Corp.

Literature

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Communication Brief

PURPOSE
The purpose of our communication is to educate internet users about the fundamental steps of interacting in online space and cyber-security.

PREMISE
Readers would be aware of their possible vulnerabilities within possible cyber-attack/hacks and how to prevent them.

SENDER
E Corp - cyber-security/tech blog.

TARGET GROUP
All kinds of internet users, who are conscious of their insufficient cyber-security awareness and knowledge, tired of reading long articles without clear premises and solutions to specific problems.

CONTENT
Article with interactive elements such as random password generator, password strength calculator, and simple infographic on responsive website

SITUATION
More than ever internet-connected society on average with more than 10 Internet-connected devices per household. The high number of internet consumers without proper knowledge of how to protect their data against misuse and theft.

MEDIUM
Interactive responsive website with extensive links and infographics. Possible noise might be ignoring suggested solutions and further educational material.

EFFECT
The effect of our communication will be measured by the amount of positive and constructive conversations regarding cyber-security topics among internet users and their increased motivation to learn more and become better prepared against their personal data misuse, as well as a positive change in statistics and security reports regarding people's online behavior and data breaches.

Gabriela

Age: 50
Work: Marketing manager
Family: Married, two kids
Location: Prague, Czechia
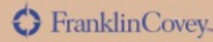
Goals

- Soul harmony and serenity
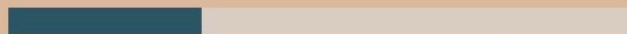- Never look back
- Independence

Frustrations

- Long articles with too many "learn more" on the internet
- managing many passwords and spending time with setting up additional security features

Personality

Introvert		Extrovert

Thinking		Feeling

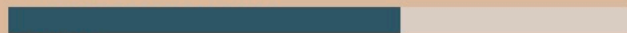| Sensing		Intuition

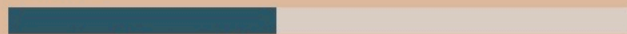| Judging		Perceiving
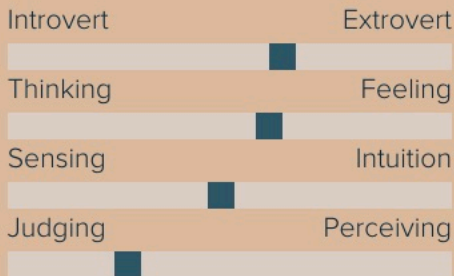
Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR