

privacyvault

Your data, your control.



A Microsoft Product

Agenda



00 The team

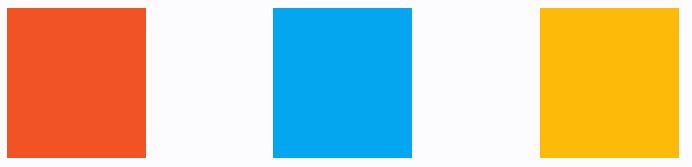
01 The intro

02 The research

03 The prototype

04 Appendix

We are... Triton Technology



Adam Macciocchi Lancia
UX Designer



Maxxon Edwards
UI Designer



Stephanie Barrett
Data Scientist



Mark Benhaim
Data Scientist



Iman Hedeshy
Full- Stack Developer

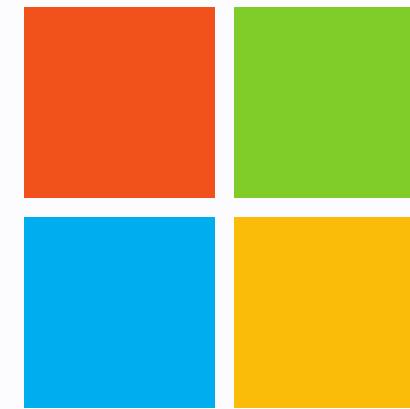


Faiza Usman
Full- Stack Developer



Juan Mantilla
Full- Stack Developer

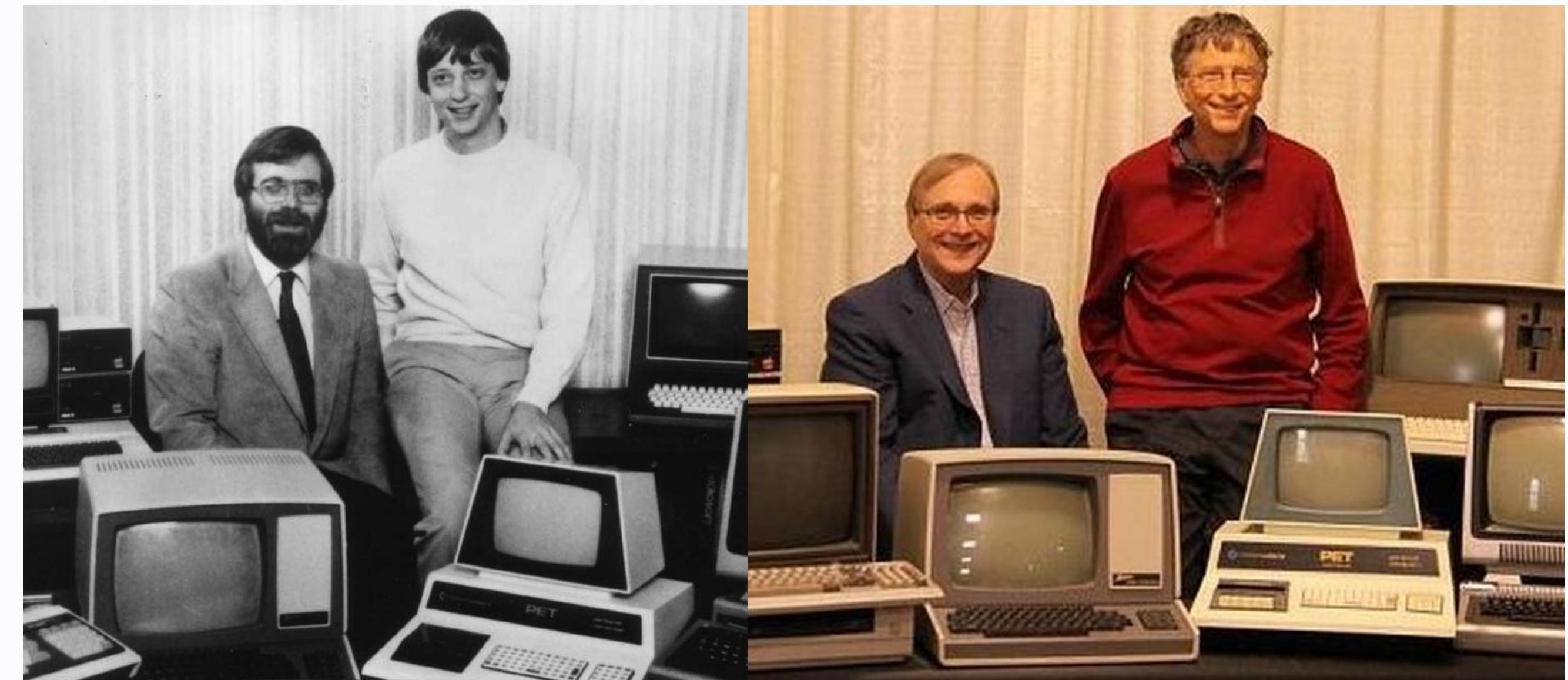
The brand



Microsoft

- Established **April 4, 1975**
- Is now a **multi-national** technology corporation.
- **Best-known products:** The Windows line of operating systems, the Microsoft 365 suite of productivity applications, and the Internet Explorer and Edge web browsers.

Mission: “Empower every person and every organization on the planet to achieve more.”



Objective

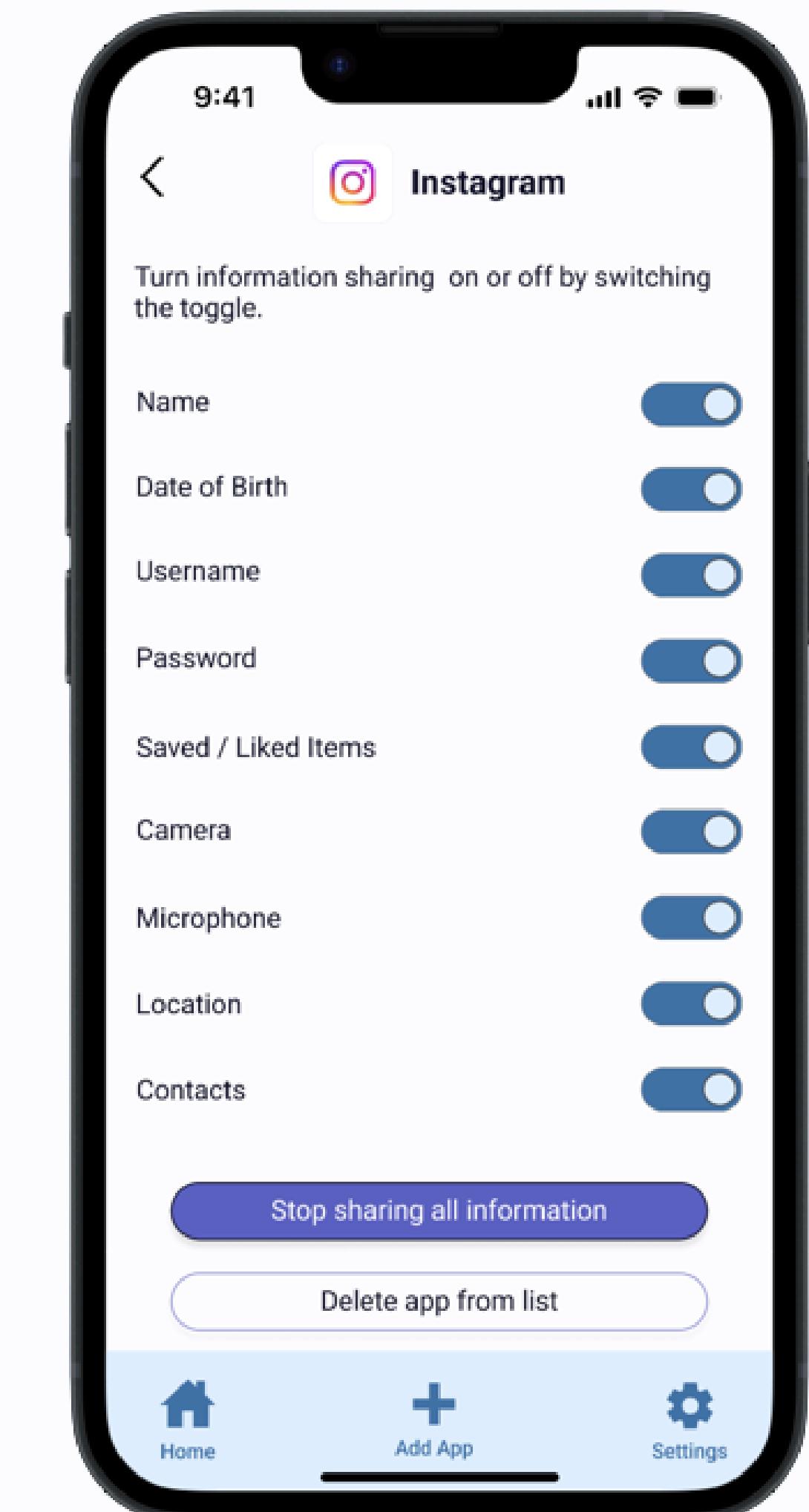
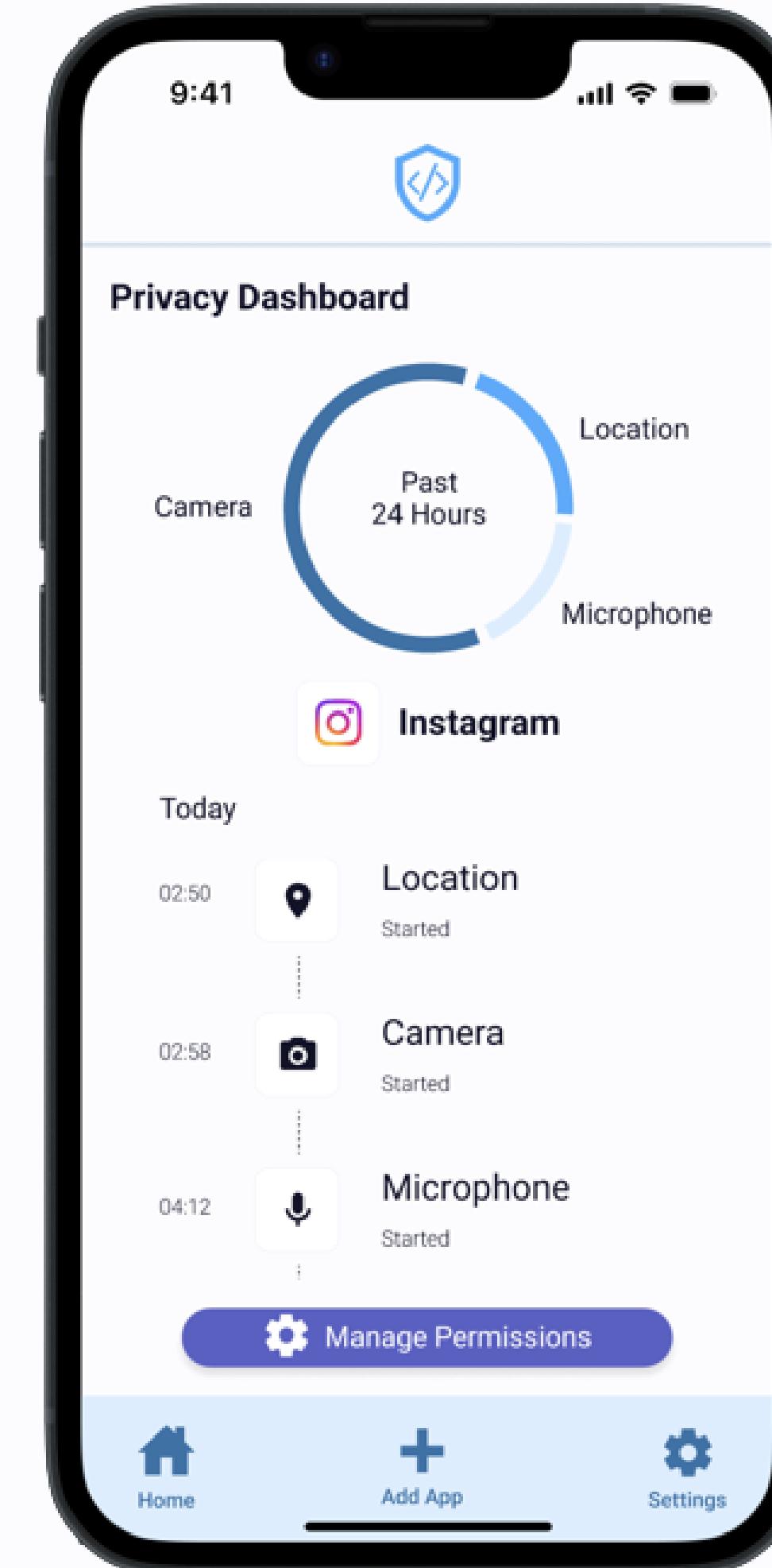
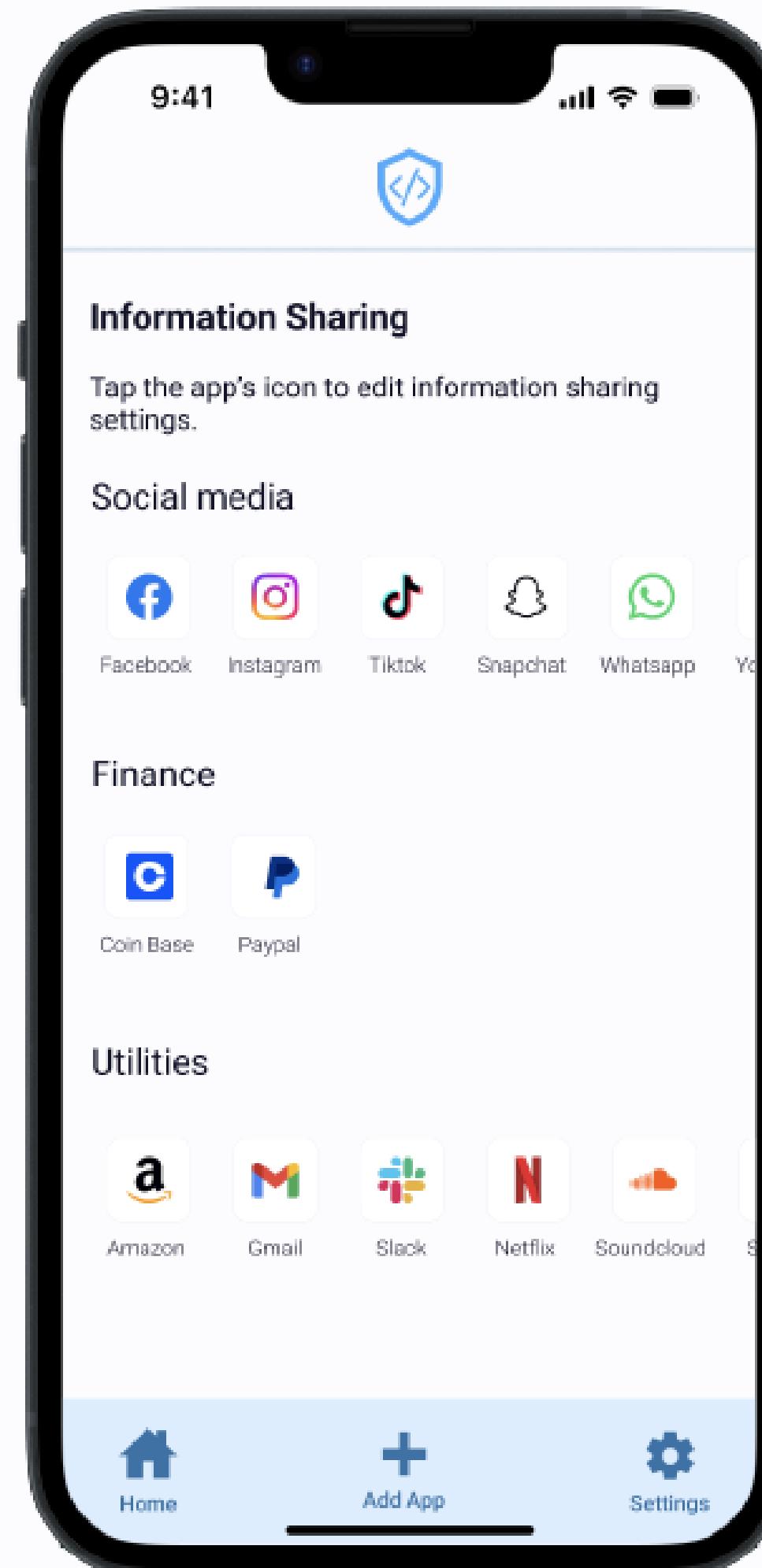
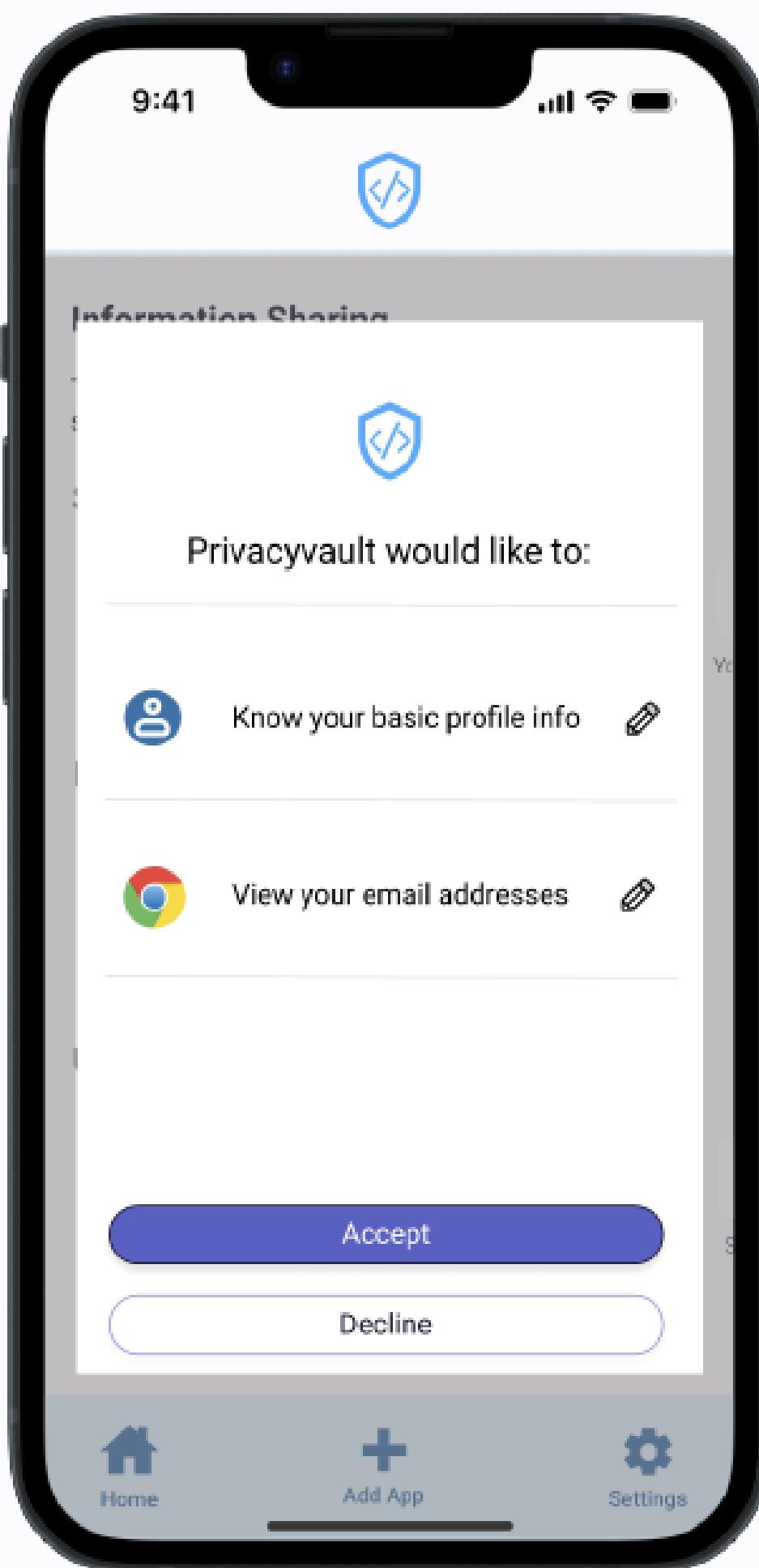


To develop a Microsoft security solution that empowers users to protect their personal data across platforms.

Why?

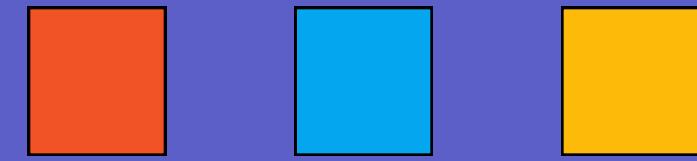
Microsoft plans to invest **\$20B** in the next 5 years to enhance their integrated cybersecurity features.

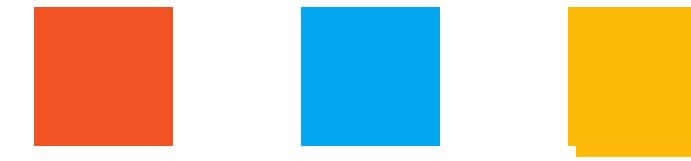
Our Proposal



02

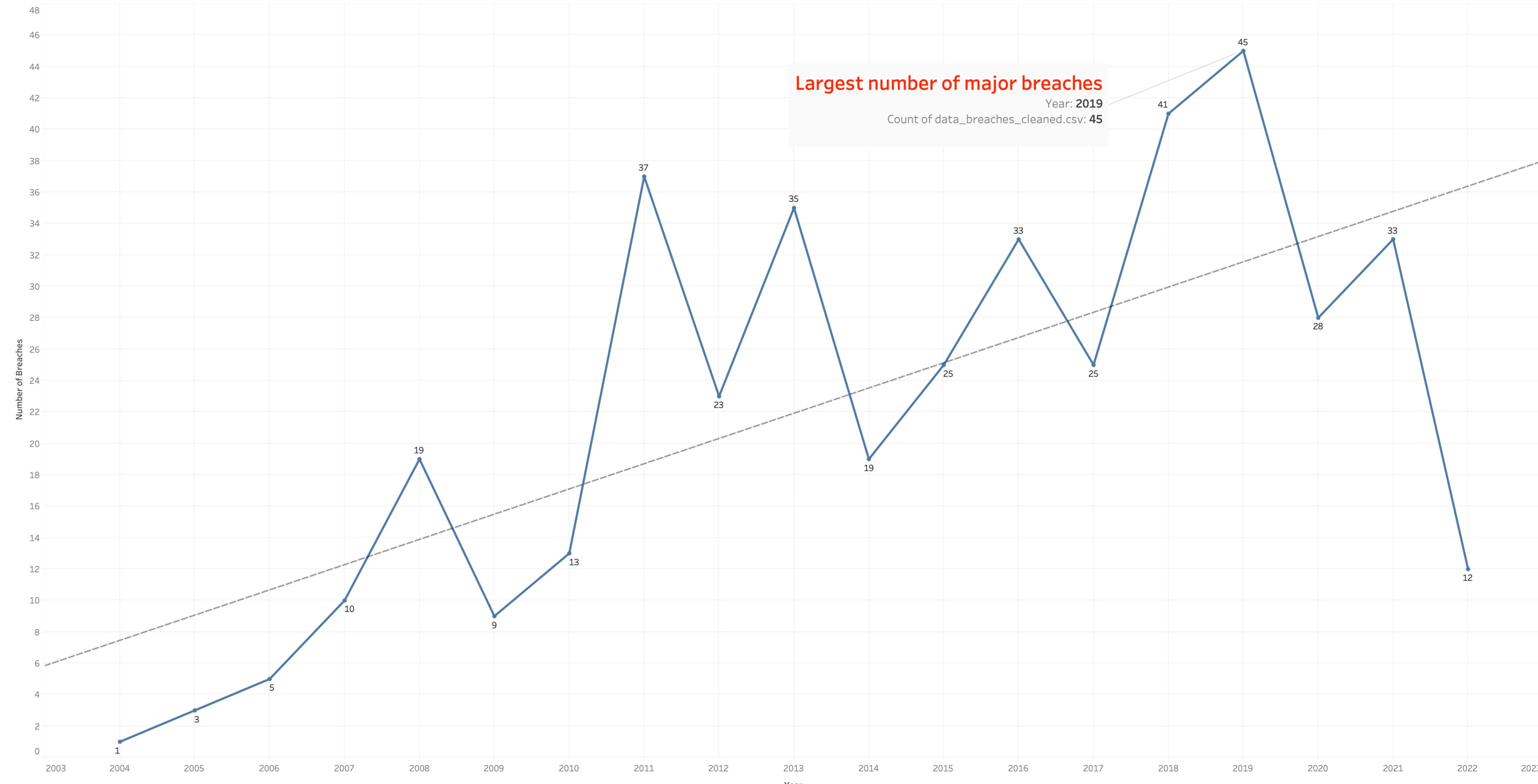
The research





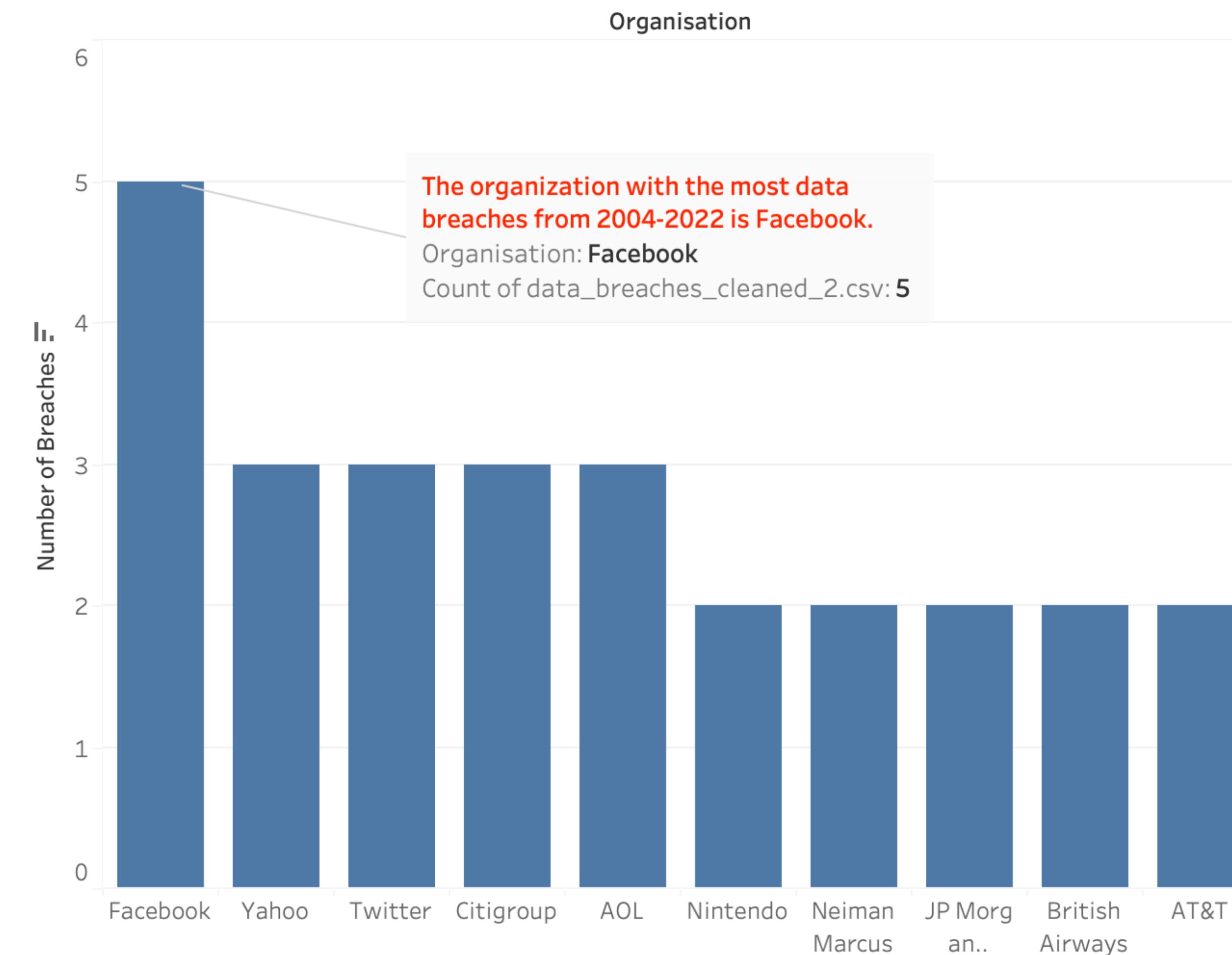
Major Breaches from 2004-2022

Based on the trend line we can see a steady increase in the number of large data breaches. The drop and immediate spike could be due to exposed and "fixed" vulnerabilities.

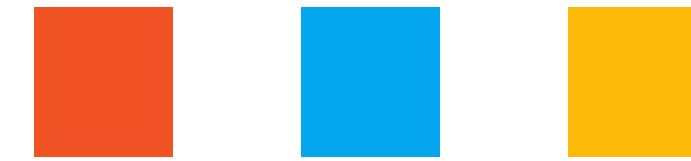




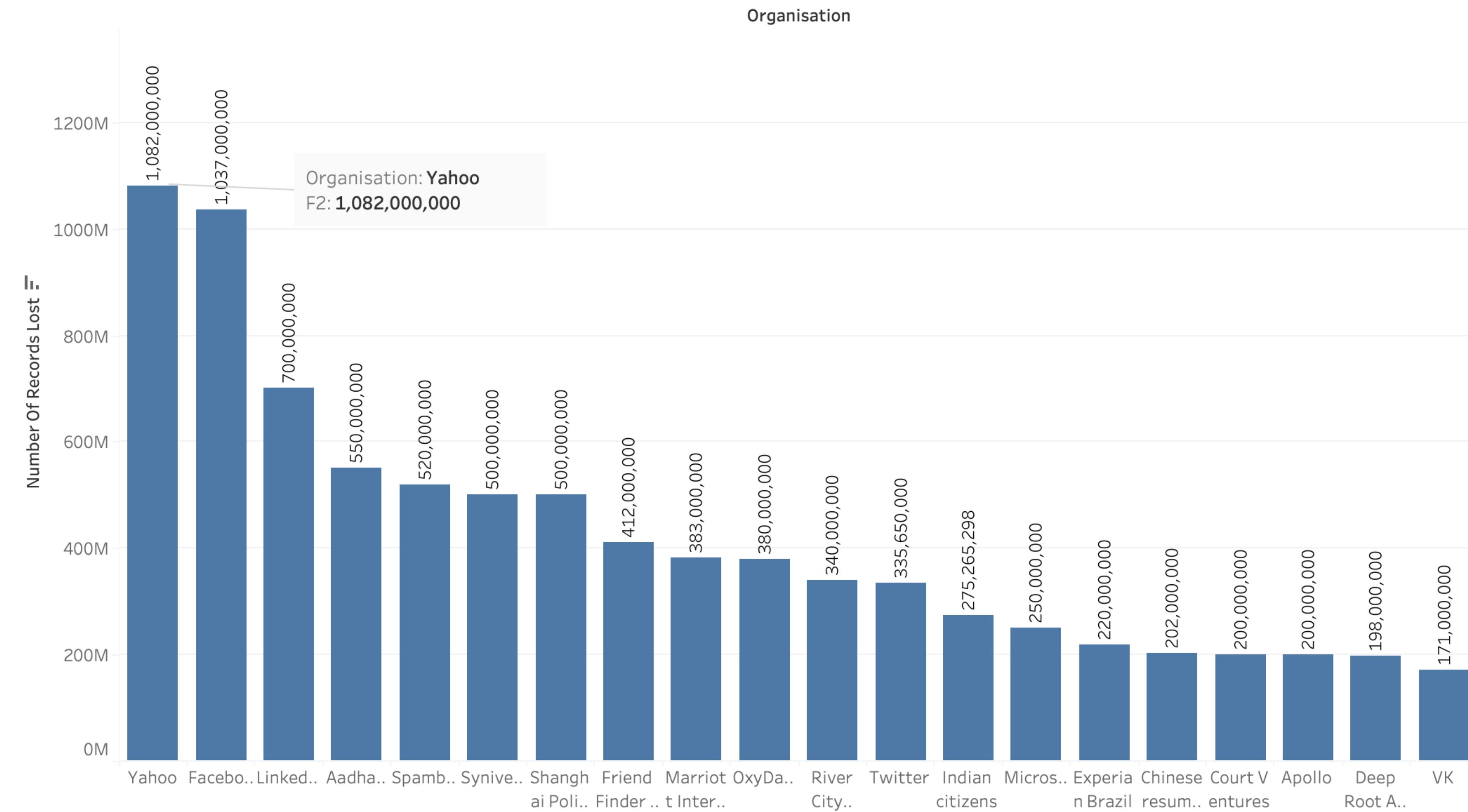
Top 10 Companies with the Most Data Breaches



Count of data_breaches_cleaned_2.csv for each Organisation. The view is filtered on Organisation, which has multiple members selected.

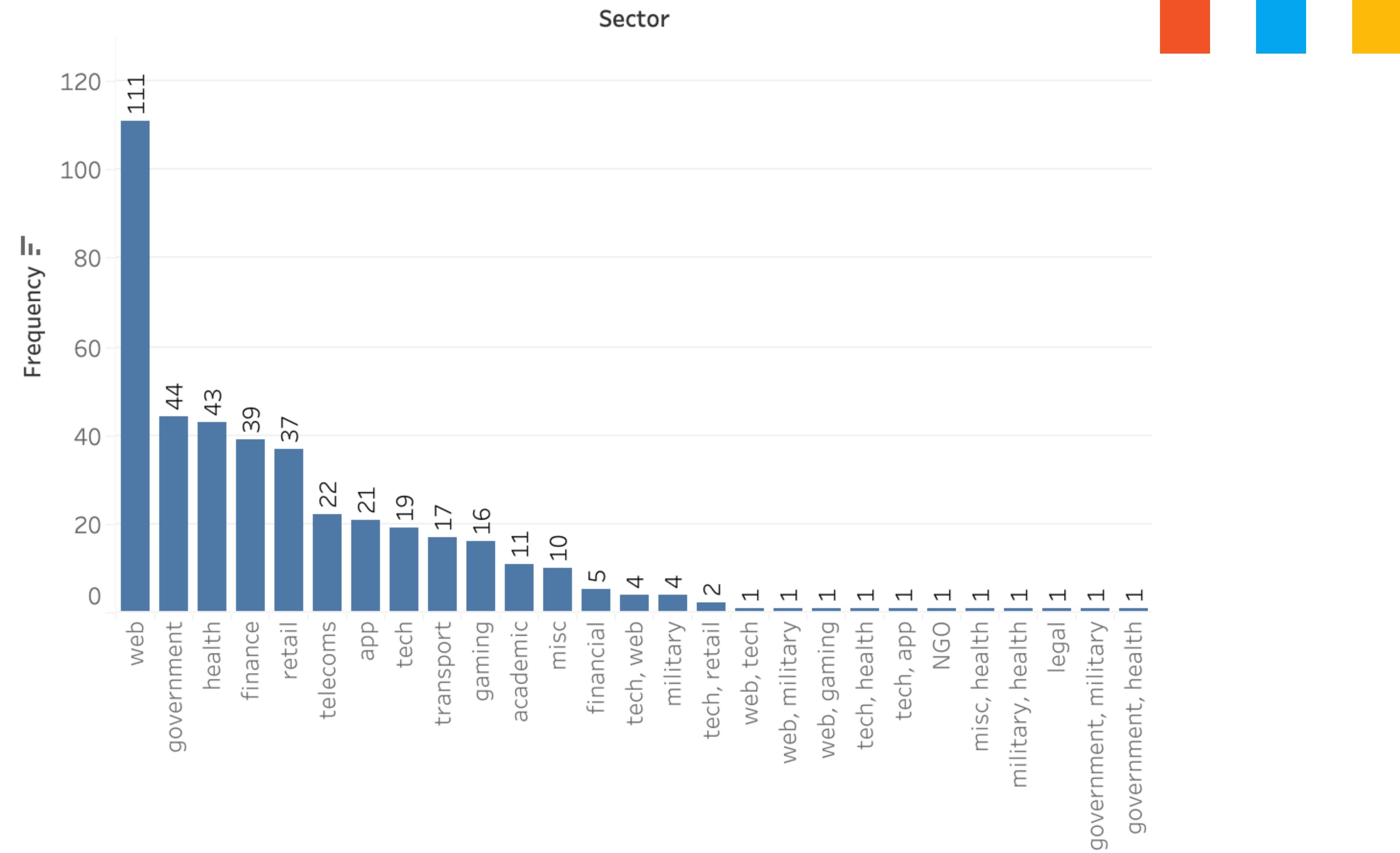


Number Of Records Lost By Organisation



Sum of Number Of Records Lost for each Organisation. The marks are labeled by sum of Number Of Records Lost.

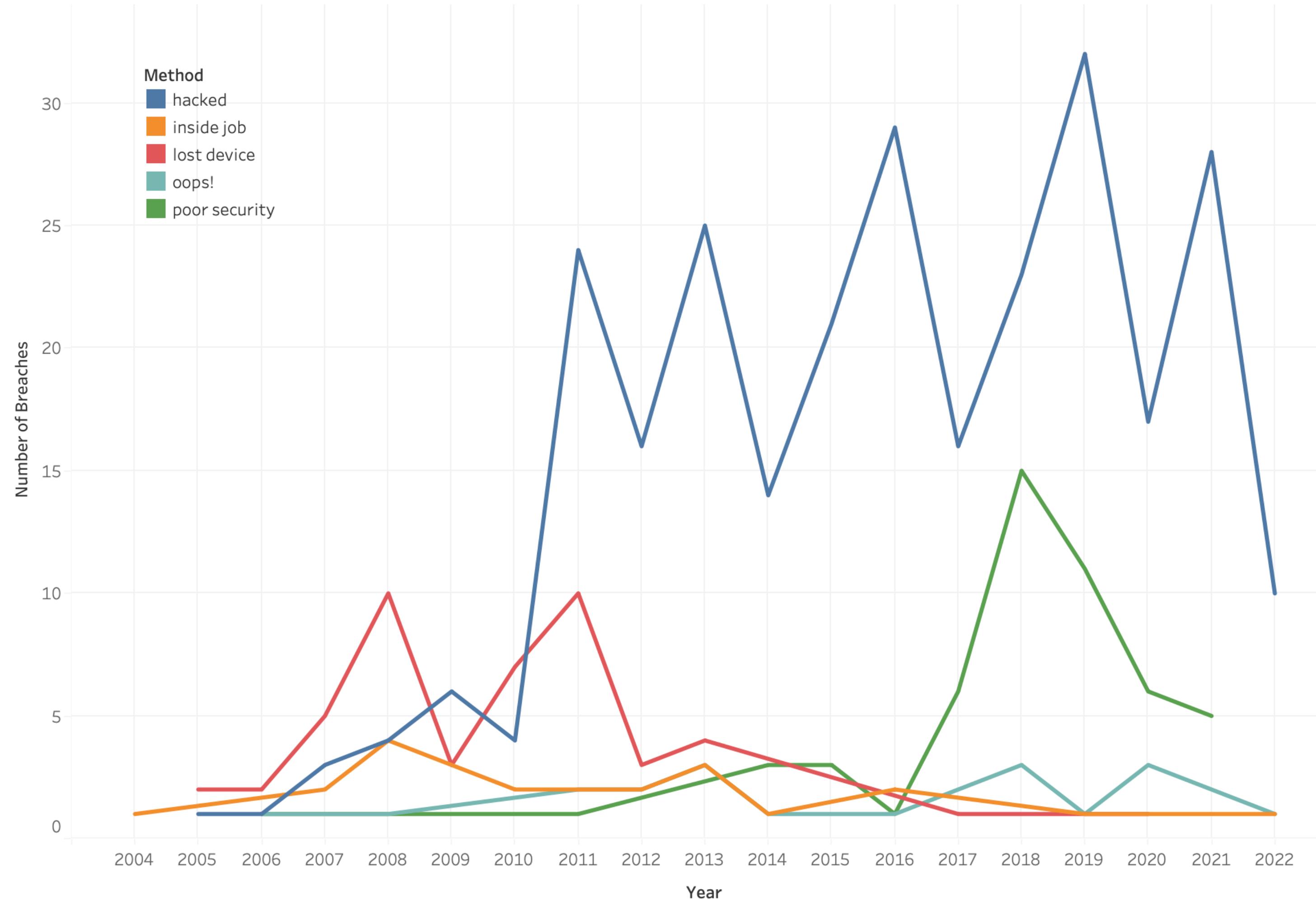
Frequency Of Breaches By Sector



Sum of Frequency for each Sector. The marks are labeled by sum of Frequency.

Method of Breach Over Time

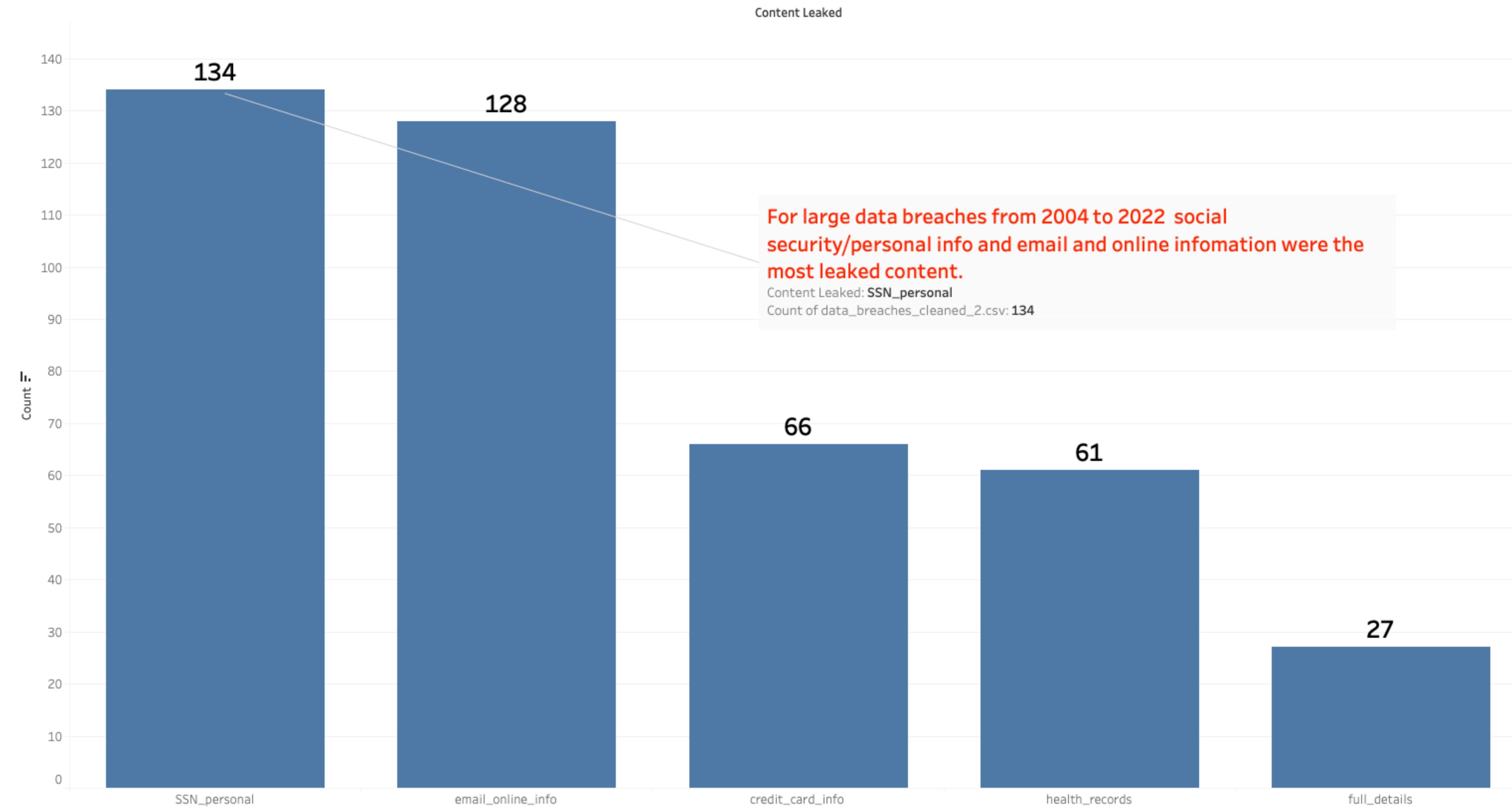
There is a steady rise in breaches due to hacks and poor security and a decrease in breaches due to inside jobs, lost devices, and accidents.

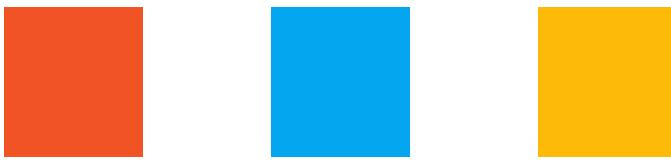




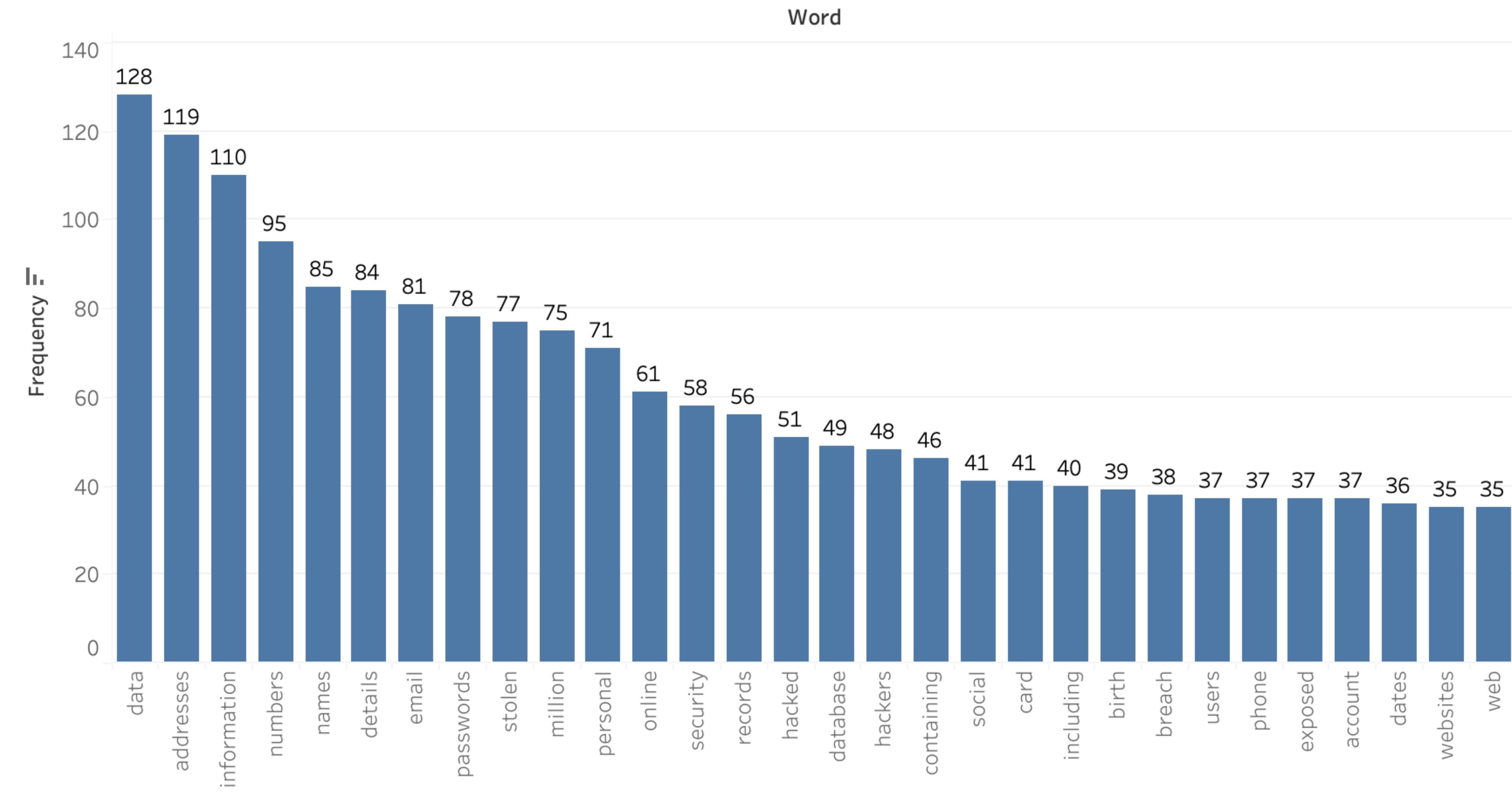
Types of Content Leaked in Large Data Breaches

Large data breaches could be influenced by user and/or application vulnerabilities and weak or stolen credentials.





Top 30 Words Frequencies



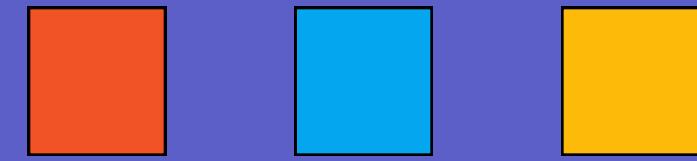
Sum of Frequency for each Word. The marks are labeled by sum of Frequency.



- Since 2004 there has been a continuous uptrend in reported breaches and especially with social media companies
- "Data", "Addresses", "Information" & "Passwords" have been the words to frequently appear in the narratives
 - The primary method of breach is 'hacked', suggesting that organizations should prioritize intrusion prevention, detection, and timely response.
 - The 'web' sector stands out with the highest number of breaches.

03

The prototype



Meet Alex Johnson



Age: 35 **Occupation:** Marketing Manager

Tech-Savvy: Alex uses a variety of social media platforms and stays updated with the newest apps and features.

Key Pain Points

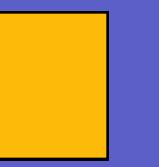
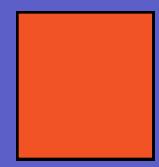
- **Data Privacy:** personal information shared on social media platforms might be misused or leaked, leading to identity theft or other privacy infringements.
- **Third-Party Apps:** Alex worries about the potential risks associated with third-party apps and services that often request access to personal data.
- **Trust Issues:** difficult to trust social media companies, especially given the history of data scandals and controversies.

"In a world of endless connections, I find myself torn between sharing my story and guarding my data."

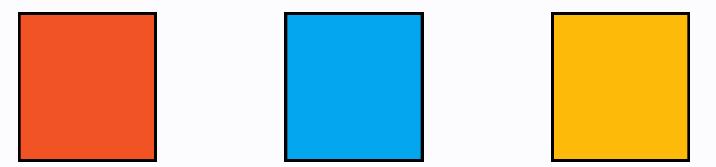


High fidelity prototype

Thank you.



05



Appendix

High fidelity prototype

Breaches & Hacks Data Set