

A Proposal To Improve Microsoft Defender

I. Executive Summary:

- A. microsoft defender does not provide what the user needs leaving them the need to use other alternatives.
- B. adding new features to Microsoft defender in a premium version.
- C. monetizing that premium version for profits and leaving the old version free.

II. Background Information

- A. An estimated 85% of computer users still strongly believe computers need antivirus. (Security.org,2023)
- B. So with that being said the demand for a quality antivirus is needed , 39% of antivirus users prefer paid software.(Security.org,2023)
 - 1. to boost internet security.
 - 2. for other tools such as VPNs and password managers.
- C. Microsoft released an updated version of Microsoft Defender called “Microsoft defender next gen” ; it didn't meet any of the users' demands. (Microsoft.com,2023)
 - 1. very sluggish relies heavily on its cloud server and doesn't work as well offline.(test.org,2021)
 - 2. didn't release any new features in demand, just some modifications on old features.(test.org,2021)

III. Statement of Problem:

Microsoft defender does not fulfill our users demands ,while other paid antivirus software provides this needs,resulting in other antivirus taking over microsoft defender and a huge reduction in our user base due to:

- A. the lack of features and tools ,forcing the user to use other softwares to access them.(Security.org,2023)
- B. not very reliable in detecting and scanning the computer as it relies on its cloud servers a lot.(test.org,2021)
- C. The UI is not that user friendly, it doesn't appeal to the user and uses a lot of technical terms that the average user might not understand.(test.org,2021)

IV. Causes

- A. Disregarding the user demand and not adding extra features.(Security.org,2023)
- B. Not giving the UI much attention trying to make it look good and more user friendly.(test.org,2021)
- C. Relying heavily on the cloud servers.(test.org,2021)

Effects

- A. Lack of features leading to the user base switching to other softwares. (Security.org,2023)
- B. An unreliable software that relies heavily on its cloud servers with a bunch of drawbacks like the unappealing UI system.(test.org,2021)
- C. A financial loss due to the reduction in the number of users.(Security.org,2023)
- D.

V. Data Sources

- A. Microsoft official website “<https://www.microsoft.com>” for data and statistics about Microsoft defender.
- B. organizational websites that specializes in security for statistics and reviews about antiviruses such as “security.org”.
- C. researches and studies for statistics and opinions.
- D. Annual reports.

VI. Conclusion

- A. Releasing a premium version of Microsoft defender is a great solution as people are willing to pay for the extra features while maintaining the free version .(university of hawaii ,2021)
- B. Giving more attention to the UI will attract more users and will make the software more user friendly.
- C. Increasing the reliability of the Software and making it less relying on the cloud servers will make it less prone to danger when being offline.

References

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