



## Protect Your Data. Secure Your Future.

Data Security & Secure Information Awareness Campaign

## Campaign Goal & Target Audience

1

### Awareness Goal

Educate users about data security risks, particularly regarding bank card information and personal data protection. Empower individuals to recognize and prevent online scams through accessible, actionable information.

2

### Target Audience

General internet users of all ages who engage in online banking and digital transactions. The design prioritizes clarity and accessibility to ensure the message reaches both tech-savvy and less experienced users.

## Design Concept & Visual Direction

### Visual Style

Modern, professional design that conveys trust and security. The dark theme with gradient overlays creates a sophisticated atmosphere while maintaining excellent readability.

#### Color Palette

#3CAB8C  
Primary

#202020  
Dark Base

#F9F8F5  
Light Text

#### Typography

##### Poppins Bold

##### Poppins SemiBold

##### Poppins Regular

Clean, modern, highly readable at all sizes

#### UI Components

- Glassmorphism cards
- Backdrop blur effects
- Subtle borders & shadows
- Rounded corners (10-14px)
- Semi-transparent overlays

## Statistics & Infographics

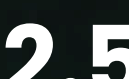
### Data-Driven Credibility

Real statistics enhance the campaign's authority and create urgency. Each data point is displayed in visually distinct cards with icons to improve comprehension and retention.



73%

of users have experienced online fraud attempts



2.5M

bank card details stolen annually worldwide



89%

of scams start with personal information sharing

## Feature Showcase: Technical Requirements

### 1. Dark Mode & Light Mode Toggle

Users can switch between dark and light themes for optimal viewing comfort in different environments. Theme preference is saved to localStorage.

#### Dark Mode

Background: #202020  
Text: #F9F8F5  
Accent: #3CAB8C

#### Light Mode

Background: #FFFFFF  
Text: #202020  
Accent: #3CAB8C

### 2. Localization (English & Arabic)

Full bilingual support with proper RTL (right-to-left) layout for Arabic. Language toggle button in navigation.

#### English (LTR)

Protect Your Data.

Left-to-right text flow

#### العربية (RTL)

احم بياناتك

تدفق النص من اليمين إلى اليسار

### 3. Read More / Read Less Functionality

Long content sections are collapsible to improve page scannability and reduce cognitive load.

#### Initial State (Collapsed)

Your bank will never ask for your card security code via email...

[Read More](#)

#### Expanded State

Your bank will never ask for your card security code via email, text, or phone. Keep this information completely private. If you receive such a request, it is likely a scam. Contact your bank directly using the number on the back of your card.

[Read Less](#)

### 4. Dynamic Content Generation

Facts and statistics are generated from data arrays, allowing easy content updates and random fact display on page refresh.

#### Example: Facts Array

```
const facts = [{
  id: 1,
  title: "Never Share Your CVN",
  description: "Your bank will never ask..."
}, {
  id: 2,
  title: "Verify Before Clicking",
  description: "Always check the sender..."
}]
```

## Forms & Data Handling (UI Demonstration)

### Contact Us Form

Full form validation, data persistence to localStorage, and success message confirmation.

Your Name

Enter your name

Email Address

Enter your email

Message

Write your message

Submit

- ✓ Form validation ensures all fields are filled correctly
- ✓ Data saved to localStorage and displayed in messages table
- ✓ Success message shown upon submission

## Usability & User Experience

### Usability Principles Applied

- Clear Navigation:** Intuitive menu structure with visible links
- Consistent Layout:** Predictable page structure throughout
- Visual Hierarchy:** Important information stands out clearly
- Feedback Systems:** Form validation and success messages
- Scannable Content:** Numbered lists and short paragraphs
- Error Prevention:** Input validation before form submission

### Accessibility Considerations

- High Contrast:** WCAG AA compliant color ratios
- Readable Typography:** Minimum 14px font size
- Semantic HTML:** Proper heading hierarchy and structure
- Focus States:** Clear keyboard navigation indicators
- Alt Text:** All images have descriptive alternatives
- Bilingual Support:** Full RTL layout for Arabic

### Content Strategy Impact

The combination of visual design and content strategy creates an effective awareness campaign:

1

#### Attention

Visual design captures user interest immediately

2

#### Education

Clear facts and statistics inform users effectively

3

#### Action

Practical tips enable immediate behavior change

### Campaign Impact Summary

The SecureAware campaign successfully raises data security awareness by combining educational content with modern web technology. Through thoughtful design decisions and technical implementation, the website provides users with actionable knowledge to protect their personal information and prevent online fraud.

100%

#### Requirements Met

All technical & UX specifications

2

#### Languages

Full English & Arabic support

8+

#### Features

Interactive components