



## Campaign Goal & Target Audience

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### 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.

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### 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

(RTL) العربية

احفظ الترتيب من اليمين إلى اليسار

Arabic (RTL)

احفظ الترتيب 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 CV", description: "Your bank will never ask..." },
```

```
  { id: 2, title: "Verify Before Clicking", description: "Always check the sender..." }
```

```
];
```

Background: #FFFFFF

Text: #202020

Accent: #3CAB8C

Light Mode

Dark Mode

Dark Mode

Light Mode

Light Mode

Dark Mode

Dark Mode</