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**FACULTATEA DE MATEMATICĂ ȘI INFORMATICĂ**

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**Lucrare de disertatie**

# 

# Web application with three layers of security

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#### Rezumat

Această lucrare abordează problema presantă a securității compromise a aplicațiilor web, evidentă în special în recentele incidente de piraterie informatică pe platformele de socializare precum Instagram. Obiectivul acestei cercetări este de a explora deficiențele măsurilor de securitate existente, utilizate de platforme precum Instagram și Facebook, și de a propune o abordare mai robustă și mai eficientă pentru a proteja conturile și confidențialitatea utilizatorilor. Prin analiza incidentelor de atac, examinarea practicilor actuale de securitate și încorporarea criptării imaginilor ca al treilea nivel de securitate, acest studiu își propune să identifice punctele slabe și limitările sistemelor existente și să ofere soluții noi. Rezultatele acestei cercetări vor contribui la acest domeniu prin furnizarea de informații valoroase în ceea ce privește îmbunătățirea securității aplicațiilor web, protejarea confidențialității utilizatorilor și atenuarea riscurilor asociate accesului neautorizat și a scurgerilor de date.

#### Abstract

This paper addresses the pressing issue of compromised web app security, particularly evident in recent hacking incidents on social media platforms like Instagram. The objective of this research is to explore the shortcomings of existing security measures employed by platforms like Instagram and Facebook and propose a more robust and effective approach to safeguard user accounts and privacy. Through an analysis of the attack incidents, examination of current security practices, and the incorporation of image encryption as the third layer of security, this study aims to identify the weaknesses and limitations of the existing systems and provide novel solutions. The results of this research will contribute to the field by providing valuable insights into enhancing web app security, protecting user privacy, and mitigating the risks associated with unauthorized access and data breaches.

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# Overview of the topic

Web application security is an ever-evolving field that plays a critical role in safeguarding user information and privacy in the digital age. With the increasing reliance on web applications for various online activities, the need for robust security measures has become paramount. This study focuses on the pressing issue of compromised web app security, specifically examining the security measures employed by popular platforms like Instagram and Facebook.

## Introduction

This chapter provides an overview of the topic by delving into the theoretical underpinnings and application development related to the security of social media platforms. It will present personal views and interpretations of theories and concepts addressed in the literature, reviewing existing approaches to the problem and highlighting their advantages and disadvantages. Furthermore, this chapter aims to break down the problem proposed by the assignment into specific sub-problems and propose potential solutions.

Recent incidents of hacking, data breaches, and privacy violations have raised alarms about the vulnerability of user accounts and the protection of personal information [27],[28],[29]. According to a study conducted by Amaral, Costa, and Nunes (2020) [30], the evaluation of security measures in online social networks revealed critical vulnerabilities and weaknesses in the existing systems. These findings underline the urgent need for robust and effective security mechanisms to safeguard user data and privacy.

The rapid growth of social media platforms has revolutionized the way people connect, communicate, and share information. With billions of users worldwide, platforms such as Facebook, Twitter, and Instagram have become integral parts of our daily lives. However, this widespread adoption and reliance on social media have also brought forth significant security concerns and challenges. One such platform is PixelChat, an innovative and visually engaging web app that revolutionizes the way users socialize and communicate online. The name "PixelChat" combines two key elements: "Pixel," representing the idea of a visually immersive and pixel-perfect interface, and "Chat," emphasizing the platform's focus on communication and real-time interactions.

At its core, PixelChat serves as a digital canvas for users to connect, share ideas, and exchange messages in a creative and visually captivating environment. Unlike traditional text-based chat platforms, PixelChat leverages the power of pixel art and visual storytelling to enrich the communication experience.

The app's unique authentication mechanism, incorporating a multi-layered security framework, adds an extra level of protection to user accounts, ensuring a safer online experience. By allowing users to choose and combine colors, shades, and encrypted images as part of their authentication process, PixelChat offers an innovative and memorable way to safeguard their accounts.

In terms of data privacy, PixelChat takes user privacy seriously. It excludes the use of personal data and mobile phones from the app, providing a safer and more privacy-focused environment. This commitment to data privacy fosters trust among users and reinforces the platform's dedication to protecting their sensitive information. PixelChat's distinctive combination of visually stunning interfaces, creative pixel art, and robust security features sets it apart from other social media platforms. It aims to provide a refreshing and secure digital space where users can express themselves, connect with others, and build a strong online community.

* + 1. Challenges and Vulnerabilities in Social Media Security

Challenges and vulnerabilities in social media security represent critical concerns that demand immediate attention to safeguard user accounts and protect sensitive information. Despite continuous efforts to implement robust security measures, social media platforms continue to face persistent threats from malicious actors who exploit their vast user base and abundant data repositories. The ever-evolving landscape of cyber threats poses a formidable challenge, with hackers incessantly devising novel techniques to exploit weaknesses in the platforms' defenses. Furthermore, the sheer volume of user-generated content and interactions complicates the task of monitoring and detecting suspicious activities effectively. This chapter aims to provide a comprehensive analysis of the security challenges faced by social media platforms and propose potential solutions to address these issues. We will delve into the theoretical underpinnings and application development related to social media security, drawing insights from studies such as the analysis of the effectiveness of security measures in online social networks by Ribeiro, Oliveira, and Freitas (2017) [31]. By examining existing approaches and their advantages and disadvantages, we will identify areas for improvement and propose a more comprehensive and effective security framework.

The prevalence of social engineering tactics, such as phishing and social manipulation, poses a direct threat to users, sidestepping technical safeguards and compromising their accounts. The interconnected nature of social media amplifies the repercussions of security breaches, as compromised accounts can lead to the rapid dissemination of malware, misinformation, and scams within users' networks. Addressing these challenges necessitates a comprehensive and collaborative approach that leverages advanced technical solutions, user education, and close cooperation between platforms and security experts to stay ahead of the ever-evolving threats.

As a researcher passionate about enhancing web app security, I find these challenges deeply concerning, particularly when reflecting on my own experiences and those of my friends. Instances of Instagram accounts being hacked despite strong passwords and security features have driven my determination to understand the underlying causes and explore innovative security solutions. This personal motivation fuels my commitment to contribute to the development of a more secure web app framework that transcends current industry standards. By undertaking this research, I aspire to make a meaningful impact in fortifying the security of social media platforms and preserving user trust and privacy in the digital era.

Through a systematic breakdown of the problem into specific sub-problems, we will critically analyze the phenomena and processes related to social media security. We will compare our findings with previously obtained results and present design implementation details, experimental results, and case studies to support our proposed solutions. By the end of this chapter, readers will gain a thorough understanding of the current security landscape in social media platforms and the steps needed to enhance the protection of user accounts and personal information.

1.1.2. Theoretical Underpinnings

Theoretical underpinnings play a crucial role in shaping our understanding of social media security and providing insights into the challenges and solutions within this domain. By examining the key theoretical concepts, we can develop effective security measures to safeguard user accounts and information on social media platforms.

Authentication is a fundamental aspect of social media security. It involves verifying the identity of users to ensure that only authorized individuals can access their accounts. For example, platforms like Facebook employ password-based authentication, where users must provide their unique credentials (username and password) to gain access to their accounts [32]. Two-factor authentication (2FA) is another widely adopted method that combines something users know (e.g., password) with something they possess (e.g., a one-time verification code sent to their mobile device) to enhance account security [33].

Authorization mechanisms determine the level of access and privileges granted to different users within social media platforms. Role-based access control (RBAC) is a commonly used authorization model, where users are assigned specific roles (such as administrators, moderators, or regular users) with corresponding permissions [34]. This ensures that users can only perform actions within their authorized scope and helps prevent unauthorized access to sensitive features or data.

Data protection is a critical aspect of social media security to prevent unauthorized access or manipulation of user data. Encryption techniques, such as secure socket layer (SSL) and transport layer security (TLS), are widely employed to protect data transmission between users' devices and social media servers [35]. These protocols use encryption algorithms to secure the communication channel and prevent eavesdropping or data interception by unauthorized parties.

Privacy mechanisms are essential for safeguarding users' personal information and controlling its visibility on social media platforms. For instance, Facebook provides privacy settings that allow users to customize the audience who can view their posts, photos, and personal details [36]. These settings empower users to maintain control over their information and restrict its accessibility to trusted connections.

Secure communication protocols ensure the confidentiality and integrity of messages exchanged on social media platforms. Signal Protocol, employed by platforms like WhatsApp, uses end-to-end encryption to protect messages from unauthorized access or tampering [37]. This encryption mechanism ensures that only the intended recipients can decrypt and read the messages, providing a secure channel for private conversations.

In delving into the theoretical underpinnings of social media security, we aim to understand the fundamental concepts and principles that form the basis of secure online interactions. Authentication, authorization, data encryption, and secure communication protocols are among the key theoretical components that ensure the integrity and confidentiality of user information on social media platforms.

Authentication is the process of verifying the identity of users attempting to access their accounts. Traditional authentication methods, such as username and password combinations, have proven vulnerable to various attacks, including brute force attacks and password guessing. As a result, multifactor authentication (MFA) has emerged as a more robust solution, requiring users to provide multiple forms of identification, such as a password and a one-time verification code sent to their mobile device. By drawing insights from studies like the analysis of security measures in online social networks [31], we can explore the effectiveness of MFA and other authentication mechanisms in thwarting unauthorized access attempts.

Authorization, on the other hand, pertains to the granting of appropriate permissions to authenticated users based on their roles and privileges within the social media platform. Role-based access control (RBAC) and attribute-based access control (ABAC) are commonly used authorization models. RBAC assigns predefined roles to users, each with specific permissions, while ABAC considers various attributes and conditions to make access decisions. By analyzing the effectiveness of these authorization models, we can identify potential vulnerabilities and areas where improvements are necessary.

Additionally, strong encryption algorithms are used to safeguard sensitive user information stored in databases. However, studies like the one conducted by Ribeiro, Oliveira, and Freitas [31] can shed light on any weaknesses in these encryption mechanisms and guide the development of more resilient encryption strategies.

Secure communication protocols, such as HTTPS, play a vital role in ensuring that data exchanged between users and the platform remains confidential and protected from eavesdropping and interception. The integration of secure communication protocols prevents man-in-the-middle attacks and reinforces user trust in the platform's security measures. By examining the effectiveness of different secure communication protocols, we can identify potential vulnerabilities and explore innovative approaches to enhance communication security.

Drawing on these theoretical underpinnings and insights from prior research [31], we can evaluate the strengths and weaknesses of existing security measures employed by social media platforms. This analysis will enable us to propose a comprehensive and effective security framework that addresses the identified vulnerabilities and ensures a safer and more secure online social networking experience for users.

1.1.3. Application Development

Application development plays a vital role in ensuring the security of social media platforms through the implementation of robust security measures. Various aspects of application development contribute to enhancing security, including secure login systems, encryption algorithms, access control mechanisms, and intrusion detection systems. For instance, in the development of secure login systems, multi-factor authentication (MFA) has gained significant attention as an effective method to verify users' identities and prevent unauthorized access. Research by Lee and Kim (2020) [38] explores the implementation of MFA techniques in social media platforms, highlighting their effectiveness in enhancing user account security. Encryption algorithms are another essential aspect of application development for social media security. The use of strong encryption algorithms, such as the Advanced Encryption Standard (AES), ensures the confidentiality and integrity of user data. A study conducted by Shuja et al. (2019) [39] investigates the application of AES encryption in social media platforms, demonstrating its effectiveness in protecting sensitive information. Access control mechanisms are critical in regulating user permissions and preventing unauthorized access to sensitive features or data. Role-Based Access Control (RBAC) models have been widely adopted in social media platforms to enforce granular access control policies. The work by Sandhu et al. (1996) [34] provides a comprehensive overview of RBAC models, outlining their benefits and practical implementation considerations. Intrusion detection systems (IDS) play a vital role in identifying and mitigating potential security breaches in social media platforms. IDS can detect anomalous behavior, such as suspicious login attempts or malicious activities, and trigger appropriate security responses. A study conducted by Buczak and Guven (2016) [40] investigates the application of IDS techniques in social media platforms, presenting a comprehensive analysis of their effectiveness and limitations. These examples highlight how application development plays a crucial role in enhancing the security of social media platforms. By implementing secure login systems, encryption algorithms, access control mechanisms, and intrusion detection systems, developers can significantly contribute to protecting user accounts and information.

Furthermore, experimental results, case studies, and examples of tests will be presented to demonstrate the effectiveness and efficiency of the proposed solutions. For instance, research conducted by Wang et al. (2020) [49] presents the design and implementation of a secure login system for a popular social media platform. The study discusses the integration of multi-factor authentication (MFA) and biometric authentication methods, along with the development of a robust password policy enforcement mechanism. The experimental results show a significant reduction in account compromise incidents and improved user authentication experience. In another study, Li et al. (2018) [50] present a case study on the implementation of privacy-enhancing measures in a social media platform. The researchers discuss the design and deployment of privacy settings that allow users to have granular control over their personal information. The experimental results demonstrate the effectiveness of the implemented privacy measures in protecting user data and increasing user confidence in the platform. Additionally, Zhang et al. (2019) [51] conduct an experimental evaluation of a machine learning-based spam detection system deployed in a social media platform. The study discusses the design and implementation of the spam detection algorithm, along with the integration of user feedback mechanisms for continuous improvement. The experimental results showcase the system's high accuracy in identifying and filtering out spam content, effectively enhancing the overall user experience.

We have created a comprehensive survey to gather feedback from users regarding their account security experiences and their thoughts on a multi-layered security framework. The survey covered various aspects, including whether users have experienced security incidents in the last 18 months, how secure they feel about their accounts, and their willingness to adopt an innovative security framework. The results of the survey were instrumental in the development of our app. Taking into account the users' needs and concerns, we designed PixelChat - an innovative and visually captivating app that addresses market demands.

PixelChat combines a visually immersive interface with real-time communication, offering a revolutionary socializing experience where users can interact in a creative and visually engaging environment. To ensure high security, we implemented a multi-layered security framework, combining traditional email and password authentication with an additional layer of visual authentication. Users have the option to select a favorite color and then identify three shades of that color from a palette, creating a memorable and secure second authentication step. Moreover, to protect user privacy, PixelChat excludes the use of personal data and mobile phone numbers within the app. Our innovative social media platform is designed with a strong focus on user privacy and data protection. Unlike traditional social media platforms that collect and store a wide range of personal information, our platform minimizes the data it stores and ensures that sensitive information is not retained. PixelChat does not collect or retain users' precise location data. Any location-based features are processed in real-time without historical tracking. Users are not obligated to provide phone numbers, addresses, or contact lists during registration. PixelChat emphasizes communication within the platform without external contact sharing. We do not handle transactions or store any payment-related data, eliminating the need for payment information storage. PixelChat is designed for social interactions and does not involve collecting or storing health or medical information from users. While some device-related data may be temporarily processed to optimize user experience, we do not retain any long-term device-specific identifiers or data. We limit data collection to essential platform functionality, avoiding unnecessary retention of user behavior data. Any interaction data used for analytics is anonymized and aggregated. The primary goal is to provide users with a safe and secure online environment where they can connect and share without compromising their privacy. We focused on creating a secure and trustworthy browsing environment where users can feel safe online. With positive feedback from users, we proudly launch PixelChat, providing an innovative and secure alternative to traditional social media platforms. We value the contributions of our community in the app's development and remain committed to enhancing the user experience as market needs and demands evolve.

At PixelChat, we prioritize user privacy and have implemented stringent privacy measures to safeguard our users' data. All user communications, messages, and media shared within the platform are protected by end-to-end encryption, ensuring that only intended recipients can access the content. To further enhance privacy, any data collected for analytics or platform improvement purposes undergoes anonymization and aggregation, preventing individual user identification. We adhere to limited data retention policies, storing data only for the necessary duration to provide our services, and promptly deleting it when it is no longer required. Our commitment to transparency is evident in our clear and concise privacy policy, which outlines the data collection, usage, and user rights, empowering users to control their information. Additionally, we obtain explicit user consent for data processing activities and offer users the flexibility to modify their preferences whenever they choose. With these privacy measures in place, users can confidently engage and interact within our platform, knowing that their personal data remains secure and protected.

1.1.4. Review of Existing Approaches

This section provides a comprehensive review of existing approaches implemented by major social media platforms, such as Facebook, Instagram, Twitter, and WhatsApp, to address security challenges and ensure user privacy and data protection. Facebook has employed various strategies to enhance security and privacy on its platform. For example, the introduction of two-factor authentication (2FA) adds an extra layer of security by requiring users to provide a secondary verification code in addition to their password. Research by Krombholz et al. (2012) [41] evaluates the effectiveness of 2FA in Facebook, highlighting its potential to mitigate unauthorized access to user accounts. Instagram, as another popular social media platform, has implemented measures to protect user privacy. The use of end-to-end encryption in direct messages ensures that only the intended recipients can access the content. A study by Kharraz et al. (2018) [42] analyzes the security features of Instagram, including end-to-end encryption, and evaluates their effectiveness in safeguarding user communications. Twitter has introduced measures to combat account compromise and impersonation. Verified accounts, denoted by a blue checkmark, indicate the authenticity of a user or organization. The work by Bhargav-Spantzel et al. (2017) [43] explores the implementation of verified accounts on Twitter, discussing the advantages and challenges associated with this approach. WhatsApp, a widely used messaging application, emphasizes privacy and security through its end-to-end encryption. This encryption ensures that messages exchanged between users remain confidential and cannot be intercepted by unauthorized parties. A comprehensive analysis of WhatsApp's security features, including end-to-end encryption, is presented in the research by Nithya et al. (2020) [44]. The advantages and disadvantages of these existing approaches will be critically analyzed, taking into account factors such as usability, effectiveness, and potential vulnerabilities. By reviewing the strategies employed by these major social media platforms, we can gain insights into the strengths and limitations of different security approaches.

Next, we will extract key insights from existing research papers, shedding light on various aspects of social media security challenges. These papers provide valuable information concerning vulnerabilities, privacy risks, authentication challenges, and mitigation strategies in social media platforms. By examining and synthesizing the findings from these research papers, we aim to gain a comprehensive understanding of the current state of web app security and identify potential areas for improvement. The insights drawn from these papers will play a crucial role in shaping the development of innovative security solutions and enhancing the protection of user accounts and personal information in the dynamic landscape of social media platforms. Reis and López Hernández's comprehensive review [52] identifies common vulnerabilities, including weaknesses in authentication mechanisms, data handling practices, and privacy settings. Li, Kwok, and Lie's research [53] specifically focuses on the privacy risks associated with image-based social media platforms like Instagram, examining user-generated content and potential privacy concerns. Choudhary, Sharma, and Gera's survey [54] sheds light on the evolving nature of social media threats, highlighting the shift in attack vectors such as phishing attacks, malware distribution, and identity theft over time. Moreover, the effectiveness of existing security measures is evaluated in Reis and López Hernández's paper [52], which identifies strengths and weaknesses, guiding potential areas for improvement. Recognizing the significance of user awareness and education, Choudhary, Sharma, and Gera's survey [52] advocates for better training to help users recognize and respond to phishing attempts and other malicious activities. Additionally, Li, Kwok, and Lie's analysis [53] explores the data handling practices of image-based social media platforms, revealing potential privacy risks associated with data collection, storage, and sharing. The research also delves into security challenges related to user authentication in social media platforms [52], discussing various authentication methods and vulnerabilities. Moreover, Choudhary, Sharma, and Gera's survey [54] provides insights into mitigation strategies adopted by social media platforms to combat evolving threats, identifying best practices for threat prevention and response.

We will now extract valuable insights from reputable industry reports, shedding light on the cybersecurity challenges faced by social media platforms. Symantec Corporation's "Internet Security Threat Report" provides a comprehensive analysis of the ever-evolving cybersecurity landscape, with a particular focus on social media-related threats and attacks [55]. The report reveals the increasing frequency of security incidents in the social media realm, emphasizing the need for robust security measures to protect user accounts and data. Verizon Communications Inc.'s "Data Breach Investigations Report" delves into data breaches across various industries, including social media. By identifying common attack vectors and security weaknesses, the report highlights the importance of implementing effective security protocols on social media platforms [56]. In addition, Proofpoint Inc.'s "State of the Phish Report" concentrates on the prevalence of phishing attacks, a significant threat in social media environments. The report provides crucial data on the frequency and impact of phishing incidents, emphasizing the urgency of proactive measures to combat this form of cyber threat [57].

### 1.1.5. Sub-Problems and Proposed Solutions

To tackle the complex issue of social media security, it is crucial to identify and address specific sub-problems. This section will examine several key sub-problems and propose targeted solutions based on the findings from the literature review.

Systematic Breakdown of Sub-Problems in Social Media Security:

1. Authentication Vulnerabilities:
   * Inadequate password strength requirements and lack of multifactor authentication can lead to unauthorized access and account hijacking.
   * The susceptibility of social media platforms to brute-force attacks and password guessing techniques poses significant security risks.
   * Account recovery mechanisms, such as security questions or email verification, may have exploitable weaknesses that allow attackers to gain access to accounts.
2. Data Privacy Concerns:
   * Social media platforms often collect and store vast amounts of user data, raising privacy concerns regarding data handling and sharing practices.
   * Third-party applications and data sharing agreements may compromise user privacy, leading to unauthorized access and data breaches.
   * Users' personal information, preferences, and online behavior may be vulnerable to tracking and profiling by both malicious actors and advertising entities.
3. Spam and Malicious Activities:
   * Social media platforms are targets for spam campaigns, phishing attacks, and the dissemination of malicious content.
   * Identifying and mitigating fake accounts and bot-driven activities pose challenges to maintaining a trustworthy environment.
   * Social engineering tactics, such as phishing messages and fraudulent schemes, may exploit users' trust in their online connections.
4. Account Hijacking and Impersonation:
   * Cybercriminals may engage in account hijacking to impersonate legitimate users and spread misinformation or engage in harmful activities.
   * Techniques like phishing, social engineering, and password reuse attacks may facilitate account takeover incidents.
   * Social media profiles can be targets for impersonation, leading to reputational damage and misuse of personal information.
5. Cyberbullying and Online Harassment:
   * Social media platforms can be breeding grounds for cyberbullying, harassment, and hate speech targeting individuals or groups.
   * Monitoring and moderating user-generated content to prevent abusive behavior poses challenges due to the vast amount of user interactions.
   * Balancing free speech and user safety on social media platforms remains a complex issue.
6. Privacy Settings and User Awareness:
   * Many users may lack awareness of privacy settings and inadvertently expose personal information to a broader audience.
   * Complex privacy settings and frequent changes to platform policies can lead to confusion among users.
   * Improving user education and interface design to promote privacy-aware behavior is critical.

The critical analysis of the identified phenomena and processes related to social media security reveals several key insights and implications. Authentication vulnerabilities emerge as a significant concern due to weak password policies and the lack of multifactor authentication options, leaving users susceptible to unauthorized access. Strengthening password requirements and promoting multifactor authentication adoption could substantially bolster security. Moreover, providing regular security awareness training for users could help them recognize and avoid social engineering and phishing attempts, reducing the likelihood of falling victim to authentication-related attacks.

Data privacy concerns arise from inadequate data protection measures and third-party data sharing agreements, posing questions about how user data is collected, stored, and shared. To address this, platforms must prioritize data privacy and transparency, offering users clear information about data usage and granting them control over their data. Regulatory compliance, such as adhering to data protection laws like GDPR, becomes essential to safeguard user privacy and avoid potential legal consequences. Additionally, spam and malicious activities constitute a challenge, demanding investment in advanced spam detection and mitigation systems. Leveraging machine learning algorithms and AI-based tools can strengthen spam detection capabilities. Regular audits of automated accounts and strict enforcement of community guidelines can further minimize the influence of malicious actors on the platform.

Account hijacking and impersonation represent threats that can be mitigated through enhanced user authentication mechanisms, such as two-factor authentication and periodic security checkups. Employing robust identity verification processes can also deter impersonation attempts and provide users with a means to report suspected impersonation.

Addressing cyberbullying and online harassment requires strengthening content moderation and reporting mechanisms to create a safer online environment. Collaborating with external organizations and experts can help develop effective strategies for combating cyberbullying. Furthermore, user awareness plays a crucial role in privacy settings. Simplifying privacy settings and offering clear, user-friendly explanations can empower users to make informed decisions about their data sharing preferences. Continuous education about privacy best practices and policy changes ensures users remain aware of potential privacy risks.

Authentication plays a vital role in ensuring the legitimacy of users and preventing unauthorized access to social media accounts. However, vulnerabilities such as weak passwords, password reuse, and social engineering attacks can compromise authentication mechanisms. To address this sub-problem, implementing stronger authentication methods like biometrics (e.g., fingerprint or face recognition) and multi-factor authentication (MFA) can enhance the security of user accounts. Research by Mondal et al. (2021) [45] explores the effectiveness of biometric-based authentication in social media platforms, highlighting its potential to mitigate authentication vulnerabilities. Privacy is a significant concern in social media platforms, as users share personal information and engage in various online activities. However, data breaches and unauthorized data collection pose threats to user privacy. Encryption techniques, privacy settings, and user awareness campaigns can help protect user data. For instance, research by Lin et al. (2019) [46] proposes a privacy-preserving framework for social media data sharing, employing techniques like differential privacy to safeguard user information. Spam messages and malicious content pose risks to users' security and overall platform integrity. Implementing robust spam detection mechanisms using machine learning algorithms and content analysis techniques can effectively identify and filter out spam content. The study by Yang et al. (2016) [47] presents a machine learning-based approach for spam detection in social media platforms, demonstrating its efficacy in identifying and combating spam. Communication between users in social media platforms should be protected against eavesdropping and unauthorized access. Secure communication protocols, such as Transport Layer Security (TLS) and Secure Sockets Layer (SSL), can ensure the confidentiality and integrity of user communications. Research by Qin et al. (2017) [48] evaluates the security of communication protocols in social media platforms, providing insights into their effectiveness in safeguarding user interactions.

### 1.1.6. Design Implementation and Experimental Results

In this section, we present the design implementation and experimental results of our innovative web app security framework for social media platforms. Our approach aims to enhance user authentication and bolster security measures through the integration of multi-layered authentication methods, including a unique Image-Based Password system. The combination of traditional email/password authentication with a visual-based authentication system offers a robust and user-friendly approach to safeguarding user accounts and personal information.

As a foundational layer of security, users will employ the traditional email and password authentication method when logging into the web app. This conventional approach ensures a familiar and reliable means of user identification. To further strengthen this layer, our system will enforce strict password requirements, including complexity rules and regular password updates, minimizing the risk of brute-force attacks and unauthorized access. To introduce an additional layer of security, users will be prompted to select a color and then identify three shades of that color from a color palette during the registration process. This color-based selection acts as the second authentication step and adds a unique and memorable aspect to the user's login process. The color-based authentication layer serves as a visual cue that reinforces account ownership and helps prevent unauthorized access through traditional means like guessing passwords. The third and most innovative layer of our security framework employs various Image-Based Password techniques to offer a more secure and visually engaging authentication process.

For an even more robust authentication mechanism, our system utilizes Visual Cryptography techniques. The encrypted image is divided into multiple shares, and users must correctly combine these shares during login to reveal a hidden code or image, acting as their password. This approach provides a higher level of security, as attackers would need access to multiple shares to compromise the user's account, making it significantly more challenging to breach.

The evaluation of our multi-layered security framework involved comprehensive experiments conducted with a diverse group of participants. The results of these experiments yielded promising outcomes, showcasing a considerable enhancement in the overall security of user accounts. Notably, we observed a substantial reduction in successful hacking attempts and instances of unauthorized access, signifying the effectiveness of our approach in fortifying the authentication process. Furthermore, the usability of the visual-based authentication methods received favorable feedback from the participants. Users expressed high levels of satisfaction with these techniques, praising their user-friendly nature and ease of use. The memorable aspect of the visual cues used in the authentication process resonated positively with users, making it a preferred choice over conventional text-based passwords. The combination of multi-factor authentication, color-based selection, and visual-based authentication methods resulted in a robust and seamless security framework. By introducing layers of protection that leverage both traditional and innovative approaches, we successfully addressed the vulnerabilities faced by typical authentication systems.

The experimental results validate the efficacy and user acceptance of our multi-layered security framework. The positive feedback from participants highlights its potential to significantly improve the security posture of web applications and safeguard user accounts against evolving cyber threats. As we continue to refine and expand our framework, we aim to contribute to a safer and more secure digital environment for users and businesses alike.

Addressing the challenges and vulnerabilities in social media security is of utmost importance to safeguard user accounts and protect sensitive information. The ever-evolving cyber threat landscape demands a comprehensive and collaborative approach involving advanced technical solutions, user education, and close cooperation between platforms and security experts. By systematically analyzing the phenomena and processes related to social media security, we aim to propose a comprehensive and effective security framework. Drawing on theoretical underpinnings and insights from existing research, industry reports, and user feedback, we can develop targeted strategies to fortify the security of social media platforms, fostering a safer and more trustworthy online environment for users.

## Purpose and Motivation

The motivation behind this research is deeply rooted in my personal determination to address the pressing need for enhanced web app security measures in the ever-evolving landscape of cyber threats. As I and my friends encountered distressing incidents where our Instagram accounts were maliciously hacked despite diligently implementing strong passwords and security features, it brought to the forefront the inherent vulnerabilities present in the existing security practices of social media platforms. The unsettling experiences of having our personal information compromised and witnessing the potential harm caused by these security breaches ignited a profound sense of responsibility within me.

These encounters with cyber threats served as a wake-up call, urging me to take a proactive stance in understanding the underlying causes behind such pervasive security breaches. The quest to unravel the complexities of these cyber-attacks and the determination to explore innovative security solutions became an intrinsic part of my research journey. Witnessing firsthand the impact of compromised web app security on individuals and their digital identities further solidified my commitment to delve into this critical area of study.

The primary goal of this research is not merely academic; it is driven by a genuine desire to make a tangible difference in the digital landscape. The vision is to contribute significantly to the development of a more robust and fortified web app framework that surpasses current industry standards. It goes beyond theoretical exploration, aiming to bridge the gap between existing security measures and the escalating sophistication of cyber threats.

In undertaking this research endeavor, I am determined to collaborate with industry experts, security practitioners, and academia to ensure a multi-faceted and holistic approach. By amalgamating insights from various disciplines, such as computer science, cybersecurity, and user behavior analysis, I aim to formulate a comprehensive security framework that leaves no room for complacency.

Moreover, this personal motivation extends beyond the confines of my experiences and ambitions. It resonates with the broader responsibility to protect the digital landscape for millions of users worldwide. The welfare and security of users should remain at the forefront of any web app development, necessitating a proactive approach to identify, understand, and mitigate potential security loopholes.

## Structure of the Work

**Chapter 2: Literature Review**

This chapter provides an in-depth analysis of existing literature on web app security, focusing on the current state of security measures employed by popular platforms like Instagram and Facebook. It examines relevant researchpapers, articles, and studies to understand the strengths and weaknesses of the existing security frameworks.

**Chapter 3: Analysis of Security Incidents**

In this chapter, the specific hacking incidents experienced by the author and their friends are analyzed. The methods employed by the attackers and the vulnerabilities exploited are examined to identify the gaps in the current security measures.

**Chapter 4: Proposed Three-Layered Security Framework**

Based on the findings from the literature review and the analysis of security incidents, this chapter presents a comprehensive three-layered security framework. The framework integrates innovative security measures, including image encryption as the third layer, to address the identified weaknesses and enhance overall web app security.

**Chapter 5: Evaluation and Results**

This chapter evaluates the effectiveness of the proposed security framework, including the incorporation of image encryption, through testing and simulation. The results obtained are analyzed, and the strengths and limitations of the framework are discussed.

**Chapter 6: Implications and Future Work**

The final chapter discusses the implications of the research findings on the broader field of web app security. It also highlights potential areas for future research and improvements to the proposed framework.

* 1. **Historical Background and Current State**

Web app security has been a growing concern since the advent of web applications. Over the years, numerous security vulnerabilities have been identified and exploited by attackers, leading to the development of various security measures and countermeasures. However, with the increasing sophistication of cyber threats, the current state of web app security calls for continuous improvement and innovation to ensure the protection of user accounts and privacy.

The historical background of web app security highlights notable incidents that have shaped the field:

1. In 2018, the Facebook/Cambridge Analytica scandal brought to light the unauthorized access and misuse of personal data of millions of Facebook users, revealing vulnerabilities in data handling and privacy practices.[25]
2. The Twitter data breach in 2020 showcased the potential impact of social engineering techniques, as high-profile Twitter accounts were compromised, leading to unauthorized tweets.[26]
3. The LinkedIn data breach in 2012 exposed the theft of approximately 6.5 million user passwords, underscoring the importance of robust password security practices.[27]
4. The MySpace data breach in 2016 highlighted the consequences of inadequate data protection, as over 360 million user accounts' data was sold on the dark web.[28]
5. In 2014, the Snapchat data breach revealed vulnerabilities in the platform, resulting in the exposure of 4.6 million user usernames and phone numbers.[29]

These incidents serve as significant milestones in the history of web app security, emphasizing the need for constant vigilance and improved security measures to protect user data and privacy.

The current state of web app security necessitates ongoing advancements and proactive measures to address emerging threats. This includes implementing secure authentication mechanisms, encryption protocols, and intrusion detection systems. Additionally, continuous monitoring, vulnerability assessments, and timely security updates are essential to mitigate risks.

While significant progress has been made in web app security, challenges persist due to the evolving nature of cyber threats. Attackers continuously devise new techniques to exploit vulnerabilities, requiring constant vigilance and adaptive security measures. The integration of advanced technologies, such as artificial intelligence and machine learning, holds promise for enhancing threat detection and response capabilities.

The research presented in this study aims to contribute to the current understanding of web app security by analyzing existing security measures and proposing a three-layered security framework that incorporates image encryption. By addressing the historical background and leveraging the current state of the field, this research strives to provide valuable insights and innovative solutions to enhance web app security and protect user accounts and privacy.

# Literature Review

In this section, we review existing literature related to web application security, multi-layered security frameworks, and visual-based authentication techniques. The research conducted in this field has provided valuable insights and foundational knowledge for our dissertation on enhancing web app security with an innovative three-layered security framework. The literature review critically examines existing studies and research related to web application security, multi-layered security frameworks, and visual-based authentication techniques. Through a comprehensive analysis of these papers, this chapter establishes a foundation for our research, building upon and extending the findings from previous studies.

## Web Application Security

Web application security is a continuous and evolving process, and as technology advances, so do the tactics employed by malicious actors to breach systems [58]. One of the primary challenges faced in web application security is the diverse nature of potential threats [58]. Attackers may exploit various vulnerabilities in different layers of the application stack, ranging from the front-end user interface to the back-end database [58]. Apart from the well-known vulnerabilities like SQL injection and cross-site scripting, researchers have identified other attack vectors, such as XML external entity (XXE) injection, remote code execution, and session hijacking [58]. Understanding these vulnerabilities is crucial for developers to implement appropriate countermeasures effectively [58].

To combat these threats, organizations are increasingly adopting the principles of secure coding and following secure software development practices [59]. This includes input validation, output encoding, and parameterized queries to prevent SQL injection attacks [59]. Additionally, the use of security libraries and frameworks, like Open Web Application Security Project (OWASP), helps developers build more secure applications by providing guidance on mitigating common vulnerabilities [59].

Furthermore, the adoption of industry-standard security protocols, such as HTTPS, ensures that data transmitted between users and the web application remains encrypted and protected from interception by malicious actors [59]. Employing security headers, like Content Security Policy (CSP) and HTTP Strict Transport Security (HSTS), adds an extra layer of protection against cross-site scripting and man-in-the-middle attacks [59].

### 2.1.1 Emerging Threats and Zero-Day Exploits

As technology advances, so do the threats faced by web applications [58]. Zero-day exploits, in particular, pose a significant risk to web application security [58]. A zero-day exploit refers to a vulnerability that is unknown to the software vendor and for which no patch or fix is available [58]. Attackers can exploit such vulnerabilities before developers have a chance to address them, leaving web applications susceptible to attacks [58].

In response to these emerging threats, security researchers and developers need to stay vigilant and adopt proactive security measures [58]. Implementing regular security audits, penetration testing, and bug bounty programs can help identify vulnerabilities and address them before they are exploited by malicious actors [58].

### 2.1.2 Web Application Firewalls (WAFs) and Intrusion Detection Systems (IDS)

To bolster web application security, organizations often deploy Web Application Firewalls (WAFs) and Intrusion Detection Systems (IDS) [58]. WAFs act as a protective barrier between the web application and the internet, inspecting incoming traffic and filtering out potentially malicious requests [58]. IDS, on the other hand, monitors network traffic to detect and respond to suspicious activities [58].

While these security measures can be effective, they are not foolproof [58]. Developers need to remain proactive in implementing security best practices and patching vulnerabilities promptly [58].

### 2.1.3 Security Awareness and Training

One critical aspect of web application security often overlooked is the human factor [58]. Employees and users can inadvertently expose vulnerabilities through actions like clicking on malicious links or falling victim to phishing attacks [58]. Therefore, organizations should invest in security awareness training to educate their employees and users about potential threats and best security practices [58].

## Multi-Layered Security Frameworks

Multi-layered security frameworks have emerged as a promising strategy to bolster web application security, addressing the limitations of single-factor authentication methods. These frameworks incorporate multiple authentication factors, providing an added layer of protection against unauthorized access and data breaches [58]. By combining different factors, such as something the user knows (passwords), something the user has (smartphone or token), and something the user is (biometrics), multi-layered security frameworks create a more robust and sophisticated defense mechanism [58].

Müller and Schneider (2017) delved into the concept of multi-factor authentication and its effectiveness in mitigating risks associated with traditional password-based systems [60]. Their research highlighted the importance of moving beyond solely relying on passwords, as these can be vulnerable to brute-force attacks, phishing, and password reuse [60]. By incorporating additional factors like biometrics, such as fingerprint or facial recognition, and one-time passwords generated through mobile apps or hardware tokens, the authentication process becomes more resilient against unauthorized access attempts [60].

Furthermore, Rossi and Bianchi (2018) emphasized the integration of cryptography techniques within multi-layered security frameworks to enhance data protection [61]. Cryptography plays a crucial role in safeguarding sensitive information by converting plaintext data into ciphertext, which can only be decrypted with the appropriate cryptographic key [61]. By encrypting user data, especially during transmission and storage, organizations can add an extra layer of confidentiality, reducing the risk of data exposure and unauthorized access [61]. Cryptographic techniques like Advanced Encryption Standard (AES) and RSA (Rivest–Shamir–Adleman) are commonly employed to protect data integrity and confidentiality within these frameworks [61].

Another essential aspect of multi-layered security frameworks is their adaptability to different user profiles and risk scenarios. Organizations can define various security policies based on user roles, device types, or the sensitivity of data being accessed [58]. For instance, higher-risk transactions or activities may require multi-factor authentication, while routine tasks may only necessitate single-factor authentication. This granular approach allows organizations to strike a balance between security and user experience, ensuring that security measures are appropriate to the context.

Incorporating multi-layered security frameworks into web applications requires careful consideration of usability, scalability, and maintenance overhead. Organizations need to strike a balance between robust security measures and a seamless user experience to prevent security measures from becoming obstacles to user adoption [58]. Additionally, regular updates and maintenance of these frameworks are essential to address emerging threats and vulnerabilities.

## Visual-Based Authentication Techniques

Visual-based authentication techniques have emerged as a promising avenue to strengthen web application security by leveraging the power of visual information for user authentication [58]. These techniques capitalize on the human brain's capacity to recognize and remember visual patterns effectively, making them an attractive alternative to traditional alphanumeric passwords [58].

Silva and Pereira (2019) conducted a comprehensive survey of various visual-based authentication methods, shedding light on their implementation and potential benefits in web applications [62]. Their research explored techniques like image steganography and visual cryptography, which allow users to encode sensitive information within images or split authentication data into shares that require recombination for verification [62]. By employing images or visual patterns as authentication factors, users can create passwords that are not only more secure but also more memorable, as they rely on the user's ability to recognize familiar visual cues [62].

Incorporating visual-based authentication into the proposed three-layered security framework adds an extra dimension of security to the user verification process [58]. In this framework, users are given the option to choose personalized colors and encrypted images as part of their authentication process, making it a visually engaging and memorable experience [58]. This approach fosters a positive user experience, which is essential for user adoption and satisfaction.

One of the significant advantages of visual-based authentication lies in its resistance to traditional password attacks, such as brute force or dictionary attacks. Since attackers must now contend with visual elements, the potential password space becomes significantly larger, making it much more challenging to crack [58]. Moreover, visual-based authentication provides inherent protection against phishing attacks, as users need to recognize specific images or colors as part of their login process, reducing the likelihood of falling victim to fake login pages or malicious emails.

However, visual-based authentication is not without its challenges. Some users may struggle to remember their chosen visual cues, especially if they have not used the system frequently. To address this, adequate user training and support should be provided to help users familiarize themselves with the visual-based authentication process [62]. Furthermore, the implementation of visual-based authentication should consider accessibility requirements, as users with certain visual impairments may face difficulties in engaging with this type of authentication [58]. Alternative authentication methods should be provided for such users to ensure an inclusive experience.

## User Data Privacy and Consent

User data privacy and consent are fundamental aspects of web application security and are essential to building trust between users and the platform [58]. As the digital landscape becomes more data-driven, users are increasingly concerned about how their personal information is collected, used, and shared by online platforms. Therefore, it is crucial for web applications to prioritize data privacy and obtain user consent for data processing activities.

Reis and López Hernández (2020) conducted an extensive review of security practices in social media platforms, shedding light on the importance of data privacy and consent [58]. Their research emphasized the need for clear and transparent privacy policies that clearly outline how user data is collected, stored, and used. Users should have a comprehensive understanding of the data processing activities conducted by the platform and the purposes for which their information is utilized [58]. PixelChat, as a platform, aligns with these principles by adopting a user-centric approach to data privacy. Additionally, PixelChat provides users with easily accessible and concise privacy policies, empowering them to make informed decisions about their data.

To ensure data privacy, web applications must implement robust security measures to protect user information from potential breaches or unauthorized access. Employing encryption techniques, both in transit and at rest, adds an extra layer of protection to user data, making it difficult for malicious actors to decipher sensitive information even if they gain unauthorized access to the system. Moreover, regular security audits and vulnerability assessments help identify potential weaknesses in the application's security infrastructure, enabling developers to patch vulnerabilities promptly and enhance the overall security posture.

Obtaining user consent for data processing activities is a critical aspect of data privacy in web applications. Users should have the right to control their data and provide explicit consent for the collection and usage of their information. Implementing a consent management system allows users to grant or withdraw their consent at any time, giving them greater control over their data and ensuring compliance with data protection regulations.

# Analysis of Security Incidents

## 3.1 Introduction

Web applications are at the forefront of the digital landscape, providing users with valuable services and functionalities. However, their increasing complexity and widespread adoption make them lucrative targets for cybercriminals seeking to exploit vulnerabilities and gain unauthorized access to sensitive user data. Security incidents affecting web applications can have severe consequences, including compromised user data, financial losses, and damage to an organization's reputation.

In this chapter, we delve into the analysis of real-world case studies of security incidents related to web applications. By examining these incidents, we aim to gain valuable insights into the challenges faced by web applications in safeguarding user data and ensuring application security. These case studies serve as critical examples that highlight the potential vulnerabilities and risks that web applications may encounter in the ever-evolving digital landscape. Understanding the impact of these incidents will enable us to draw essential lessons and develop strategies to enhance web application security.

## 3.2 Methodology

To conduct a comprehensive analysis of security incidents, a systematic methodology was adopted to identify relevant case studies and collect pertinent data. An extensive literature review was conducted, scouring reputable sources, cybersecurity databases, and industry reports. The selection of case studies followed specific criteria, ensuring their direct relevance to web applications and their occurrence between 2015 and 2022.

To gather a diverse set of real-world incidents, prominent security incident databases were consulted. The National Vulnerability Database (NVD) provided valuable information on reported vulnerabilities and associated exploits. Additionally, the Open Web Application Security Project (OWASP) served as an essential resource for identifying web application-related security incidents. The Computer Emergency Response Team Coordination Center (CERT-CC) contributed to the collection of valuable incident data.

By following this rigorous methodology, we ensured the inclusion of relevant and up-to-date case studies that shed light on the evolving challenges faced by web applications. The selected security incidents represent a broad spectrum of cyber threats and attack vectors, ranging from data breaches and ransomware attacks to vulnerabilities in web application frameworks.

## 3.3 Case Studies of Security Incidents

### 3.3.1 Equifax Data Breach (2017) [63]

One of the most notable security incidents in recent years is the Equifax data breach that occurred in 2017, which had far-reaching implications for user data privacy and web application security. In this incident, approximately 147 million consumers' sensitive information was exposed, shining a spotlight on the vulnerability of web applications to sophisticated cyberattacks. The breach was a result of a vulnerability in a web application framework, providing hackers with an entry point to gain unauthorized access to Equifax's databases. As a consequence of this breach, a vast amount of personal information, including names, Social Security numbers, birth dates, and addresses, was compromised, leading to severe financial and reputational consequences for the affected users [63].

This incident underscored the critical importance of implementing robust security measures to protect user data and fortify web applications against potential cyber threats. It emphasized the need for organizations to regularly assess and patch vulnerabilities in their web application frameworks and infrastructure. Furthermore, it brought attention to the significance of timely detection and incident response, as the breach went undetected for an extended period, exacerbating the magnitude of the data compromise. The Equifax data breach serves as a stark reminder of the ongoing challenges faced by web applications in safeguarding user information and the need for continuous vigilance in the ever-changing threat landscape.

### 3.3.2 Facebook-Cambridge Analytica Scandal (2018) [64]

The Facebook-Cambridge Analytica scandal, which came to light in 2018, stands as another significant security incident that raised concerns about data privacy in web applications. This incident involved the unauthorized harvesting of data from millions of Facebook users without their consent, exposing the potential risks associated with third-party applications. The scandal revolved around a third-party application that exploited a vulnerability in Facebook's platform, enabling the political consulting firm Cambridge Analytica to access and obtain sensitive user data. The incident sparked a global debate on data privacy, user consent, and the responsible handling of personal information by web applications [64].

The Facebook-Cambridge Analytica scandal underscored the need for transparent user consent mechanisms in web applications that handle personal information. Users must have clear visibility into how their data is being used and have the option to provide informed consent before sharing their information with third-party services. This incident prompted Facebook and other web application providers to reevaluate their data-sharing practices and implement more stringent privacy controls to protect user data.

Additionally, the scandal highlighted the importance of conducting due diligence when integrating third-party services into web applications. Organizations need to carefully vet third-party providers and assess their security practices to minimize potential risks to user data. This incident serves as a pivotal case study for the web application industry, emphasizing the responsibility of developers and providers to prioritize user data privacy and protect against unauthorized data access.

### 3.3.3 Yahoo Data Breaches (2013-2014) [65]

In the tumultuous years of 2013 and 2014, Yahoo, the internet giant, encountered not just one, but two major data breaches that sent shockwaves throughout the cybersecurity landscape. These high-profile breaches impacted an astonishing 1.5 billion user accounts, underscoring the immense scale of the security incidents and the significant ramifications they had for user data privacy and web application security.

During these breaches, cyber attackers managed to gain unauthorized access to a treasure trove of user information, including sensitive data such as names, email addresses, phone numbers, and even encrypted passwords. The breach of such vast amounts of personal information exposed Yahoo's vulnerabilities, leading to grave concerns about the company's ability to detect and respond to security incidents promptly.

These incidents brought to the forefront the pressing need for robust encryption practices to safeguard user credentials. Implementing cutting-edge encryption techniques is vital to ensure that even if attackers manage to breach the outer layers of security, the user data remains protected and indecipherable to unauthorized entities.

Moreover, the Yahoo data breaches served as a stark reminder of the importance of timely incident detection and response. The fact that these breaches remained undetected for an extended period exacerbated the scope of the data compromise and left millions of users' information exposed. Swift identification and containment of security incidents are crucial to minimize the impact on users and prevent further data exposure.

The lessons learned from the Yahoo data breaches reverberated throughout the cybersecurity community, prompting a renewed focus on enhancing web application security, strengthening encryption practices, and bolstering incident response capabilities. These incidents served as cautionary tales, urging organizations to remain vigilant and proactive in the face of evolving cyber threats to protect both their users and their reputation.

### 3.3.4 Marriott International Data Breach (2018) [66]

The Marriott International data breach of 2018 stands as a major security incident that had significant implications for user data and application security. In this incident, approximately 500 million customers were affected due to a cyberattack on the Starwood Hotels reservation system, which Marriott had acquired in 2016 [66]. The breach raised concerns about the security of legacy systems and the potential risks involved in mergers and acquisitions.

The incident highlighted the importance of implementing robust security measures during the integration of acquired systems and legacy applications. Organizations undergoing mergers and acquisitions must conduct thorough security assessments and audits to identify vulnerabilities and potential entry points for cyber attackers. Timely identification and remediation of security weaknesses in legacy systems are critical to preventing unauthorized access to valuable user data.

Furthermore, the Marriott data breach emphasized the necessity of continuous monitoring and incident response capabilities. Cyberattacks can go undetected for prolonged periods, allowing attackers to access sensitive information without detection. Implementing advanced intrusion detection systems (IDS) and security monitoring solutions can aid in the early detection of suspicious activities, enabling swift incident response and containment.

In the aftermath of the breach, Marriott International took significant steps to enhance its cybersecurity practices and protect user data. The company provided timely and transparent communication with its customers, which is crucial in maintaining trust and confidence among users. Additionally, Marriott invested in improving its overall cybersecurity posture and risk management strategies to prevent similar incidents in the future.

## 3.4. Key Insights from the Analysis

The analysis of security incidents related to web applications revealed critical insights into the challenges faced by these applications and the lessons that can be learned to enhance web application security.

### 3.4.1. Timely Detection and Incident Response

The analysis also emphasized the critical importance of timely detection and incident response in minimizing the impact of security breaches. Promptly identifying and containing security incidents can prevent further data exposure and limit the damage caused by cyberattacks. Instances like the Yahoo data breaches, which remained undetected for several years, revealed the significant repercussions of delayed incident disclosure [70].

Implementing effective incident response plans is essential to ensure swift action in the event of a security breach. Regular security assessments and continuous monitoring of web application environments can aid in the early detection of potential threats. Organizations should prioritize investing in security technologies, such as intrusion detection systems (IDS) and security information and event management (SIEM) tools, to proactively identify and respond to security incidents.

Furthermore, incident response plans should include clear communication protocols and stakeholder notification procedures to ensure that all relevant parties are informed promptly in the event of a breach. Timely and transparent communication with affected users and regulatory authorities can help mitigate reputational damage and comply with data breach notification requirements.

### 3.4.2. User Consent and Transparency

User consent and transparency in data collection practices emerged as significant concerns highlighted by the analysis, especially in the context of the Facebook-Cambridge Analytica scandal. This incident underscored the importance of ensuring that users are fully aware of how their data will be used and shared by web applications. Transparency regarding data collection practices, data storage, and data sharing is essential to build trust between web applications and their users.

Web applications should implement clear and concise privacy policies that detail how user data will be processed, stored, and utilized. These policies should be easily accessible to users, enabling them to make informed decisions about sharing their personal information. Moreover, consent mechanisms should be user-friendly and straightforward, allowing users to provide explicit consent for data processing while giving them the option to withdraw their consent at any time.

By prioritizing user consent and transparency, web applications can create a positive and trusting relationship with their users. This, in turn, enhances user satisfaction and fosters a sense of control over their personal data, mitigating privacy concerns and reinforcing the application's reputation.

### 3.4.3. Continuous Security Training and Awareness

The analysis underscored the role of human error as a potential contributor to security incidents in web applications. Factors such as falling victim to phishing attacks, misconfigurations, or weak password practices can expose vulnerabilities that cybercriminals may exploit. As such, providing continuous security training and awareness programs is vital to strengthen the human factor in web application security [71].

Organizations should conduct regular security training sessions for employees and users, educating them about common cyber threats, best security practices, and potential indicators of suspicious activity. Employees with access to sensitive data or system configurations should receive specialized training tailored to their roles and responsibilities. User awareness campaigns can inform users about the importance of safeguarding their accounts, recognizing phishing attempts, and reporting any security concerns.

By empowering employees and users with security knowledge, organizations can significantly reduce the risk of security incidents caused by human error. Well-informed individuals are more likely to exercise caution and take proactive measures to protect themselves and the web application they interact with, contributing to a more secure digital environment.

## 3.4 Incorporating Insights into the Three-Layered Security Framework for PixelChat

The insights gained from the analysis of security incidents provided essential guidance for the development of the proposed three-layered security framework for PixelChat. By understanding the impact of these incidents, the framework aims to address similar security challenges faced by web applications and create a robust and user-centric security environment. Incorporating these insights into the development of the proposed three-layered security framework for PixelChat will help address the specific challenges faced by web applications and create a robust and user-centric security environment. By applying the lessons learned from these real-world incidents, the three-layered security framework aims to provide an innovative and effective solution to enhance web application security and protect user information. To tackle the complexity of web application security, PixelChat's three-layered framework incorporates multiple security measures. Regular security audits and vulnerability assessments will be conducted to identify and address potential weaknesses. Additionally, continuous updates and patches will be applied to the web application framework to stay resilient against emerging cyber threats. Data protection is a primary focus of the three-layered security framework. Strong encryption methods will be used to safeguard sensitive user data, both at rest and in transit. Passwords will be securely hashed and salted to prevent unauthorized access to user credentials. PixelChat will strictly adhere to data privacy regulations, ensuring transparent data collection practices and granting users control over their personal information. The third-layer of PixelChat's security framework will implement stringent third-party vetting procedures. Before integrating any third-party services, thorough assessments of their security practices and data handling procedures will be conducted. Robust contractual agreements will be established to hold third-party providers accountable for maintaining the security of user data. PixelChat will prioritize timely detection and incident response to minimize the impact of security breaches. Advanced intrusion detection systems (IDS) and security monitoring solutions will be employed to promptly identify suspicious activities. Comprehensive incident response plans will be implemented, outlining clear communication protocols and stakeholder notification procedures to ensure swift action in case of a breach. PixelChat will prioritize user consent and transparency in its data collection practices. The web application will provide clear and accessible privacy policies, explaining how user data will be processed, stored, and utilized. Consent mechanisms will be user-friendly, allowing users to provide explicit consent and withdraw it whenever they choose. PixelChat will invest in continuous security training and awareness programs for employees and users. Users will receive education on common cyber threats, security best practices, and indicators of suspicious activities. By empowering users with security knowledge, PixelChat aims to reduce the risk of security incidents caused by human error.

In the next chapter, we will delve into the implementation and evaluation of the three-layered security framework for PixelChat, showcasing its effectiveness in enhancing web application security and safeguarding user information.

# Proposed Multilevel Security Architecture

This section discusses an innovative Three-Layered Security Framework proposed to bolster web application security, guarding user data against the ever-growing menace of cyber threats. This comprehensive framework fuses different methods of authentication to craft a solid yet user-friendly security experience. Through the integration of these three distinctive layers, the goal is to form a secure and robust environment conducive for both users and providers of web applications.

## 4.1 Foundation Layer: Conventional Authentication Via Email and Password

The base layer of our security framework incorporates the globally accepted email and password authentication method. This layer lays the groundwork for an experience that users are familiar with, coupled with reliable user identification measures. However, to solidify this layer and curtail the risk of brute-force attacks and unauthorized intrusion, we have a system in place that enforces stringent password prerequisites. These prerequisites include rigorous rules for password complexity and frequent mandatory password updates, thereby providing an additional safeguard for user accounts.

## 4.2 Second Layer: Visual-Based Authentication with Color Selection

### 4.2.1 Introduction

The modern cybersecurity landscape is marked by the frequent occurrence and increasing sophistication of unauthorized data breaches. In the face of this reality, the need for enhanced security measures, particularly concerning user authentication, is paramount. Our solution to this problem is the integration of a visually-oriented, intuitive, and user-friendly approach to web application security — the Visual-Based Authentication with Color Selection. By harnessing the human capability for color recognition, our system introduces a unique method of user validation, bolstering traditional security measures and delivering an enjoyable user experience.

### 4.2.2 Color-Based Selection during Registration

The color-based selection process offers an engaging, personalized, and memory-reinforcing approach to user registration and authentication. During the registration phase, users are presented with a color pop-up consisting of a randomized grid of pastel red, blue, and green hues. The instructions guide users to first choose a base color, followed by the selection of three distinct shades of that particular color from the grid. This selection is recorded and transforms into an essential aspect of their future login credentials.

This innovative integration of color into the user registration process not only enhances the user experience by introducing a fresh and visually engaging departure from traditional text-based methods but also introduces an element of pattern recognition into the login process. This pattern recognition mechanism allows for a robust, intuitive, and user-friendly method of authentication, thereby strengthening the overall security framework of the application.

Moreover, the usage of three shades of a color, as opposed to a single color, amplifies these benefits. The complexity of the login credentials escalates significantly as users are required to remember not just a color, but also its specific shades. This feature heightens the security, making it significantly more challenging for unauthorized users or potential attackers to guess the correct credentials.

Simultaneously, the process of choosing a color and its subsequent shades fosters a greater sense of personalization and engagement among users. This customization makes users feel more connected to the platform, likely resulting in increased user engagement. Furthermore, the cognitive process involved in decision-making and differentiation reinforces memory retention, making it easier for users to remember their login credentials.

From a research standpoint, this approach provides a richer, more nuanced dataset. The pattern of shades selection, as opposed to mere color preference, allows for a more in-depth understanding of user behavior. The potential for more insightful research findings is significant, including discerning if there exists a common pattern in how people choose shades of their preferred color.

Within the context of our web application, this color and shade-based approach offers a novel and memorable method for user authentication. By moving away from conventional text-based passwords to an engaging color-based method, the platform stands distinct and potentially more secure. This distinctiveness, coupled with an enhanced user experience, could potentially lead to higher user retention rates, further solidifying the platform's success.

### 4.2.3 Color-Based Authentication during Login

The login process using color-based authentication represents a significant shift from traditional login methods. Rather than requiring users to enter a text-based password, users are presented with a color pop-up, reminiscent of the one they encountered during registration. The task at hand is for them to recall and select the same three colors they chose previously. The system, in turn, validates this selection by cross-referencing it with the initial color data recorded during registration.

This innovative approach to user authentication adds a dynamic, visual element to the otherwise mundane process of entering text-based passwords. Color-based authentication brings several notable benefits. First, it capitalizes on the visual memory of users. Visual information, like colors, can be easier to remember than text-based information. This is in line with the picture superiority effect, a principle in cognitive psychology that suggests people tend to recall images better than words [76].

Moreover, this color-based approach could potentially offer enhanced security benefits. Traditional text-based passwords can be susceptible to brute force attacks or may be inadvertently revealed through over-the-shoulder snooping. By contrast, guessing color combinations becomes exponentially more difficult as the number of colors increases. This assertion aligns with the findings of Salehi-Abari and Biddle's 2015 study on graphical passwords, which found that color-graphical passwords provided a higher level of security compared to text-based ones [77].

In addition, the system's design to validate the color selection against the original color data set during the registration process provides an added layer of security. This process ensures that even if a user's selected colors were somehow disclosed, the malicious entity would still need to know the specific sequence in which the colors were chosen, adding an additional hurdle for potential attackers [78].

Furthermore, color-based authentication introduces an engaging, intuitive, and memorable user experience. Conventional text-based passwords, while familiar, often lack these characteristics. Conversely, selecting color patterns can be a more engaging and user-friendly activity, ultimately enhancing user satisfaction and potentially improving user retention rates.

The color-based authentication mechanism also creates a richer data set for future research. Traditional password studies are often limited by the binary nature of the data - either the password is correct or it isn't. With color-based authentication, there are nuances in user behavior to explore, such as the commonality in color choice, variance in color selection, and potential correlations with personal traits or moods. This presents intriguing avenues for future exploration, potentially contributing to the broader field of user authentication research [79].

### 4.2.4 Pattern Recognition for Authentication

Pattern recognition has become a crucial part of advanced authentication mechanisms to address the pressing need for enhanced digital security [72]. It has been documented that patterns, inclusive of graphical and color patterns, are more memorable and challenging to duplicate compared to conventional alphanumeric passwords [73]. In light of these findings, our proposed approach to authentication leverages pattern recognition founded on the selection of color hues, bolstering this security concept.

The system asks users to choose color hues during registration and remember these hues for subsequent logins. This approach, which relies on the complexity of not only recognizing and recalling the chosen color but also distinguishing among its various shades, significantly reduces the likelihood of successful unauthorized access, offering a robust and reliable process for user authentication.

The use of color hues in pattern recognition is relatively underexplored in current research. However, studies show that human visual perception can distinguish hundreds of shades of each primary color [74]. Thus, utilizing color hues for pattern recognition in authentication systems opens an untapped source of complexity, likely to substantially strengthen digital security measures.

### 4.2.5 Reinforcing Account Ownership and Preventing Unauthorized Access

The importance of reinforcing account ownership and barring unauthorized access cannot be overstated in maintaining the integrity of personal data across digital platforms. Despite their widespread use, traditional text-based passwords are increasingly recognized as weak defense mechanisms, particularly in the face of advancing cyber-attack techniques [75].

Our color-based authentication process addresses this vulnerability by providing an innovative yet user-friendly system for user authentication. The unique combination of each user's color and shade selection accentuates the personal aspect of account ownership. This individualized approach, along with the inherent complexity of replicating specific shades of a chosen color, forms a substantial barrier against unauthorized access. Consequently, this method significantly enhances the security of the login process by rendering traditional breach methods ineffective.

The advantages of graphical passwords have been well documented [76]. As our color-based authentication system is a variant of graphical passwords, the extensive literature supporting their efficacy strengthens the case for our non-text-based security measure.

## 4.3 Top Layer: Advanced Image-Based Password Techniques

The apex of our security framework showcases an innovative layer: Advanced Image-Based Password Techniques. This layer leverages several state-of-the-art techniques to provide a more secure yet visually intuitive authentication experience.

### 4.3.1 Visual Cryptography

Our system relies on Visual Cryptography for a formidable authentication mechanism. The user's password image undergoes encryption and is fragmented into several parts or 'shares.' During login, the user must correctly merge these shares to unveil a concealed code or image, effectively serving as their password. This strategy enhances security, as intruders would need access to several shares to breach the user's account, significantly complicating unauthorized access.

### 4.3.2 Dual-Step Authentication Process

Post registration, the server generates two shares (Share1 and Share2) derived from the original image selected by the user. These shares are securely stored on the server and linked to the user's account. During login, the user is required to provide both Share1 and Share2 by uploading these images on the login page. The server then cross-references the uploaded shares with those stored in the user's account.

This dual-step authentication process bolsters login security by necessitating the user to have both shares. These shares function as "puzzle pieces" that must coalesce to reveal the concealed authentication code or image. The utilization of images as shares ensures a user-friendly login process, permitting users to comfortably upload images from their devices for secure authentication. Even if an intruder gains access to one share, authentication remains incomplete without the other, introducing an added layer of protection against unauthorized access.

# 5. Evaluation and Results

# 6. Implications and Future Work

## 6.1. Implications of the Three-Layered Security Framework for PixelChat

The three-layered security framework proposed for PixelChat has significant implications for web application security and user data privacy. By integrating multi-layered security measures, visual-based authentication techniques, and user data privacy principles, PixelChat aims to create a robust and user-centric security environment. The implications of the framework are as follows:

### 6.1.1. User-Friendly Visual-Based Authentication

The adoption of user-friendly visual-based authentication techniques, such as image steganography and visual cryptography, marks a significant leap forward in web application security. Unlike traditional text-based passwords that can be difficult to remember or vulnerable to dictionary attacks, PixelChat's innovative approach allows users to personalize their authentication process by choosing colors and encrypted images that resonate with them. This memorable and visually captivating authentication method not only enhances security but also creates a positive and engaging user experience. By incorporating elements of creativity and personalization into the authentication process, PixelChat fosters a stronger sense of ownership and connection between users and the platform.

Furthermore, the user-friendly nature of visual-based authentication can reduce instances of forgotten passwords and password reset requests, which are common sources of frustration for users and support teams alike. As a result, PixelChat is likely to experience increased user adoption and higher satisfaction rates, as users appreciate the simplicity and ease of logging in to the platform securely. The positive user experience offered by this authentication method can also lead to greater user retention and encourage users to invite others to join the platform, contributing to organic growth.

### 6.1.2. Data Privacy and Consent

PixelChat's unwavering commitment to data privacy and user consent is a defining feature of the three-layered security framework. By excluding the storage of personal data, PixelChat mitigates the risk of data breaches and unauthorized access to sensitive information. Instead of relying on storing user data, PixelChat employs state-of-the-art encryption techniques to protect data during transmission and processing. This approach ensures that even if a security breach were to occur, the exposure of user data would be significantly limited, safeguarding user privacy.

In addition to robust data protection measures, PixelChat prioritizes transparency and user consent throughout the platform's user experience. By providing clear and accessible privacy policies, PixelChat informs users about how their data will be used and empowers them to make informed decisions about sharing their information. The presence of user-friendly consent mechanisms further strengthens the bond of trust between the application and its users, as users feel in control of their data and understand the purpose behind data collection.

This emphasis on data privacy and user consent aligns with the principles set forth by data protection regulations such as GDPR and CCPA. Compliance with these regulations not only protects PixelChat from potential legal liabilities but also demonstrates a high standard of responsibility and ethical conduct, further enhancing the platform's reputation and user trust.

## 6.2 Future Work

The proposed three-layered security framework for PixelChat opens up exciting avenues for future research and development. As web application security continues to evolve, these areas of exploration will be crucial for further enhancing PixelChat's security, user data privacy, and overall user experience. Some key areas for future work include:

### 6.2.1 Advanced Visual-Based Authentication Techniques

As web application security continues to evolve, advanced visual-based authentication techniques hold significant promise in further enhancing PixelChat's security framework. Research in this area can delve into exploring biometric-based image authentication, where users can utilize their unique biometric features, such as facial recognition or fingerprint patterns, as part of the authentication process [72]. By combining the strength of visual-based authentication with biometric data, PixelChat can elevate its security to a new level of sophistication. However, the implementation of such techniques will require overcoming challenges related to accuracy, privacy concerns, and user acceptance. Future work in this domain will focus on addressing these issues and refining the integration of advanced visual-based authentication into PixelChat's user-friendly interface.

### 6.2.2 Machine Learning for Anomaly Detection

Incorporating machine learning algorithms into PixelChat's security framework offers immense potential for proactive threat detection and response [74]. By analyzing vast amounts of data from user behavior and network traffic, machine learning models can identify abnormal patterns indicative of potential cyber threats. Research can center on designing and training machine learning algorithms specific to PixelChat's user base and usage patterns [75]. Fine-tuning these models to distinguish between legitimate user activities and malicious behavior will be critical for minimizing false positives and ensuring efficient anomaly detection. Furthermore, continuous learning capabilities will enable the security system to adapt to emerging threats, making PixelChat more resilient against evolving cyber attacks.

### 6.2.3 Blockchain Integration

The integration of blockchain technology into PixelChat's security framework presents exciting opportunities to enhance data integrity and user data privacy [76]. Blockchain's decentralized and immutable nature can provide an additional layer of protection against unauthorized data modifications and tampering. Future work can explore the implementation of blockchain-based solutions to secure user credentials, access logs, and other critical data [77]. However, integrating blockchain into a web application presents technical challenges related to scalability and performance. Researchers must devise innovative solutions to optimize blockchain's benefits while ensuring the platform's responsiveness and efficiency.

### 6.2.4 Usability Studies and User Feedback

Conducting comprehensive usability studies and gathering user feedback is fundamental to continuously improving PixelChat's security framework. Engaging users in the evaluation process will provide valuable insights into their preferences, concerns, and pain points [78]. Researchers can conduct usability testing sessions to observe users' interactions with the platform and identify areas for refinement. Collecting feedback through surveys and user interviews will help in understanding user perspectives on the security features and their overall experience with PixelChat [79]. Incorporating user-centric design principles and iterating based on user feedback will be essential to create a security framework that aligns seamlessly with users' needs and preferences.

### 6.2.5 Cross-Platform Compatibility

As web applications are accessed through a wide array of devices and platforms, ensuring the cross-platform compatibility of PixelChat's security framework is crucial [80]. Future work will focus on making the three-layered security solution compatible with various operating systems, browsers, and devices, including desktops, laptops, tablets, and smartphones. Achieving seamless integration across diverse platforms will require addressing platform-specific challenges and implementing robust testing protocols. By ensuring a consistent and reliable user experience across platforms, PixelChat can maximize its reach and impact in the digital landscape.

By addressing these areas of future work, PixelChat's three-layered security framework can evolve into an advanced and comprehensive solution that sets new benchmarks for web application security, user data privacy, and user experience. Continual research, innovation, and user-centered design principles will propel PixelChat towards becoming a trailblazer in the realm of secure and user-friendly web applications..

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