

BRIEF THOUGHTS ON WEB DESIGN



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One writer's odyssey into African American migration

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Skype anyone? Here's how to turn a computer (or a TV) into a video chat machine.

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7 Cs of WEB design - Customer Interface

Context

Site's layout and design

Content

Text, pictures, sound and video that web pages contain

Commerce

Site's capabilities to enable commercial transactions

Community

The ways sites enable user-to-user communication

Connection

Degree site is linked to other sites

Customization

Site's ability to self-tailor to different users or to allow users to personalize the site

Communication

The ways sites enable site-to-user communication or two-way communication



Context

- Design Look and Feel

□ *Section Breakdown*

- ✦ *Linking Structure*
- ✦ *Navigation Tools*
- ✦ *Site Performance*
- ✦ *Aesthetics*
- ✦ *Color Scheme*
- ✦ *Visual Themes*

○ **Context Archetypes form and function**

- ✦ *Aesthetically Dominant:*
- ✦ *Functionally Dominant:*
- ✦ *Integrated: Balance of form and function.*

A LEADER IN INTERESTING WEB DESIGNS



Context **FUNCTIONAL DOMINATE**

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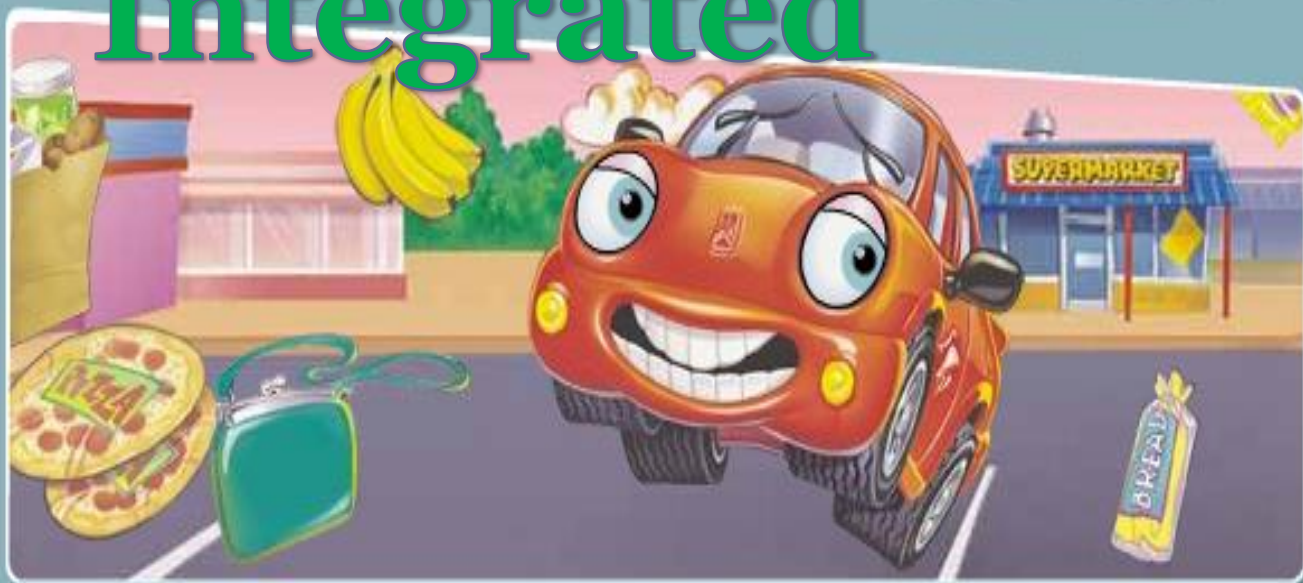


Welcome

The Wondrous World of Chevron Cars



Integrated



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MEET
THE CARS

FREE STUFF

LEARN

Play Games



Free online car games. Fun classic, arcade and puzzle games for kids and adults. Check out the

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Find all available Chevron Cars including Brent Blizzard. Check out our 50% off sale, with cars as

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Bazaar: users wander through a vast number of interest areas
Does not provide for users to interact with one another

YAHOO! GAMES

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Club: Focuses on one area of interest, promotes considerable interaction among members
gillettecancerconnect.org

Community



**Gillette Women's
Cancer Connection**
strength in knowing.
support in sharing.

For Women

**For Families
& Friends**

Community

- [Message Board Communities](#)
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In partnership with



Community

•Message Board Communities

Gillette Women's Cancer Connection message boards are offered in partnership with allHealth, a channel of iVillage.com: The Women's Network. In order to participate in these boards, you will first be asked to join allHealth, a membership which is free.

Click on a board name listed below to go to our message board communities:

- [Breast Cancer Support](#)
- [Cervical & Ovarian Cancer Support](#)
- [Families & Friends Support](#)
- [General Cancer Support](#)
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Café: common area of interest provides considerable interaction among members bolt.com

Community



home
help
info
policy

member name:

password:

save password

not a member?

people	
notes	1 new
voice/email	1 new
clubs	
homepages	create
tagbooks	
boards	
cards	
quiz/polls	1 survey
horoscope	
free stuff	



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5263 members online now

Member of the Day:



Hey!
[What's the weirdest word you've ever heard?](#)

B/N me,
[ShortStackJac](#) 17/F/US
 member since 8-4-2000
[Wanna be member of the day?](#)

Poll:

FREE homepages!

Should New York Knicks guard Charlie Ward be suspended for his recent anti-Semitic comments?

Absolutely. This guy is supposed to be a role model.

No. He's entitled to his opinion, no matter how ignorant.

Quote of the Day:

[Boards](#) > [Celebrities](#)
 Janeane Garofalo is the most under-appreciated actress and comedian around. What say you?
[charliesangels2](#) 19/F/US
respond:

Get Started: 25 April 2001, 10:41:15AM

Welcome to Bolt!
 Everything you need to speak your mind, hang out, hook up... whatever.

I wanna...

age sex

type interest here

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Shrine: Exhibits extreme enthusiasm a common object
minimal interaction between members



NEW!

ELVIS Backstage

FREE TO PLAY!

PLAY ELVIS BACKSTAGE BINGO

This new game features custom Elvis room art, collectible items, trivia facts, Facebook wall art and much more!

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September 16, 2013
- Five New Follow That Dream Releases Expected in October and November**
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Hello, Yannis Dosios. We think you will like these items.

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 [Race for the World: Strategies to Build a Great Global Firm](#)
by Lowell L. Bryan, et al

Average Customer Rating:
★★★★★

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communication USER TWO WAY COMMUNICATION



s10

That is Great but now
Internet is
the “new bank”



**world relies on physical security -
Ecommerce world - reliance on
electronic means to protect data,
communications & transactions.**

THREE TYPES OF SECURITY DIMENSIONS

- 1. Infrastructure security (hard/software)**
- 2. Transactions security (web/moving)**
- 3. Data/information security (message itself)**

Ad related to hack into computers ⓘ
Hacking Course - InfoSecInstitu
www.infosecinstitute.com/ ▾
 Learn both offensive and defensive "B
 InfoSec Institute has 168 followers on



Google search results for "how do I hack a phone"
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3 Ways to Hack a Computer - wikiHow
www.wikihow.com > ... > Internet > Internet Security ▾ wikiHow ▾
 How to Hack a Computer. Hacking a computer is a useful and, at times, important skill to pick up. Below are instructions for getting past a password (if you find ...

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 Within the boundaries of good ethics, About.com will show you resources on how computer security does have holes, and how it is possible to exploit those ...
 What is 'leet' or '1337'? - What People Use for Passwords - Security Basics At Home

Hacker (computer security) - Wikipedia, the free encyclopedia
[en.wikipedia.org/wiki/Hacker_\(computer_security\)](http://en.wikipedia.org/wiki/Hacker_(computer_security)) ▾ Wikipedia ▾
 According to Ralph D. Clifford, a cracker or **cracking** is to "gain unauthorized access to a computer in order to commit another crime such as destroying ...

About 85,800,000 results (0.42 s)

How To Hack Into Someo

How to Spy on Cell Phones
 100% REAL ▶ 3:10
 www.you...
 Nov 6, 2013 - Uploaded by hen son
<http://www.mobilemonitor.com>
 monitor, spy upon

Hack Into Someones Cell Phone
tag.wonderhowto.com/hack-into-some
 How to Hack Someone's Cell Phone to all these celebrities continue to have the How to Hack Someone's Cell ... - How t

5 Terrifying Smartphone Hacks
www.cracked.com > Tech ▾ Cracked
 Jul 22, 2013 - If you get a call, it's hard your ... You might suspect that some kind of camera or microphone hack is at ...



MILITARY UNIT IN SHANGHAI BELIEVED TO BE BEHIND MUCH HACKING INTERNATIONALLY

Simple Steps to Hack a Smartphone
www.gizmag.com/more-secure-iphone-hacking/
 Apr 30, 2009 - You can hack a smartphone with no more information than a phone number.
How Can I Hack a Cell Phone If I Only Have the Number - Ask.com
www.ask.com > Q&A > Shopping > Electronics ▾
 Breaking into a telephone carrier's network is considered illegal. The prospect of going behind bars

How To H
www.hack:
 Today we'll them ... The

Hack Cell
www.hack:
 This website anyone is di

iPhone H
www.iphon



The Tensions

⌘ **Security vs. ease of use: the more security measures added, the more difficult a site is to use, and the slower it becomes**



Security vs. Desire of individuals to act anonymously



⌘ **New “world” disruptive technologies Fighting Status Quo**

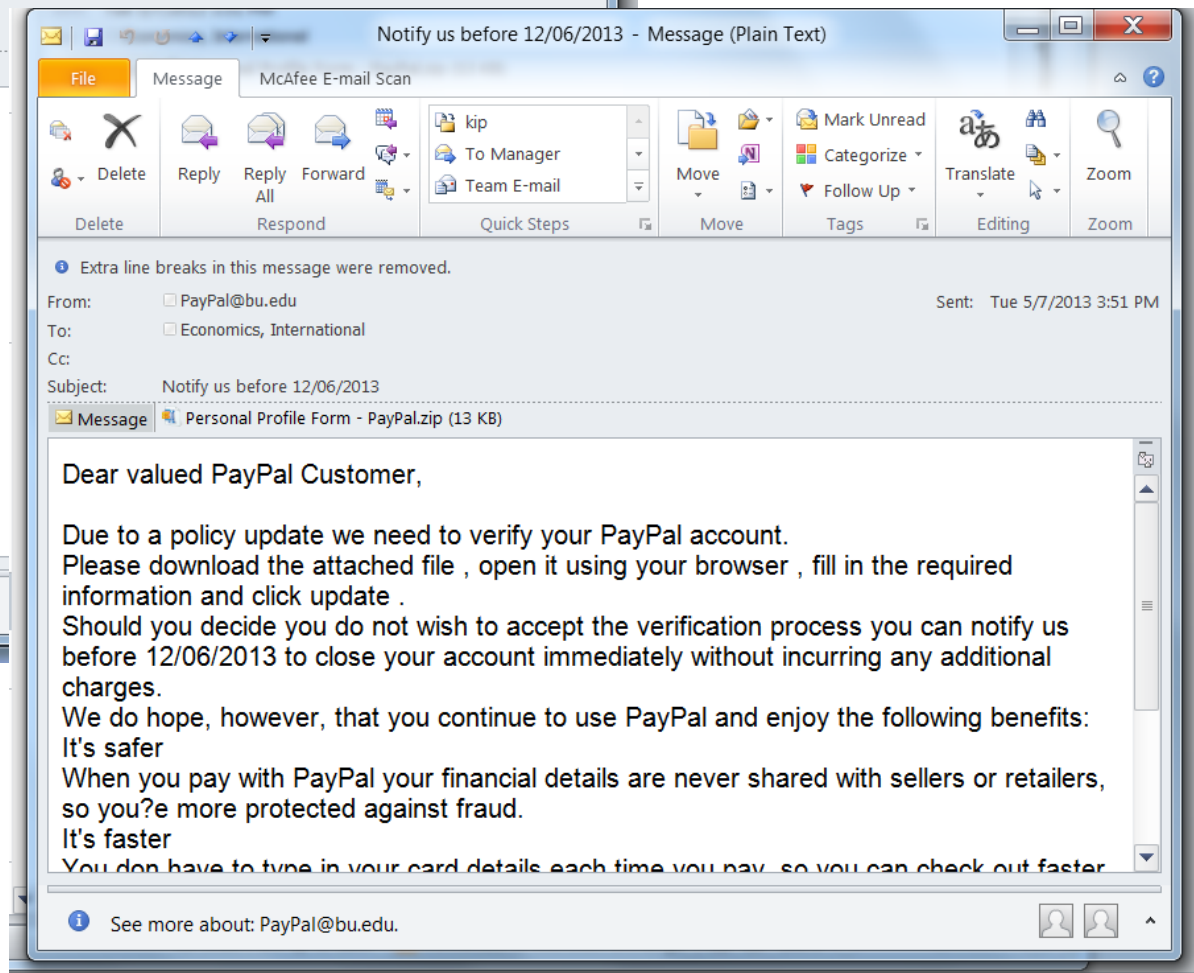
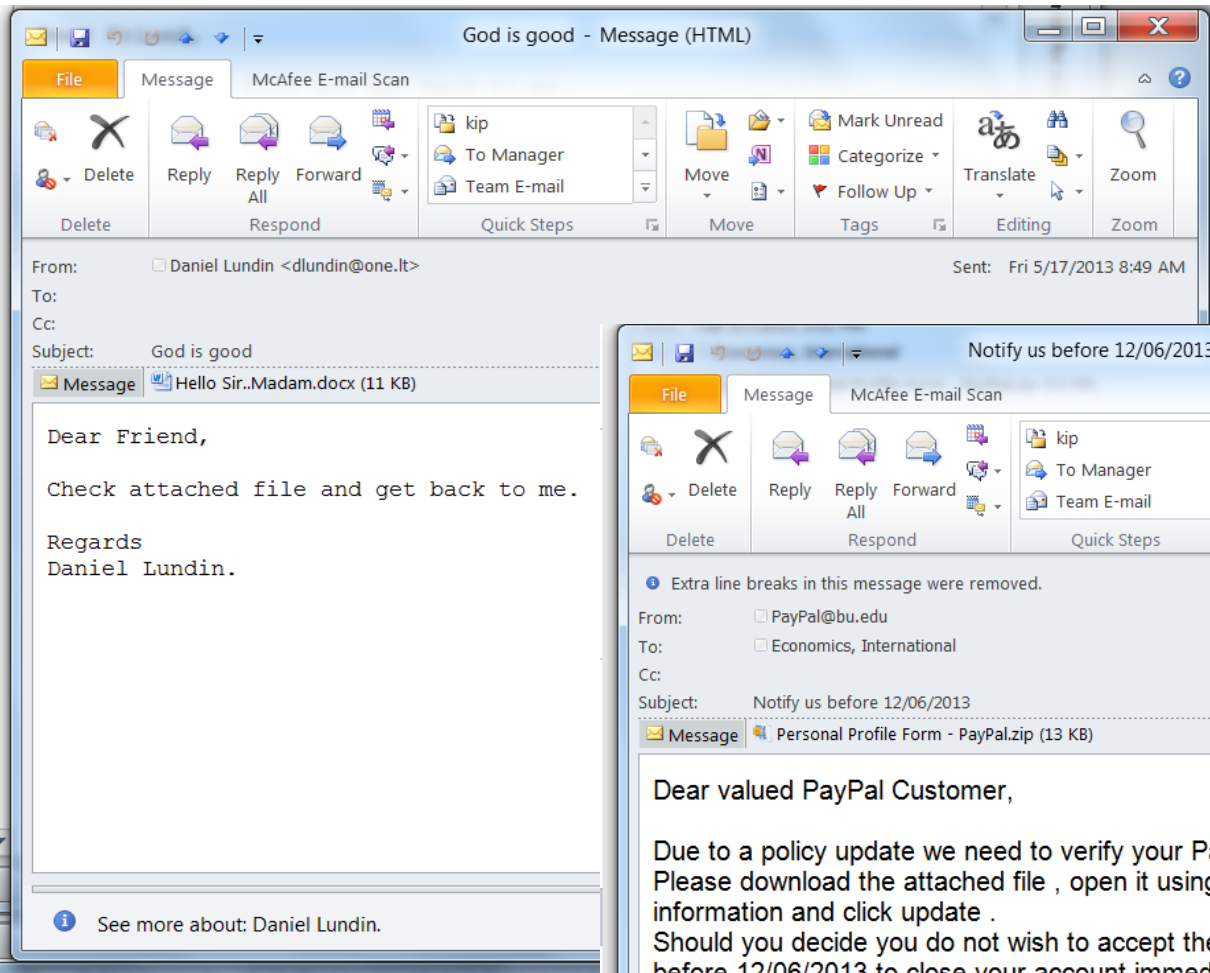


Malicious Code

- **Viruses:** Ability to replicate and spread to other files; most also deliver a “payload” of some sort (destructive or benign); include macro viruses, file-infecting viruses, and script viruses
- **Worms:** Designed to spread from computer to computer
- **Trojan horse:** Appears to be benign, does something other than expected
- **Bots:** Covertly installed on computer; responds to external commands sent by attacker



TROJAN HORSE





IS THE THREAT TO NATION'S SECURITY

Denial of service (DoS) attack

flood Web site with useless traffic

overwhelm network

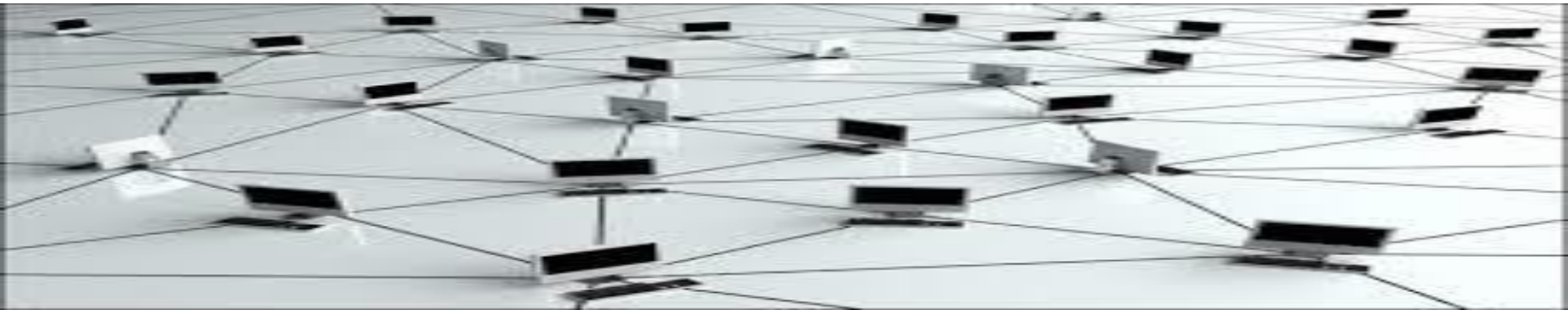
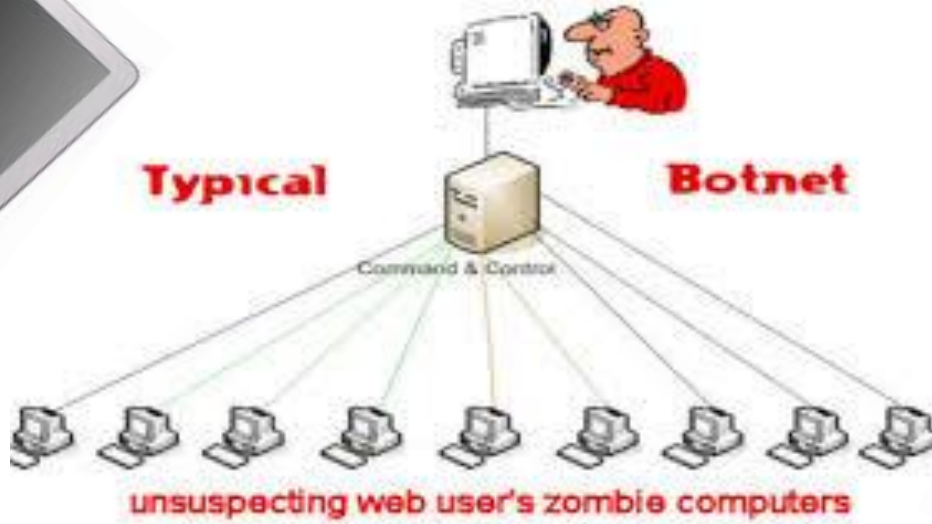
Distributed denial service (DDoS) attack

Numerous computers to attack target network

WORLD WIDE launch points



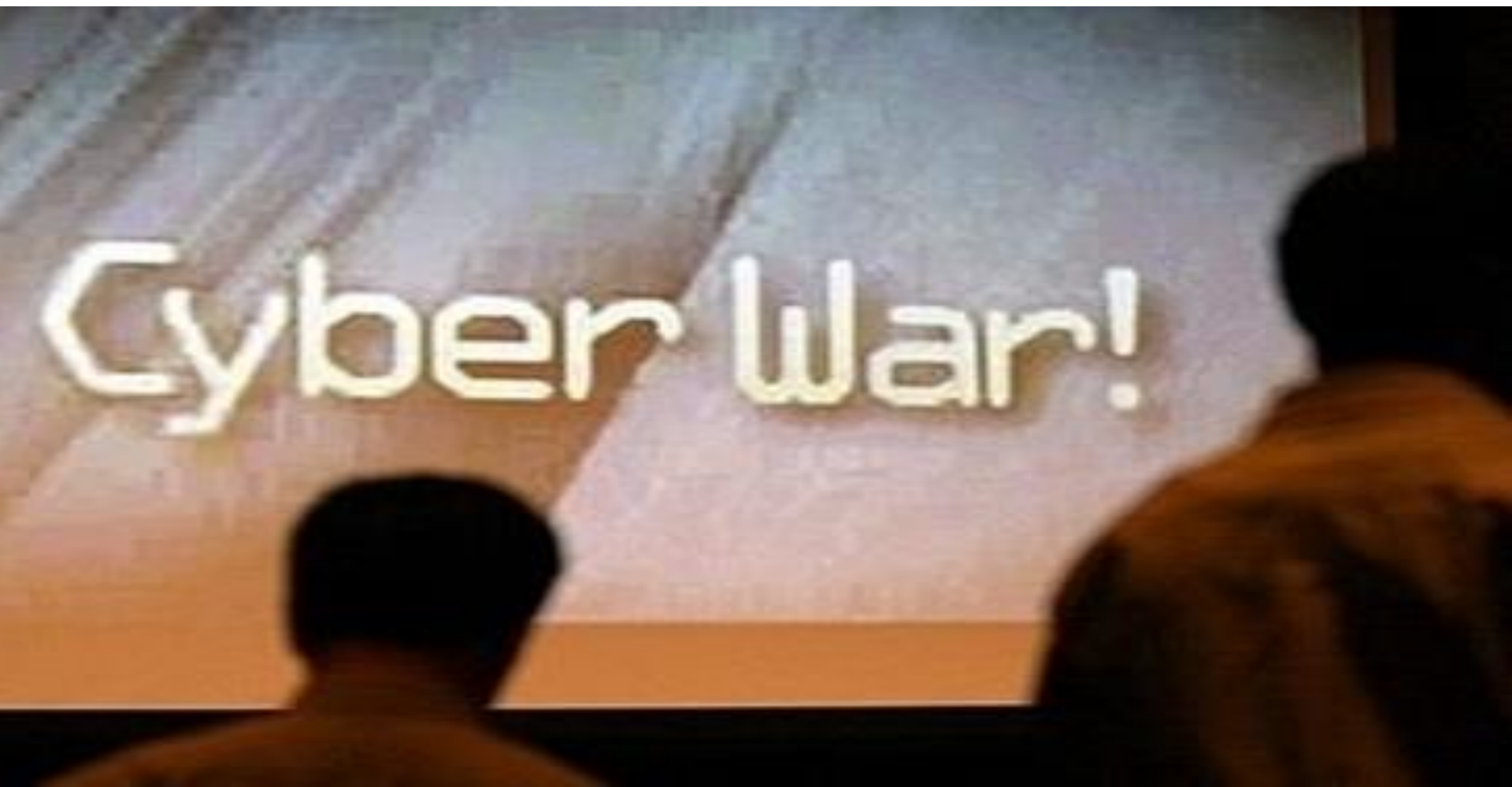
BOTS



BOTNETS - THE NEW SOLDIER

ESTONIA 2007

GEORGIA 2008

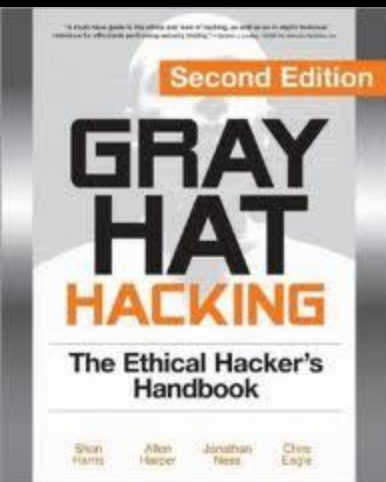


Hacking and Cybervandalism

Hacker: **Individual** intends to gain unauthorized access to computer systems

Cracker: Hacker with criminal intent (two terms often used interchangeably)

Cybervandalism: Intentionally disrupting, defacing or destroying a Web site



- **White hats**
- **Black hats**
- **Grey hats**



Unwanted Programs

Installed without the user's informed consent

- **Browser parasites:** Can monitor and change settings of a user's browser
- **Adware:** Calls for unwanted pop-up ads
- **Spyware:** Can be used to obtain information, such as a user's keystrokes, e-mail, IMs, etc.



ZEUS

INTERNATIONAL OPERATION

A “WEAPON OF CHOICE” CYBER BANK ROBBERS

\$70 MILLION BUST OCT 2010

CAN BE BOUGHT ON WEB LOSSES \$200m

**SMALL/ MEDIUM BUSINESSES LIMITED
PROTECTIONS**

RUSSIAN AUTHOR A-Z

BUSINESS LICENSING AGREEMENTS -TECH SUPPORT

**– TARGETS SPECIFIC BANKS – CAPTURES YOUR INFO/KEYSTROKES- SENDS
TO SERVER - CAN DISPLAY THEIR PAGE TO ASK FOR MORE INFORMATION**

Phishing and Identity Theft



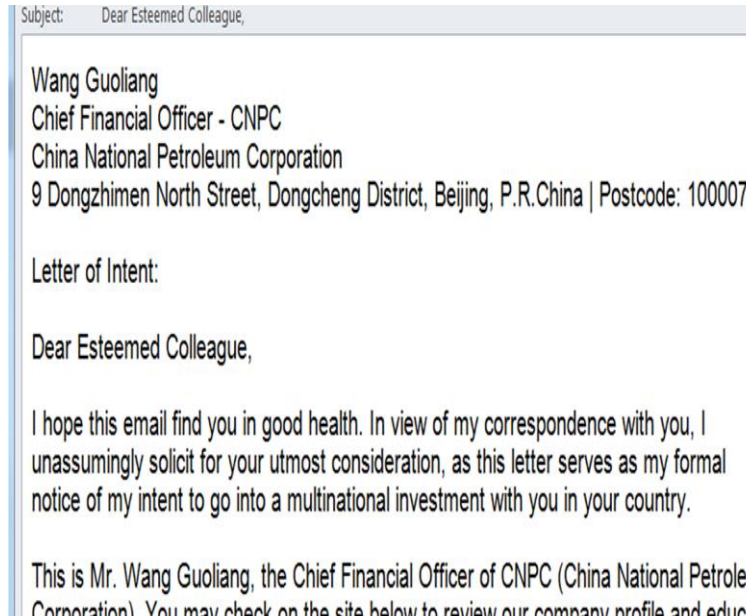
■ Any deceptive, online attempt by a third party to obtain confidential information for financial gain

**Nigerian scam letters
(known as 419 scams)**

■ Most popular type: e-mail scam letter

We are currently updating our database and all email accounts need to be updated. Boston University webmail service will be upgrading to the latest 2014 anti-virus/anti-spam version. You are required to login to your account within the next 72 hours so that your account can be updated or have your account suspended. [Click MY ACCOUNT](#) to update.

Thank You.
BU Webmail Admin.
Copyright 2014©.



- **Insider jobs:**

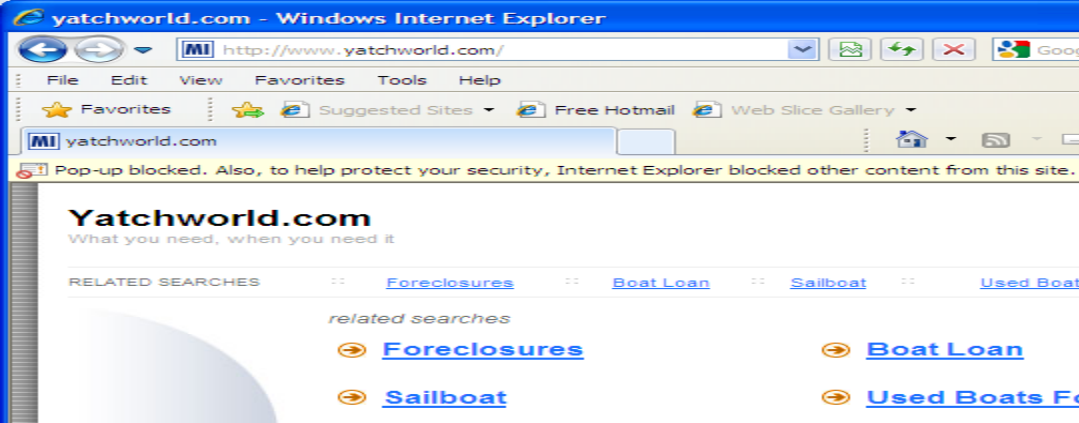
 - Single largest financial threat

- **Poorly designed server - client software:**



- **Sniffing:**

 - eavesdropping program that monitors information traveling over a network;



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■ Spoofting (Pharming)

- Misrepresenting oneself by using fake e-mail addresses or masquerading as someone else

■ Spam (Junk) Web sites

- Use domain names similar to legitimate one, redirect traffic to spammer-redirection domains



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**The Internet is
the “new bank”**

THE END



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