

# 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*



# BRIEF THOUGHTS ON WEB DESIGN



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# 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

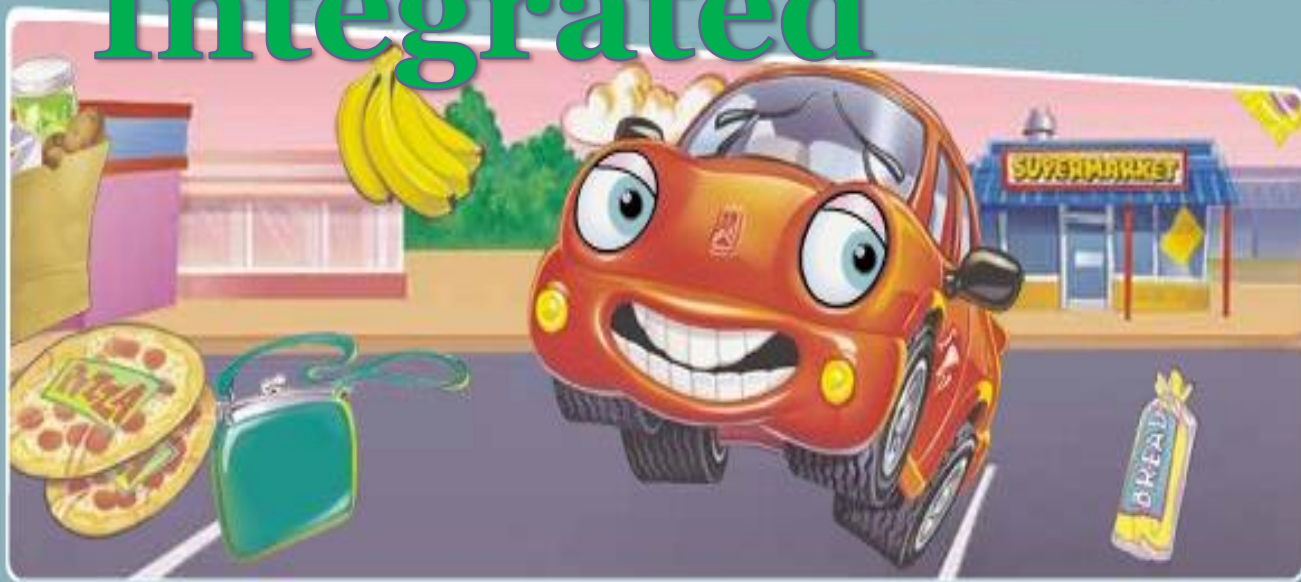


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*Bazaar:* users wander through a vast number of interest areas  
Does not provide for users to interact with one another

**YAHOO! GAMES**

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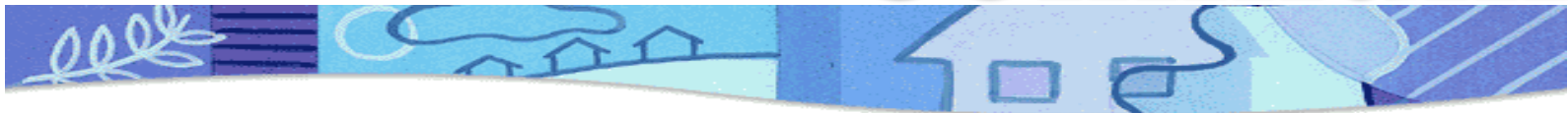
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· <b>Activate <a href="#">Y! Companion</a></b> for easy access to Yahoo! Games and more.

**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**

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## 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:

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**Café:** common area of interest provides considerable interaction among members bolt.com

# Community



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help  
info  
policy

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---

member name:

password:

save password

not a member?

people	
notes	<a href="#">1 new</a>
voice/email	<a href="#">1 new</a>
clubs	
homepages	<a href="#">create</a>
tagbooks	
boards	
cards	
quiz/polls	<a href="#">1 survey</a>
horoscope	
free stuff	



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[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

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



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The screenshot shows the Amazon.com homepage with a personalized recommendation section. At the top, the Amazon logo is on the left, and navigation links for 'YOUR ACCOUNT', 'HELP', and 'SELL ITEMS' are on the right. Below the logo is a horizontal menu with categories: WELCOME, BOOKS, MUSIC, DVD & VIDEO, ELECTRONICS & SOFTWARE, TOYS & VIDEO GAMES, HOME IMPROVEMENT, AUCTIONS, and ZSHOPS. A secondary menu includes HOW TO ORDER, GIFT IDEAS, DEALS OF THE DAY, COMMUNITY, and E-CARDS. The search bar contains 'All Products' and the browse dropdown is set to 'Books'. The main content area features a 'Welcome to Recommendations' banner with a personalized message: 'Hello, Yannis Dosios. We think you will like these items.' Below this are three recommendation sections: 'In Books' featuring 'Race for the World: Strategies to Build a Great Global Firm' by Lowell L. Bryan, et al with a 5-star rating; 'In DVD & Video' featuring 'Monty Python's Flying Circus: Set 1, Episodes 1-6 DVD' by John Cleese with a 5-star rating; and 'In Music' featuring 'Buena Vista Social Club' by Ry Cooder, et al. To the right of the 'In Books' section is a 'Your Top Categories' sidebar with links for Reference, Business & Investing, History, Nonfiction, and Audiobooks. A left sidebar contains 'Your Recommendations' with links for Home, Books, Music, DVD & Video, Toys & Video Games, and Electronics & Software, along with 'Get Better Recommendations' links for Rate Your Purchases, Revise Ratings, and How It Works.

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by Lowell L. Bryan, et al

**Average Customer Rating:**  
★★★★★

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~ Ry Cooder, et al

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# communication USER TWO WAY COMMUNICATION





# The Internet is the “new bank”



# *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**







Contact: Jenny Shearer  
FBI National Press Office  
☎ (202) 324-3691

Contact: John Everett  
National White Collar Crime Center  
☎ (804) 273-6932, ext 3355  
[www.nw3c.org](http://www.nw3c.org)

**For Immediate Release  
May 14, 2013**

**IC3 2012 Internet Crime Report Released  
More Than 280,000 Complaints of Online Criminal Activity Reported  
in 2012**

**W3 ( Tim Burners-Lee)FOR  
FAQs ON INTERNET SECURITY**

**<http://www.w3.org/Security/Faq/www-security-faq.html>**

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

## **THREE TYPES OF SECURITY DIMENSIONS**

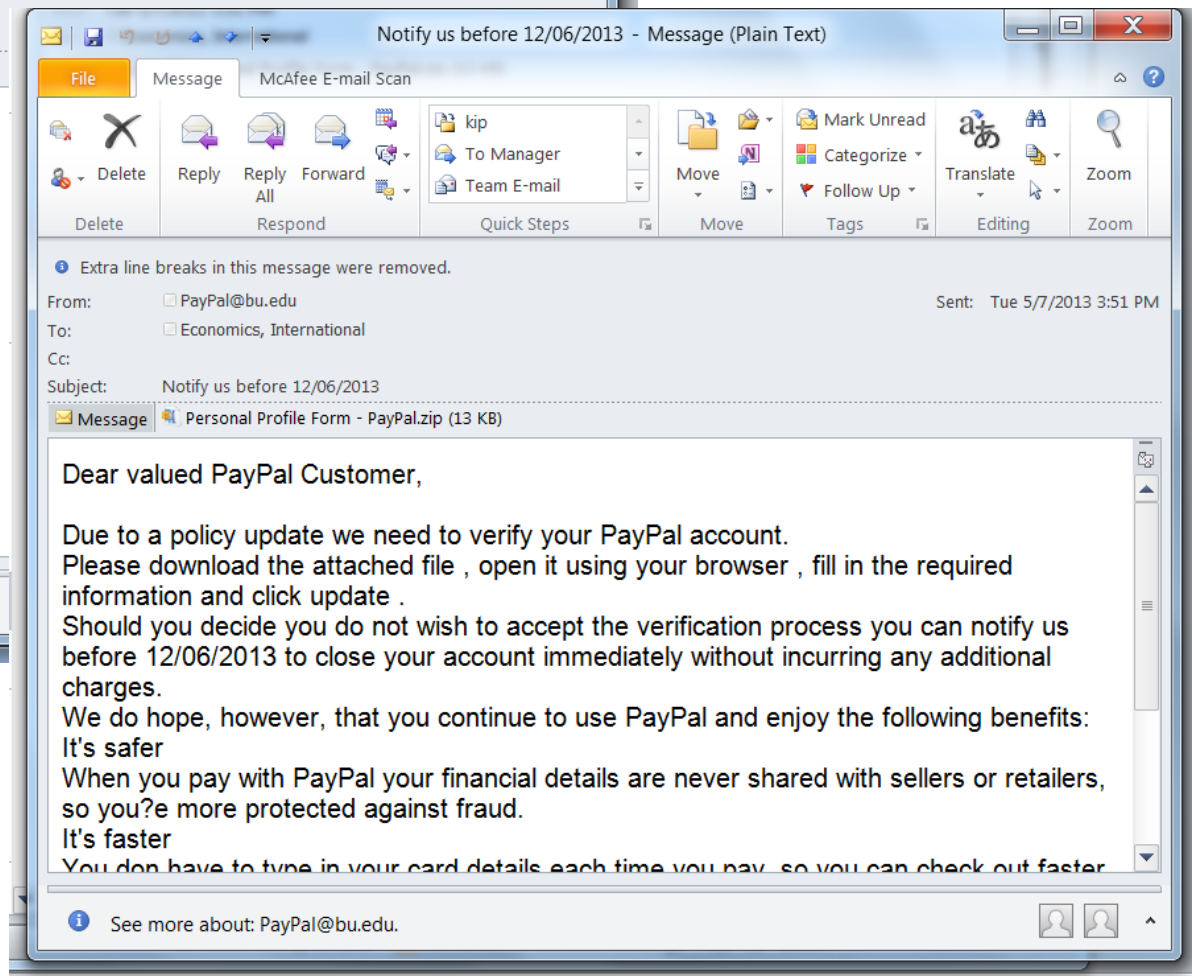
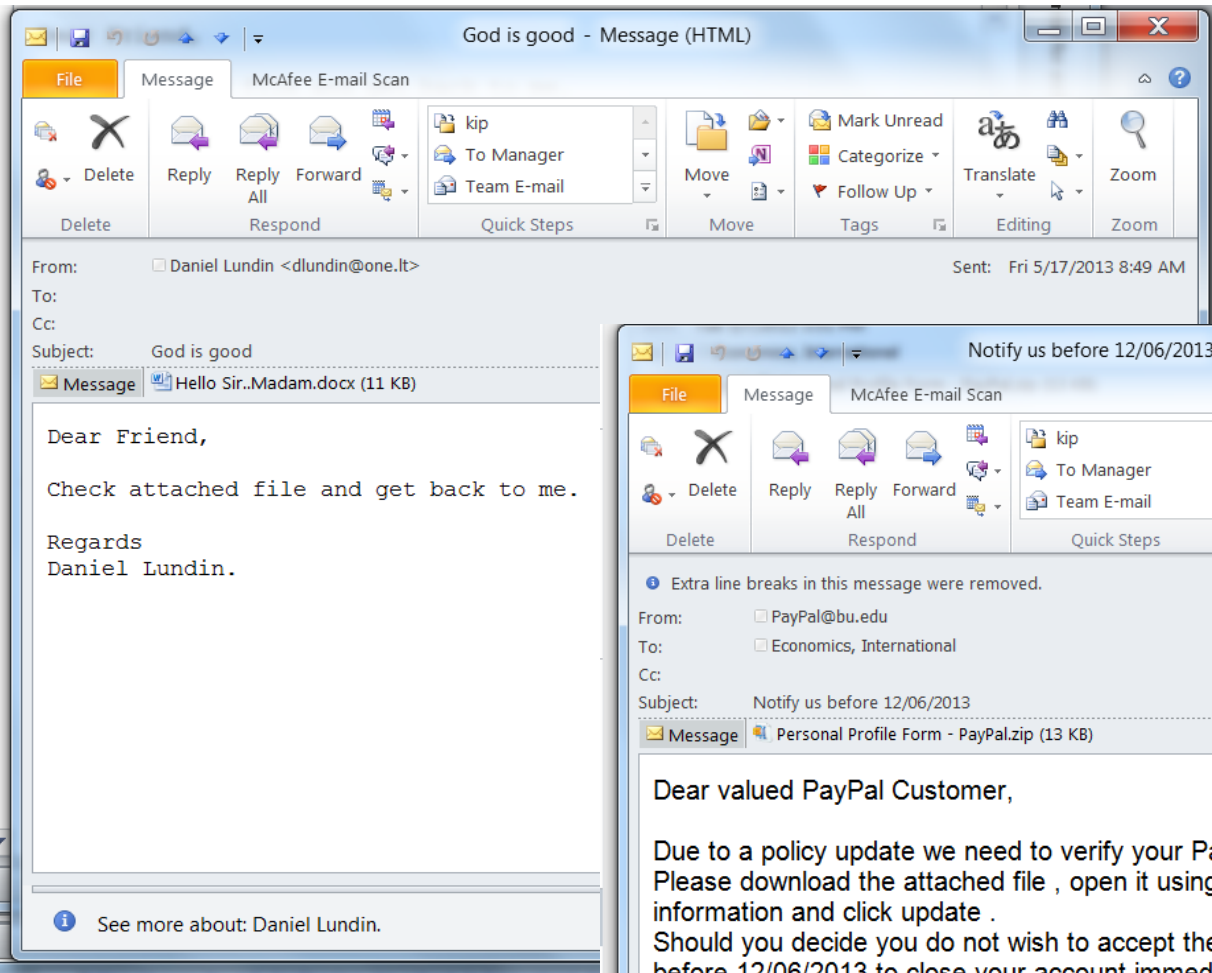
- 1. Infrastructure security (hard/software)**
- 2. Transactions security (web/moving)**
- 3. Data/information security (message itself)**

# Malicious Code

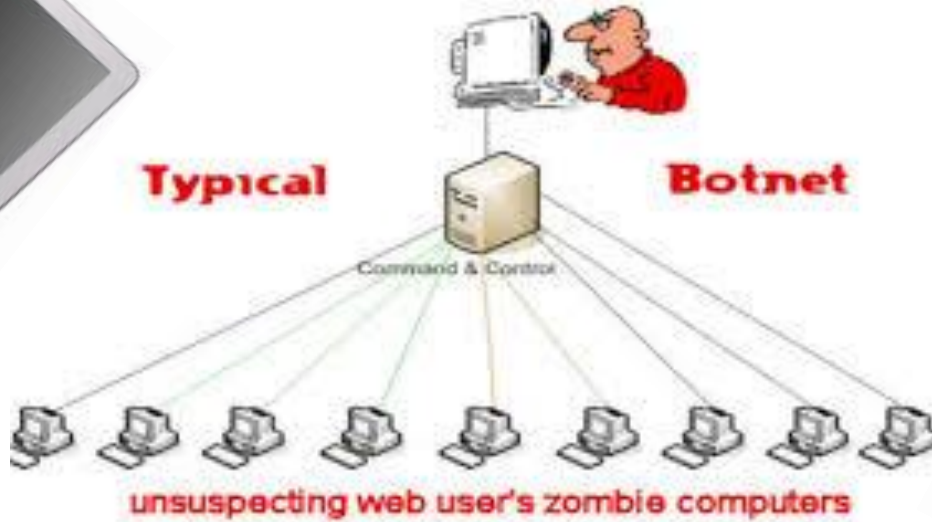
- **Viruses:** Ability to replicate and spread to other files; most also deliver a “payload” of some sort (destructive or benign); include macro viruses, file-infecting viruses, and script viruses
- **Worms:** Designed to spread from computer to computer
- **Trojan horse:** Appears to be benign, does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



# TROJAN HORSE



# BOTS



# Microsoft Shuts Down World's "Most Aggressive Botnet"

MIKE WHEATLEY | JUNE 6TH

READ MORE



Working alongside the FBI, Microsoft has taken aim at one of the cyberworld's most notorious botnets, which is said to have made its hacker controllers as much as half a billion dollars in the last 18 months.

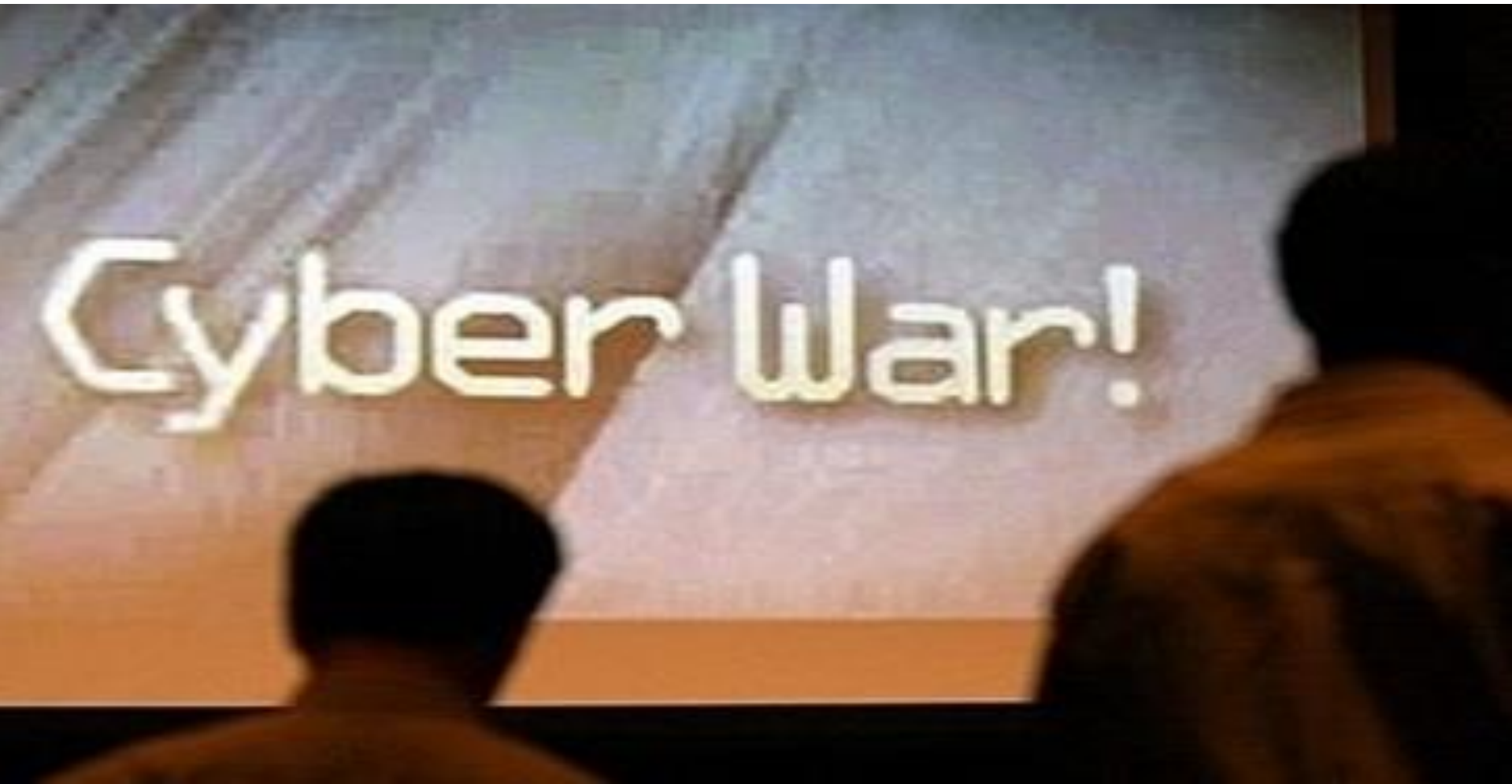
Microsoft's operation focused on a botnet known as Citadel, which it terms the "most aggressive botnet operation to date". The firm's Digital Crimes Unit acted on a warrant from the U.S. District Court for the Western District of North Carolina to shut down more than 1,400 extant botnets controlled by Citadel, which is said to have taken control of about five million computers worldwide. Supposing these figures are accurate, that amounts to approximately \$100 in profit

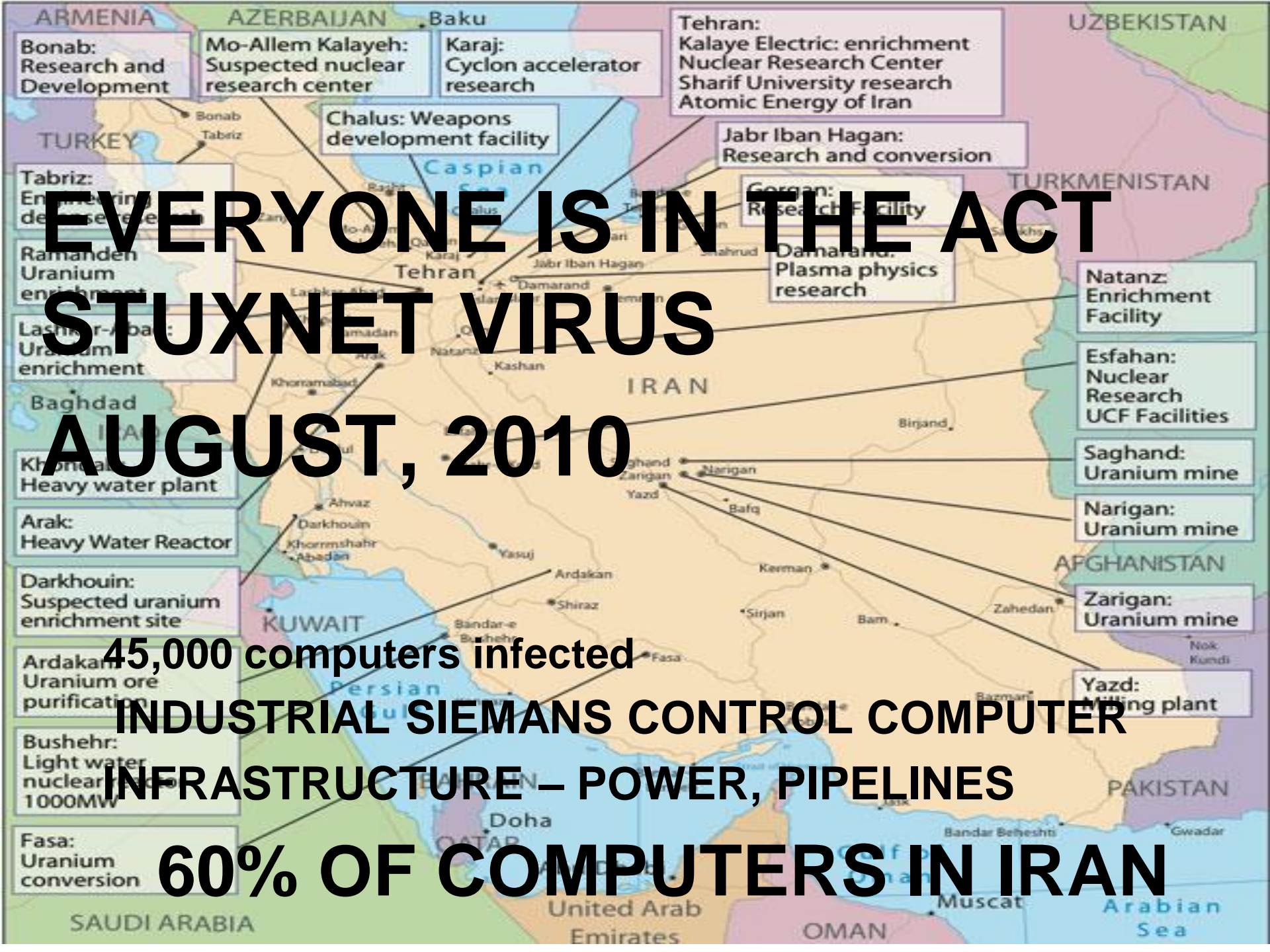


# **BOTNETS - THE NEW SOLDIER**

**ESTONIA 2007**

**GEORGIA 2008**





**EVERYONE IS IN THE ACT  
STUXNET VIRUS  
AUGUST, 2010**

45,000 computers infected

**INDUSTRIAL SIEMANS CONTROL COMPUTER  
INFRASTRUCTURE – POWER, PIPELINES**

**60% OF COMPUTERS IN IRAN**



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THE REVOLUTION BEGINS

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Web Videos News



**3 Ways to Hack a Computer - wikiHow**  
[www.wikihow.com](http://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 ...

**Hacking 101: How to Break Into Computers**  
[netforbeginners.about.com/od/hacking101/](http://netforbeginners.about.com/od/hacking101/) ▾ About.com ▾  
 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-someones-cell-phone](http://tag.wonderhowto.com/hack-into-someones-cell-phone)  
 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](http://www.cracked.com) > Tech ▾ Cracked  
 Jul 22, 2013 - If you get a call, it's hard to believe 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.hack.com/m/2009/04/30/simple-steps-to-hack-a-smartphone/](http://www.hack.com/m/2009/04/30/simple-steps-to-hack-a-smartphone/)  
 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](http://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.com](http://www.hack.com)  
 Today we'll them ... The

**Hack Cell**  
[www.hack.com](http://www.hack.com)  
 This website anyone is di

**iPhone H**  
[www.iphon.com](http://www.iphon.com)





# 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

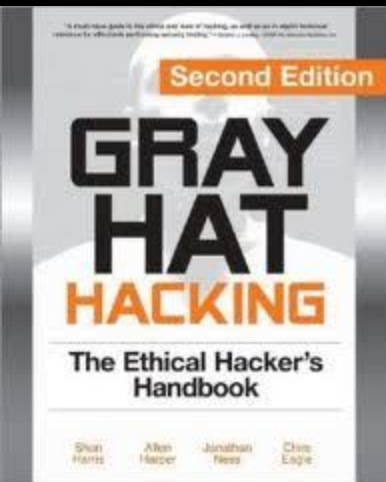


# Hacking and Cybervandalism

**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©.

Subject: Dear Esteemed Colleague,

Wang Guoliang  
Chief Financial Officer - CNPC

China National Petroleum Corporation

9 Dongzhimen North Street, Dongcheng District, Beijing, P.R.China | Postcode: 100007

Letter of Intent:

Dear Esteemed Colleague,

I hope this email find you in good health. In view of my correspondence with you, I unassumingly solicit for your utmost consideration, as this letter serves as my formal notice of my intent to go into a multinational investment with you in your country.

This is Mr. Wang Guoliang, the Chief Financial Officer of CNPC (China National Petroleum Corporation). You may check on the site below to review our company profile and edu

- **Insider jobs:**

  - Single largest financial threat

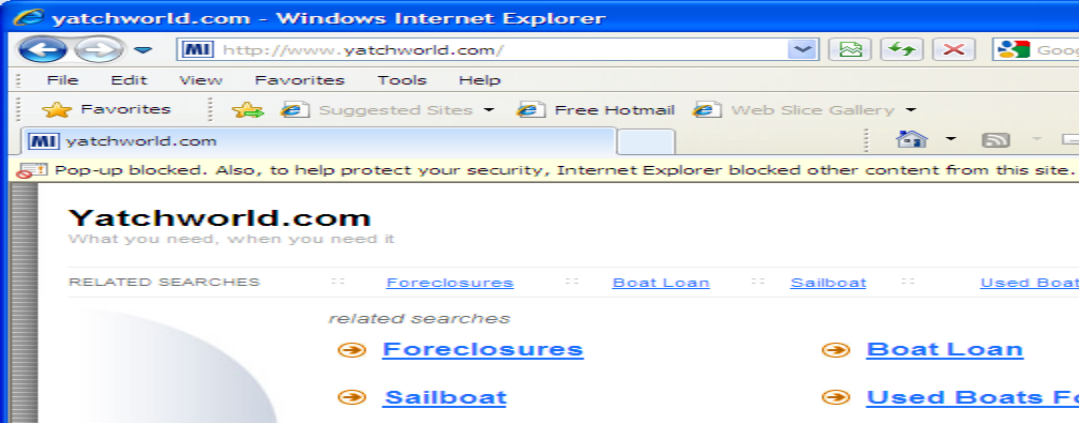
- **Poorly designed server - client software:**

- **Sniffing:**

  - eavesdropping program that monitors information traveling over a network;

The logo for T.J. Maxx, featuring the text "T.J. maxx" in a bold, red, sans-serif font. The "T" and "J" are connected, and the "x" has a distinctive shape with a horizontal bar. A registered trademark symbol (®) is located at the top right of the "x".





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## ■ Spooing (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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