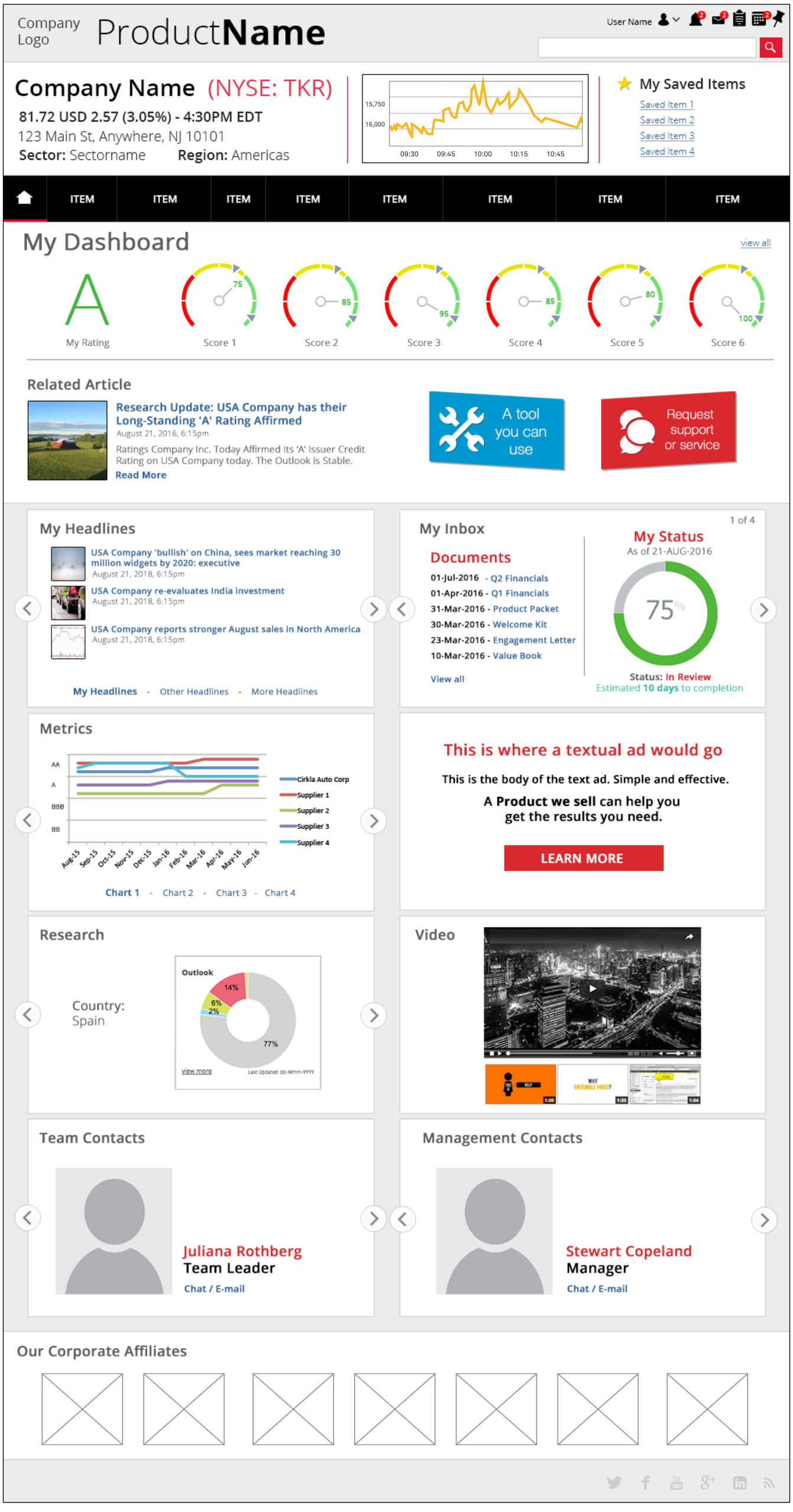
Lou Tambone - Senior UI Designer

Case Study - Web Application



Product names and details have been removed as this is a sensitive project that still hasn't been widely released.

OVERVIEW

The pitch was for a product that could give our clients a 360 degree view of their information with us. We offer multiple products but this would be their one-stop for all their needs. There would be a dashboard with their rating, scores and metrics, news articles, contact information, and much more. Links to other services and products would be visible.

CHALLENGE

I was brought in when the team had just completed the white-boarding and planning stages. The main challenge was the aggressive timeline. It's my opinion that many of the team members didn't have a solid understanding of how long it takes to develop a product of this magnitude. Heavy burdens were placed on everyone to deliever quickly and before any development could take place, they needed mockups. I worked tirelessly for months mocking up all screens involved and creating clickable invision prototypes to simulate a web site.

PROCESS

They were moving quickly and did not have time for proper wireframing so I opted to combine wireframing with some graphic design to save time and meet deadlines.

This image represents Version 1 of the product that was prototyped and demonstrated to clients before development began in earnest. Feedback was very positive and the project was ready for development.

As the project developed, it became clear that the IT team we were working with was having trouble getting data to work and delivering parts of the application. Also, the translation from prototype to working site was not clean and the application did not look or work correctly.

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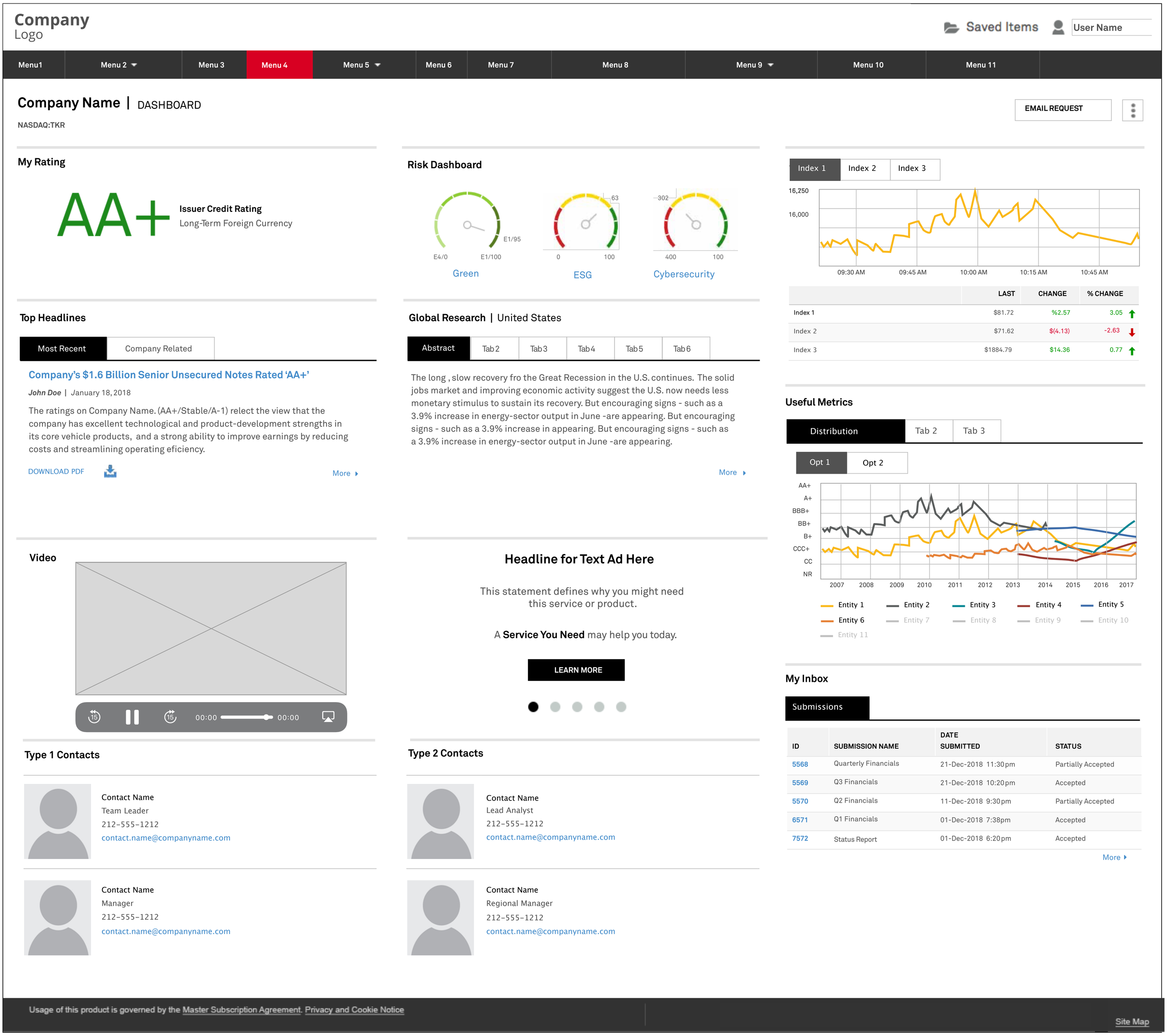
Case Study - Web Application

The product owners and upper management came to the realization that the new product should live within an existing platform that housed some of the company's other successful web applications. The process then shifted on my end. My new goal was to take the existing design and translate it into a new, previously established look and feel with many rules and limitations. I took each section of the landing page and moved it over into mockups of the new design, making sure to follow the standards and guidelines established in the existing style guide.

OUTCOME

The Product is still in development but as you can see in the screenshot here, it's much cleaner and easier to navigate. The new platform also has code built in that adapts the application to mobile and tablet viewing.



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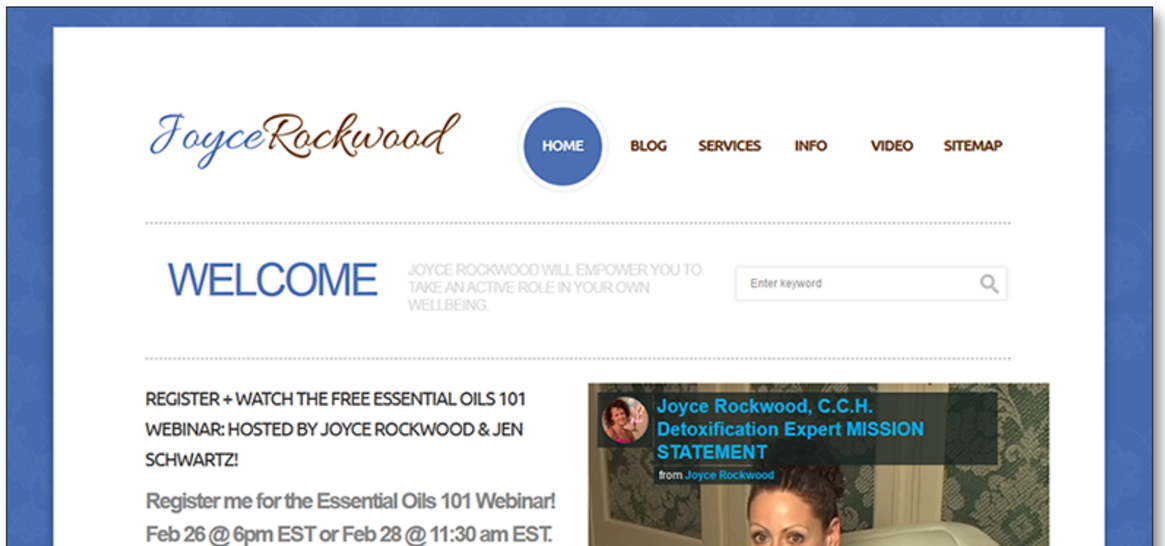
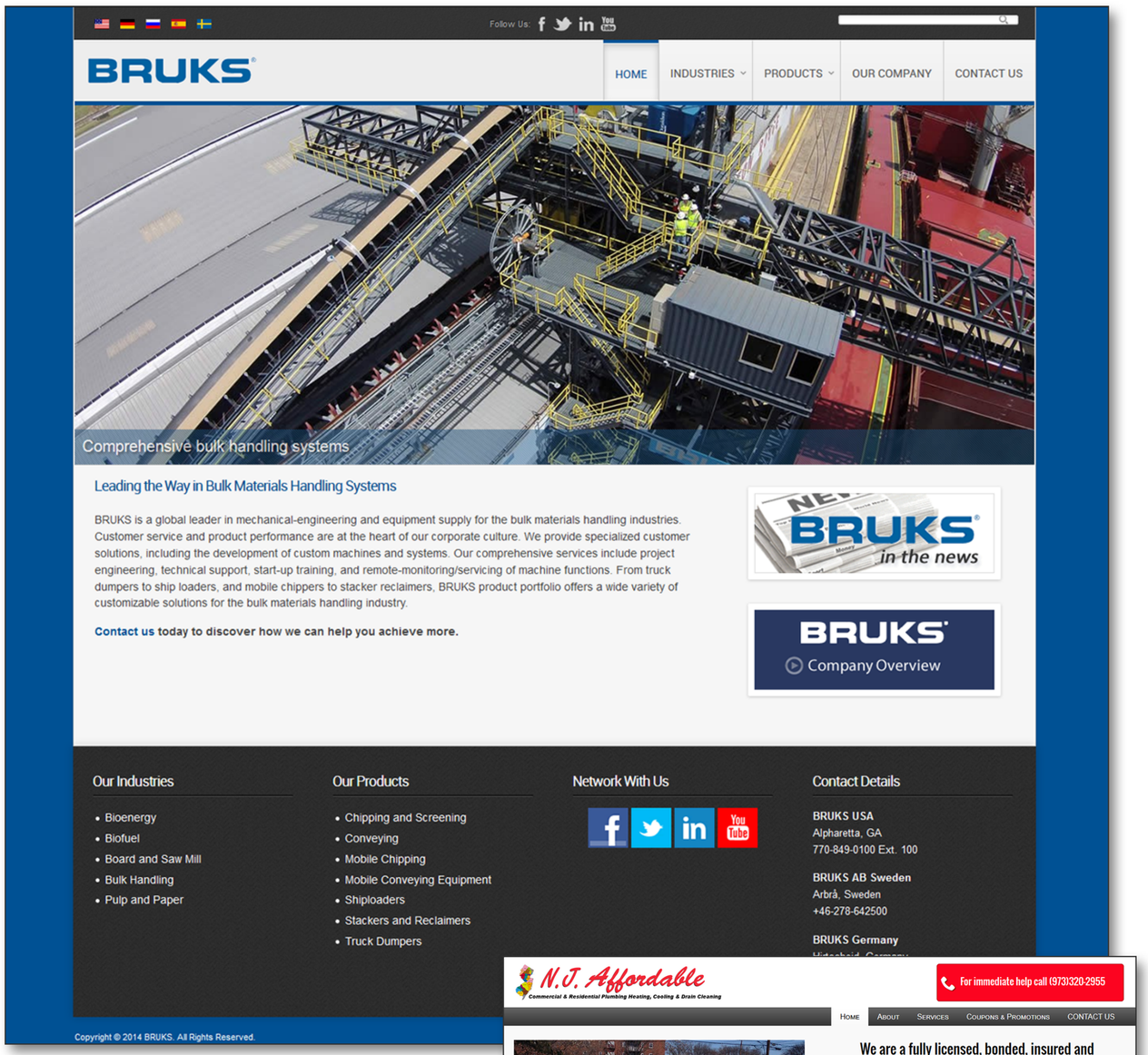
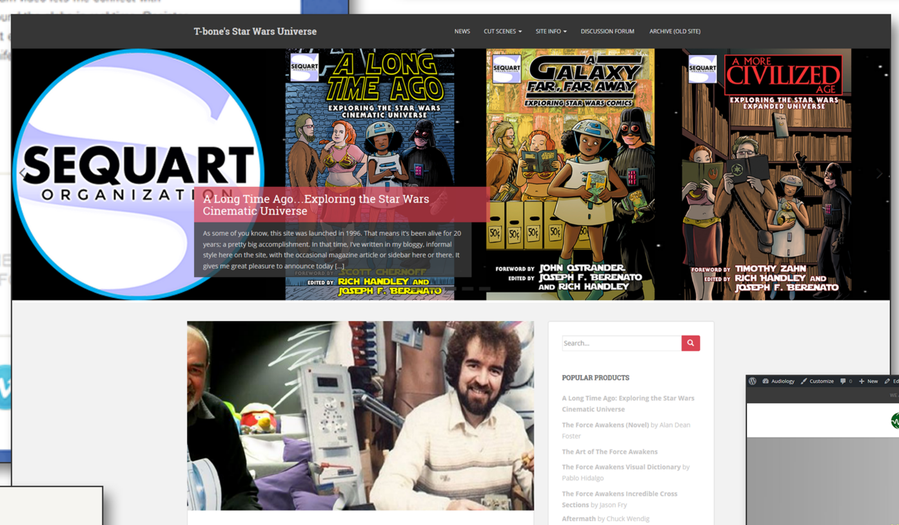
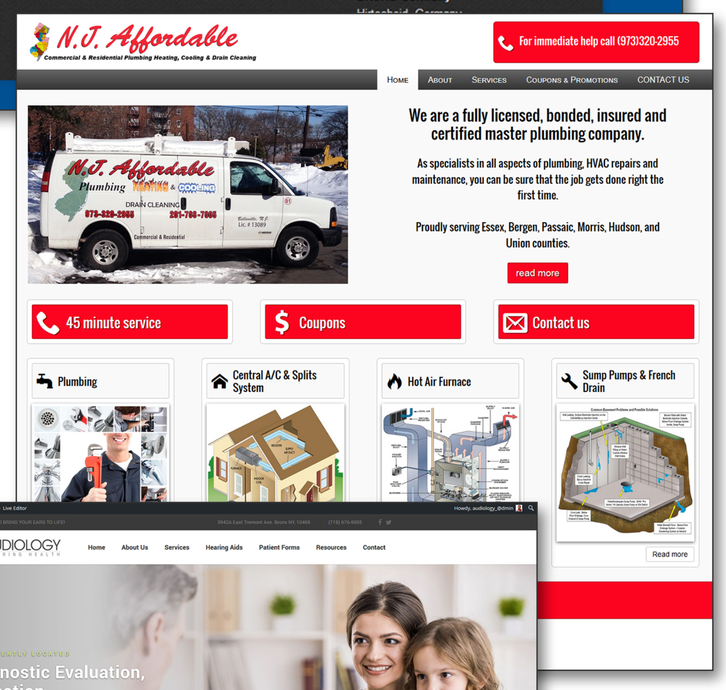
Website Design Examples

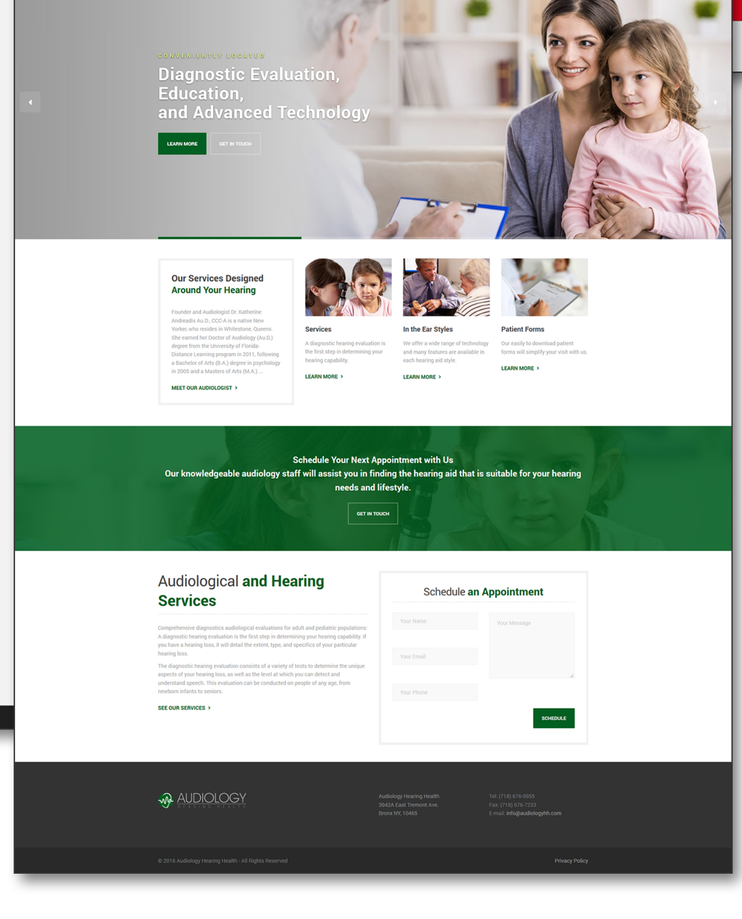
I started playing around with HTML as early as 1995, creating my own website by 1996. From there the web evolved to use different browsers and technologies like CSS to make sites more user friendly but it was a long process. I designed many sites back in the early days and although I don't do much work with code anymore, once in a while I design some sites and customize Wordpress/Joomla templates for clients, friends, or family. These are a few examples.











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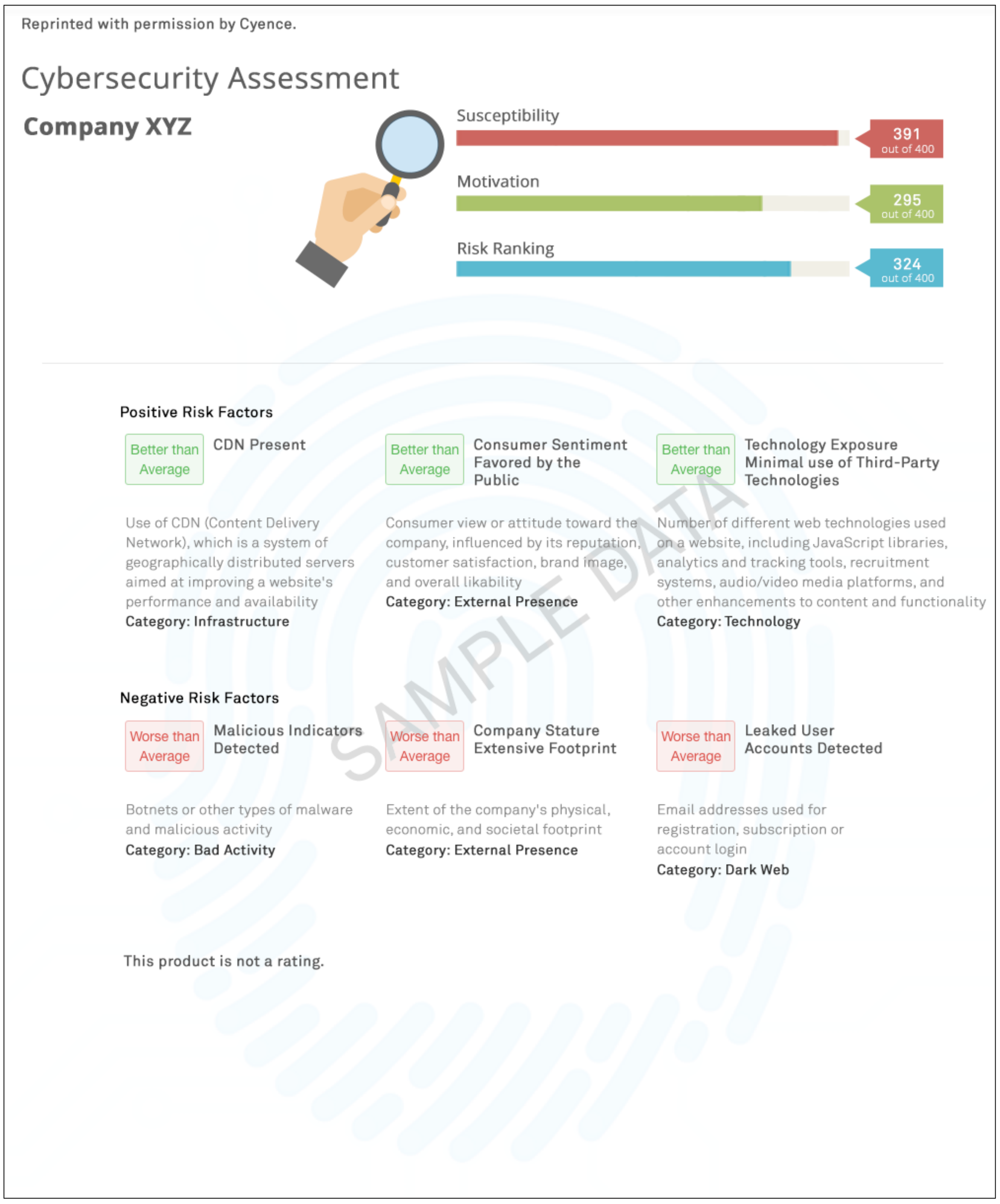
Case Study - Cybersecurity Application



OVERVIEW

An outside company was providing us with cybersecurity data. We were asked to aggregate the data for our clients and display some useful metrics.

CHALLENGE

We were asked to prototype a page for a sample company but had no access to live data yet.

PROCESS

The image here is a graphical mockup I created to give clients a basic understanding of the type of data they would see. This page remained as a placeholder but we eventually received a data file we could use temporarily.

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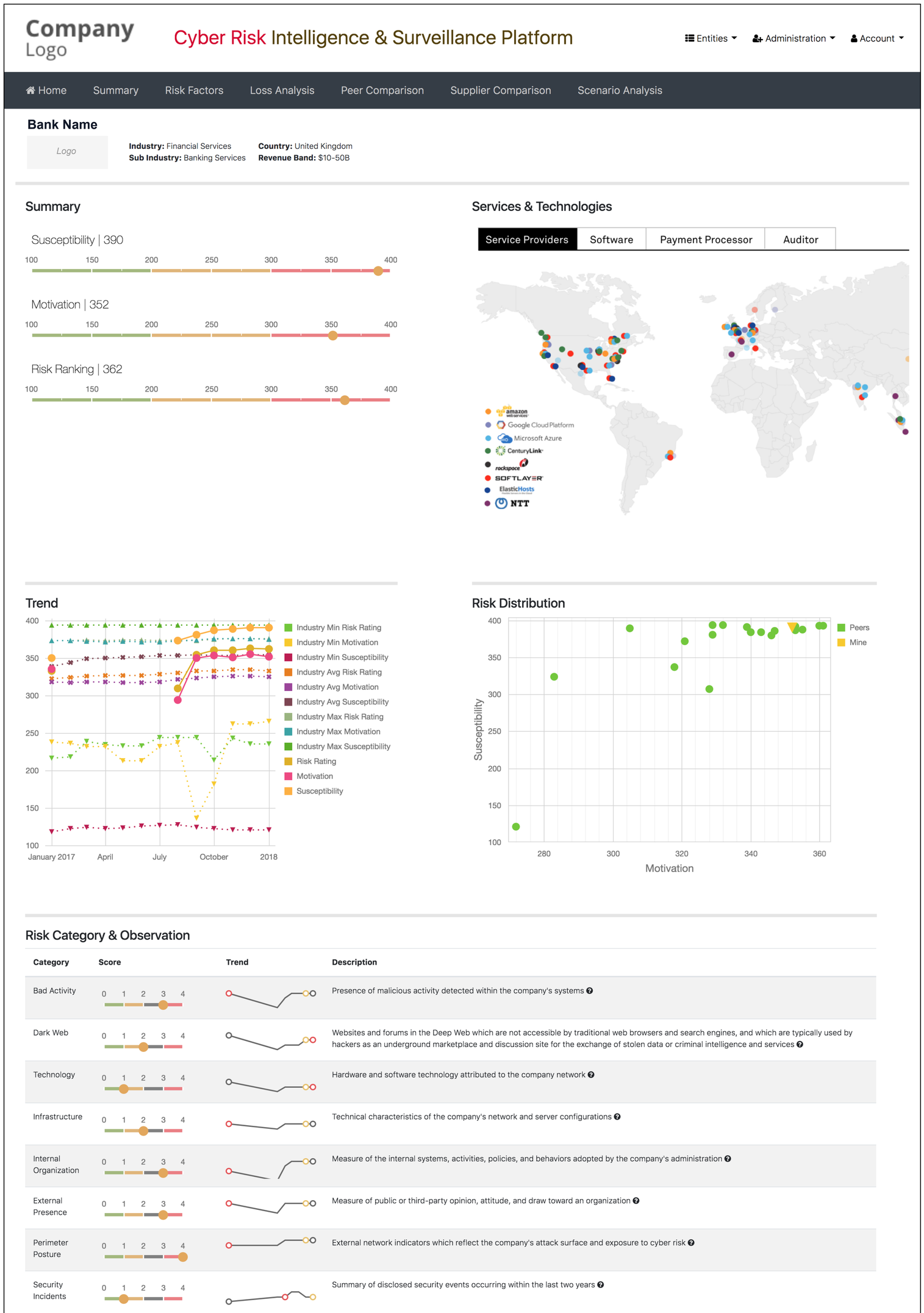
Case Study - Cybersecurity Application



PROCESS (cont'd)

Instead of relying on an IT Dev team, we worked with one of our product team members who codes and the two of us designed a stand-alone application using the data file we received from the outside company.

My job was to handle all the look and feel duties via CSS, even though I was not a coder. I had experience with HTML and CSS so it wasn't too difficult to handle some basic positioning and cosmetic fixes.

The screen on the left is what was rendered in a browser with live data. This was used to pitch the cyber suite to upper management and others for inclusion in our bigger application that was being developed to give our clients a 360 degree view of their data.

It was a success and we took the next step, which was to translate it into the existing design.

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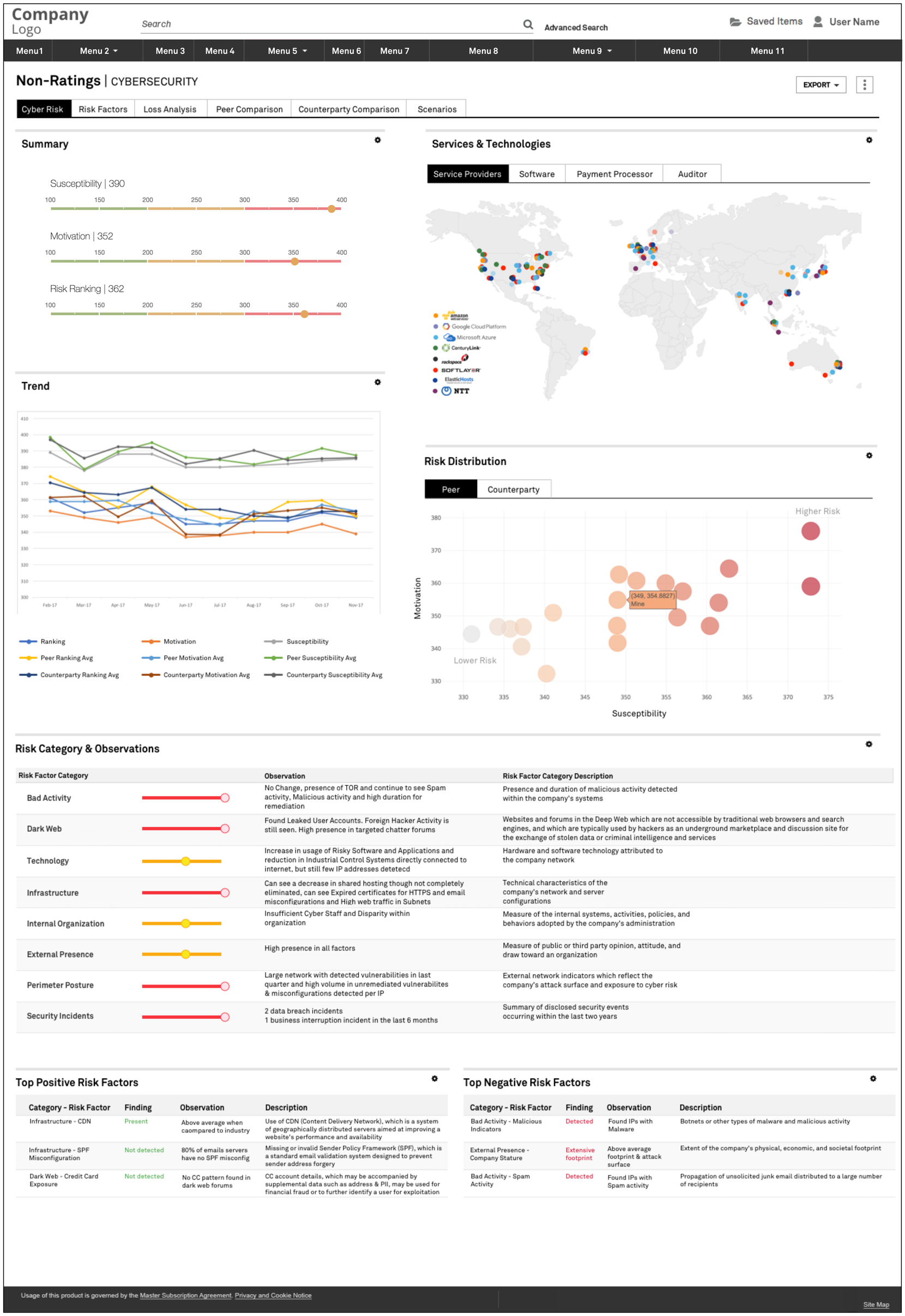
Case Study - Cybersecurity Application



OUTCOME

In moving some of the components over to the new platform, we had to sacrifice a few bells and whistles, but the majority of the graphical representations and all of the data moved over well.

Some of the charts changed as they were not compatible with the new platform.

In the end, everyone was happy with the data and the presentation and the Cybersecurity tabs are going to be included in the package for all clients.

In fact, this screenshot is often used to sell the product to prospective clients as cybersecurity is a hot topic.

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Case Study - Conflict Resolution in Design

In this example, I was required to lay out 8 small tables on a page in a clean way. My manager thought the design was too plain and thought we needed to liven it up with some graphics, even though the priority was readability and not visual prowess. He wanted graphical watermarks behind each table and I mentioned that this would impair readability and not add anything to the design. Making the page harder to read is not good for the user. He insisted and decided to design the page himself without me so I gave him the Sketch file and left for the evening. Below is the file I initially provided.

USED

Company Logo

Search

Advanced Search

Saved Items | User Name

Menu1 | Menu 2 | Menu 3 | Menu 4 | Menu 5 | Menu 6 | Menu 7 | Menu 8 | Menu 9 | Menu 10 | Menu 11

Non-Ratings | CYBERSECURITY

Parent or Sub | EXPORT

Cyber Risk | Risk Factors | Loss Analysis | Peer Comparison | Counterparty Comparison | Scenarios

Bad Activity — 85% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Tor Activity	Detected	IP Addresses Detected x.x.195.129	100% of peers don't have tor activity
Spam Activity	Detected	IP Addresses Detected x.x.195.129	85% of peers don't have spam activity
Malicious Indicators	Detected	IP Addresses Detected x.x.195.129	67% of peers don't have malicious indicators
Blacklist Duration		Listed more than 3 weeks	19% of peers are better

Average remediation time of malicious activities detected

Technology — Top tier with 7% of peers

Risk Factor	Finding	Observation	Vs. Peers
Risky Software and Applications	Moderate use of risky technology	Risky Technology Found: 1. Adobe Flash Media 2. Advertising & Conversion Tracking	56% of peers are better
Online Payment Processor	Detected	IP Addresses Detected x.x.195.129	48% of peers don't have online payment processors
Connected Database	Detected	IP Addresses Detected x.x.195.129	41% of peers don't have exposed databases
Technology Exposure	High use of third-party technologies	Multiple third-party technologies detected	Top tier with 30% of peers
Industrial Control System	Detected	IP Addresses Detected x.x.195.129	96% of peers don't have ICS devices
Communication Device	Detected	IP Addresses Detected x.x.195.129	96% of peers don't have exposed devices
Printer	Detected	IP Addresses Detected x.x.195.129	100% of peers don't have exposed printers

Internal Organization — 67% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Employee Sentiment	Negative	Trending low in the past 12 months	7% of peers are better
Pay & Benefits	Negative	Not competitive	10% of peers are better
Equitability	Variable treatment and compensation	Pay scale diversity	8% of peers are better
Cybersecurity Staff	Limited Coverage	Less than industry average	11% of peers are better

Perimeter Posture — 63% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
External Network Footprint	Extensive attack surface	IP Addresses Detected: 493 IP Ownership 79% Self-Owned 21% Third-Party Partial IP Listing x.x.99.198	26% of peers are better
Remediation Rate	Takes more than 4 weeks to fix	Subdomains: 495 Top Subdomains mail2.oneaccount.com help.adambank.com email.bentleydesigns.com	22% of peers are better
Outstanding Vulnerabilities	Infrequent vulnerability patching	High Severity - 5% patched Medium Severity - 6% patched Low Severity - 5% patched	56% of peers are better

Dark Web — Top tier with 70% of peers

Risk Factor	Finding	Observation	Vs. Peers
Leaked User Accounts	Detected	Found - Email addresses used for registration, subscription or account login	93% of peers don't have leaked user accounts
Compromised User Passwords	Detected	Patterns of account credentials posted in forums for sale	89% of peers don't have compromised user passwords
Credit Card Exposure	Detected	Patterns of Credit Card info posted in forums	93% of peers don't have credit card exposure
Targeted Forum Chatter	Detected	More than one targeted forum chatter found	93% of peers don't have forum chatter
Foreign Hacker Activity	Detected	High non-english chatter activity found	70% of peers don't have foreign hacker activity
Other Dark Web Activity	Detected	Frequent mention of Company name found web forums	50% of peers don't have other activity

Infrastructure — 19% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Shared Hosting	Significant use of shared server resources	7% shared hosting footprint	Top tier with 22% of peers
CDN	Not Present	CDNs Found: 1. Akamai 2. Google	70% of peers have a CDN present
DNS Leakage	Detected	Internal subnet detected	74% of peers don't have DNS leakage
HTTPS Misconfiguration	Detected	Expired server certificates	78% of peers don't have misconfiguration
SPF Misconfiguration	Detected	E-mail confirmation invalid	26% of peers don't have misconfiguration
Network Complexity	High complexity	Number of servers more than industry average	33% of peers have standard complexity
Concurrent Services	Many services running simultaneously	Too much dependency on multiple concurrent services	56% of peers are better
Website Performance	Slow Load Times	Improved	19% of peers are better

External Presence — 41% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Consumer Sentiment	Negative sentiment	Too low in customer satisfaction	Top tier with 33% of peers
Social Media Presence	High visibility	Improved	48% of peers are better
Web Popularity	High network traffic	Improved in the last 12 months	30% of peers are better
Company Stature	Extensive footprint	Large digital footprint	0% of peers are better
Publicity	Considerable news exposure	High popularity in media	44% of peers are better

Security Incidents — 93% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Data Breach Incidents	2 data breach incidents	Average cost of data breach is $200,000,000	25% of peers don't have recent breaches
Business Interruption Incidents	1 business interruption incident	Average cost of BI Incident is $100,000,000	30% of peers don't have recent interruptions

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Case Study - Conflict Resolution in Design

This is the design my manager and another employee came up with after I left. When I saw it, I advised them not to show it to upper management because of the poor readability and general sloppy design with some icons in color and others in gray. They were very proud of the design and took it to directly to upper management. The COO immediately commented on the poor design and how he couldn't read the data. My manager returned and asked me to remove the graphics and we used the previous design. Not only is this a good example of conflict resolution, but also a good example of user research and testing, though this usually occurs before a demo to upper management.

UNUSED

Company Logo

Search | Advanced Search | Saved Items | User Name

Menu1 | Menu 2 | Menu 3 | Menu 4 | Menu 5 | Menu 6 | Menu 7 | Menu 8 | Menu 9 | Menu 10 | Menu 11

Non-Ratings | CYBERSECURITY

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Blacklist Duration		-	19% of peers are better

Average remediation time of malicious activities detected

Dark Web Top tier with 70% of peers

Risk Factor	Finding	Observation	Vs. Peers
Leaked User Accounts	Detected	User accounts pattern detected recent.	93% of peers don't have leaked user accounts
Compromised User Passwords	Not detected	-	89% of peers don't have compromised user passwords
Credit Card Exposure	Detected	Patterns of Credit Card detected	93% of peers don't have credit card exposure
Targeted Forum Chatter	Not detected	-	93% of peers don't have forum chatter
Foreign Hacker Activity	Detected	Other Language dark web activity detected	70% of peers don't have foreign hacker activity
Other Dark Web Activity	Not detected	-	-

Technology Top tier with 7% of peers

Risk Factor	Finding	Observation	Vs. Peers
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Connected Database	Detected	IP Addresses Detected x.x.195.129	41% of peers don't have exposed databases
Technology Exposure	Low use of third-party technologies	-	Top tier with 30% of peers
Industrial Control System	Not Detected	-	96% of peers don't have ICS devices
Communication Device	Not Detected	-	96% of peers don't have exposed devices
Printer	Not Detected	-	100% of peers don't have exposed printers

Infrastructure 19% of peers are better

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Internal Organization 67% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Employee Sentiment	Not Enough Information	-	7% of peers are better
Pay & Benefits	Not Enough Information	-	-
Equitability	Variable treatment and compensation	-	-
Cybersecurity Staff	Limited Coverage	-	11% of peers are better

External Presence 41% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Consumer Sentiment	Liked by the public	-	Top tier with 33% of peers
Social Media Presence	High visibility	Improved	48% of peers are better
Web Popularity	High network traffic	-	30% of peers are better
Company Stature	Extensive footprint	-	0% of peers are better
Publicity	Considerable news exposure	-	44% of peers are better

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Security Incidents 93% of peers are better

Risk Factor	Finding	Observation	Vs. Peers
Data Breach Incidents	No recent data breach incidents	-	85% of peers don't have recent breaches
Business Interruption Incidents	No recent business interruption incidents	-	93% of peers don't have recent interruptions