

Don't make something unless it is both made
necessary and useful;
but if it is both necessary and useful,
don't hesitate to make it
beautiful

Shaker design philosophy



Jelle Niemantsverdriet



@jelle_n

Cyber



*'Inspiring,
revelatory'*
THE TIMES



The No. 1 International Bestseller

OUTLIERS

The STORY *of* SUCCESS

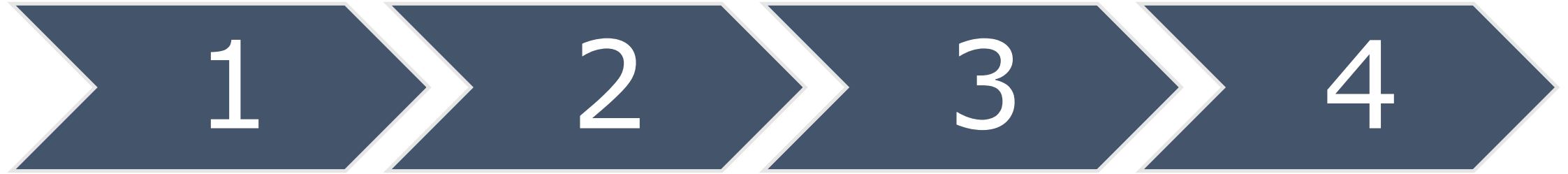
MALCOLM
GLADWELL

Author of *The Tipping Point* and *Blink*

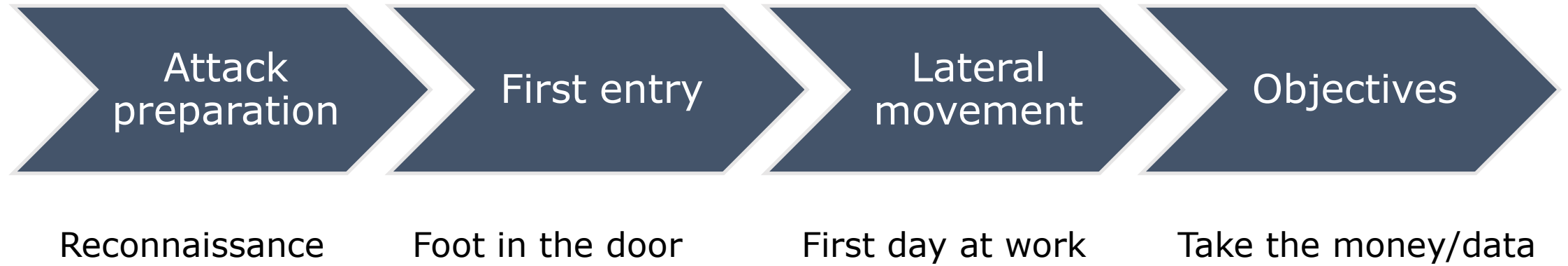


The world is burning...

Chain of events

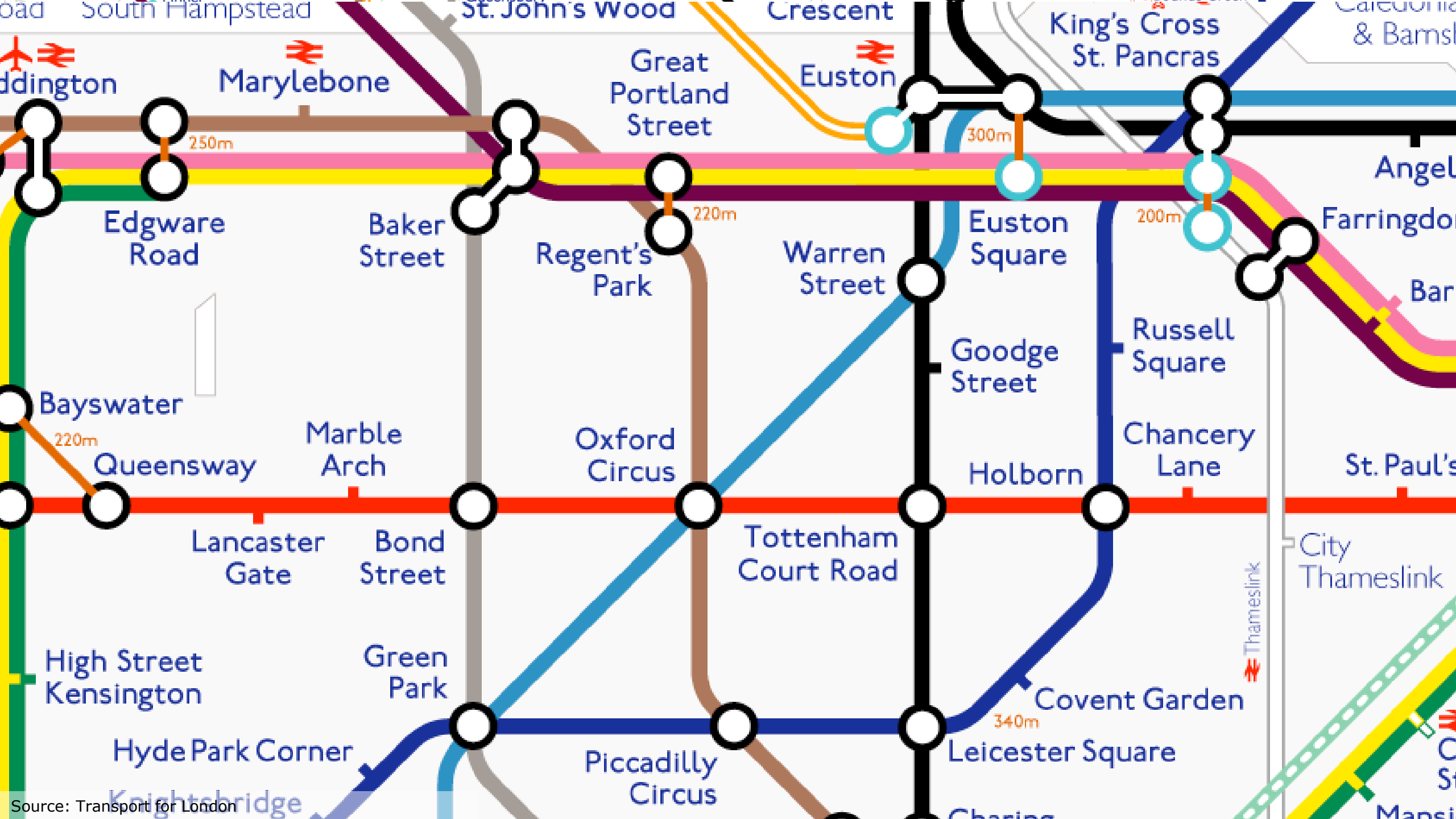


Chain of events=incident















WEST END
Oxford Street

↗ **HYDE PARK**
 Marble Arch ↔
 Edgware Road

↖ **MAYFAIR**
 Bond Street

↘ **MARYLEBONE** →
 Portman Square
 Baker Street

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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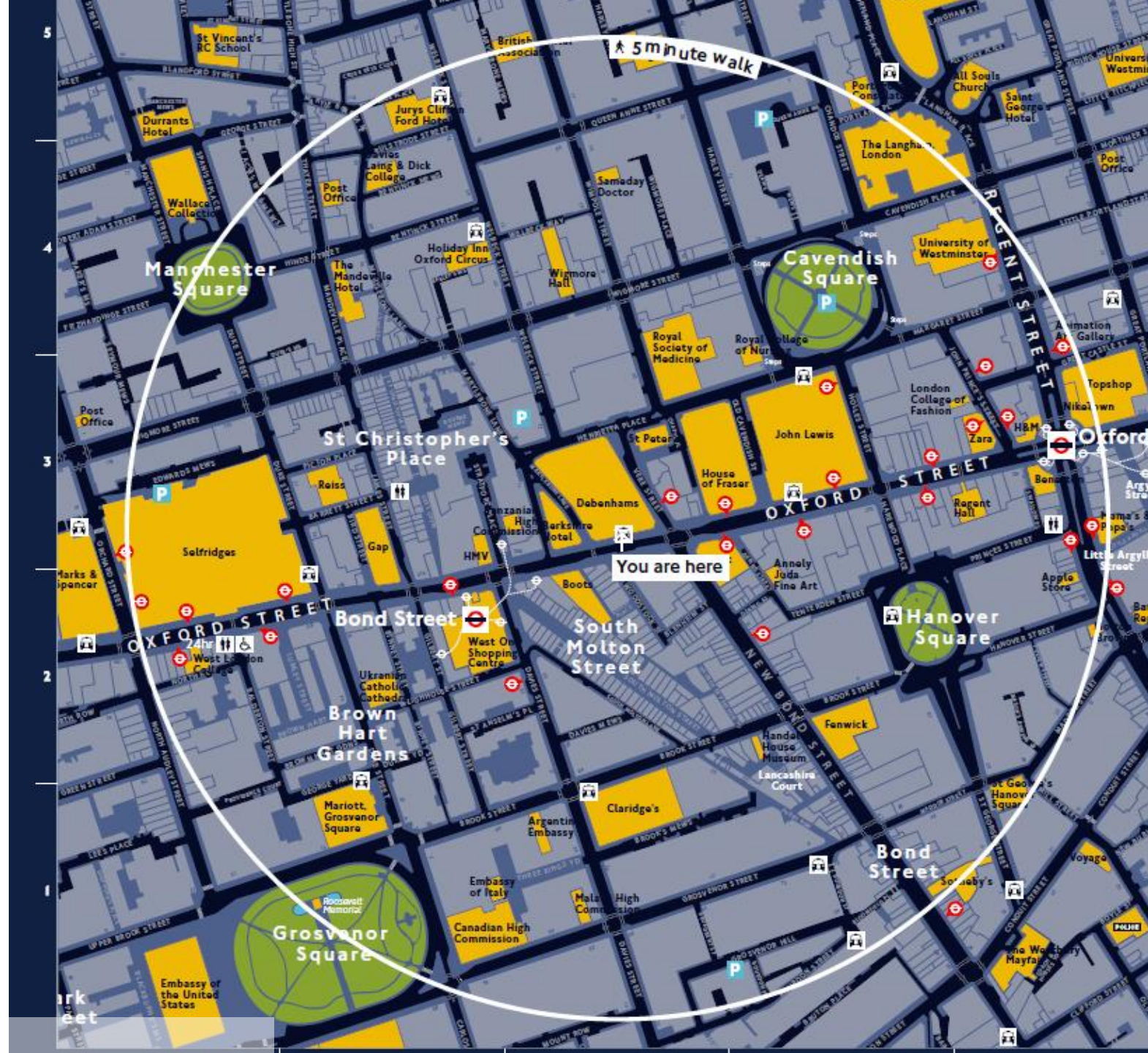
WEST END
Oxford Street

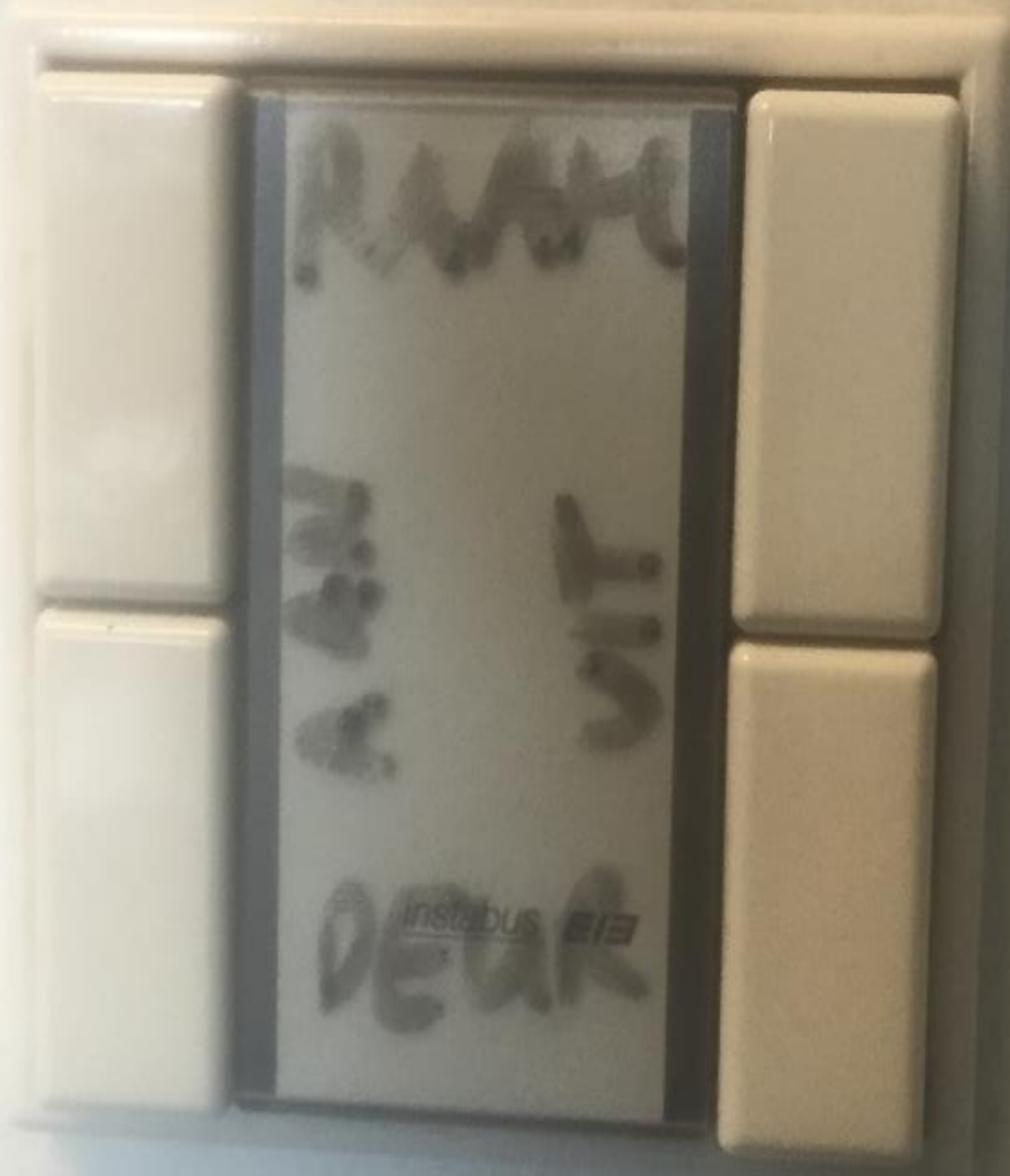
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On / Off

50:114872

Competitors/friends



TalkTalk: how not to deal with a security breach

👤 Davey Winder 📁 Opinion 💎 Data breach, DDoS, exploit, Hacking, SQL injection 💬 0 Comments

[f](#) [t](#) [in](#) [digg](#) [stumbleupon](#) [+](#) Share

TalkTalk has been breached; we know that much. What else we know about it is, in actual fact, very little indeed at

INFLAMMATORY
50c a Bottle.



ARTICLE.
50c a Bottle.

SNAKE OIL

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RHEUMATISM, BACKACHE,
SWELLING, STRAINS, SORE THROAT, SWELLING OF THE THROAT, CONTRICTED CORDS
AND MUSCLES, STIFF JOINTS, BRUISES, DISLOCATIONS, CUTS and BURNS

Users

Inschrijven baby's na sectio:

Inloggen indien het scherm op begin stand staat ,

- usernaam

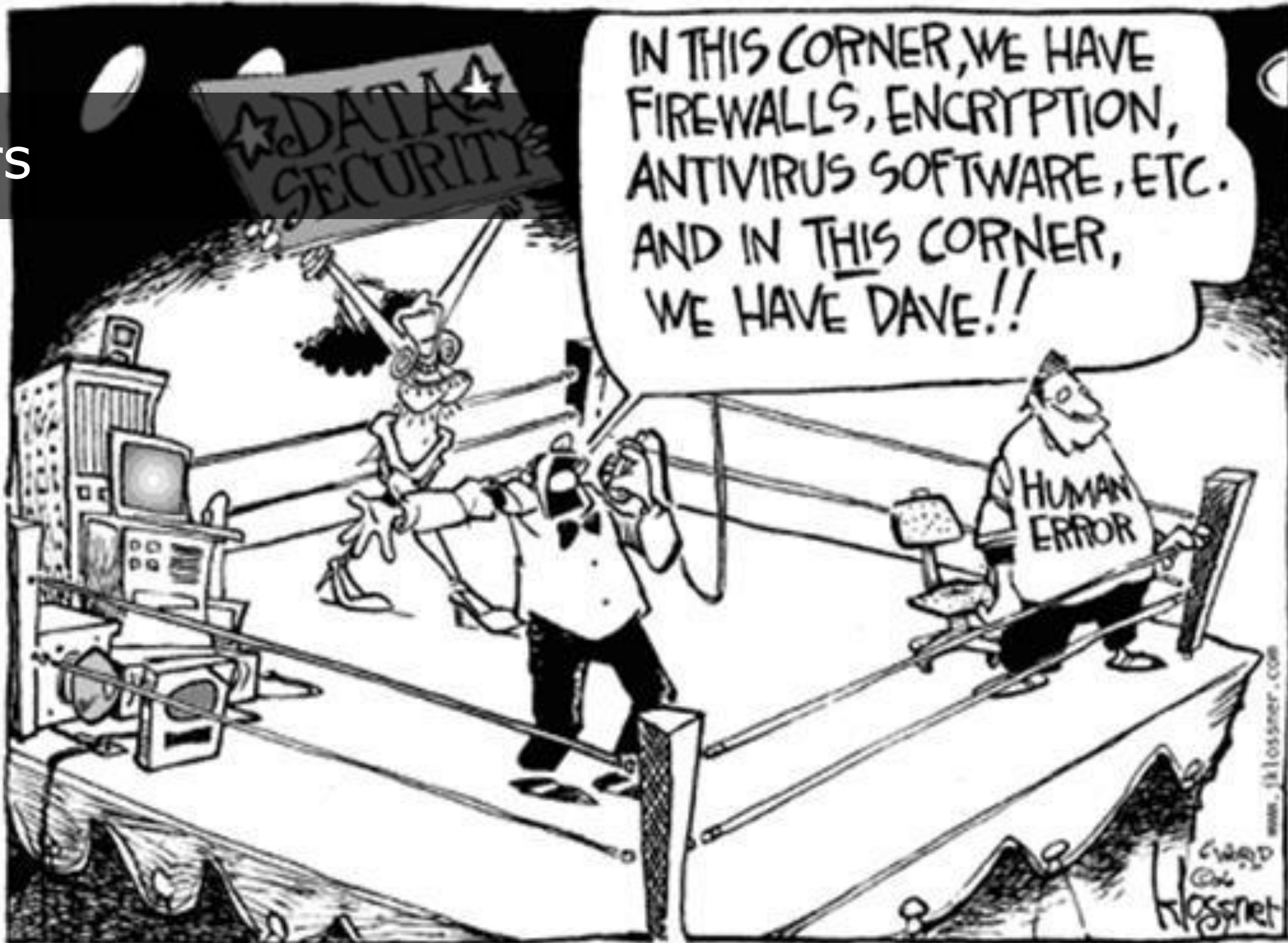
- vdirsd wachtwoord:

Hiermee kunnen we daarna verder via de desk knop **FZH**

LET OP DAT JE IN HET GOEDE DOSSIER ZIT –OBSTETRIE
en van de goede moeder!

Via moeder dossier naar de grijze kolom links : "babywizard "openen

Users



Users

WE NEED
A PATCH
FOR HUMAN
STUPIDITY



Users People



I do!



The Field Guide to Understanding 'Human Error'

Sidney Dekker

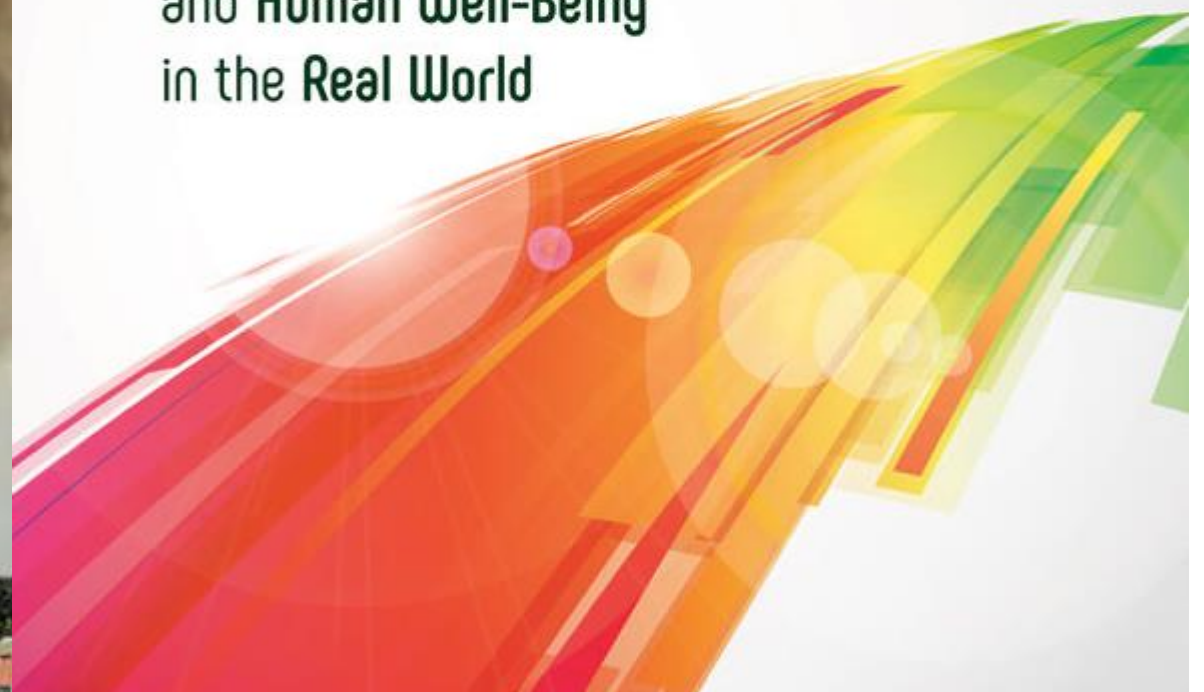


THIRD EDITION

Steven **Shorrock**
Claire **Williams**

Human Factors & Ergonomics in Practice

Improving System Performance
and Human Well-Being
in the Real World





Work as imagined



Work as done

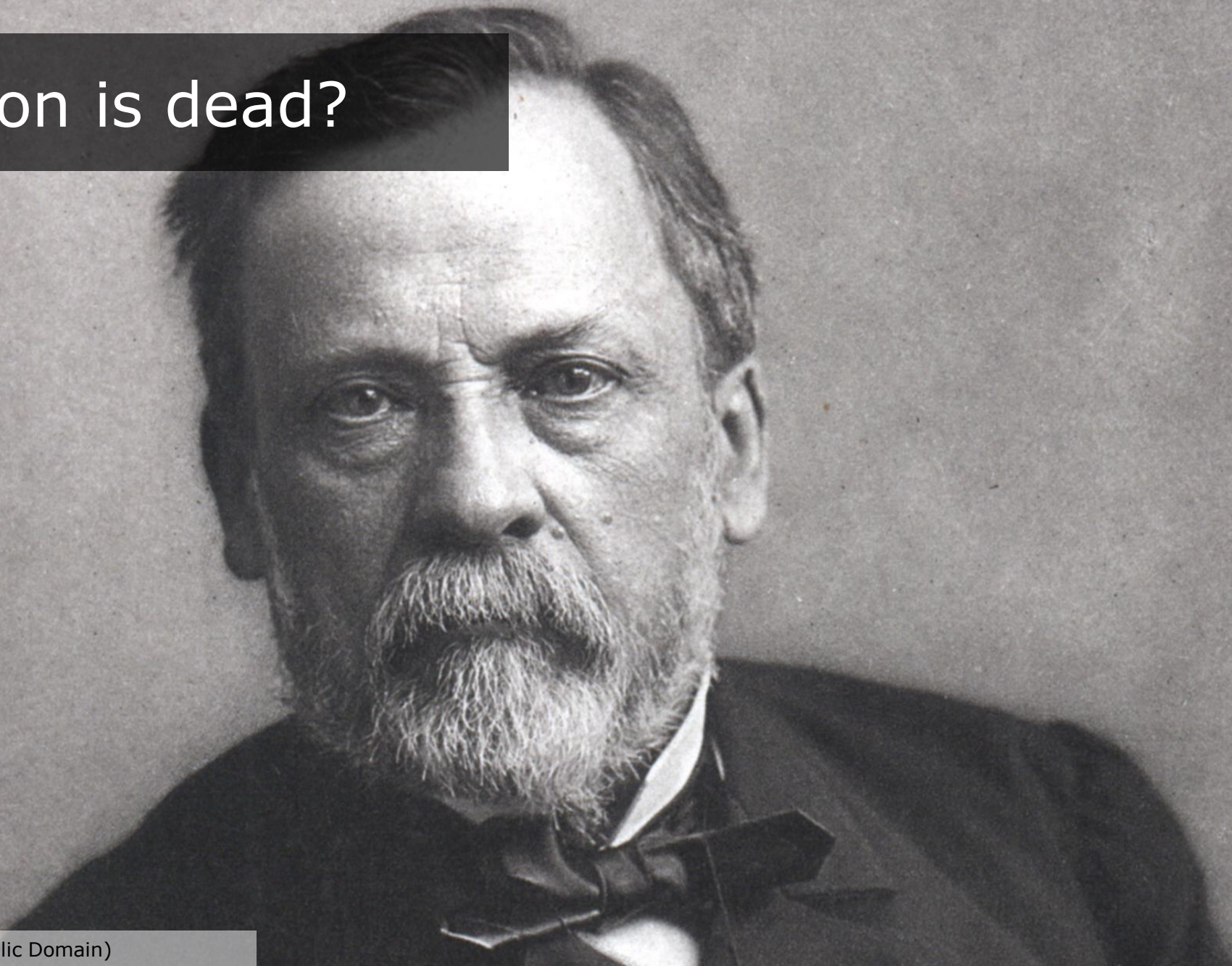
Department of

NO



Break instead of build

Prevention is dead?





Infosec Jenga

BOEING 747-400 NORMAL PROCEDURES CHECKLIST

POWER UP / SAFETY CHECK

First Officer

Captain

CIRCUITBREAKERS.....	CHECKED
BATTERY.....	ON
STANDBY POWER.....	AUTO
HYDRAULIC DEMAND PUMPS.....	OFF
WINDSHIELD WIPERS.....	OFF
ALTERNATE FLAPS AND GEAR LEVER.....	DOWN
FLAPS.....	CHECKED

Patch 1



Design

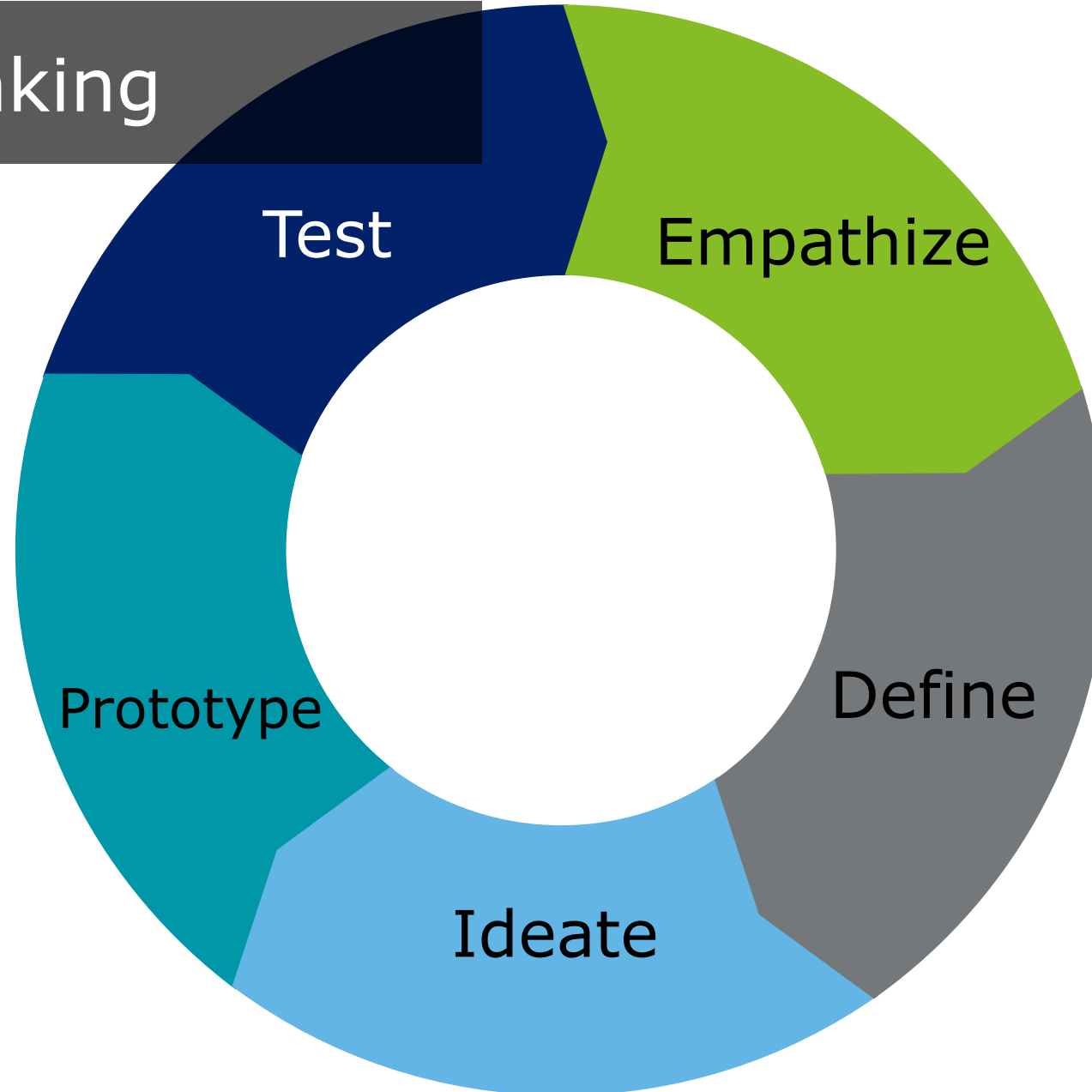
*Thinking like a designer
can transform the way
you develop products,
services, processes – and
even strategy.*

Thinking

by Tim Brown

Patch 2

Design Thinking





! SLOW!
TRAFFIC AHEAD

2G Tuesdays

Why Johnny Can't Encrypt: A Usability Evaluation of PGP 5.0

Alma Whitten

School of Computer Science

Carnegie Mellon University

Pittsburgh, PA 15213

alma@cs.cmu.edu

J. D. Tygar¹

EECS and SIMS

University of California

Berkeley, CA 94720

tygar@cs.berkeley.edu

1999...

Smile



Done > Perfect



Done: SMS 2FA



Alex Stamos ✓

@alexstamos



Following

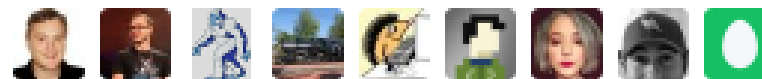
@riskybusiness @evacide Anyway, “SMS 2FA is insecure” is my current shibboleth for “I don’t know how people really get hurt on the Internet”

RETWEETS

16

LIKES

48



5:47 AM - 25 Nov 2016



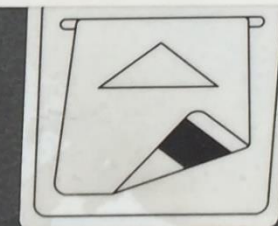
From: CEO

<name.ceo@company...

In regards to an Acquisition that we are currently working on, Attorney Tyler Smith will be getting in contact with you. If you can please devote your full attention and comply with any requests that he makes. We will need to proceed with several payments in regards to this operation.

Phishing – now what?

BIJ GEBRUIK E-TICKET NIET OP GROENE KNOP DRUKKEN



Creditcard

To click or not to click

E-TICKET SCANNEN

How passwords are cracked...

Interception

Passwords can be intercepted in the air, intercepted over a network...



Searching

It is possible to search for passwords in a database...

Manual Guesswork

People often use simple words or numbers as passwords...

Social Engineering

People can be tricked into giving up their passwords...

The problems with forcing regular password expiry

Why CESG - now part of the NCSC - decided to advise against this long-established security guideline.



Shoulder Surfing

People can see your password if they are close by...



Key Logging

Software can record every key you press...



Password Storage

Passwords can be stored in a database...



Password Reuse

Using the same password for multiple accounts...

Password changes...

To phish or not to phish



vr 09-01-2015 21:38

van Zwam, Marko (NL - Amsterdam)

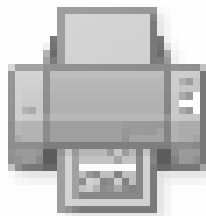
'Talent Survey'-emails => not a phishing-email simulation

Protected View

Printing is not available in Protected View. To leave Protected View and enable this command you must select Enable Printing.



Enable Printing



Print

Print

Copies:

1

2016...

Impact of a choice

Zoveel ruimte neemt
een 50 cm deur in beslag
als deze wordt geopend.

**Deze ruimte
bespaar je als je
kiest voor schuifdeuren.**

et voor schuifdeuren.
bespaar je als je
Deze ruimte

Human sensor network



securitybot BOT 12:47 PM

I see you just ran the command `flurb -export` on `accountingserver01`. This is a sensitive command, so please acknowledge this activity by typing `acknowledge`.



ryan 12:47 PM
acknowledge



securitybot BOT 12:47 PM

Acknowledging via 2fa.

List

Your Passcode

564585

Tap here to Copy Passcode

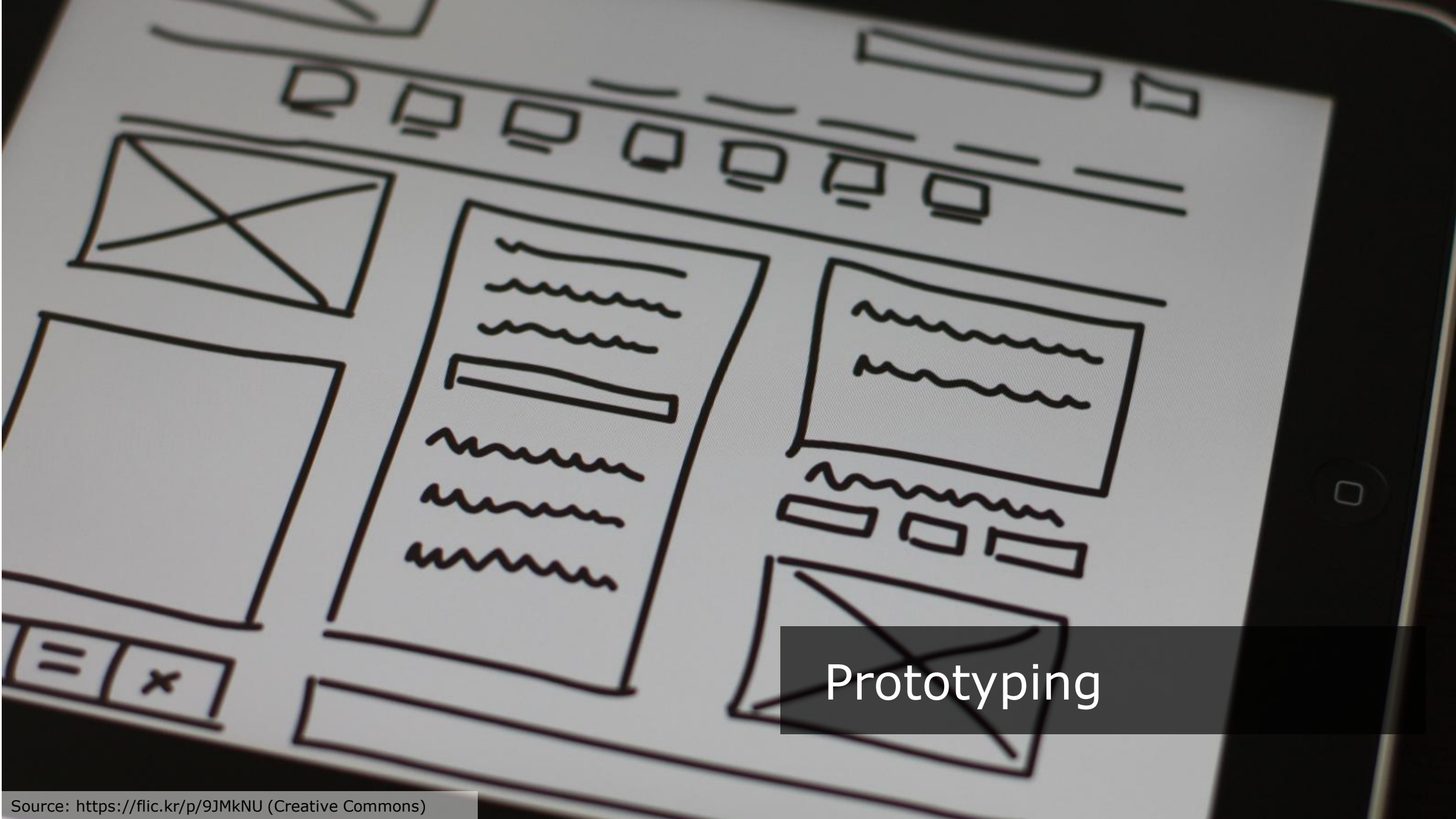
Generate Passcode



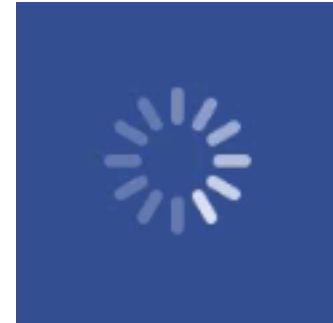
THE
DATA
PROTECTION
COMPANY



No password?



Prototyping



A/B testing

facebook

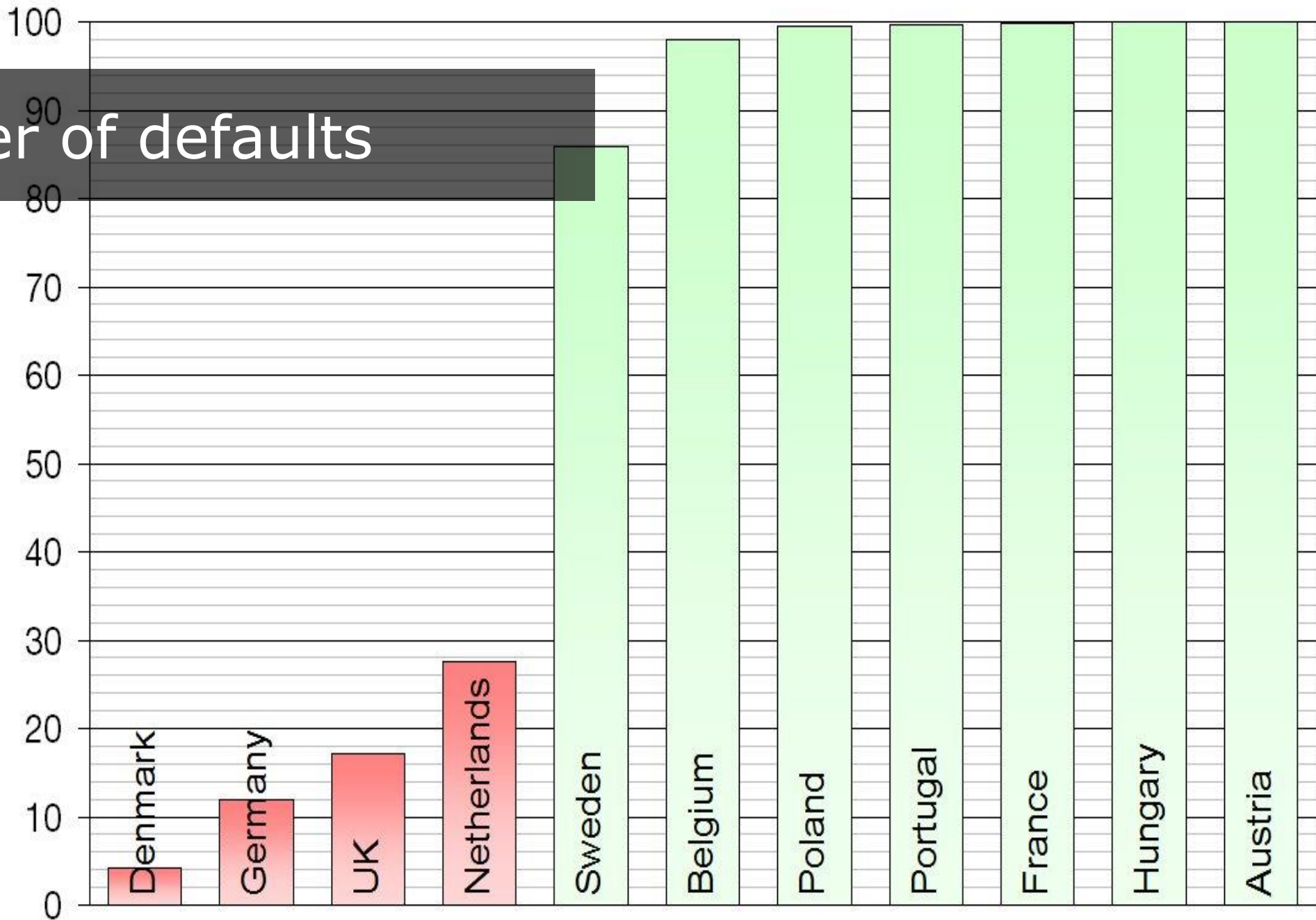


facebook



A/B testing

Power of defaults



Sign Up Instantly for Grasshopper

30 Day Money Back Guarantee. No Long Term Contracts

↓ *Most Popular*

MAX	GROW	RAMP	PAY AS YOU GROW
\$199 A MONTH	\$49 A MONTH	\$24 A MONTH	\$12 A MONTH
10,000 minutes PER MONTH	2,000 minutes PER MONTH	500 minutes PER MONTH	6¢ / minute
3 Toll Free/Local Numbers Unlimited Extensions Unlimited Voice Studio EVERY INCLUDED FEATURE	2 Toll Free/Local Numbers Unlimited Extensions EVERY INCLUDED FEATURE	1 Toll Free/Local Number Unlimited Extensions EVERY INCLUDED FEATURE	1 Toll Free/Local Number Unlimited Extensions EVERY INCLUDED FEATURE
FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation
Choose Plan »	Choose Plan »	Choose Plan »	Choose Plan »


Amplify



Dropbox might soon offer you additional free storage space if you create a stronger password



Eugene Kim  

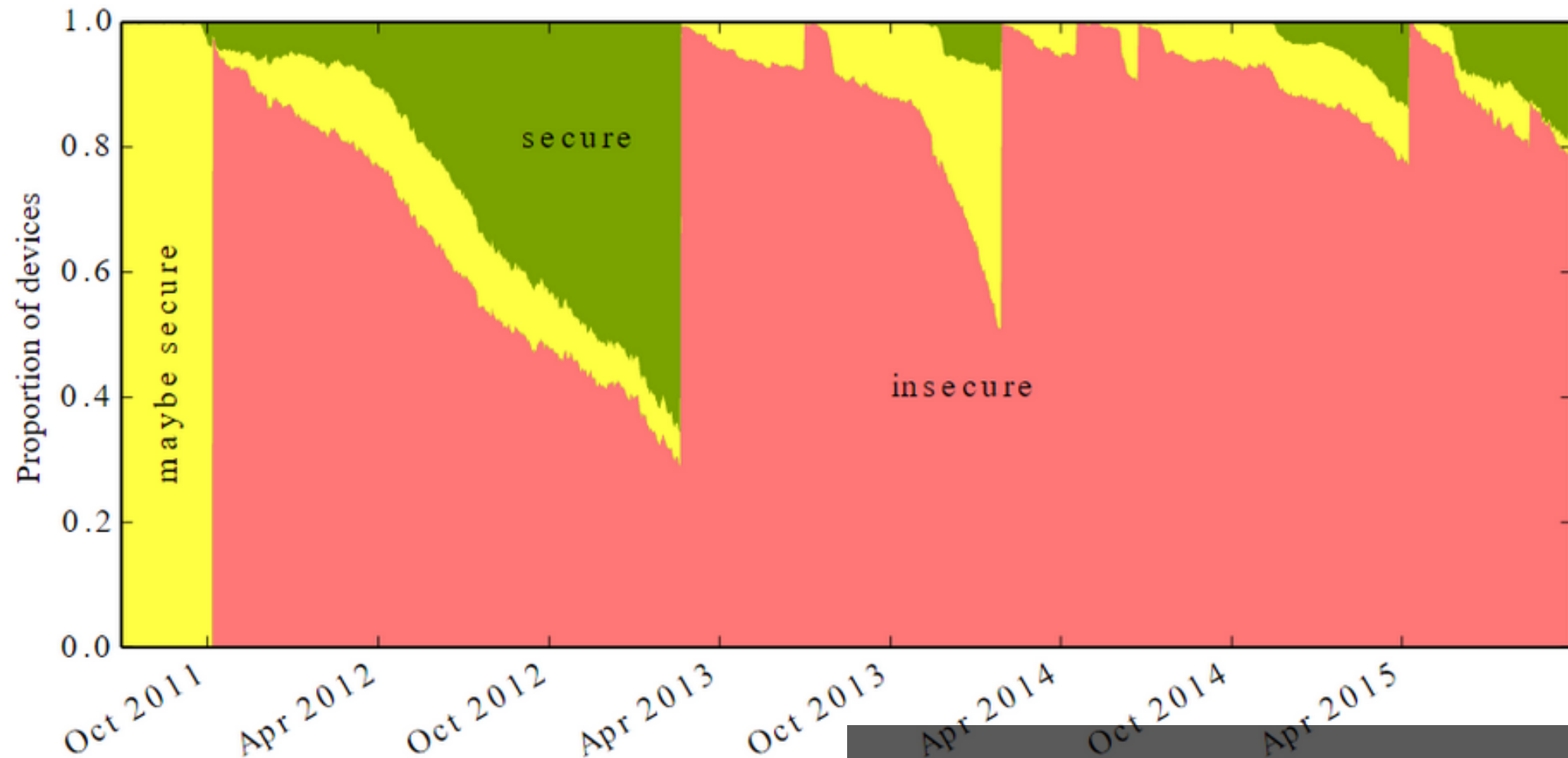
🕒 Jul. 1, 2015, 8:06 PM  262

Dropbox sees sloppy passwords as its biggest security threat and may soon start offering additional free space to users who create stronger passwords.

Patrick Heim, Dropbox's head of

Incentives

Proportion of devices running vulnerable versions of Android



This figure shows our estimate of the proportion of Android devices running *insecure*, *maybe secure*, and *secure* versions of Android over

Incentives (macro)



HD Moore @hdmoore · Oct 15

This is just depressing: androidvulnerabilities.org



815



371



This airport has a color coded signing system

Follow yellow signs
when flying

- Ticketing
- Arrivals
- Gates
- Check-in

Follow black signs
for airport services

- Restrooms
- Phones
- Escalators

Follow green signs
when leaving the airport

- Ground Transportation
- Parking

Language matters

I understand “network”

Weak Security

WPA is not considered secure.

If this is your Wi-Fi network, configure the router to use WPA2 Personal (AES) security type.

[Learn more about recommended settings for Wi-Fi...](#)

Mijksehaar's

Simple, intuitive...

99

**do's & don'ts
of wayfinding**

Good design...

- is innovative
- makes a product useful
- is aesthetic
- makes a product understandable
- is unobtrusive
- is honest
- is long-lasting
- is thorough down to the last detail
- is environmentally-friendly
- is as little design as possible



= good security



Thank you!



Jelle Niemantsverdriet



JeNiemantsverdriet@deloitte.nl



@jelle_n