Hierarchy	Page	Description	Tone	Site Map		
0.0	Homepage	- Call to action to take quiz and evaluate adequacy of current online security measures - Call to action to download extension for customized tips while browsing - Call to action to read featured articles on latest fraudulent activity behaviours online - Call to action to join forum to be able to post questions for recommendations on problems	- Informative, direct, professional - Not condenscending or surprised	https://docs.goog		
0.1	Extension (Proactive measure)	- Provides customised tips for preventing identity theft while browsing online - Pop up on browser - Feedback option (through thumbs up/ down) on how useful the tip was				
0.2	Quiz (Proactive measure)	- Provides analysis of current security measures and follow up tips to be proactive in preventing identity theft - 10 questions - Progress check				
2.0	Forum (Proactive + Reactive measure)	- 4 primary online security related topics - Numerous threads based in every topic - Search, filter & sort option - Option to create a discussion/ post on a topic - Option to pin (favourite) specific thread - Option to comment on a thread - Option to like/ dislike comment on a thread - Option to pin (favourite) comment on a thread - Breadcrumbs				
3.0	Articles & Info (Proactive measures)					
3.1	Articles	- Featured articles providing info on latest fraudulent activity behaviours online, tips for proactive online protection, resources for recovery, etc - Filter by topic - Breadcrumbs				
3.2	Videos	Supplemental videos providing info about latest fraudulent activity behaviours online, DIY recovery measures, tips for proactive online protection, etc - Filter by topic or duration - Breadcrumbs				
3.3	Infographics	- Supplemental infographics about most common and current trends in fraudulent activity online - Filter by topic - Breadcrumbs				