Abstract:

 This presentation shows metrics for usability of trust, from the viewpoint of end-users. Diverse kinds of attacks employ replicated contents from trustworthy service providers, thereby deceiving end-users into believing its false trustworthiness.

 X.Cogent, a draft Recommendation which has been established within ITU-T Q4/SG17, describes design considerations for improved end-user situation awareness against cyber threats. This draft defined trustworthiness indicator as the symbols presented by a web user agent that will be used to inform the trustworthiness of the website to end-users. Techniques for improved end-user perception of trustworthiness indicators include visual elements, narrative elements, peripheral design transitions, training mode and accessibility. This presentation also highlights cognitive psychology, which enables us to understand end-users' mind, for developing better trustworthiness indicators.