

What does the person

## Think & feel?

- Whether the privacy is maintained or not?
- Whether the website is easy to use?

What does the person

## See?

- Accurate Operation
- Efficient working
- Strategically planned content



What does the person

## Hear?

- Is the system user friendly?
- Is the system trust worthy?
- How do they handle malicious threads?

What does the person

## Say and do?

- Accurate Operation
- Efficient working
- Strategically planned content

## Pain

- Use technical tricks to steal personal and financial information as a trusted one
- Attackers use unique and creative ideas to cheat users

## Gain

- Provide security awareness
- Remediate threats as quick as possible