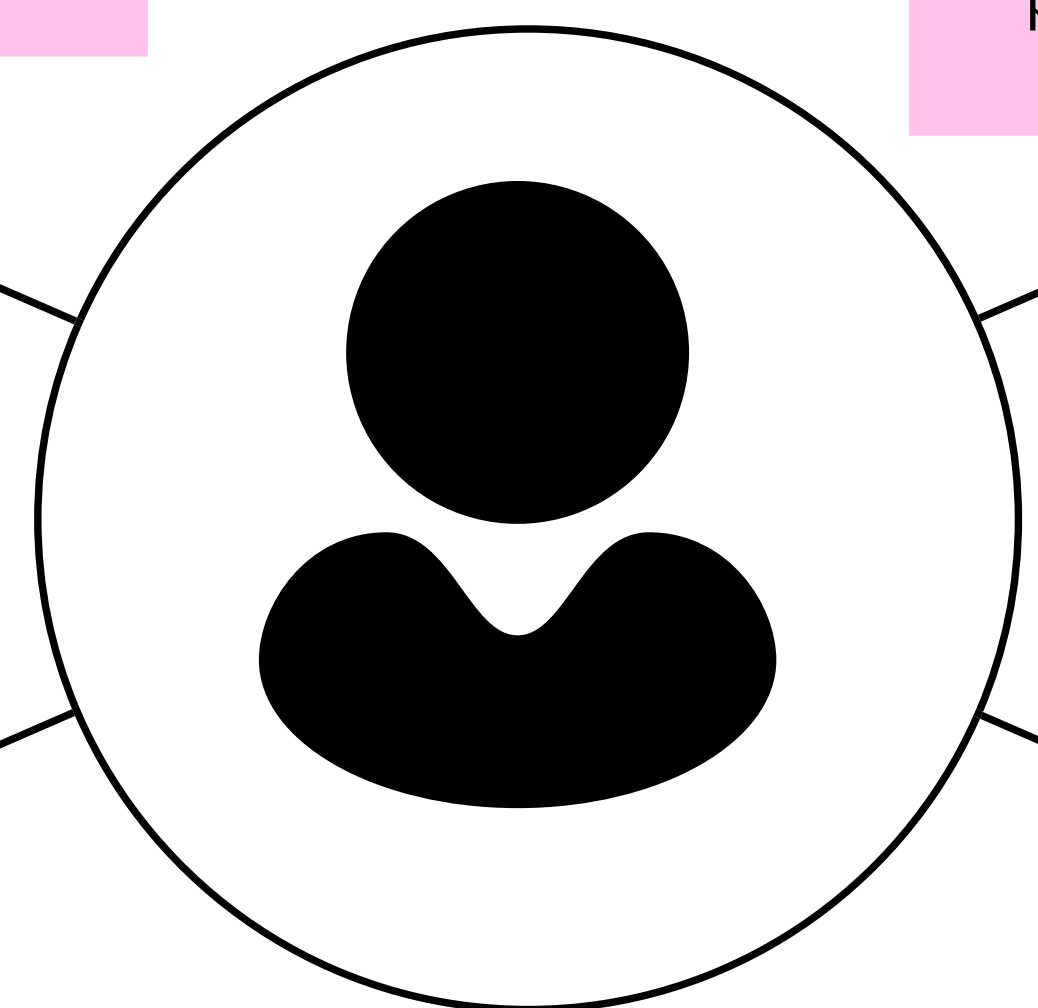


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Insecure
online

concerned
of online
privacy

is this
service
safe?

how to
secure my
data ?

VPNs

Digital Keys

Password
Management
services

Unsure with
services
online

is my data
being leaked
and available
elsewhere?

unsolicited
advice

Opinions
about
websites

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

which web
service can
be trusted ?

invests money
in breach
detectors and
digital lockers

how do I
know if I am
using a
breached
password ?

has to
remember
multiple login
credentials

constantly
changes
passwords
out of
paranoia

PAIN

fears
frustrations
obstacles

Insecurity

losing
access to
personal
accounts

GAIN

"wants" / needs
measures of success
obstacles

Sense of
Security

Safety of
private data
online