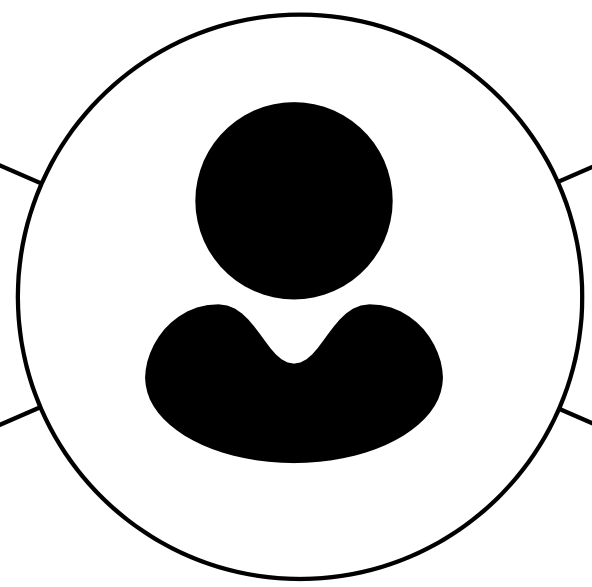


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

I wish to I could
take the whole
internet security
into my own
hands.

I wish, it
should work
with a
prevention of
phishing.

I want
something
reliable
system.

The phishing
websites look like
the same as the
original websites.
But, at the back,
attackers are
stealing the data.

Most
websites are
dangerous to
access.

It's scary to
access
website.

I am looking
for protection
to my web
security.

I am trying to
find safe and
trusted
design
products.

I am surrounded
by stealing the
data through
internet
malpractice.

Detector
and
Monitor

Website
saver and
risk free

Unsure
which
website to
trust.

Anxious
about
security.

Fear

Easily
accessible
UI

Wants a
high reliable
security.

Available at
all time to
detect
phishing.