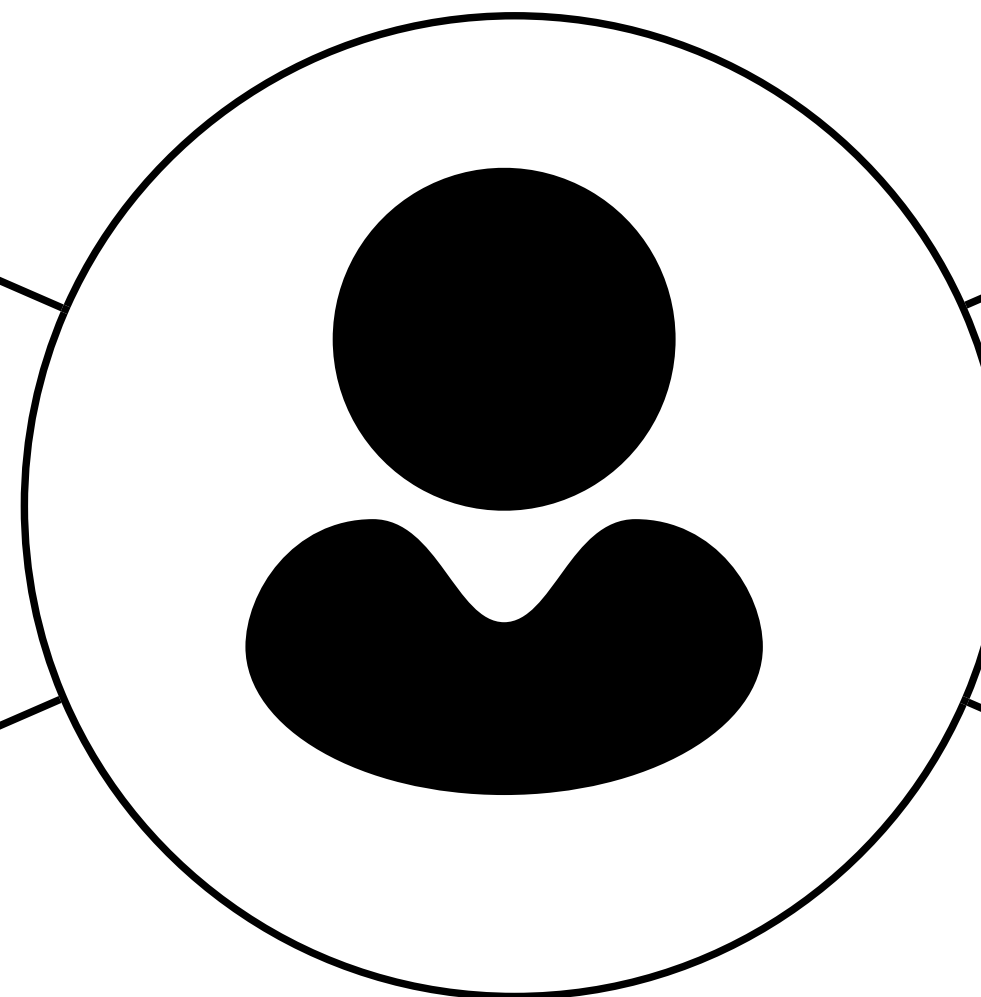


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

**Before  
clicking any  
link we must  
be think  
twice**

**When ads are  
coming constant  
on the internet  
that may be a  
source of a  
phishing attack**

**Unnecessary  
login of new  
website leads  
to loss of  
data**

**Friends who  
avoid online  
transaction  
due to fear**

**Everyone  
must be  
aware of  
phishing  
websites**

**We must be  
safe while  
using a  
internet**

**we should be  
careful  
otherwise we  
lose our security  
,money and data**

**Buy antivirus  
software for  
security  
reasons**

**User make  
payments  
through online  
payment mode**

**you can use  
your web  
only if you  
accept your  
risk in it.**

**Due to  
phishing  
scams large  
organizations  
gets trapped**

**Fear of  
losing  
personal  
data**

## PAIN

fears  
frustrations  
obstacles

**It steal  
private  
information**

**Large  
organizations  
due to  
different kinds  
of scams**

**It will lead  
to property  
damage**

## GAIN

"wants" / needs  
measures of success  
obstacles

**We can use  
internet  
peaceful  
without  
scams**

**We can pay  
online  
transactions  
without fear**

**Gaining a  
sense of  
security  
and safety**