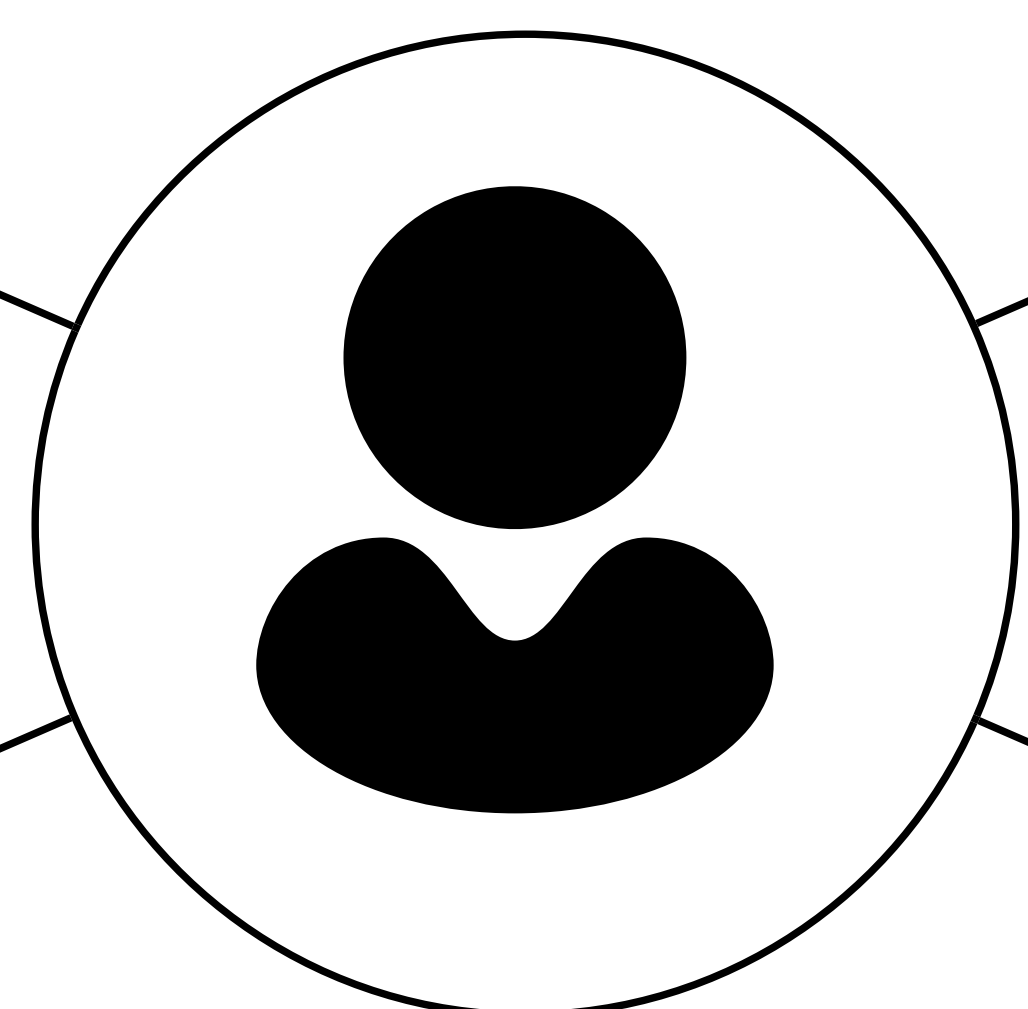


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



what am i
missing
out?

Confused

Is this the
best
result?

Is this a
reliable
solution?

Is this
taking too
long to
work?

ANXIOUS

what should
I do to
improve the
progress?

I want
something
awesome

Research
about
competitors

Will this
improve
the user
ability?

What is the
estimated
cost?

How many
days does
it take?

What do they
HEAR?

what friends say
what boss say
what influencers say

What is
your
current
progress?

What have
you
improved?

Is the
requirements
are fulfilled?

How well it
solves the
problem?

Proactive
Phising URL
detection

Follow up
emails,calls
and
meetings

Is this efficient
than the
existing
products?

Deceiving the
victims to gain
afoothold

What do they
SEE?

environment
friends
what the market offers

From whom
do you get
the additional
services?

What
about the
service
period?

What is
reliable to
me?

Where
should I
start?

What
features
are
reliable?

Whom
should I
refer?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Observes
products
in market

Compare
reliability
between
products

List of
pros/cons

Prioritize
the
decisions

Past
project
examples

Hoard
browser
history

PAIN

fears
frustrations
obstacles

System
and server
attacks

Security
Threats

Data loss

GAIN

"wants" / needs
measures of success
obstacles

Decreased
security
risks

Increased
business
progress for
organisations

Detection
of spam/
fake
websites