

WHO are we empathizing with?

Internet users who make payments through onilne websites.



What do they HEAR?

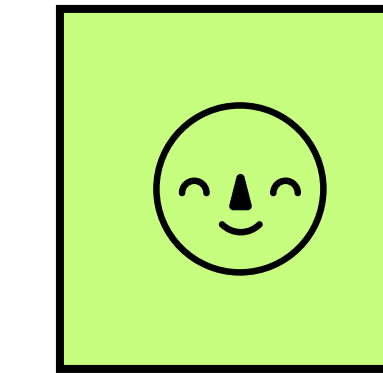
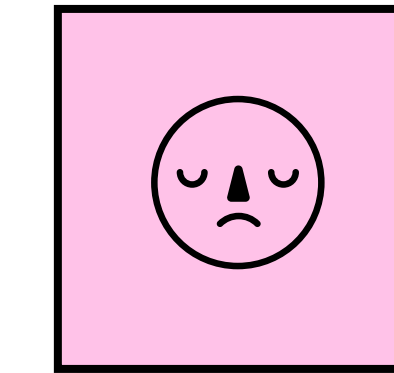
Providing sensitive information to websites are not safe.
Purchase products from unknown websites are lead to the stealing of sensitive information like bank details.

GOAL

What do they THINK and FEEL?

PAINS

Fear of stealing sensitive information.

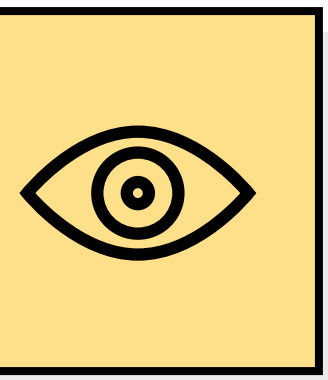
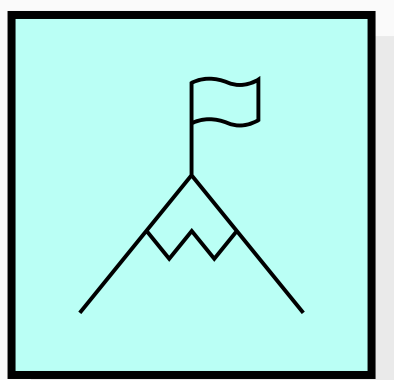


GAINS

They wants a paltform to check the legitimacy of websites.

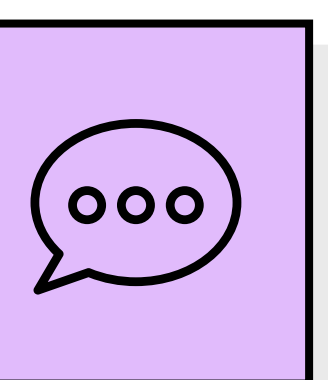
What do they need to DO?

checks the legitimacy of the websites before providing any sensitive information like bank details , username , password .etc



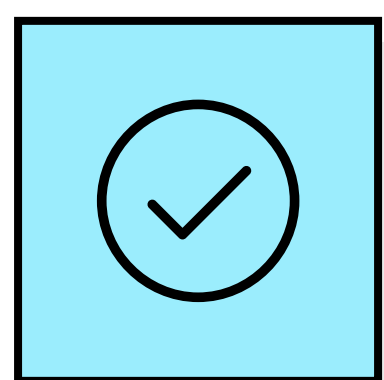
What do they SEE?

They see only the content of the websites and not checks whether the website is fake or not.



What do they SAY?

For Getting some addtional features from sites wants to access my private info.



What do they DO?

checks the URL of the websites.
Don't give any sensitive information to unknown websites.