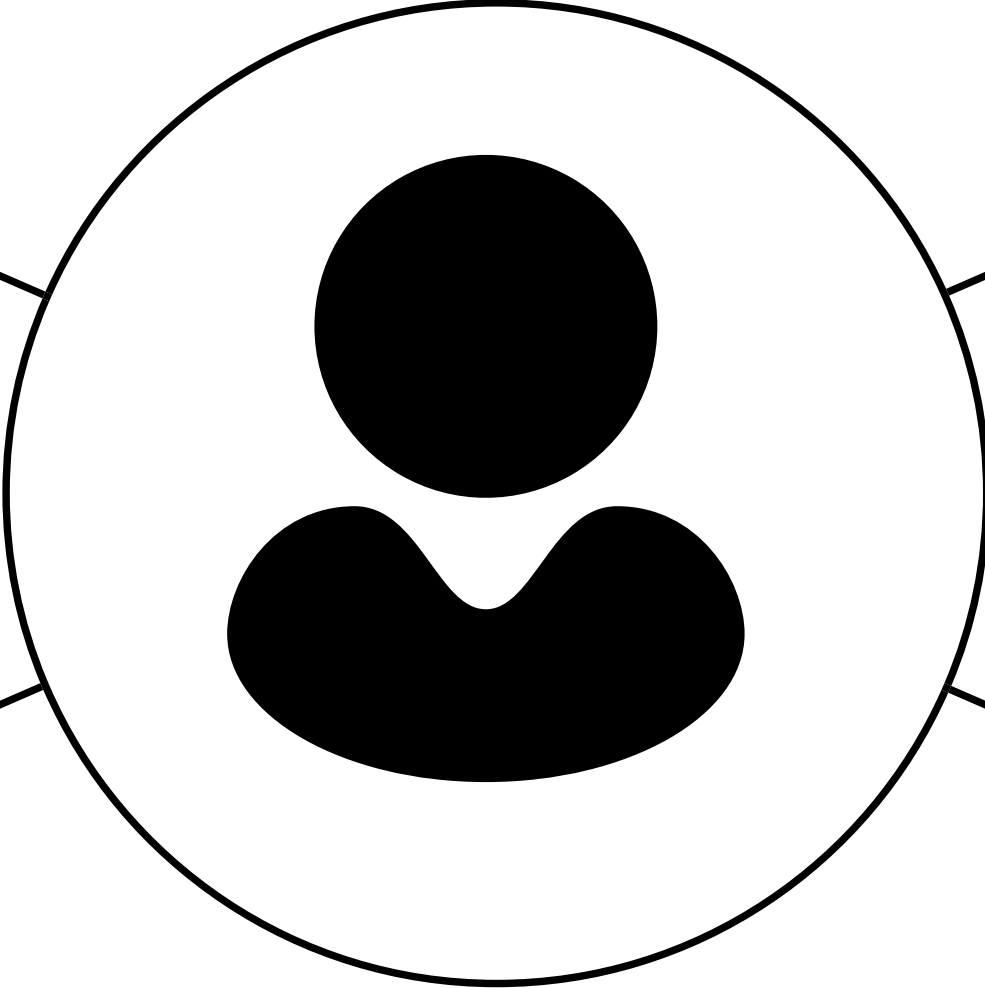


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- Is my personal credentials are safe?
`<br style="user-select: auto;">`
- How hackers steal private information ?
- Is the URL from the legitimate system?

- Too many malicious activities
- Il-legal access of banking informations
- Designing to use the client data in a wrong way

- lack of security wareness
- usage of fake credentials of well known companies
`<br style="user-select: auto;">`
- Mistaken letters in URL

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- enabling two step authentication emails
- lock the private data
- clicking third party un-secure websites might introduce malware

PAIN

fears
frustrations
obstacles

- DNS poisoning
- Malware
- Keyloggers

GAIN

"wants" / needs
measures of success
obstacles

- Hackers can easily obtain user's mony
- Getting some priveleged access
- private email domain for personal use