

is my personal credentials safe?

How hackers steal private information ?

Is the URL from the legitimate system?

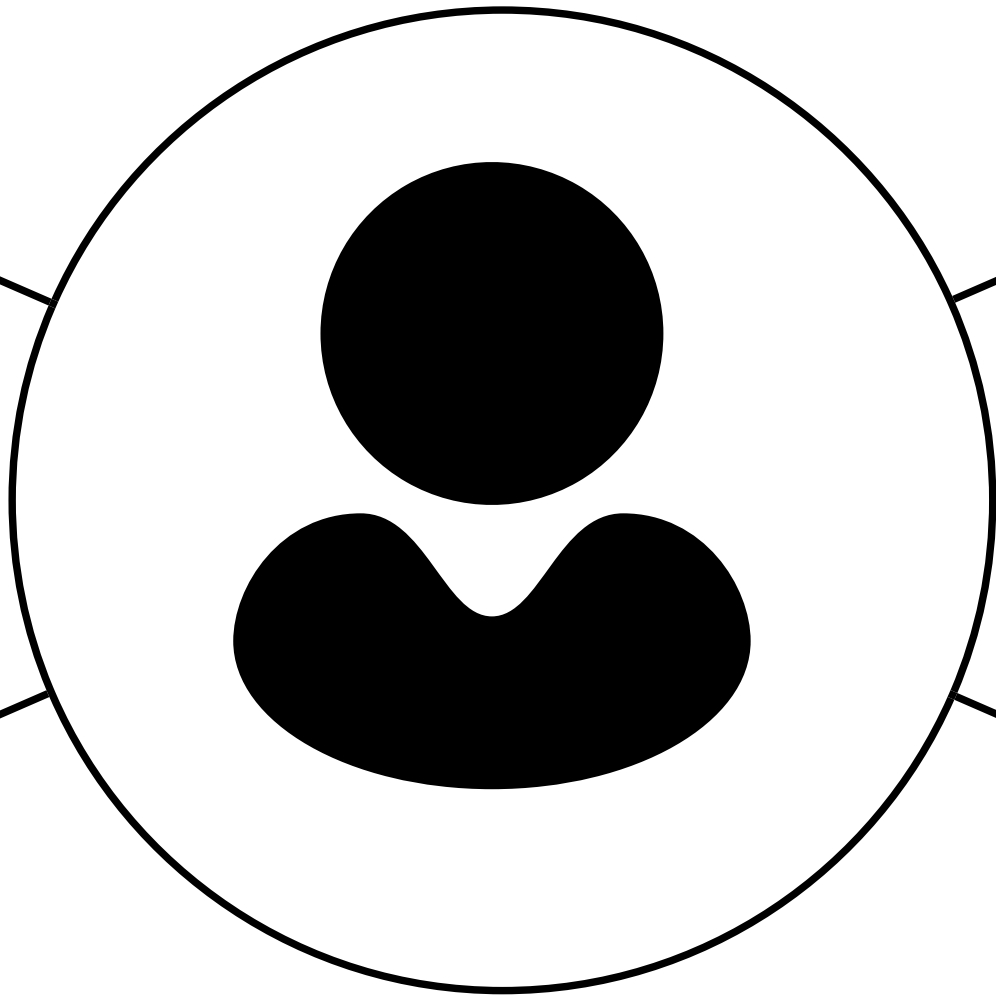
What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they
HEAR?
what friends say
what boss say
what influencers say

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 for well known companies

Mistaken letters in URL

What do they
SEE?
environment
friends
what the market offers

enabling two step authentication emails

lock the private data

clicking third party un-secure websites might introduce malware

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

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