



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is my
personal
credentials
are safe ?

How
attackers
steal private
information

Attacker
masquerades
as a reputable
entity

URL from
legitimate
user

Use authentic
logos from
well known
companies

Too many
malicious
activities

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

Social designing
assault intended
to gather client
data

Unauthorized
access of
financial
account

Misspelled
letters in
URL

Lack of
security
awareness

What do they
SEE?
environment
friends
what the market offers

Theft of
banking
credentials

Immediately
delete
messages
containing
malware

Clicking a
hazardous
connection
might introduce
malware

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

Lock the
framework as a
feature of a
ransomware
assault, or uncover
private data

Enabling
two step
verification
in emails

Usage of
genuine
looking
images

PAIN

fears
frustrations
obstacles

Important
data would
be revealed

Usage of
authentic
logos

→
Loss of
confidentiality

Money could
be stolen
through online
transaction

Private
information of
authorities
can be
fetched

GAIN

"wants" / needs
measures of success
obstacles

Attackers
obtain user's
money

Gaining
priveleged
access

Private email
domain for
personal use