



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Attacker
masquerading

Url from the
known
source

Similar urls
with slight
changes

What do they SEE?

environment
friends
what the market offers

Well
organized
content

Scam
messages
like fake
offers and
discounts

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Enabling
two step
verifications

Using
verified urls

Fully
updated
and safe
browsers

Unauthorized
access of
accounts

Malicious
activities

What do they HEAR?

what friends say
what boss say
what influencers say

Scraping of
Information

Maintenance
of privacy
and
credentials

Stealing of
confidential
pieces of
information

Using
renowned
logos

PAIN

fears
frustrations
obstacles

Unauthorized
online
transactions

Secured
online
payments

GAIN

"wants" / needs
measures of success
obstacles

Good
customer
relationship

Provide
immediate
solution to
threats