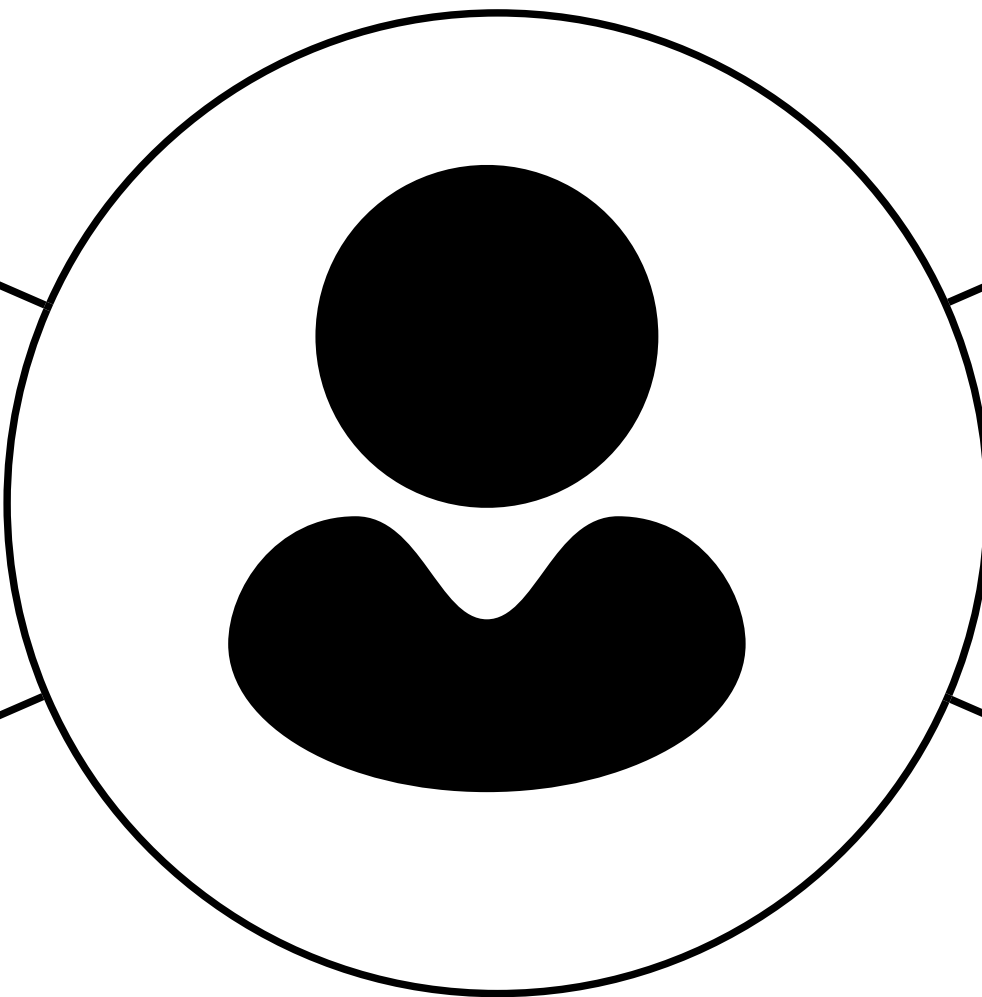


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

I am surrounded  
by thefting the  
data through  
internet  
malpractice.

I am trying to  
find safe and  
trusted  
design  
products.

I am looking  
for protection  
to my web  
security.

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Website  
saver and  
risk free

Detector  
and  
Monitor

It's scary to  
access  
website.

Most  
websites are  
dangerous to  
access.

The phishing  
websites look like  
the same as the  
original websites.  
But, at the back,  
attackers are  
thefting the data.

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

I wish to I could  
take the whole  
internet security  
into my own  
hands.

I wish, it  
should work  
with a  
prevention of  
phishing.

I want  
something  
reliable  
system.

**PAIN**

fears  
frustrations  
obstacles

Unsure  
which  
website to  
trust.

Anxious  
about  
security.

Fear

**GAIN**

"wants" / needs  
measures of success  
obstacles

Easily  
accessible  
UI

Wants a  
high reliable  
security.

Available at  
all time to  
detect  
phishing.