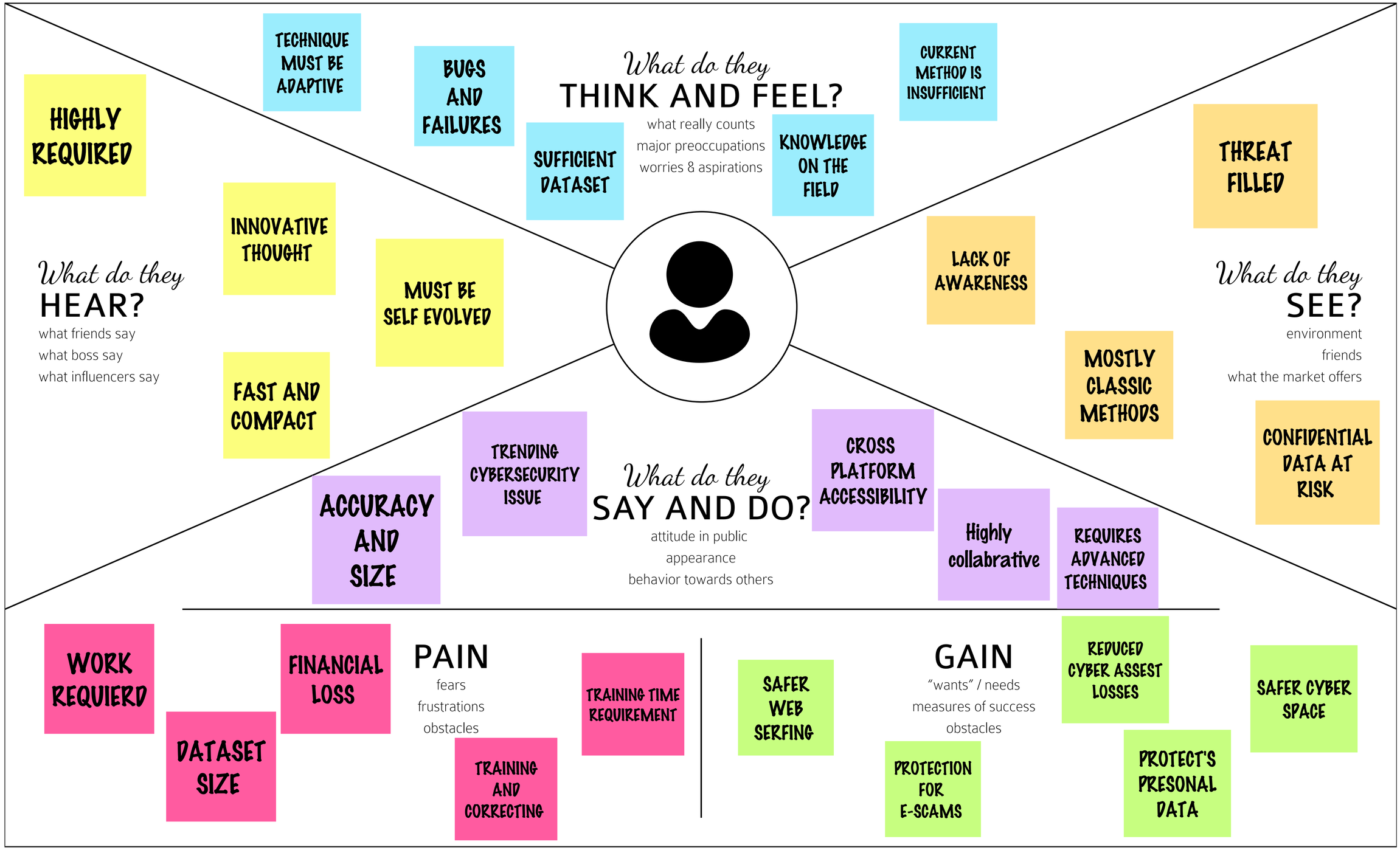
Empathy Map


What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
TECHNIQUE MUST BE ADAPTIVE
BUGS AND FAILURES
SUFFICIENT DATASET
KNOWLEDGE ON THE FIELD
CURRENT METHOD IS INSUFFICIENT
What do they
HEAR?
what friends say
what boss say
what influencers say
HIGHLY REQUIRED
INNOVATIVE THOUGHT
MUST BE SELF EVOLVED
FAST AND COMPACT
What do they
SEE?
environment
friends
what the market offers
THREAT FILLED
LACK OF AWARENESS
MOSTLY CLASSIC METHODS
CONFIDENTIAL DATA AT RISK
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others
ACCURACY AND SIZE
TRENDING CYBERSECURITY ISSUE
CROSS PLATFORM ACCESSIBILITY
Highly collabrative
REQUIRES ADVANCED TECHNIQUES
PAIN
fears
frustrations
obstacles
WORK REQUIERD
DATASET SIZE
FINANCIAL LOSS
TRAINING AND CORRECTING
TRAINING TIME REQUIREMENT
GAIN
"wants" / needs
measures of success
obstacles
SAFER WEB SERFING
PROTECTION FOR E-SCAMS
REDUCED CYBER ASSEST LOSSES
PROTECT'S PRESONAL DATA
SAFER CYBER SPACE