

What do they
HEAR?

what friends say
what boss say
what influencers say

FEELS
INSECURED

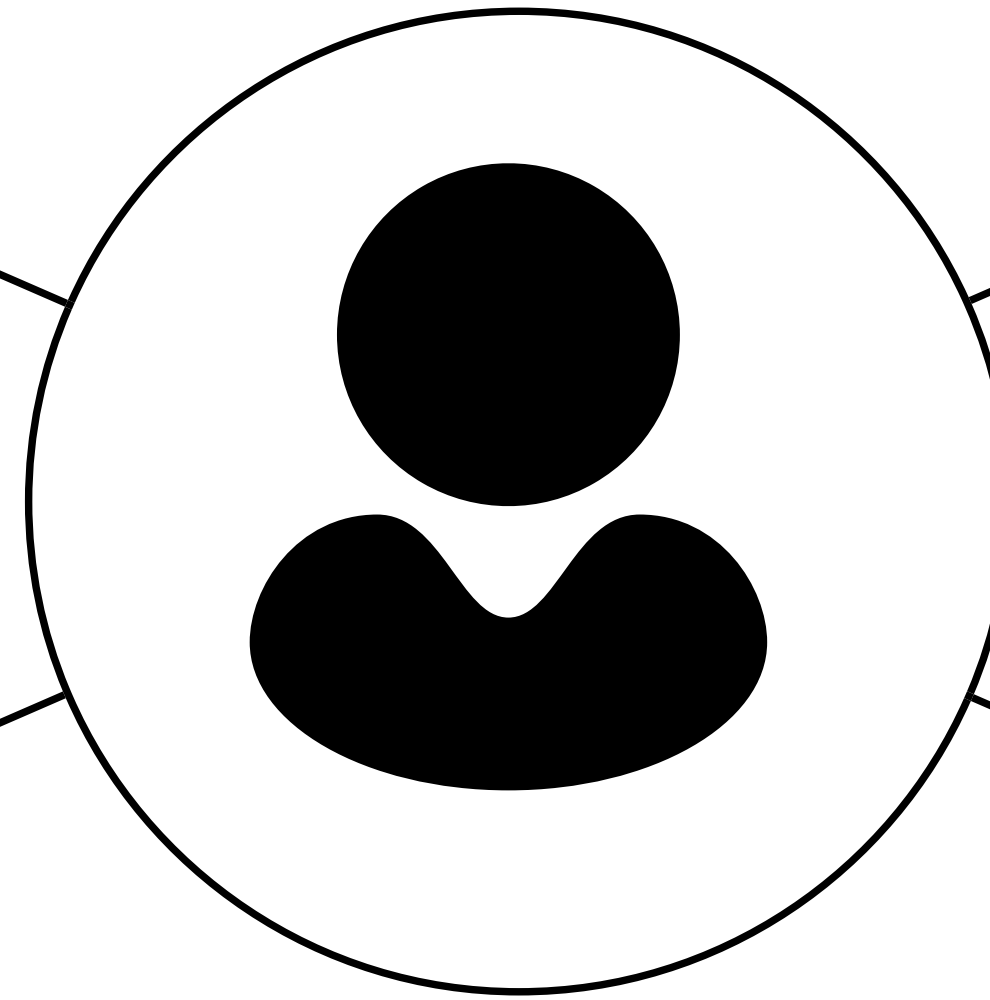
What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

GETS
FRUSTATED
AND
SCARED

RUMOURS
ABOUT
WHAT MAY
HAPPEN
NEXT

OTHERS
ADVICING TO
CHANGE THE
DEVICE



SLUGGISH
PERFORMANCE
AND
UNEXPECTED
RESTARTS

FREEZING
OF THE
SCREEN

What do they
SEE?

environment
friends
what the market offers

TRY TO
RECOVER
THE DEVICE

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

TRY TO
SECURE THE
DATA IN THE
DEVICE

AFRAID OF
DATA
GETTING
STEALED

PAIN

fears
frustrations
obstacles

GETTING
CONFUSED
THINKING
WHAT TO DO

REFER A
CYBERSECURITY
CENTER

GAIN

"wants" / needs
measures of success
obstacles

RIGHT
GUIDANCE
FOR
CHOOSING
WHAT TO DO