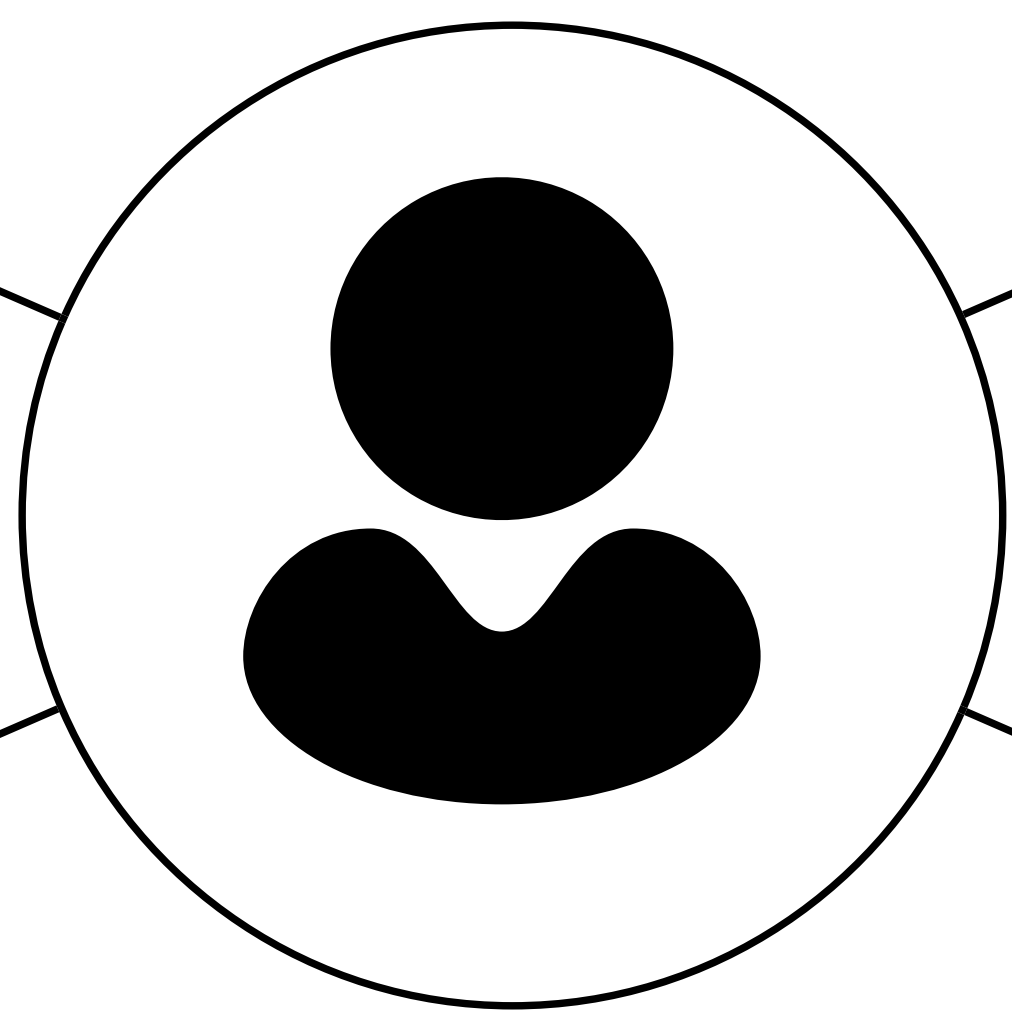


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

Solutions

**Being in a
web
phishing
site**

**Access to
different
venues and
ethnicities**

**QR Code
Based**

**Smart Card
Based**

**Watermark
based**

**URL
security**

**Cloning
site**

Web bage

**It uses for
software
detecting and
user training
list base
visual similarity**

**email
phishing**

**Spear
Pishing**

PAIN

fears
frustrations
obstacles

Anxious

GAIN

"wants" / needs
measures of success
obstacles

**Maybe this
isn't the
best**

**shouldn't
be easier?**

**I want
something
awesome**

What do they
HEAR?

what friends say
what boss say
what influencers say

Fear

**Over-
welmed**