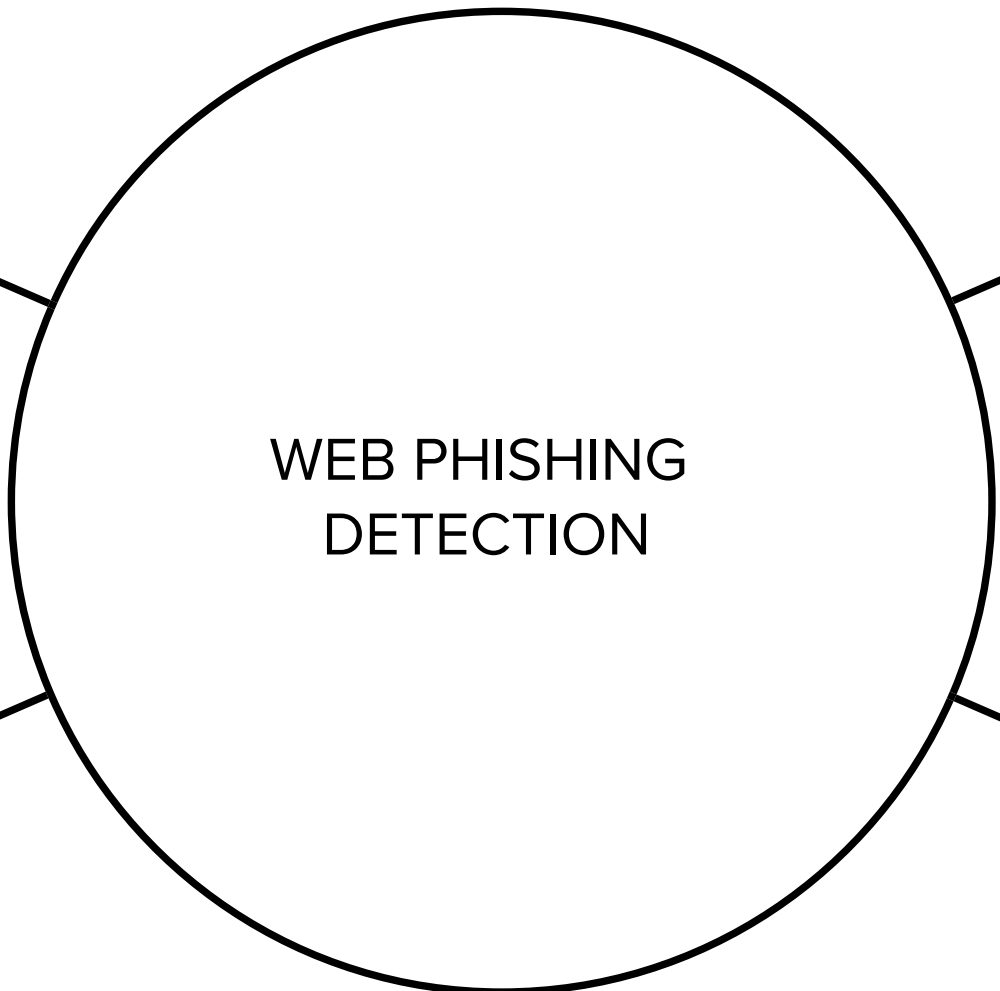


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- How will it going to work
- Is update possible?
- possibilities of project success

What do they
HEAR?

what friends say
what boss say
what influencers say

- Can you find fake websites?
- can you protect people details from hackers?
- Can you provide security for big compnies

What do they
SEE?

environment
friends
what the market offers

- innovative
- useful
- Trustworthy

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- it is used to protect information so,we are going to create effectively.
- it is a futuristic app ,we create it updtiable
- It protect people mainly women from dangerous websites so, we feed numerous detials to it

PAIN

fears
frustrations
obstacles

- need extra software
- takes more time to access
- can't acces everytime

GAIN

"wants" / needs
measures of success
obstacles

- prevent financial losses
- provides better security
- Distinguish orginal and fake websites