

# What do they THINK AND FEEL?

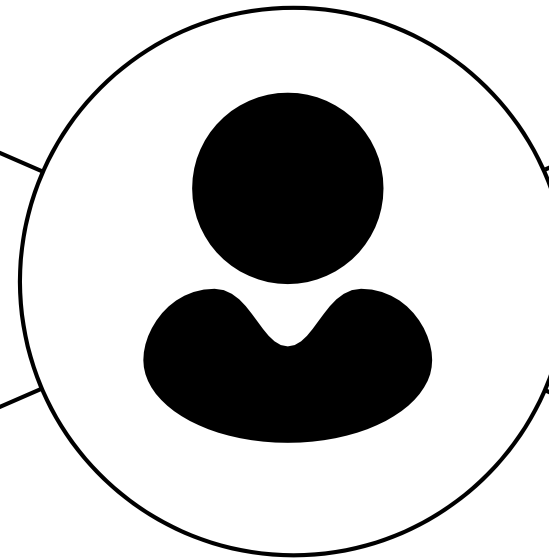
what really counts  
major preoccupations  
worries & aspirations

They think  
website  
or original

They think  
about truth  
worthy

Fear to enter  
our personal  
details

They'll notify  
whether the given  
website is fake or  
not



Design of the  
fake website  
looks like  
original website

Unnecessary  
advertisement not  
included in the  
original website

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Report to Cyber  
Security or  
government

Creating  
awareness to  
the public

They search for a  
way to delete the  
personal details in  
this website

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Our data is  
not safe to  
enter this  
website

Public tell  
about the fake  
website

## PAIN

fears  
frustrations  
obstacles

Fear of  
leaking  
personal  
details in  
online

Not able  
to delete  
the given  
details

Data  
Misusing

## GAIN

"wants" / needs  
measures of success  
obstacles

Give security  
to the user  
data

Able to find  
whether the  
website is  
original, safe  
& secured

Full access to  
the user to  
modify &  
delete their  
personal  
details