

# Scam Calls Problem Statement

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## **Problem Statement**

Many bad actors use legitimate means of communication for malicious purposes.

## **Who is experiencing the problem?**

The general population who uses technological communication, with a higher degree of susceptibility in the oldest and youngest members of that population.

## **What is the problem?**

The problem is that anyone who utilizes modern forms of communication (cellphones, email, SMS) experience constant harassment by malicious actors who attempt to trick these users into giving them their money or personal information, leading to a high degree of distrust in unsolicited calls and messages.

## **Where does the problem present itself?**

Primarily in the general population's use of technological communication. Job scams, official business communications, customer services, each of these represent a consistent danger to the general population as they are frequently used to gain access to the user's data and resources. This type of attack and its consistency make it difficult for the user's ability to utilize online resources like job boards and customer service applications to engage in legitimate business.

## **Why does it matter?**

As the increase in these forms of malicious communication become more and more common, the desire to utilize technology for day-to-day operations consistently decreases. Distrust in the communications that a user engages in will inevitably erode public trust in any form of communication that they engage in and will harm a legitimate business' ability to engage in business in the digital sphere.

# Brenda Morgan

age: 72

residence: Richton, MS

education: Bachelor's in Cosmetology

occupation: Retired

marital status: Married



## *Back in my day...*

Brenda has long since retired from her job as a hairdresser, but she still thinks she can do it like she used to back in the day. Having been in the hairdresser business, she's no stranger to crappy customers, but she doesn't take it with the grace she used to. Now she doesn't take disrespect from anyone, and anyone who interrupts her morning tea is sure to get an earful from her. She does have a soft spot for her late grandson, though it requires her to use a cell phone, something she isn't very versed in.

### **Comfort With Technology**

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### **Criteria For Success:**

A peaceful day without any interruptions to her schedule is all she needs...

### **Needs**

- Access to her late grandson.
- Occasional check ups from her doctor.

### **Values**

- Respect for elders.
- Hard work and bootstrap lifting.

### **Wants**

- To be left alone. That's it. Seriously that's literally it.

### **Fears**

- Losing access to her late grandson.
- Her daily schedule being interrupted by anything and anyone.
- Encountering anyone who has no respect for their elders.

**Persona:** Brenda Morgan **User Story/Scenario:** Stop getting annoyed by scam calls



Customer gets a scam call  
and it is blocked by the app  
then uploaded to the database.



Another customer gets the same call  
but is automatically blocked  
as it's now in the database.



Customer opens the app to see  
how many scam calls have been  
blocked by the app.



The one who recieved the scam  
call is happy to have the call  
blocked.



Old lady is happy she doesn't  
have to worry about getting  
scam calls because they're  
auto-blocked from other users.

# Samuel Age

age: 38

residence: Clyde, TX

education: Associate's in Marketing

occupation: Accounting Manager

marital status: Single/Unmarried



*A brand is no longer what we tell the customer it is. It is what the customers tell each other it is.*

Samuel wakes up with the grind on his mind. He takes care of his basic necessities as efficiently as possible and heads to work straight away at 7:00am sharp. After work, he spends the rest of his day polishing his marketing strategies via online courses. Unfortunately for him, his insatiable desire to improve makes him very susceptible to marketing related scams.

## Comfort With Technology

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## Criteria For Success:

Samuel puts his all into his work by spending all of his free time learning about the latest strategies to get people to buy his company's products.

## Needs

- Mind occupied at all times.
- Work life balance? What's that?

## Values

- The sigma grindset.
- Those more experienced at marketing than him.

## Wants

- To be the best at marketing to consumers at any cost.

## Fears

- Not living up to his company's expectations.
- Failing to sell to a customer.
- Being fired from his job.

**Persona** Man at work  
email

**User Story/Scenario** Gets reprimanded for opening scam



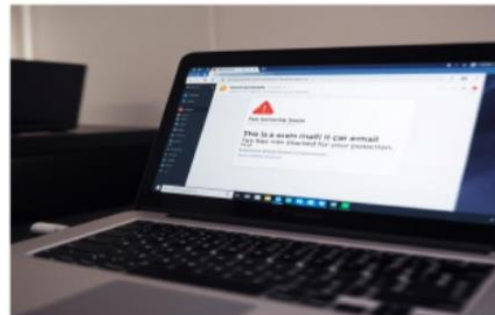
A man at work opens his email and opens an attachment from a scam email.



The man then gets in trouble by his supervisor for opening said scam email.



The man then gets an ad about a spam email blocking service and decides to subscribe to it.



he man gets another scam email, but it is automatically blocked by the new service.



The man is happy he won't be susceptible to scam emails at work anymore.



The supervisor is happy he doesn't have to correct the man anymore concerning scam emails.



# Sara Smith

age: 14

residence: Chattanooga, Tennessee

education: Middle School

occupation: Student

marital status: Child



## Live, Laugh, Love

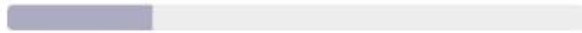
Sara just turned 14 and will be starting high school next year, she's currently enjoying her summer with her friends and is very excited about the new cellphone her parents just got her.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

She likes to make her parents proud with her good grades, but the \$10 per A they promised her really helps motivate her.

### Needs

- Social time with her friends.
- Guidance from her parents and teachers.

### Values

- Being polite and respectful.
- Being accepted by her friends.

### Wants

- Extra sleep on Saturdays.
- To join her friends on Snapchat.
- A car for her 16th birthday.

### Fears

- Having her journal read.
- Being rejected by her crush.
- Missing out on the Taylor Swift concert this summer with her friends.
-

**Persona** Sara Smith

**User Story/Scenario** Just got her first phone



Sara just got her first phone,  
and she's very excited.



Sara's parents are concerned  
that with her new phone, Sara  
might get scammed.



Sara's parents download an  
an app that allows them to see  
her calls and blocks scam calls



Sara gets to safely join in with  
her friends, while her calls  
are protected from scams



Sara's parents gain piece of  
mind in knowing their daughter  
is protected from scams.

# Etan Carter

age: 27

residence: Ceder Rapids, Iowa

education: Bachelor's degree in Computer Science

occupation: Software Engineer

marital status: Married with Kids



*I've always believed that writing code isn't just about building software-it's about creating solutions that inspire and empower people every day.*

Ethan Carter begins his day with a short run, a quick breakfast, and then heads to work at 8:30 AM for his software engineering job. After work, he eats dinner with his wife and kids, helps them with homework, and sometimes fits in a family game night. By 10 PM, he's either reading or quietly gaming while his family settles in for the night.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Ethan measures success by maintaining a health balance between his professional achievements and family life.

## Needs

- Job Security and financial stability to support his family
- Ongoing growth within his job to stay relevant in the tech industry
- Quality time with his wife and children

## Values

- Family and Relationships
- Growth and Learning
- Innovation and impact
- Work Ethic and Integrity

## Wants

- Continued learning of new technologies and programming languages
- Creative freedom on coding projects
- Fun and Memorable experiences with his family

## Fears

- Falling Behind Technologically
- Blancing Work and Family
- Financial Instability
- Losing Family Connection



**Persona** Average Citizen **User Story/Scenario** An average citizen is annoyed by scam calls



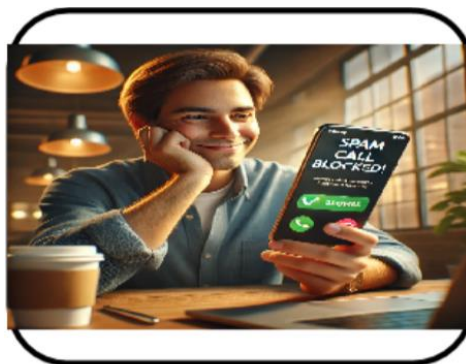
Your average citizen gets a spam call about tolls he hasn't paid. It annoys him.



His friend lets him know about the app which he can report spam calls and upload them to a data base to prevent future calls.



He downloads the app and reports the spam call which uploads it to the apps database.



Another user on the app is notified that a spam call has been blocked. It was a spam call about the tolls.



Your average citizen is happy that he doesn't have  
to get receive spam calls because off the app that  
auto blocks them.