

ALEX (UNDERGRAD INFO STUDENT)



Age: 21
Gender Identity: Male
Location: Seattle, WA
Education: Junior in the Informatics program
Employment: Actively seeking internships in cybersecurity

GOALS

Build confidence in foundational cybersecurity skills.
Gain hands-on experience through practical projects.
Understand the career path for entry-level roles in the field.

"I want to learn practical skills, but I feel overwhelmed by where to start."

FRUSTRATIONS

Struggles to find beginner-friendly resources for cybersecurity.
Feels unprepared for entry-level roles due to lack of hands-on experience.
Overwhelmed by the vast number of tools and certifications in the field.

SOLUTIONS

- Offer hands-on practice opportunities through exposure to different tools.
- Recommend beginner-friendly tools and resources like Nmap or Wireshark, with step-by-step tutorials.
- Develop curated content to simplify understanding of cybersecurity certifications and career paths.

MICHELLE (NON INFO MAJOR)



Age: 19
Gender Identity: Female
Location: Seattle, WA
Education: Global Health Undergrad Student
Employment: Exploring career opportunities
in healthcare that integrate cybersecurity

GOALS

Learn the basics of cybersecurity without needing a tech background.
Explore how cybersecurity applies to their major or future career.
Find job or internship recommendations that require beginner-level cybersecurity knowledge.

"Cybersecurity sounds interesting, but I don't know where to start or how it fits into my major."

FRUSTRATIONS

Limited exposure to cybersecurity concepts in their major.
Struggles to find accessible learning resources tailored to beginners.
Uncertainty about how cybersecurity skills align with their chosen field.

SOLUTIONS

- Provide accessible, beginner-friendly resources.
- Offer practical guides that integrate cybersecurity concepts with non-technical disciplines.
- Tailored job recommendations that highlight interdisciplinary roles in cybersecurity.

TAYLOR (ISCHOOL GRAD STUDENT)



Age: 28
Gender Identity: Female
Location: Seattle, WA
Education: Graduate student in the Information School
Employment: Exploring career opportunities in cybersecurity

GOALS

Expand knowledge of cybersecurity through practical and accessible learning tools.
Gain hands-on experience with entry-level materials and projects.
Attend events and networking opportunities to connect with professionals in the cybersecurity field.

"I have basic IT knowledge but need guidance on how to transition into cybersecurity roles."

FRUSTRATIONS

Minimal exposure to cybersecurity concepts during their studies.
Lack of access to affordable, local training resources.
Difficulty transitioning their basic IT knowledge into specialized cybersecurity skills.

SOLUTIONS

- Offer curated guides to cybersecurity careers and locally available cybersecurity training materials.
- Develop transition programs to help graduate students apply their IT knowledge in security-focused roles.