ALEX (UNDERGRAD INFO STUDENT)



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.

Age: 21

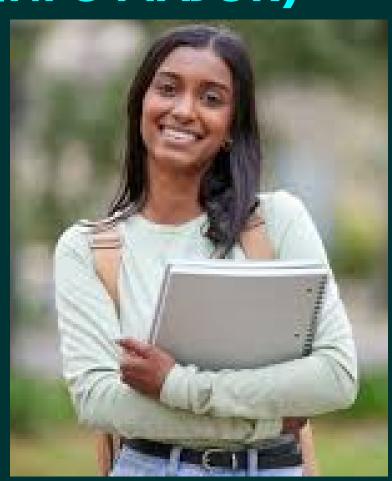
Gender Identity: Male Location: Seattle, WA

Education: Junior in the Informatics program Employment: Actively seeking internships in

cybersecurity



MICHELLE (NON **INFO MAJOR)**



GOALS

needing a tech background.

Explore how cybersecurity applies to their Struggles to find accessible learning resources major or future career.

Find job or internship recommendations that Uncertainty about how cybersecurity skills require beginner-level cybersecurity knowledge.

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

FRUSTRATIONS

Learn the basics of cybersecurity without Limited exposure to cybersecurity concepts in their major.

tailored to beginners.

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.

Age: 19

Gender Identity: Female Location: Seattle, WA

Education: Global Health Undergrad Student

Employment: Employment: Exploring career opportunities

in healthcare that integrate cybersecurity



TAYLOR (ISCHOOL GRAD STUDENT)



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 Difficulty transitioning their basic IT knowledge 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.

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 securityfocused roles.

Age: 28

Gender Identity: Female Location: Seattle, WA

Education: Graduate student in the Information School

Employment: Exploring career opportunities in cybersecurity

