**Method: 5x Why**

1. **Concerning IT security**

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**Why should negative consequences be avoided at all costs?**

Because security and trust in digital systems are fundamental to our modern society and economy.

**Why is IT security so important for people?**

Because sensitive data is stored and transmitted online.

**Why does data theft lead to serious problems?**

Because this can have financial losses, reputational damage and legal consequences for those affected.

**Why is it problematic if criminals have access to this data?**

Because stolen data can be used for criminal activities.

**Why is it necessary to protect sensitive data?**

Sensitive data can be stolen by criminals.

1. **Regarding a specific product / service**

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**Why is it better to use a reliable, paid app?**

Because paid apps often offer regular, better support and extended futures (updates etc.), ensuring a current and reliable security solution.

**Why is protecting this data so crucial?**

Because data loss could lead to a loss of trust in digital services.

**Why is comprehensive protection against these threats necessary?**

Because smartphone store personal data, finance information and passwords, which could be in risk.

**Why are advanced protection features important?**

Because they provide more comprehensive protection, e.g. against cyber threats like viruses, phishing, attacks and data lacks.

**Why should a customer pay for a security app?**

Because the app offers advance protection features that free alternatives often lack.

**As part of an attached brainstorming session, the method used let to the expansion of the safety aspect with a focus on health issues and physical integrity. IT security is only one aspect concerning security, so therefore the business area can be easily expanded by various security / safety / health services.**