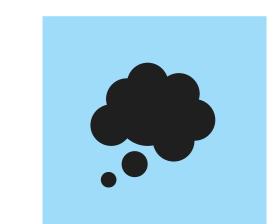


## Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



**Thinks** 

It suits my
Specific
needs

**Customization Options** 

Easy to use and doesn't require advanced technical knowledge

protecting their personal data from cyber threats

Explain
Technical
terms in plain
language

Protect my personal data from cyber threats

New computer will make their task more efficient

Brand's trustworthy can strongly influence their choices



Promote Products

Subscribe to newsletters for updates on new products

Satisfied customers may share their experience with others

Concers
about the
costs

Fear of data loss due to computer failure

Contact customer care for technical support

Best value for their budgets

Fear of missing out on the latest technology

Fear of data loss due to computer failure

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



