

# Develop shared understanding and empathy

In the rapidly evolving digital age, cybersecurity is not merely a technical challenge but a human-centric issue that requires collaboration, empathy, and shared understanding



### WHO are we empathizing with?

The cybersecurity community that benefits from shared knowledge and collaboration.

**Cybersecurity Experts:** 

Continuously

ahead of

researching and

innovating to stay

sophisticated threats

and educating others

on best practices.



#### What do they HEAR?

I've condensed the document into a shorter, more straightforward version. Let me know if you'd like to make further edits or expand any part of it.

I've added the "Hearing from Colleagues" section in a concise way. Let me know if you'd like to make any other changes.

I've added the "Hearing from Friends" section in a concise way. Let me know if you'd like to make further changes or adjustments.

I've incorporated the thoughts, feelings, and what each group hears into the document. Let me know if you'd like to refine it further.

A colleague clicked a phishing link and lost access to their account."



## What do they DO?

In cybersecurity, people seek protection, gain knowledge, take control, ensure privacy, follow compliance, and drive innovation to effectively understand threats and implement solutions in the digital age.

Everyday people navigating the digital world who need to adopt secure habits.

Goal: build a shared understanding and empathy in cybersecurity by recognizing the thoughts, feelings, and behaviors of different groups involved.

teams detect and prevent threats more effectively. Victims recover quickly and share experiences. Think: "This system is too complex. I don't

want to make mistakes." Feel: Confused, frustrated, and sometimes

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anxious.

## **PAINS**

causing confusion or

Fear of scams,

confusion with

security

measures, and

lack of

awareness.

discomfort?

**Emotional** 

distress,

financial loss,

and recovery

challenges.

it seems like you're feeling a bit overwhelmed. Is there something specific about the content that's



## **GAINS**

People want protection from cyber threats, knowledge of emerging risks, control over security, privacy online, compliance w

Users exhibit safer

avoid scams. IT

online behavior and

Confidence in online safety, protection from threats, and improved digital literacy.

I've added the "What

We Imagine Them

Doing" section in a

concise way. Let me

know if you'd like to

make any other

changes.

Stronger security posture, reduced incidents, and recognition for success.

Fear and Anxiety: Users may fear making mistakes that could lead to security breaches, while IT teams worry about potential attacks and data loss.

I've condensed the document with short and clear points. Let me know if you'd like to make any other changes.

Tend to click on links without fully understanding the risks and often feel overwhelmed by complex security

need to implement proactive defense strategies and collaborate across teams.

Users need to adopt secure habits and stay

informed. IT teams

#### What do they need to DO?

To understand cybersecurity threats and solutions in the digital age, one must learn the fundamentals of cybersecurity, identify potential threats through threat modeling

I've added the

"What They See

Others Saying &

Doing" section. Let

me know if you'd

like to make further

changes.



Users consume cybersecurity awareness videos and articles. IT teams follow threat intelligence reports and forums.



#### What do they SEE?

I've added the "What They See in the Marketplace" section in a short and concise manner. Let me know if you'd like any further edits.

To explore cybersecurity, understand threats, and implement

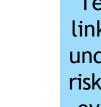


# What do they SAY?

End-users might express frustration with complex security measures or fear of falling victim to scams.

"I just click 'accept."" "I don't understand these security warnings."

> I've added the "What We Imagine Them Saying" section in a concise way. Let me know if you'd like any further adjustments.



measures.



