**User stories**

1. ***Fraud reduction in cyberspace. Unique digital keys.***

Customers are concerned about cloned online identities within a certain international company. Different legislation applies according to where they are based. Customers are unhappy to find out they are having multiple accounts on their name or items have been purchased on their name by ‘catfishers’. Legislation can be triggered in certain cases depending what is purchased.

The company is worried customers might flee if deemed as insecure and unreliable. They cannot enforce rules and regulations unless customers make them aware of this issue. Retailers do not want their customer satisfaction scores to decrease in stores as this might lead to job loss and they tend to ‘shut down’ unhappy customers.

Stakeholders, however, wish to know how their finances are used and what are the levels of customer satisfaction. Feedback is required from customers. A secure system of handling data needs created; however, the company’s international status makes it complicated as they abide by different customer requirements and data privacy legislation. Making customers active participants to change might increase customer satisfaction levels and retain customers, as well as increase trust with how customer data is handled.

1. ***Educational platforms to re-skill population***

As global movements have decreased and skilled population relocated, many needed to fill in different positions and get reskilled in a short time. Customers asked for an educational platform accessible to educate and skill population. This will help the economy grow and bring stability. Governments are interested in skilling their population to be able to maintain their position internationally. They are asking tech companies to create accessible platforms for their citizens they refer through re-skilling schemes.

Users are diverse and tech companies are presented with a challenge. Unique characteristics of some users are used to create prototypes. Some online trainings have been designed poorly and not rose to expectations. There is a need to design educational platforms to be more interactive and retain attention. Analysts are required to gather information on what is more psychologically comfortable platform which retains attention and maintains an educational habit.

1. ***Protection of vulnerable population and inclusion of neuro-diverse***

A tech company is infringing upon data privacy under the ‘health’ umbrella. Customers are unhappy they are being targeted as to be later referred to a health professional as in the ‘future’ they might fall sick to X health condition.

Neuro-diverse and vulnerable population: children, elderly, mental health population is not protected, however left exposed to ‘longitudinal studies’ for their own good. Governments might accept this ‘offer’ from tech companies as the health of the citizens might benefit more long term and cost the state less. Customers are unhappy and do not have who to represent them or how to express views.

If unhappy with the service, they are told by tech companies to simply stop using their services. As they rely on most things online nowadays (banking, shopping), that is simply not an option. Vulnerable customers are targeted more by cybercriminals and it costs them as customers more; government officials are left ‘mesmerized’ by a lesser bill to pay long term and accept tech offers.

An independent body could be created to oversee the interests of citizens and overwrite any privacy abuses which go against customer’s interests.

**TTA, Adela Voicu**