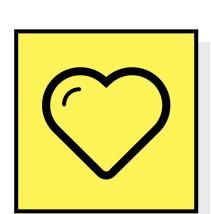


Develop shared understanding and empathy

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

on best practices.

sophisticated threats

and educating others

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.

A colleague clicked a phishing link and lost

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.

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.

 Think: "This system is too complex. I don't want to make mistakes." Feel: Confused, frustrated, and sometimes

(-)

anxious.

PAINS

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

Fear of scams, confusion with security measures, and lack of awareness.

> Emotional distress, financial loss, and recovery

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

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 measures.

need to implement proactive defense strategies and collaborate across teams.

Users exhibit safer

online behavior and

prevent threats more

recover quickly and

effectively. Victims

share experiences.

People want protection

knowledge of emerging

risks, control over security,

privacy online, compliance w

Confidence in

online safety,

protection from

threats, and

improved digital

literacy.

I've added the "What

from cyber threats,

GAINS

avoid scams. IT

teams detect and

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.

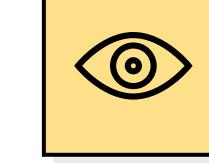
teams follow threat intelligence reports and forums.

Users consume

cybersecurity

awareness videos

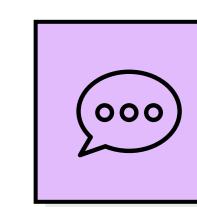
and articles. IT



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.

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

