

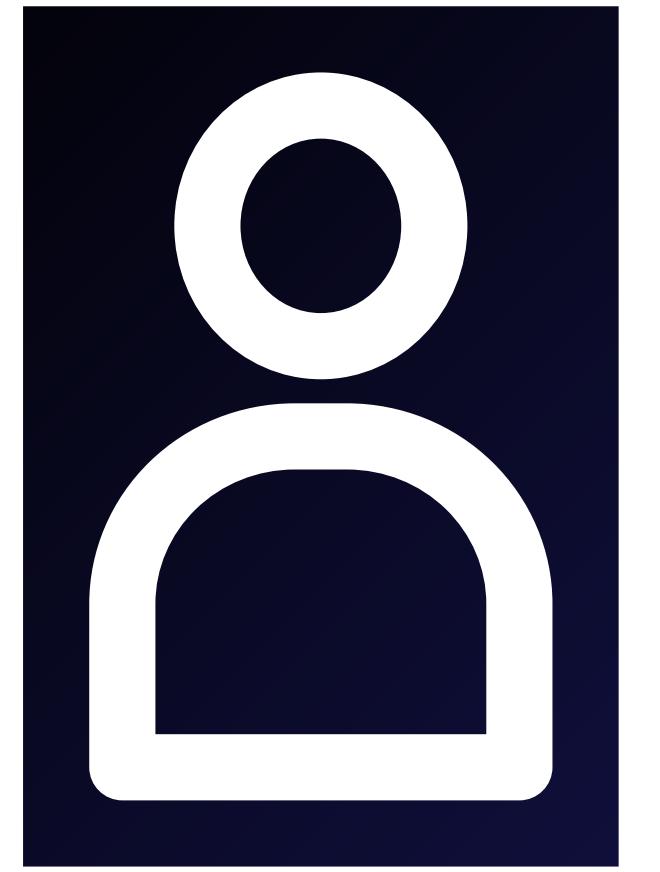
TEAM NEXGEN

TASK -04

USER PERSONA

CYBERSECURITY AWARENESS TRAINING





DEMOGRAPHIC INFORMATION

- ~ Name: Rachel Adams
- ~ Age: 29
- ~ Location: San francisco, CA
- ~ Occupation: HR Manager
- ~ Education: Bachelor's
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PSYCHOGRAPHIC INFORMATION



- ~ INTERESTS: Technology, employee training, risk management.
- ~ CHOICES: Prefers interactive and engaging training formats.
- ~ PERSONALITY TRIATS: Detail-oriented, proactive, collaborative.

GOAL AND OBJECTIVES

- ~ To ensure all employees are aware of cybersecurity threats.
- ~ To reduce the risk of data breaches in the company.



BEHAVIOR AND PREFERENCE

- ~ Engages with online courses and webinars.
- ~ Follows cybersecurity news and trends.
- ~ Values real-world case studies and examples in training.



USER JOURNEY

1. Identifying a need for improved cybersecurity awareness in the company.
2. Researching training programs and platforms.
3. Attending a demo of a cybersecurity training solution.
4. Implementing the program across the organization.
5. Gathering feedback and measuring training effectiveness.





CHALLENGES AND PAIN POINTS

- ~ Employees often overlook the importance of cybersecurity.
- ~ Needs to balance training with employees' busy schedules
- ~ Struggles with keeping training content up-to-date with evolving threats.