

ALX Foundations: Milestone # 7

Worksheet

SECTION A: User Interview Preparation

Step 1: Restate your team's problem statement

Please write your team's agreed-upon problem statement from Week 6 here:

Step 1: My Team's Problem Statement

In today's digital era, cybersecurity serves as the guardian of our digital domains, shielding them from unseen threats and ensuring their safety. The 21st century has mandated the adoption of digital technologies, leading to the creation of vast infrastructures upon which our lives rely, including power plants, hospitals, schools, and transportation systems.

However, the looming specter of cyber-attacks presents a significant threat to these critical infrastructures. If the technologies we implement are not adequately fortified against adversaries, they risk damage and destruction. Three primary challenges hinder the creation of a robust cyber defense: a shortage of skilled talent, the high costs associated with cybersecurity products and implementation, and a pervasive lack of awareness.

Addressing these challenges is paramount to safeguarding the reliability, continuity, and safety of our most critical infrastructures.

Step 2: Define the User Persona

Define the person you're solving the problem for in as specific terms as possible. This is important as this person is the one who will ultimately benefit from your solutions, and you'll be interviewing someone who fits these criteria. This means identifying the characteristics, objectives, motives, and pain points of your target users. In the space below, define this user by creating a detailed user persona of them using the following descriptions:

- Demographics: Age, gender, location, education, family status, interests, hobbies and more
- Pain points: What the user might have trouble with, like being not very tech savvy. Identify at least 2.
- Goals: What the user wants to achieve using your product or what are their goals with respect to the problem they're facing.
- Motivations: What motivates the user to use a product or solve their problem. How motivated are they to receive a potential solution?
- Behavior: How the user might behave in the context of the problem or when a solution is presented to them.
- Customer needs and wants: What the customer might need or want as a potential solution to their problem.

Step 2: User Persona

Emmanuel Infum is a 36 years old man, he lives in Ghana, He was facing many troubles But after the interview he get courage that he problem can be solve in a mean time

Step 3: Interview Questions

Now that you have your user persona defined, let's prepare for the interview by defining the questions that you'll be asking during the interview. To do so, provide the list of questions that intend to ask during the interview in the space below. These questions should help you understand the problem and how it affects the target users better. Write down at least 5 primary questions that you're going to ask.

Step 3: Interview Questions

- 1.What is your current level of awareness regarding cybersecurity threats like phishing?
2. Have you ever been a victim of a phishing attack or know someone who has?

3. How often do you use the internet for personal or professional purposes?
4. What measures do you currently take to protect yourself from online threats?
5. Can you explain what phishing is and provide an example of how it works?
6. Are you familiar with common signs of phishing emails or messages?
7. Do you regularly update your passwords and use different passwords for different accounts?
8. Have you ever received suspicious emails or messages asking for personal information or login credentials?
9. How confident are you in your ability to identify and report phishing attempts?
10. What role do you think awareness platforms play in educating the public about cybersecurity?
11. Are there any specific topics or areas related to cybersecurity that you would like to learn more about?
12. Have you ever participated in cybersecurity training or workshops?
13. What are some challenges you face when trying to protect yourself from online threats?
14. How do you think awareness platforms could better engage and educate the general public about cybersecurity?
15. Do you think there is a need for increased government or organizational involvement in promoting cybersecurity awareness?
16. What steps do you believe individuals can take to enhance their cybersecurity posture and protect themselves from phishing attacks?

SECTION B: User Interview Insights

Step 1: Interviewee Information

Please write the name and other details of the interviewee you interviewed for the information.

Step 1: Interviewee Information

Interviewee Name:

Interviewee Occupation:

Interviewee Age & Location:

Step 2: Interview Insights

What did you learn from the interview? Provide the main points that you gathered through the interview about your problem. On the whole, what was new that you learnt about your problem and its effect on people? What were the most pressing concerns and pain points mentioned in the interviews? What recommendations did you receive from the interviewees about possible solutions? Did you uncover any new factors surrounding the problem that you didn't consider before? All in all, identify at least 5 major themes with details.

Step 2: Interview Insights

SECTION C: Generating Solutions

Step 1: Meeting Date, Time, & Location

Please list when and where your team meeting took place.

Step 1: Meeting Date, Time, & Location

- A. Date: 4, may 2024
- B. Time: 4 PM GMT + 3
- C. Location: Whatsapp group call

Step 2: Meeting Attendees

Please list who attended your team meeting, and their primary role.

Step 2: Meeting Attendees

1. Henock Negash
2. Oppng Nicholas

3. Nutifafa Kwawu Gedza

Step 3: Bad Idea Brainstorm

It's time to start thinking about solutions to the problem. Use all the information you now have about the problem (from your research last week and the interviews this week) to start thinking of possible solutions. As you have studied in Canvas modules, it's always good to first gather as many ideas as possible. So at this stage, don't hold back, put your divergent thinking hat on, and let the creativity flow to gather as many ideas as possible. As a team, you must generate at least 10 new bad ideas. Remember, the dumber the idea, the better! This is to help you work as a team to be non-critical. Stay in divergent thinking. It helps to say "thank you" after every idea is shared.

Step 3: Brainstormed Ideas

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Step 4: Team's Final Selected Solution Idea

Your next task is to narrow your choices, which will put you in a convergent thinking mindset. You should have some discussion and debate about this, and try to reach a consensus on a final solution to your problem that your team is going to consider working on for the rest of Month 2. These ideas can be totally new, or they can be the same or variations from ideas you've already come up with. Remember that they should involve some sort of technology (either a piece of software like an app or algorithm, or a physical device such as a robotic fish or machine that scans your DNA). You will not have to build the solution out. But you will have to create some type of basic prototype (if it is a device) or a set of wireframes (if it is an app/software). You will not have to actually create the technology or code.

You must figure out a fair way to reach a consensus with your group, including a discussion where everyone's voice can be heard.

Step 4: Team's Final Selected Solution Idea

A Cybersecurity learning and alerting mobile app for the general public.

Since about 95% of cyber attacks involve some sort of social engineering, we thought teaching the general public about the basics of cybersecurity and phishing attacks makes a huge difference in the fight against hackers/scammers.

SECTION D: Product Planning

Step 1: Product Description

You learnt about product planning and product descriptions in Weeks 4 and 5. Now it's time to apply that learning to create these descriptions to plan for your solution. In the space below, describe the solutions that you're building, in as much detail as possible. Ask yourself the following questions:

- What does the ideal solution look like? Will it be an app or a physical item or a software service? What will it look like aesthetically?
- How the ideal solution will function, and how will users interact with it? Will the users create profiles? Will there be a dashboard (and what will it show)? Will there be other forms of screens or interactions that users will perform? How will users operate the product?
- What will be the features of the solution? How will you define and describe these features and how will users access these features on the app or physical product?

Step 1: Product Description

The Proposed solution is a mobile application that is equipped with learning modules of the basics of cybersecurity that enables peoples using the application to be aware of the common attack techniques and methods used by hackers or scammers to steal sensitive information or data.

Once the users download the app and install it on their phone, It will present them with chapters of contents from a beginner level to advanced with real world scenarios examples.

The application will be having three main functionalities

1. The learning modules

This is where users learn about different topics about cybersecurity, it's importance, the severe damage a cyber attack could cause to a person or a company, the techniques employed by hackers to scam us and how to identify and protect ourselves from them.

2. Tests

This is where users test their understanding after they have gone through the chapters.

3. Alerts

Since hackers and scammers use different techniques every time, we need to be kept updated with the current trend. Using alerts we send out notifications to all app users about the current trends and step by step methods on how to protect ourselves from it.

Step 2: Product Solution

Before we finalize everything for the week, it's also important to very clearly define how your product is going to solve the problem that you set out to solve. You can do so by answering the following questions:

- What specifics about the product or app contribute to solving the problem?
- How do these specific features contribute to solving the problem?
- How does the product help the people you're creating the solution for?

Step 2: Product Solution

Step 3: Reflections (Individual)

Please share your **personal** reflections on your experience with your team so far.

Step 3: Team Process Reflections

- A. What is working well with your team?**

- B. What is one good thing that happened during your team meeting?**

- C. What is one thing your team could do better in the next meeting?**

- D. Are you experiencing any concerns or frustrations with your team? If yes, what can you personally do to lessen the concern/frustration?**

- E. How would you rate your ability to communicate with your team members on a scale of 1 to 4? (1=extremely poor and 4=excellent)**

- F. Overall, how satisfied are you with how well your team is working together? (On a scale of 1 to 4, with 1=extremely poor and 4=excellent)**

- G. Is there anything else you'd like to share about your team and their process?**