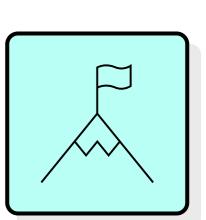


What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



Test the system for vulnerabilities

Develop and enforce data protection regulations

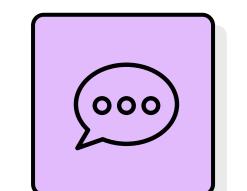
Rapid advancements in AI, increasing cyber threats.

Evolving
hacking
techniques
and security
measures

Changing data protection laws and regulations

## What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



## What do they SAY?

What have we heard them say? What can we magine them saying?

I want a secure and convenient way to access my accounts.

I want a hassle-free way to protect my personal information

The Al system is doing its job perfectly

Takes measures
to protect their
online accounts
(e.g., strong
passwords)