Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

Team 10.4
- Dev Mehta
- Diti Jain
- Aditi Rai
- Abhishek Kumar

What do they THINK?
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

What do they FEEL?
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

What do they SAY?
What have we heard them say? What can we imagine them saying?

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

THINK (yellow)
- Interest in leveraging AI to stay ahead of evolving cyber threats.
- Concerns about the increasing complexity of cybersecurity threats.
- Worries about potential gaps in the security infrastructure that might lead to breaches.
- Desire for a solution that provides comprehensive insights into historical data and trends.

FEEL (blue/purple)
- Frustration about the limitations of conventional security measures
- Anxious about the potential impact of security breaches on the organization.
- Excitement about the possibilities offered by advanced AI-powered analytics.
- Hopeful that the new dashboard will empower them to proactively defend against cyber threats.

PAINS (pink)
- Dealing with overwhelming volumes of security data and alerts.
- Struggling with the inefficiency of manual security operations.
- Coping with the pressure to stay updated with the rapidly changing cybersecurity landscape.
- Facing challenges in interpreting complex security data in real-time.

GAINS (green)
- Increased confidence in the organization's ability to detect and respond to security threats promptly.
- Enhanced decision-making capabilities through data-driven insights.
- Time and resource savings due to the automation of repetitive security tasks.
- A sense of empowerment through proactive threat hunting and risk mitigation.

SAY (purple)
- "We need real-time insights to effectively defend against cyber threats."
- "Understanding security events and trends quickly is crucial for proactive defense."
- "Automating repetitive tasks would significantly improve our efficiency."
- "A user-friendly interface is essential for quick interpretation of critical information."

DO (cyan)
- Actively seeks innovative solutions to enhance the organization's security posture
- Relies on data and insights to make informed decisions about cybersecurity strategies
- Actively participates in training sessions to understand the functionalities of the new dashboard
- Collaborates with security professionals and decision-makers to implement effective security measures