



Says

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

"I'm concerned about online security and data breaches."

"I want a convenient but secure way to access online services."

"I wonder if my online behavior can be a reliable authentication method."



Thinks

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

"Will this AI system really make my online accounts more secure?"

"Can it distinguish between normal and suspicious behavior effectively?"

"How will this affect my privacy?"



jessica

"Tries to follow best practices for online security."

"Might avoid certain online services due to security concerns."

"Reads reviews and seeks recommendations for secure online tools."

"Excited about the prospect of not needing passwords."

"Relieved if it makes my online experience more secure."

"Cautious about sharing too much personal information online."



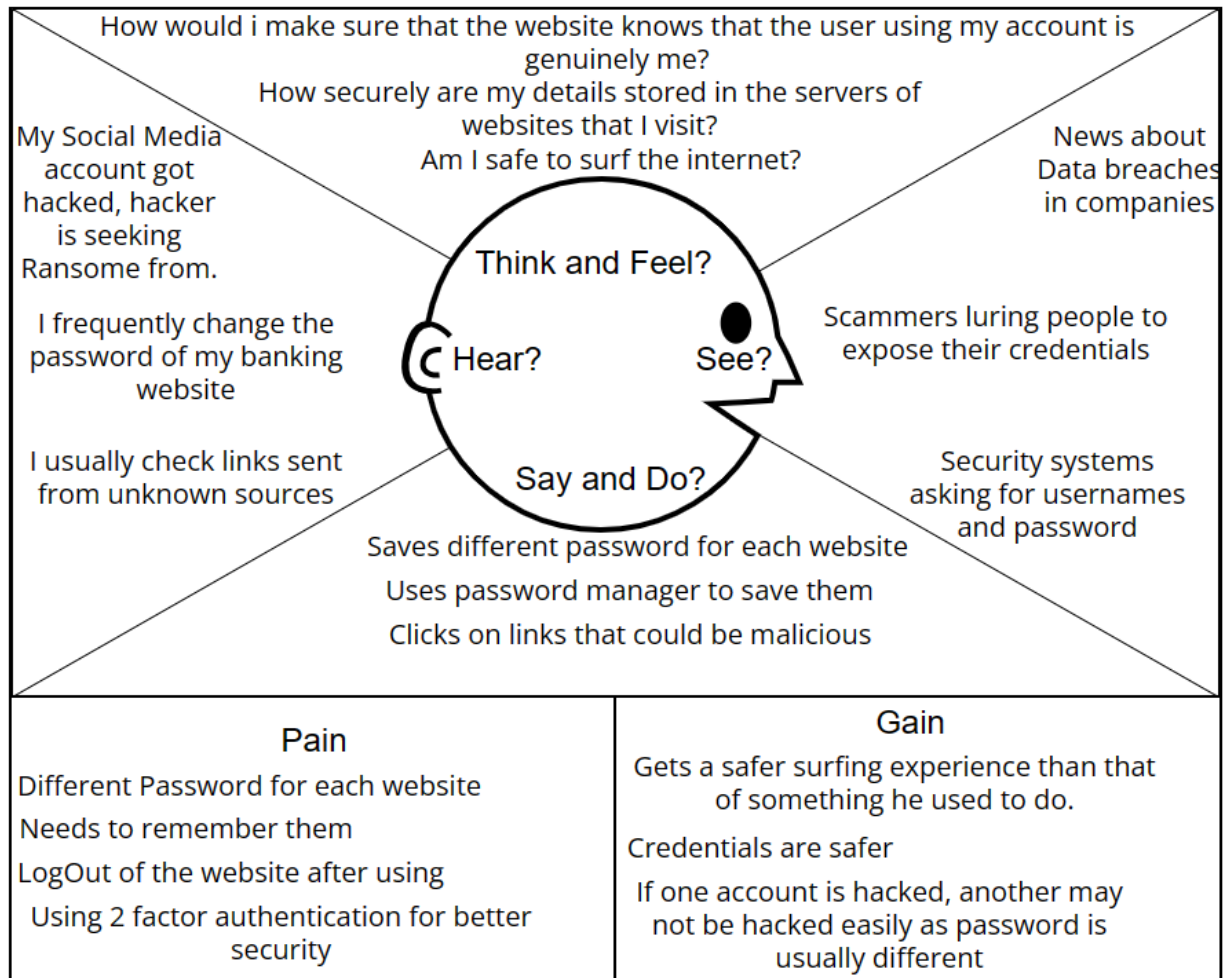
Does

What behavior have we observed?
What can we imagine them doing?

Feels

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

[See an example](#)



Shreya Singh

Says

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

"Why do i have again and again proof that I am not a robot by selecting these images? Is password not enough?"

"How is it helping in securing my data or preventing my account from getting hacked?"

"Can this limit the usage of login credentials for every site?"

Thinks

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

"I hope I don't have to keep a track of my passwords and change them after every few months."

"I need a convenient way to secure my data without it hampering my day-to-day life."

"I don't want to ever be a victim of hacking or online scams ."

EMPATHY MAP USER'S POV

"Increased awareness about the recent developments and requirements in cyber security sector."

"Avoiding the usage of suspicious services."

"Implementing, following and adapting to the new changes in cyber security as well as other IT fields."

"It's as if someone invading my privacy by keeping a track of my behavior online."

"Adding an extra layer of security is reassuring."

"Is my online behavior a reliable way of authentication?"

Does

What behavior have we observed?
What can we imagine them doing?

Feels

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

Gains

Heightened security
Convenient
Increasing Awareness

Pains

Invasion of Privacy
Complexity and reliability of Identity verification through online behavior.

Empathy Map

Name: Nitin Kumar
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What does he think and feel?

Should I worry more about online security?

How do i protect my family online?

Are consumer antivirus enough?

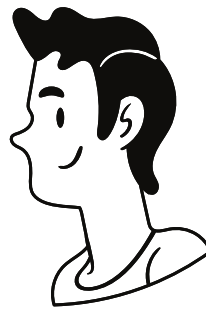
What to do if i get compromised online?

What does he hear?

Capital loss due to cyber attacks.

Increased attacks on Individuals.

Easy to be secure, just follow
simple protocols.



What does he see?

Companies Investing heavily in
Cyber Sec.

Govt. spreading more awareness

Better to invest in precaution then
spend on repercussions.

What does he say and do?

I'm concerned about online privacy.

I will create stronger passwords.

I will make my family aware about online risks.

Pain

Fear of cyber threats.
Anxiety about personal data exposure.
Difficulty in managing passwords.
Concerns about online scams.
Inconvenience of strong security measures.

Gain

Increased online security.
Greater peace of mind.
Protection against identity theft.
Improved online hygiene practices.
Trust in online platforms.