

TEAM 7.6

SALONI GHULE-21BCE1967

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SALONI GHULE-21BCE1967



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?

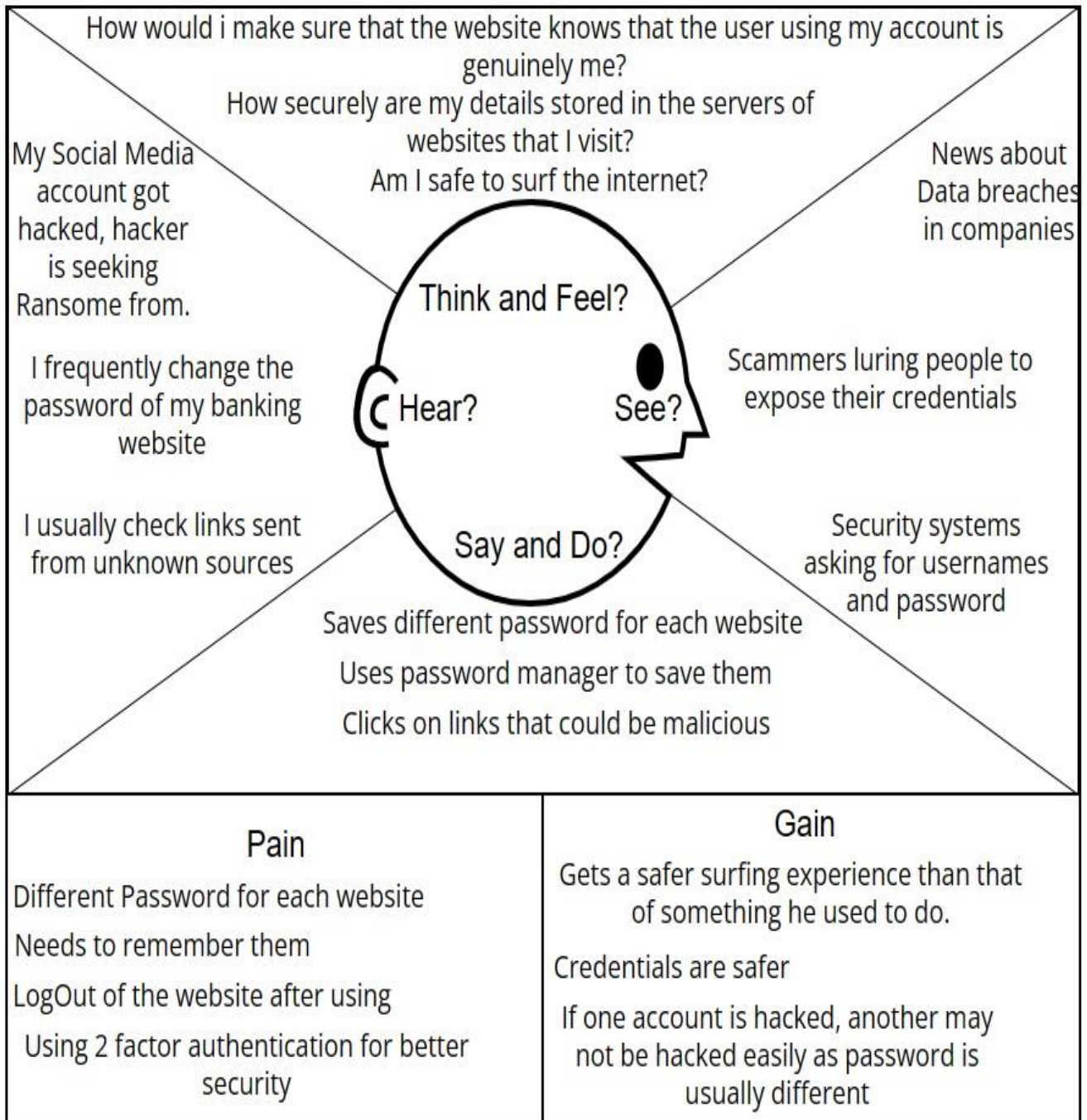


Feels

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

[See an example](#)

KREET ROUT-21BCE1482



SHREYA SINGH-21BPS1435

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.

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Empathy Map

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