Ideation Phase
Empathize & Discover

Date	27 September 2023
Team ID	2.3
Project Name	Malware detection and classification
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map for Malware Detection and classification tool

What does he think & feel?

"I'm responsible for the security of our network."

Stressed about the possibility of a malware infection.

"I need to be able to trust the results of my malware detection tool."

What does he hear?

Security briefings from management

Conversations with colleagues about malware incidents

"AI-powered malware detection tools violate our privacy."

What does he see?

Malware is becoming increasingly sophisticated and difficult to detect

Security logs and reports

News articles about the latest malware threats

What does he say & do?

Monitors security alerts and logs.

"I'm tired of false positives."

"I need a tool that can detect and classify malware quickly and accurately."

Pain

Malware attacks can cause data loss, financial loss, and reputational damage. False positives can disrupt business operations. IT professionals need to stay ahead of the curve with the latest malware threats.

Gain

AI-powered malware detection tools can help IT professionals to detect and respond to malware infections quickly and effectively. They can reduce the number of false positives and improve the accuracy of malware detection.