

**Says**

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

## Thinks

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



- "I'm constantly worried about malware infections."
- "I don't know how to tell if my computer is infected."

- "I'm afraid of losing my data if my computer is infected."
- "I don't have time to deal with malware infections."

"I want a malware detection and classification tool that is easy to use and reliable."

- Malware infections are a serious threat to their computer security.
- It can be difficult to tell if a computer is infected.

- Malware infections can cause data loss and other problems.
- It takes time and effort to deal with malware infections.

- A good malware detection and classification tool can help them protect their computer and data from malware infections..



## A Web Application User

A user who has access to internet and could face malwares

- Use the tool to scan their computer for malware on a regular basis.
- Keep their software up to date, including the malware detection and classification tool itself.

- Be careful about what links they click on and what files they download.
- Back up their data regularly.

If they suspect that their computer is infected with malware, they will use the malware detection and classification tool to scan their computer and remove the infection.

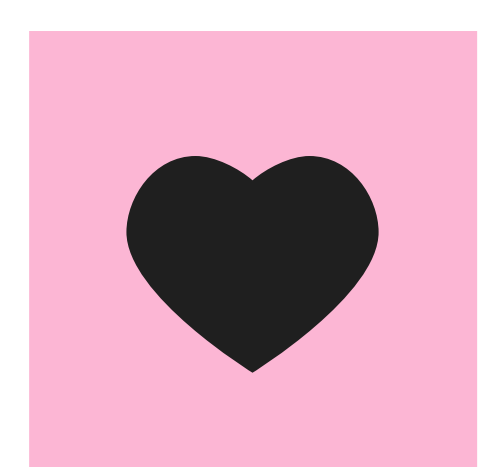
- Worried about malware infections
- Anxious about losing their data

- Frustrated by malware infections
- Grateful for a good malware detection and classification tool

## Overwhelmed by the choices of malware detection and classification tools

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

## Feels



# Does

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

