Empathy map canvas

AI-enhanced security analytics dashboard that provides real-time insights into security events, trends, and risks.

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XPLANE®

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WHO are we empathizing with?

Security Analysts: These are professionals who will use the dashboard for real-time monitoring and analysis of security events.

Executives: Executives and decision-makers who need high-level insights into security trends and risks.

IT Managers: They might use the dashboard for overseeing the overall security posture of the organization.

What do they need to DO?

Need an overview of the organization's security status, including compliance metrics and risk assessments.

Need a user-friendly interface for quick identification of security threats, patterns, and anomalies. They require real-time alerts and in-depth analysis tools.

Need concise, easy-to-understand summaries of the organization's security posture, major risks, and trends.

GOAL

What do they THINK and FEEL?

PAINS

Manual, time-consuming processes for incident response.

Overwhelming volume of alerts.

Difficulty in differentiating false positives from real threats.

GAINS

Better decision-making with enhanced insights.

Improved threat detection accuracy.

Time savings through more efficient workflows.

What other thoughts and feelings might influence their behavior?

Users might think about the impact of security events on the organization's operations, reputation, and customer trust.

Users might feel a sense of urgency during security incidents and relief when incidents are resolved efficiently.

What do they HEAR?

Constant alerts and notifications that trigger alarm bells, requiring their immediate attention.

Discussions with their colleagues and incident response team about ongoing security incidents.

Occasional briefings or meetings with superiors or stakeholders to discuss security concerns and priorities.

What do they SEE?

Visual representations of real-time security data, interactive charts, and graphs.

Interactive charts and graphs representing historical data and trends

Alerts and notifications that appear on their computer screen.

What do they SAY?

I need real-time insights into security events."

"Accurate threat detection is crucial for our organization."

We struggle with alert fatigue."

What do they DO?

Users likely spend time reacting to security incidents instead of proactively identifying potential risks.

Users might be using various security tools, each with its interface, causing inefficiencies in monitoring.

Security analysts might be spending a significant amount of time manually correlating data to identify patterns and threats