System that uses Al for real-time data classification, leak detection, and prevention



What do they HEAR?

What are they hearing others say? What are they hearing from friends?

> Hears how leaks have been prevented by the AI system

> > Hears that Al is being

> > used for data

security

Listen to

explanations of how the Al

enhances

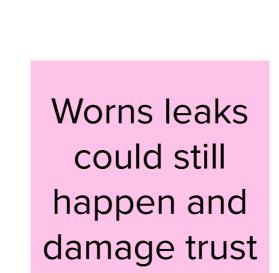
security

Is told the Al contunuosly monitors and classifies data

> Feels assured leaks will be prevented



What are their fears, frustrations, and anxieties?



Concerned about how much access the AI has to

Fears data

may be

misclassified

Annoyed by alerts about minor potential

leaks

GAINS

What are their wants, needs, hopes, and dreams?

> Feels more secure and in control of data

Saves time organizing and finding relevant data

Gains

confidence

that leaks will

be prevented

Has access to Al-generated security analytics

for data

Notices faster response times classification and organization

real-time alers about potential data leaks



What do they SEE?

Sees fewer

data leaks

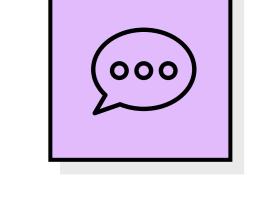
making the

news

Observes

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

Shows trust by putting more data under the Al's protection



What do they SAY? What do they DO?

What have we heard them say? What can we magine them saying? What are they doing?

Tells others this system makes them feel their data is secure

Advocates for expanding the AI to cover more systems

Says the Al gives them peace of mind about data leaks

concerned about how much data the Al has access to

May be

Feels secure knowing their data is being monitores in real-time

Thinks the Al will catch issues quickly

What do they THINK? What do they FEEL? What are they thinking?

What are they feeling?