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

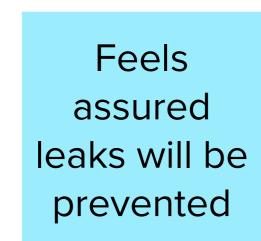
prevented by

the AI system



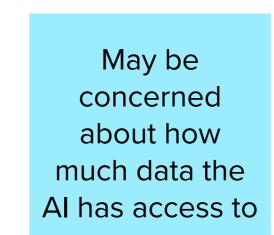
Hears that Al is being used for data security

Is told the Al contunuosly monitors and classifies data



Thinks the AI will catch issues quickly

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



PAINS

What are their fears, frustrations, and anxieties?

Fears data

may be

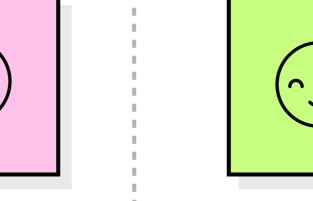
misclassified

Concerned

about how

much access

the AI has to



GAINS

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

Saves time organizing and finding relevant data

> Gains confidence that leaks will be prevented

for data

classification and

real-time alers about potential data

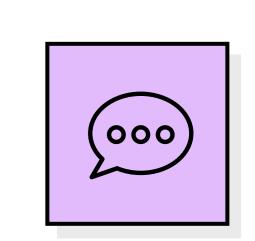


What do they SEE?

Observes

leaks

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

gerated

reports on

data security

What do they SAY? What do they DO?

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

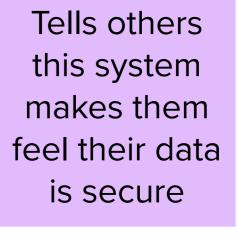
Advocates for

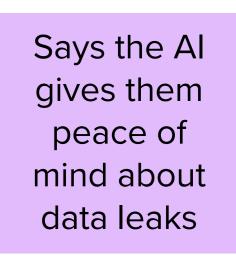
expanding

the AI to

cover more

systems











What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

They want

themselbes to be

educated or Ship

Classification detection

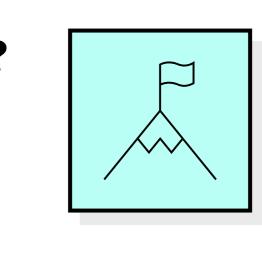
Embrace

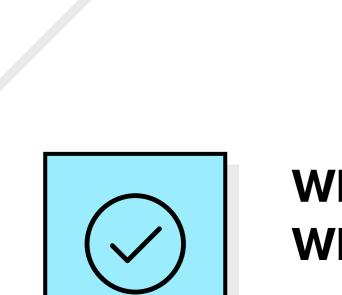
technology

Adopt

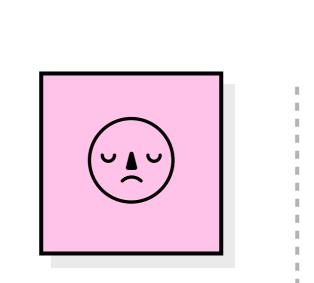
sustainable

particles





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



Worns leaks

could still

happen and

damage trust

Annoyed by

alerts about

minor

potential

leaks

(~<u>\</u>

Feels more secure and in control of data

Has access to Al-generated security analytics

