

# Design Thinking (Module 7)

## **About:**

Together with a few of my ex-classmates from my cybersecurity cohort we had the idea of building a Cyber Security Clinic where cybersecurity bootcamp graduates can provide cybersecurity services and consultation to people and small businesses who cannot afford them. This will not only give them cyber protection but also get them quickly and easily compliant with the recently passed [SHIELD Act](#), a law which will make these businesses responsible for implementing a “data security program”.

## **1) Empathise:**

Small businesses can't afford cybersecurity services and cybersecurity bootcamp graduates aren't able to find jobs in New York due to difficult cybersecurity work experience requirements. This is not due to a lack of skills since our cohort was able to get offers from companies such as the IRS in Washington DC. Many cybersecurity boot camps are opening this year and New York will have hundreds of cybersecurity graduates who won't be able to find jobs because they come from nontraditional backgrounds and don't have any IT work experience. This problem is not being addressed in the market right now and we're uniquely seeing this problem because we're the first cybersecurity bootcamp cohort.

In addition to that hacking and stealing of digital information has always been on the rise, especially now that due to COVID-19 so much more business is conducted online.

## **2) Define the Problem:**

The problems / needs that we are trying to solve -->

- Businesses will soon be responsible for the personal information of NY residents that they use, but have no data security program to protect it. Using our playbook, we can quickly and easily increase their security posture.

- Cybersecurity bootcamp graduates are not able to get jobs in New York because they don't have relevant work experience, the entry bar is very high.

By hiring recent, certified cybersecurity graduates we could easily fix both problems: give them hands-on, field experience, which will help them find jobs later, and at the same time help small businesses with their cyber safety at an extremely affordable rate or free.

### **3) Ideate:**

We know that small businesses are our target customers and that they really need what we are offering. Small businesses are focused on growing and sustaining their business, not on administrative minutiae. Devices, websites, and networks often go without the maintenance required to deter data breaches. With the SHIELD Act, these businesses are now required by law to have a data security program in place to avoid fines and litigation.

Pain points here would be dealing with different types of personalities, old owners who are not computer savvy at all or even not comfortable at having someone around looking at their systems and etc.

Pain point - how to charge customers - free as opposed to a very low fraction of the actual cost for the consultation. Start free for the first consultation/service then implement price tiers for cyber maintenance of their systems/data occasionally at a very affordable rate?

In addition to that the cybersecurity consultants that provide services for us would need to be trained to cover and work according to our techniques and playbooks, using tools and softwares recommended by us, following a specific set of steps while analyzing and improving the cybersecurity posture of the entity. Pain point here would be how to pay them, since they will be interning for us when we have bookings for consultations. We are thinking of paying them minimum wage per hour and/or reimburse them for transportation and food expenses.

Who are our competitors and how is our product/service better or different? Tutorials for increasing security posture exist online already as well as several consulting firms who charge a hefty fee for their services. Our Clinic will offer similar services, on-site at clients' place of business, by certified cybersecurity analysts, which would allow these services to be performed at a very affordable rate, or even free depending on other factors.

### **4) Prototype:**

Our MVP in the very beginning would be just the service itself, we would be pitching our services to small businesses in NYC. All we need for that is our team of certified cybersecurity specialists and the ability to reach our customers via social media, phone, email, in-person, at meetups & events and etc. Our pitch would be something like this:

*"Are you an owner or employee of a business in New York City? Does your business use/store personal information of your customers, contractors or employees such as*

*Social Security numbers, drivers licenses, credit or debit card numbers, financial account numbers, email addresses, usernames/passwords, fingerprints or other “biometric” information? If you’re doing business in the 21st century the answer to one or more of these questions is most likely “yes”.*

*New York State has recently passed the SHIELD Act (Stop Hackers and Improve Electronic Data Security). The bad news? As the SHIELD Act takes effect, all businesses using personal information of New York residents will soon be required to “implement a data security program” as of March 2020. Failure to comply with the SHIELD Act could mean fines and litigation by the New York State Attorney General.*

*The good news? Our team at Cybersecurity Clinic is, for a limited time, offering a FREE Cyber Security risk assessment test to businesses located anywhere in the 5 boroughs of New York City. Our risk assessments are conducted by CompTIA certified cyber security analysts, are non-invasive (we won’t be accessing data in any way) and will take only 30 minutes.”*

Down the line we will be working on a website, which will contain information about our company, how we started and what we do, the way to reach us by phone or email and info about all cybersecurity analysts interning for us. At the second stage of features implementation the website will also contain valuable information (blogs, videos, tutorials, all made by us) of how to protect your digital data/information, also a booking appointments feature, for in person or remote consultation. At the 3rd stage of implementations we are planning to add a live chat for consultation and simple questions and a chatbot for off hours. We are also planning on offering remote services via different platforms.

## **5) Testing:**

In order to test our services we are planning to give out a few free in-person consultations at a few small businesses, where we will identify the existing issues in terms of cyber safety and fix/propose solutions of how to handle them individually. Like this we will be able to get feedback from the customers, improve our services and ask them for their opinion for our future plans of building a full feature website.

In conclusion, our project benefits everyone involved. Small businesses are able to receive personalized cybersecurity services, cybersecurity graduates are able to gain experience to find jobs, cybersecurity bootcamps can stay in business because graduates are finding jobs, companies are able to hire great cybersecurity talent right

here in New York, the city will have an additional sources of tax income and reputation as a cyber capital.

Please refer to the Business Model Canvas [here](#).