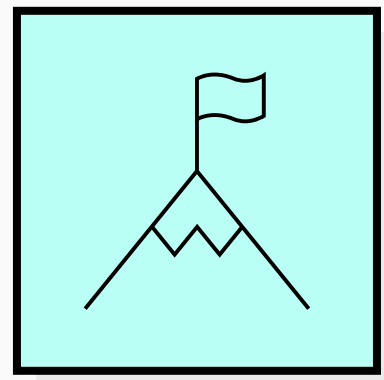


**WHO are we empathizing with?**  
Security Analysts at ABC Corporation

**What do they need to DO?**  
Monitor real-time threats  
Analyze and respond to alerts  
Correlate data from multiple sources  
Investigate incidents quickly



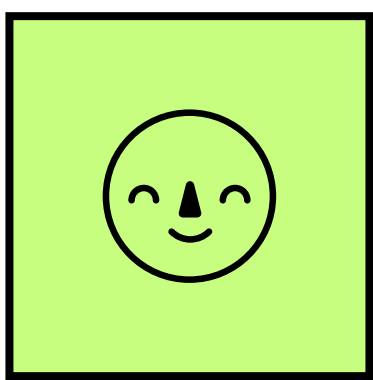
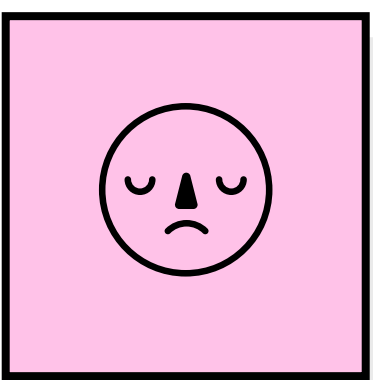
**GOAL**

**What do they THINK and FEEL?**

Stressed by constant alert fatigue.  
  
Worried about missing a real threat  
  
Frustrated by inefficient tools

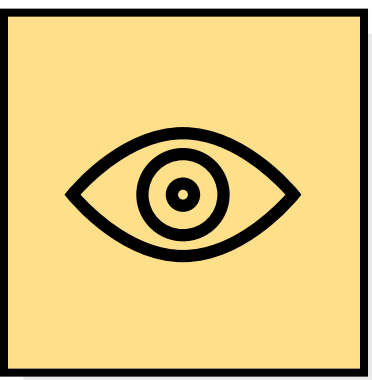
**PAINS**

Too many false positives and irrelevant alerts  
  
Alert fatigue due to high volume of threat notifications  
  
Slow manual analysis of logs and threats



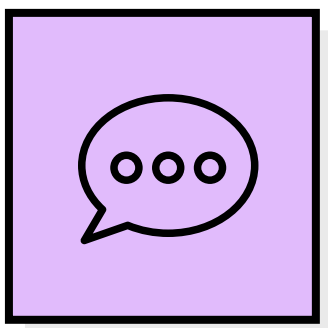
**GAINS**

AI automates detection, saving time and effort .  
  
Fewer false positives due to intelligent filtering .  
  
Real-time alerts help respond to threats faster



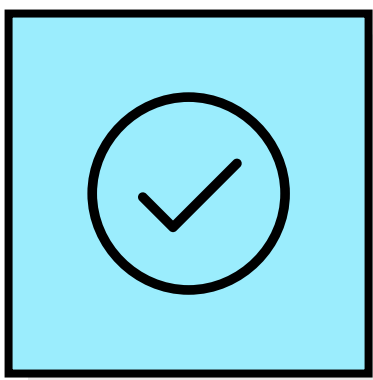
**What do they SEE?**

A high volume of alerts  
Complex dashboards  
Multiple disconnected security tools  
Increasingly sophisticated cyber threats



**What do they SAY?**

It's hard to manage so many alerts.  
  
We need smarter threat detection  
  
Manual analysis takes too much time



**What do they DO?**  
Continuously monitor systems  
Use threat intelligence feeds  
Report security incidents



**What do they HEAR?**  
Alerts from internal security systems  
Warnings from external threat feeds  
Pressure from management to reduce risk