

THE CYBERSECURITY VISUALS CHALLENGE PERSONAS

Who are we designing for?

The following personas support your design process by providing a window into the lives of end-users that may utilize cybersecurity visuals. Use cases for these visuals include but are not limited to: technical or policy reports, presentation decks, and news articles. While these personas are by no means exhaustive, they are meant to serve as a grounding force to guide your creative journey.

openIDEO

WILLIAM + FLORA
Hewlett
Foundation

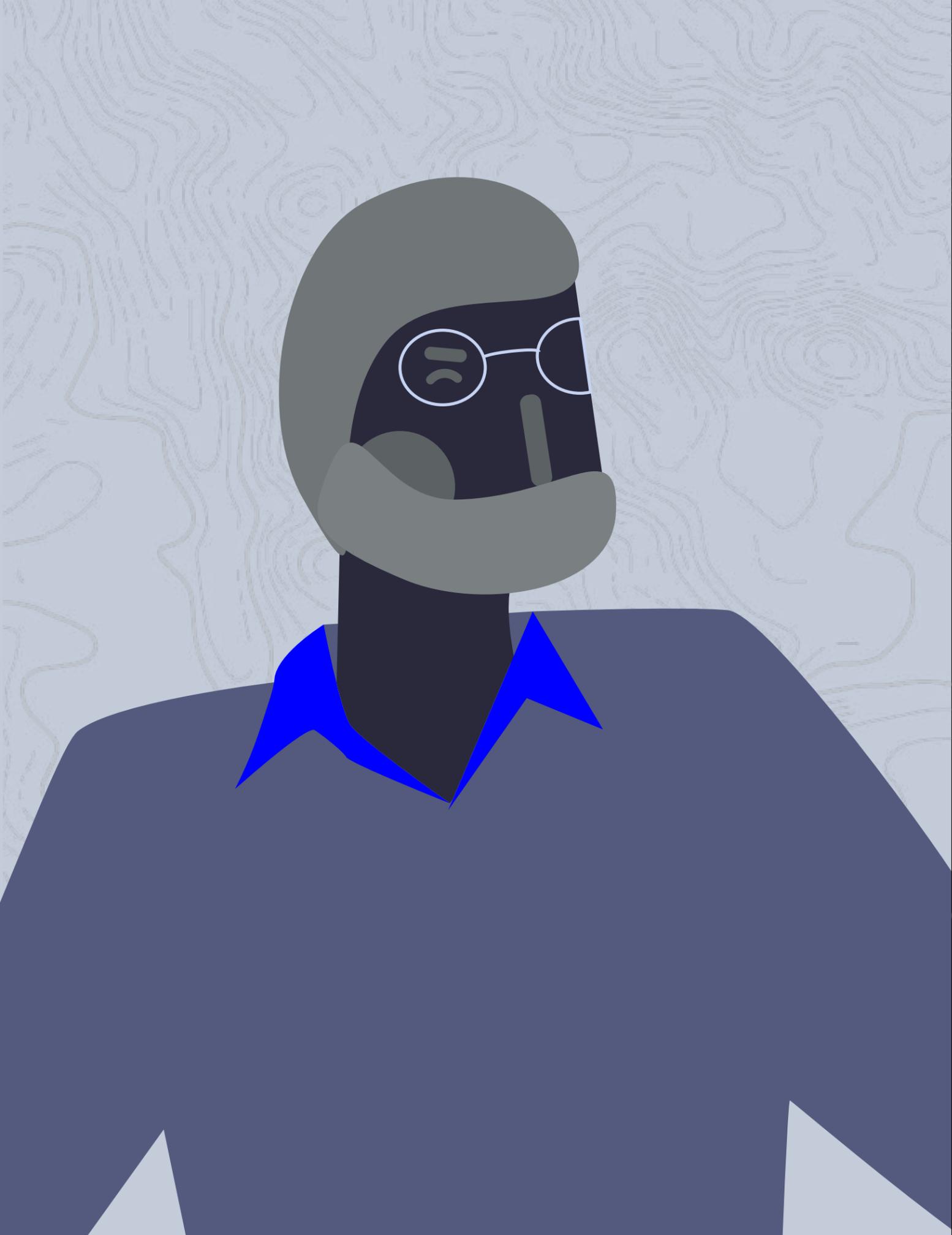
PERSONA 01

ALYSSA

Civil Rights Activist Focused on Cyber Safety

Alyssa is the director of an NGO dedicated to cybersecurity. She has dedicated her career to defending people around the world—particularly activists and journalists—who dare to speak out against their governments on the Internet. Writing privacy and security training materials as well as publishing research on malware in the Middle East and Asia are just two examples of how Alyssa protects human rights and cyber safety.





PERSONA 02

JOHN

Chief Information Security
Officer at a Large
Technology Company

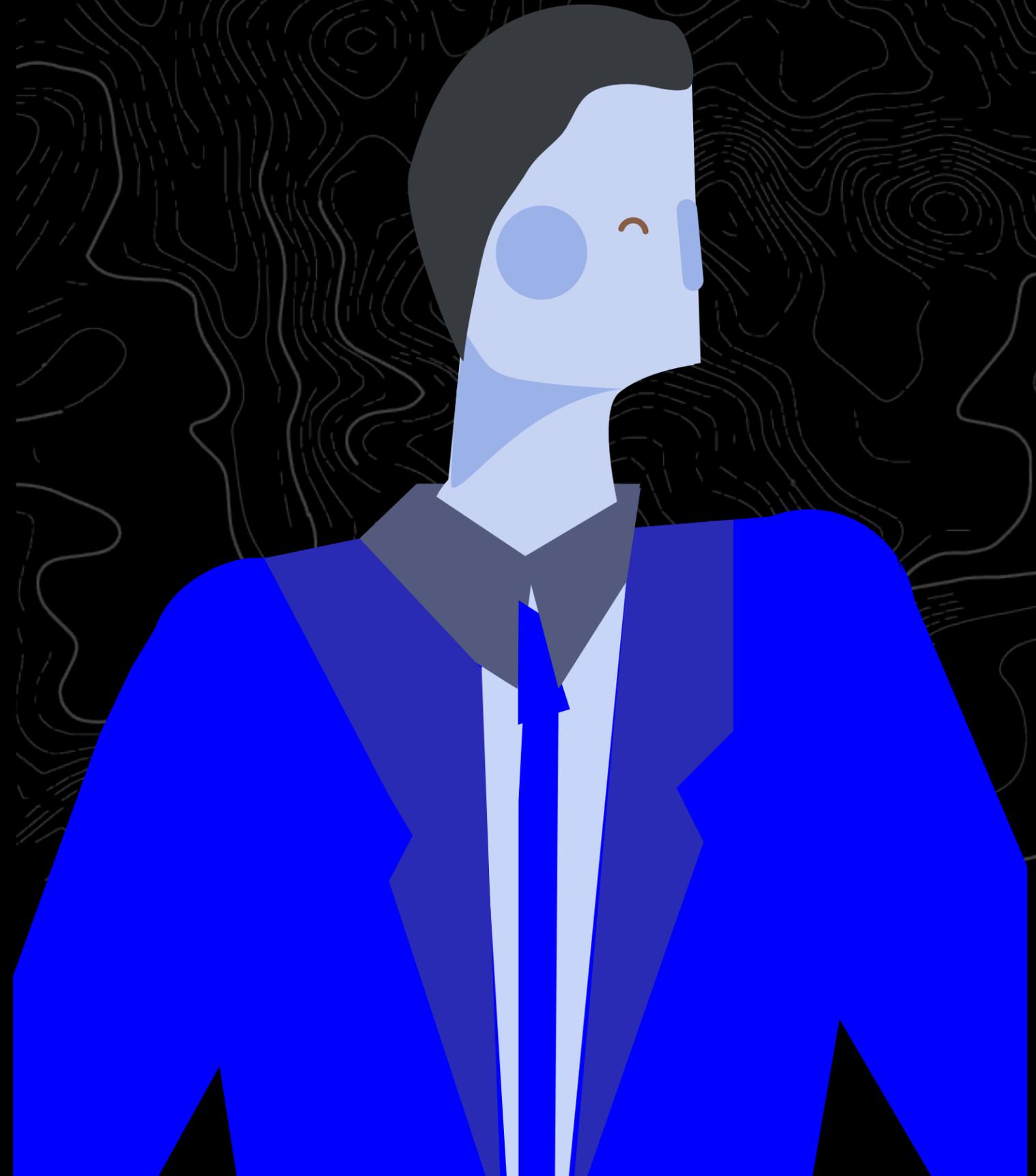
John is the first chief security officer at a large tech company, previously leading his own cybersecurity firm. He's responsible for handling his company's physical and cybersecurity. He builds security teams to protect his organization, as well as the millions of users that trust their product. Besides focusing on how to shift perspectives around data privacy and user safety in the industry, John is a technical and strategic advisor to policy makers, start-ups, and investors.

PERSONA 03

ALEX

State Attorney General with Strong Influence in US Data Privacy Laws

Alex is a State Attorney General, a staunch advocate for hardworking families, bringing decades of experience to defend the rights of people in his state. Alex recognizes the importance of data privacy as an integral component of protection of constituent rights and safety. In his work, he needs accessible and compelling ways to explain the importance of cybersecurity to his followers.





PERSONA 04

KRISTEN

High Profile Journalist

Kristin is a high profile business journalist for a major national publication in the United States with a large national following. With the ever-heightening risk of privacy within her work to protect her sources, and knowing several colleagues who have been the victim of hacks, she has begun to write articles about the importance of data privacy for the business sector. She is frustrated by the complete lack of quality visuals to translate technical aspects of the stories she's writing to her audience. Kristin hoped that by connecting with journalists who specialize in cybersecurity she would find visuals to meet her needs, however, she's found this frustration is shared with journalists addressing a breadth of topics in the cybersecurity space.