

Lightning Talk 2: Problems and Users

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Ask Captain Cyber

Ask Captain Cyber: Overview

What is Captain Cyber:

- AI integrated website to ask Cyber related questions
- Answers are proof checked by Cyber Security professionals
- Contains a data bases of previously asked questions
- Free to use
- Safe for users



Problem Statement

The problem is that we don't have a good way to convey advanced cybersecurity topics to users with secured information that has been validated by cybersecurity experts. Users can also be anyone - complete amateurs or Cybersecurity experts.



Users

- Cybersecurity experts
 - People who know a lot about cybersecurity
 - Will help answer questions asked by following two groups
- Cybersecurity enthusiasts
 - People who know somewhat about cybersecurity
 - Will ask more detailed questions regarding cybersecurity
- Cybersecurity amateurs
 - People who know very little/nothing about cybersecurity
 - Asks primarily basic questions

Basic Information

Bobby
[Avatar]
• Age: 29
• Occupation: Cyber E for Amazon
• Location: China
• Gender: Male
• Family: Single

Bio
Bobby is a lonely 29 year old male out of china looking to spread his security knowledge and help other people. He is mainly looking for a site that allows him to add to a knowledge base that will help many different people without interacting with them.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Money	Organized
Independent	Team player
Passive	Active
Safe	Risky

1/1

Basic Information

Jainam
[Avatar]
• Age: 21
• Occupation: Systems Student
• Location: India
• Gender: Male
• Family: Single

Bio
Jainam is an aspiring Cybersecurity engineer currently attending college courses to work towards his degree. His area of study is closely related to Cybersecurity, and he wants to learn more about it for his degree, as well as for his personal security. He has basic understanding, such as how a VPN works, but wants to gain more detailed knowledge.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Money	Organized
Independent	Team player
Passive	Active
Safe	Risky

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Basic Information

Annie
[Avatar]
• Age: 33
• Occupation: Waitress
• Location: Mexico City
• Gender: Female
• Family: Single

Bio
Annie is a single mother of two who has no time to learn about cybersecurity. She has no one else in her life and is constantly moving to take care of her children. Her credit card was recently charged with fraudulent purchases in Miami. Now she wants to make sure her information is protected so this doesn't happen again.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Money	Organized
Independent	Team player
Passive	Active
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1/1

User needs

- User Ease
 - Reliable
 - Accurate
 - Website Functionality
- Secure
 - Availability
 - Low latency
 - Intuitive
- Misc
 - Vetted answers
 - Easily accessible for Ambassadors
 - Simple responses

WHAT
DOES YOUR
CUSTOMER
WANT?

Conclusions

- Website and resources need to be accessible to the average user
- Answers need to be vetted by experts
 - Also need to be simple enough for average person to understand
- Intuitive design
 - Users understand usage and navigation of the website with ease
- Variable accessibility
 - Different privilege levels for generic users, those who “vet” answers, and edit the webpage

