

Personas: Card SafeZone

Christy the Cautious Card Holder



Photo credit: colorblindPICASO / Foter.com / CC BY-NC

Description:

- Owns a smartphone.
- Uses credit / debit cards several time a day
- Carries very little cash.

Values:

Safe use of credit / debit card safety.

Actions:

At point-of-sale, uses “Card SafeZone” to make go/no go decision to use debit / credit card.

Randolph the Resourceful Retailer



Photo credit: Alex E. Proimos / Foter.com / CC BY-NC

Description:

- Owns a smartphone.
- Wants to promote credit / debit card protection.

Values:

Providing card safety because it can attract shoppers and increase business revenues.

Actions:

Signs up with Banks and Credit card issuers so that business can be recognized as a “Card SafeZone”

Barbara the Breach Averse Bank Card Issuer



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Description:

- Forward thinking technology company that want to promote credit / debit card protection.
- Wants to earn revenue from increased credit / debit card use.

Values:

- Public image is important.
- Wants to promote Bank as safety and security minded.

Actions:

- Signs up with “Card SafeZone”.
- Provides credit / debit card breach information to “Card SafeZone”.

Aaron the Alert Card SafeZone Admin



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Description:

- Wants ease of controlling the system
- Wants access to information about the system

Values:

- Quick control of the system
- Dashboards with information about system

Actions:

- Controls operation of the system