Hierarchy of User Needs in Consumer Security

Identity
Protecting sensitive assets and information that uniquely identifies users.

Privacy
Allowing users to control information about themselves, to the extent they want

Content
Ensuring that digital experiences are age appropriate.

User Behavior
Prevent users from behaviors that would put their device or identity at risk (like phishing).

Device
Maximizing device performance, location monitoring & remote control.

OS
Need an operating system that is not vulnerable or at least a means of securing it

XD
strategy