

Turvavörk – protection that does not require installation

Telia Turvavörk - from business accelerator concept to cyber security solution that operates in the background without setup and apps, for both home internet and mobile.

9 months

from idea to launch

34.4 million

blocked cyber threats

4×

sales exceeding forecasts

Problem

Protection that no one sets up

The number of cyber frauds is rising rapidly, but existing solutions require users to have knowledge, make choices, and perform setups. At the same time, scams are becoming increasingly convincing, making it harder for people to assess what to trust and what not to.

€29 million

Damage from cyber fraudsters in Estonia on 2025
3× more than the previous year

90%

of Telia private customers have encountered cyber threats (Telia customer survey)

80%

do not use any security solutions for themselves or their loved ones, as the choices and setup seem too complicated

Customers contact Telia daily, seeking reassurance that they have not fallen victim to a scam

Turvavõrk solution was born in Telia's business accelerator VUNK, where employees develop new services to create value for customers

The development process of VUNK is based on a double diamond model – first focusing on understanding the problem, then developing a suitable solution.

Process

VUNK accelerator structure



Discover, define

Exploring the problem



Pre-analysis and desktop research

Interviews to explore the problem

12 interviews with potential customers – parents, home office users, Estonian and Russian speakers

Analysis of research results

Persona development

Problem statement

Insights from the interviews

Cyber threats are not perceived personally

Many do not believe that their home network or devices could be targeted by cyberattacks, even though ordinary users are the most frequent victims of scams.

Concerns are primarily felt for loved ones

The issue of security becomes important when the well-being of children, parents, or other family members is at stake, and one considers themselves informed.

Protection must work seamlessly

Users expect a solution that does not require separate setup, application installation, or technical knowledge.

The value of security must be visible

It is important to receive confirmation that threats are mitigated and an overview of what protection the service actually provides.

Kristiin, the working mother

As a marketing manager and freelancer, she uses the internet at home, at work, and on the go, and her 8- and 10-year-old children are active on YouTube and TikTok.



Key traits

- Considers her awareness to be good but does not wish to delve deeply into cybersecurity.
- Uses a password manager and two-factor authentication.
- There is no antivirus on the children's devices.

Core needs

- A simple and manageable comprehensive solution.
- Protection for children and the home network.
- A clear overview of the security level.
- Must not slow down the internet.

Main objectives

- Safe internet use for herself and her children.
- Peace of mind regarding cyber threats.
- A solution without complicated setup.

Pain points

- Doesn't know what to protect her family from and how.
- Too many solutions on the market, hard to choose.
- Concern about low security awareness among children and parents.
- Risk of phishing attempts and data theft.

How can we provide families with peace of mind so they do not fall victim to digital scams and do not have to download or set up any apps for their protection?

Develop

Finding a solution



Value proposition

Competitor and market analysis

Business model and pricing

Prototype and concept testing
5 tests

Quantitative service validation
329 responses

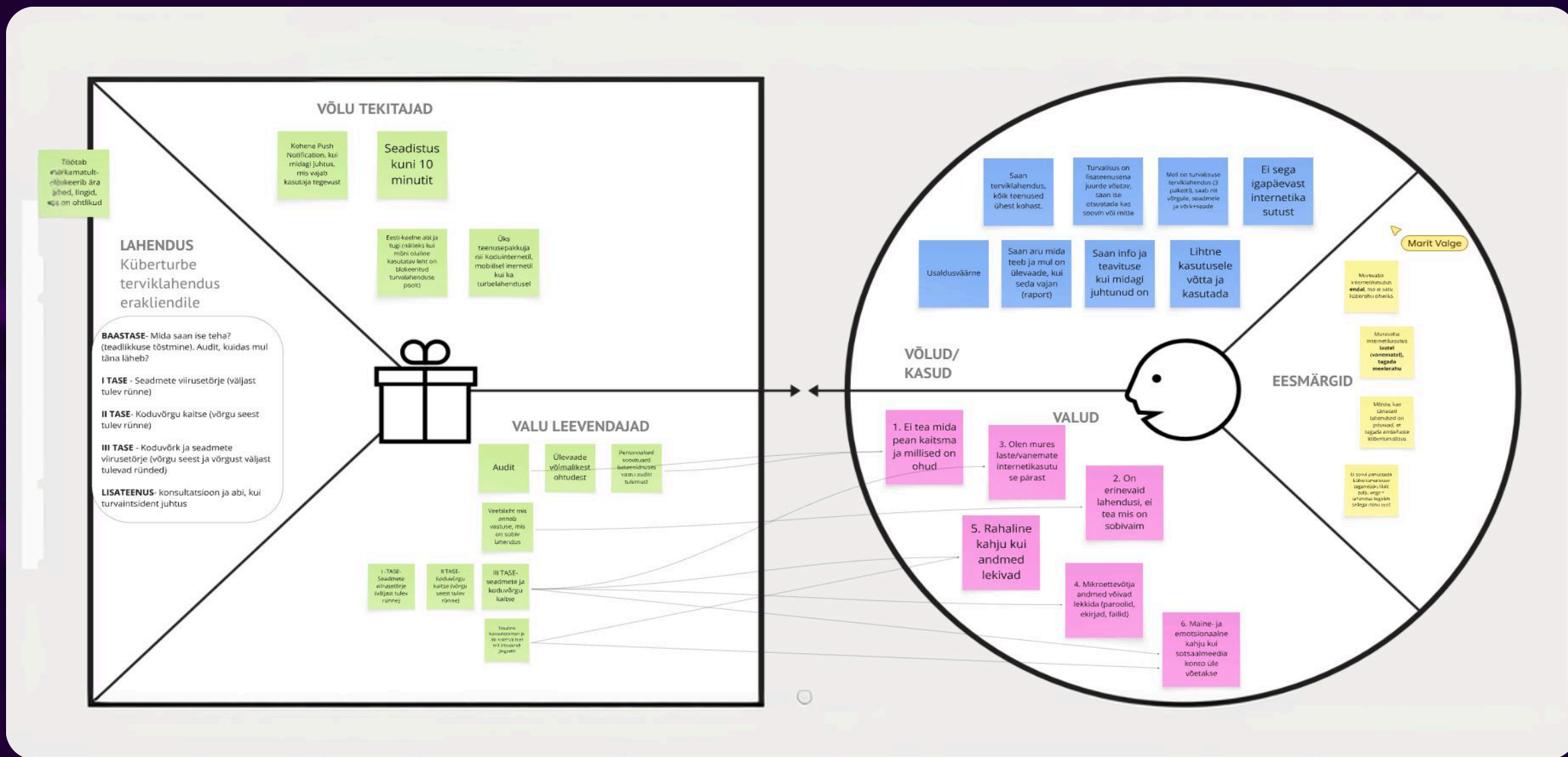
To-be customer journey

Financial plan

Develop

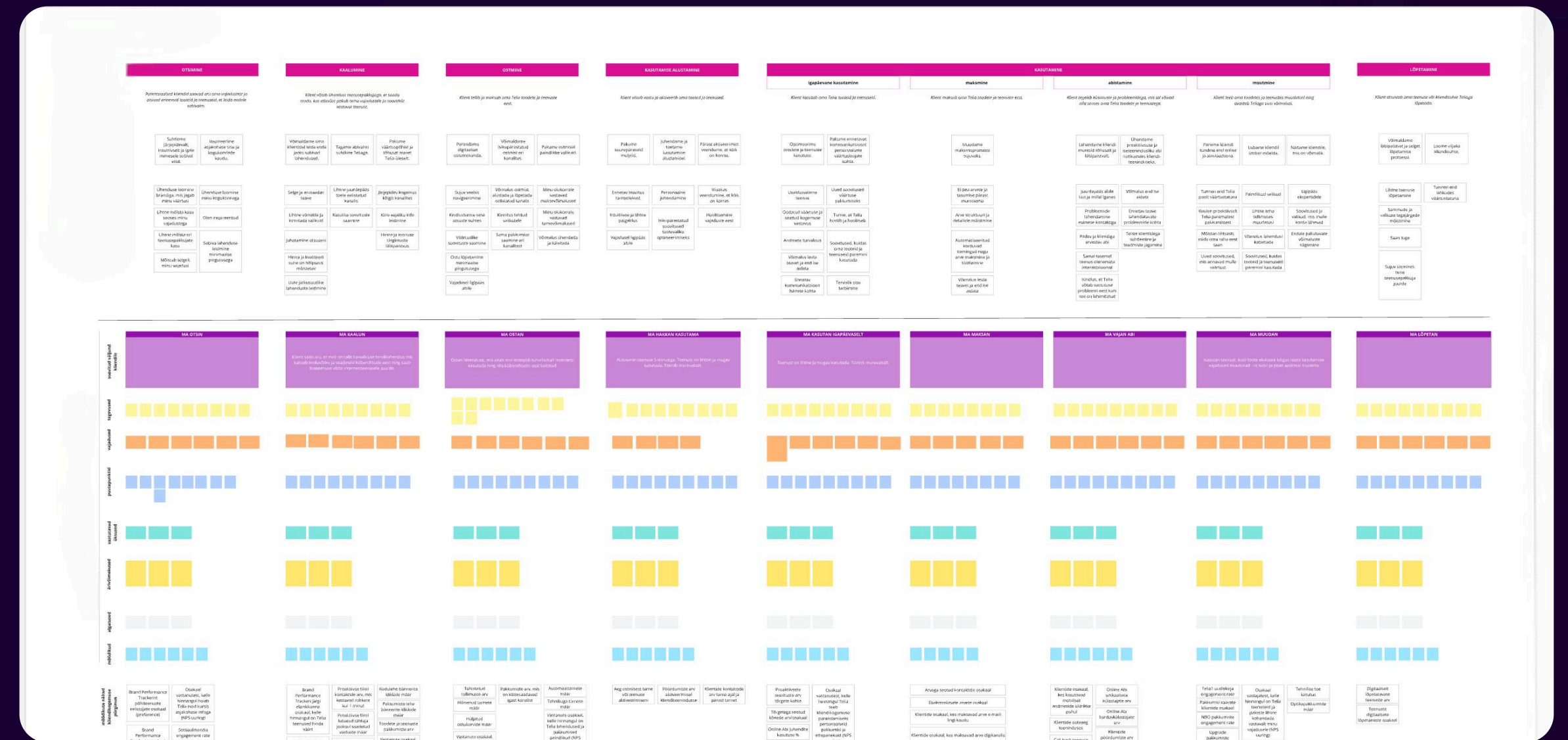
Value proposition and customer journey

Value proposition was designed and customer journey mapped at VUNK accelerator workshops.



Value proposition

We based the design of the value proposition on the persona's goals, needs, gains and pains, adding gain creators and pain relievers to the solution.

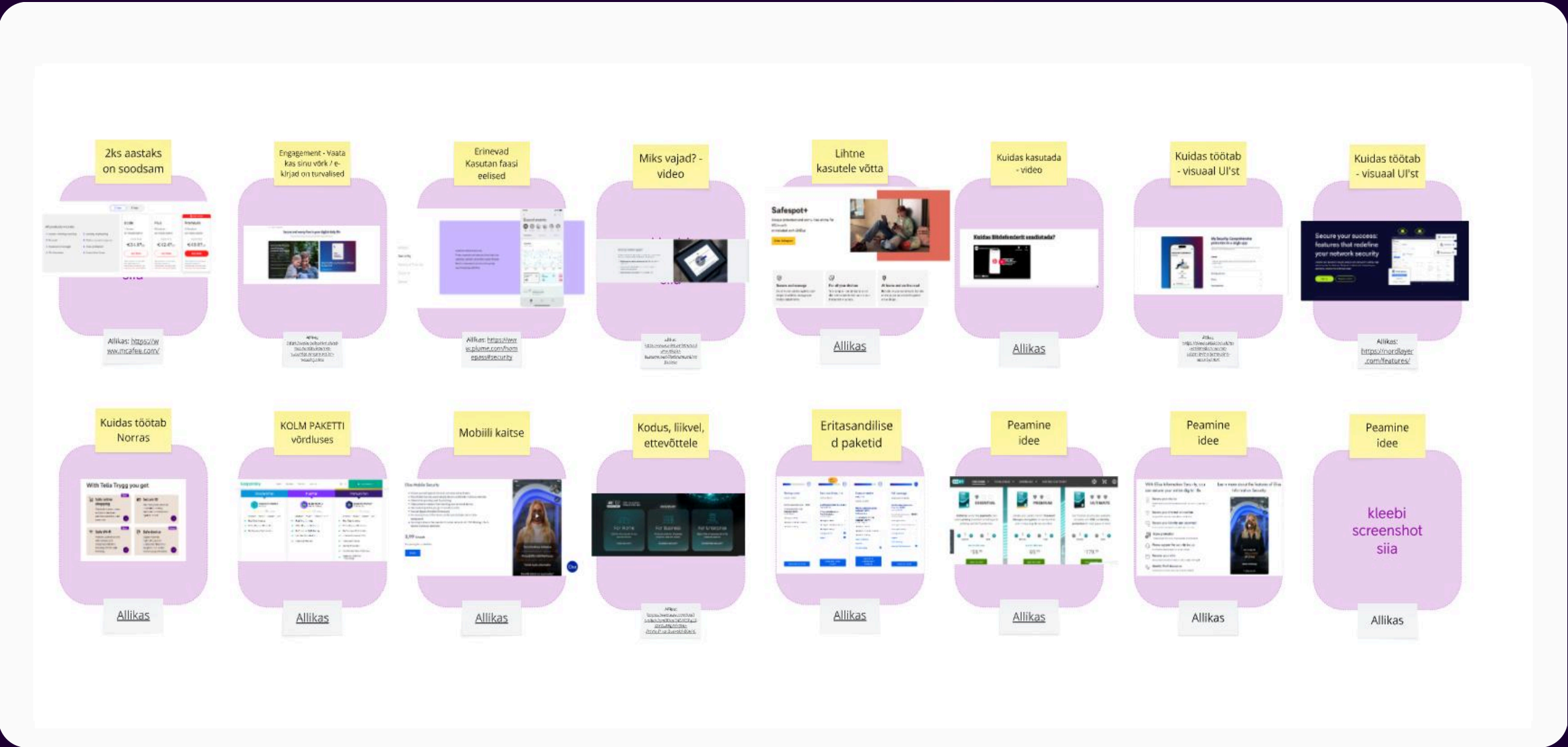


To-be customer journey

We mapped the user's steps, needs, and touchpoints both during the onboarding journey and while using and terminating the service.

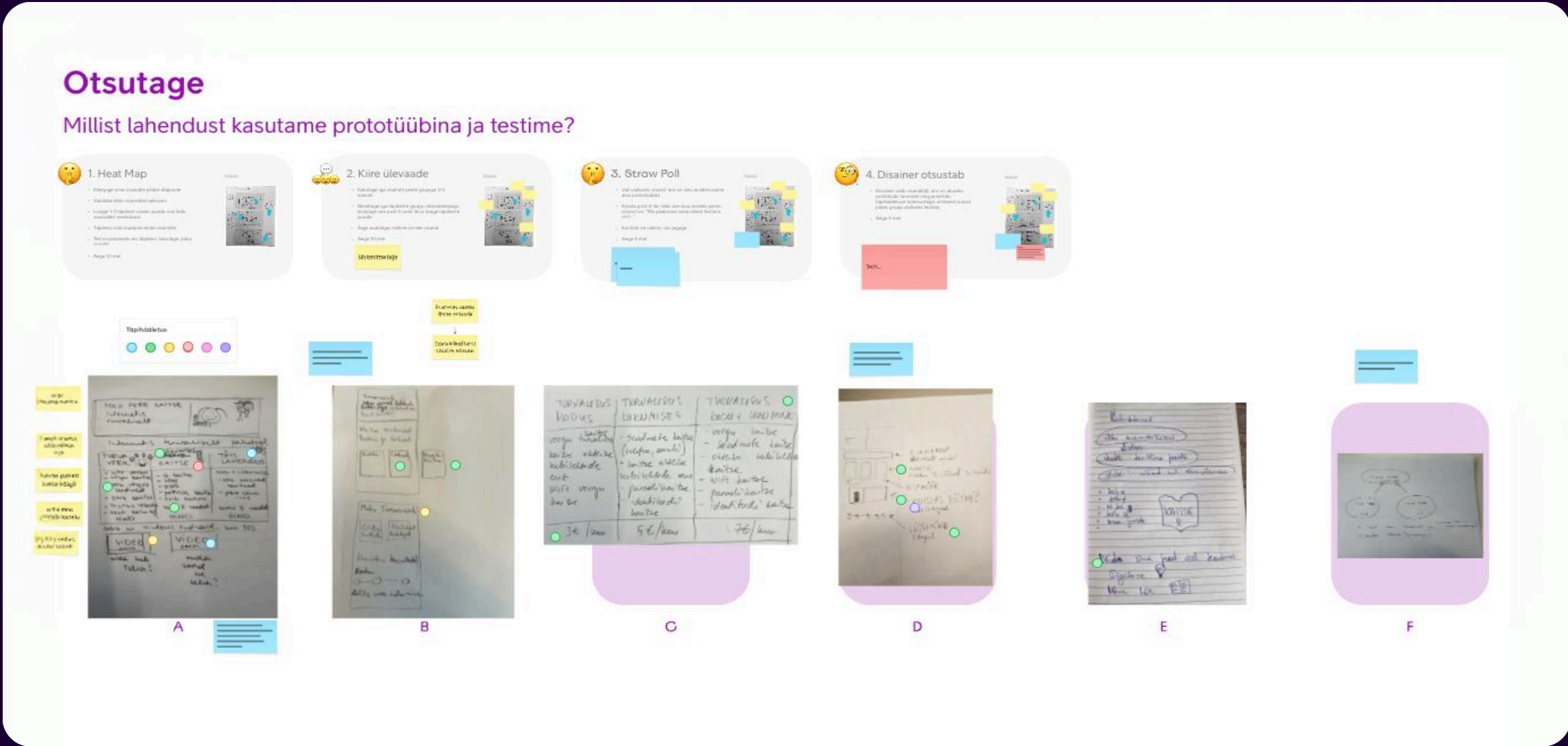
Prototyping

We sought inspiration from others and sketched drafts of the service concept at the VUNK accelerator workshop.



Lightning demos

For inspiration, we conducted a quick online survey and analysed the best findings.



Sketches

We sketched drafts of the service concept and decided which parts should definitely be included in the service.

Concept testing

The goal is to validate Turvavõrk concept and different plans.

👍 Positive

- Simple and understandable plans
- The service helps keep all devices secure
- Security provides peace of mind
- The price should be reasonable

⚠️ Needs attention

- There is a lack of understanding of internet security
- Security awareness is low
- Children's online activities raise concerns

📄 Good to know

- The introduction must be visually clear
- The customer prefers seamless protection
- Child protection and privacy are important

Turvavõrk

Surfa turvaliselt kodus ja liikvel olles

Lisa paari klikiga oma Koduinternetile või mobiilsele internetile Turvavõrk, mis blokeerib ebatavalisi veebilehti ja linke ning takistab sinu andmete edastamist.



🛡️ Blokeerib ebatavalised veebilehed

✉️ Kaitseb õngitsuskirjade ja pahavara leviku vastu

🔒 Blokeerib seadmete nakatumise korral sinu andmete edastuse

🕒 Võta kasutusele paari klikiga

Telia Turvavõrgu paketid

🏠 + 📶

Kodus + Liikumises

Turvaliseks interneti kasutamiseks nii kodus kui ka liikumises olles

🏠 Kaitseb kõiki seadmeid WiFi-võrgus

📶 Kaitseb mobiilivõrgus kuni 5 Telia SIM-kaardiga seadet

6 €/kuu

Vaatan lähemalt

Lähen tellima >

🏠

Kodus

Turvaliseks interneti kasutamiseks peamiselt kodus olles

🏠 Kaitseb kõiki seadmeid WiFi-võrgus

4 €/kuu

Vaatan lähemalt

Lähen tellima >

📶

Liikumises

Turvaliseks interneti kasutamiseks peamiselt liikumises olles

📶 Kaitseb mobiilivõrgus 1 Telia SIM-kaardiga seadet

1,50 €/kuu

Vaatan lähemalt

Lähen tellima >



Miks eelistada Turvavõrku?

📶 Lihtne seadistamine: Turvavõrgu lisamine nii olemasolevale internetiühendusele kui ka uuele teenusele käib vaid paari klikiga

📶 Kaitseb nii sinu koduvõrgus kui mobiilivõrgus olevaid seadmeid

 Telia

Conclusions from validation

Every new installation loses users

Our advantage: protection can live online, not on the device. The key design decision was not to build an application or app.

Conventional solution

Separate installation and updates for each device.

Setup drives users away.

Warnings can be bypassed.

Telia Turvavörk

No setup required.

Blocks threats online before they reach the device.

Protection applies to all home network devices.

Develop, deliver

VUNK winner

UX design and testing

30 tests

Validation of product name

152 responses

Development

6 months from idea to launch

Go-to-market plan execution

Live



Validating customer journeys

We validated the entire service lifecycle with 30 users across five different scenarios.

Turvavõrk Home customer journeys

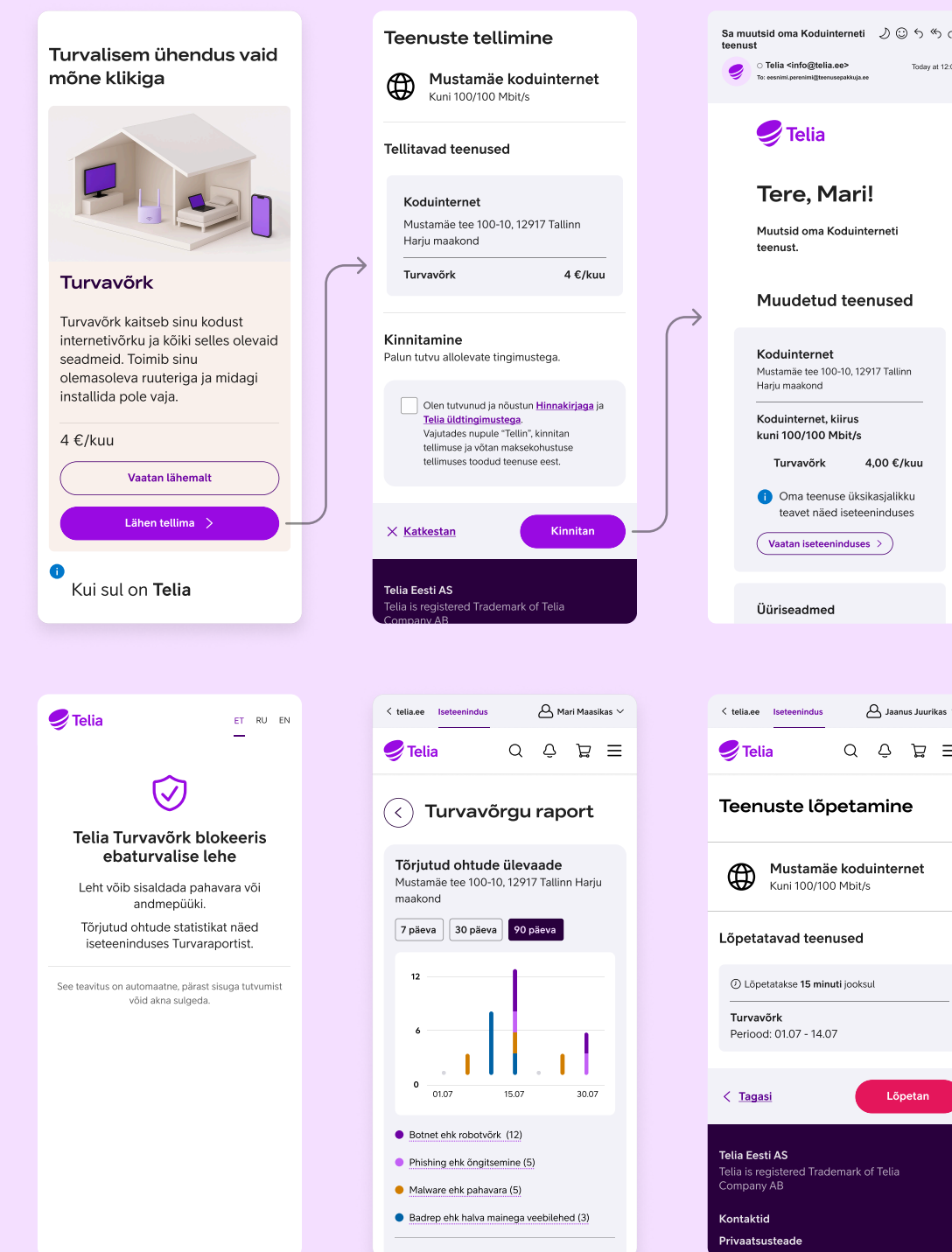
- as an additional service for existing internet
- when ordering new internet
- when changing internet

Turvavõrk Mobile customer journeys

- as an additional service for private customers
- as an additional service for business customers

In each test, we also assessed

- the accessibility of the security report
- the simplicity of service termination
- the comprehensibility of the service value proposition



Users speak

Key messages from usability tests.

Do I even need this service?

"Nothing has happened to me — why should I bother?"

"It just seems like another plan."

Is it easy and convenient?

"I don't want to set up devices myself or do anything complicated."

"I'd like it to just work on all devices. It should be one cohesive ecosystem."

What exactly does this service do?

"Does it work on my devices — iPhone, Android, PC?"

"Does it protect me when I'm on my phone at home?"

How do I see that it works?

"I want to know how much it prevents — for example, how many malicious emails it catches."

"Can I get a report?"

Feedback from tests

The tests helped identify the last bottlenecks before launching the service.

The security report was not found

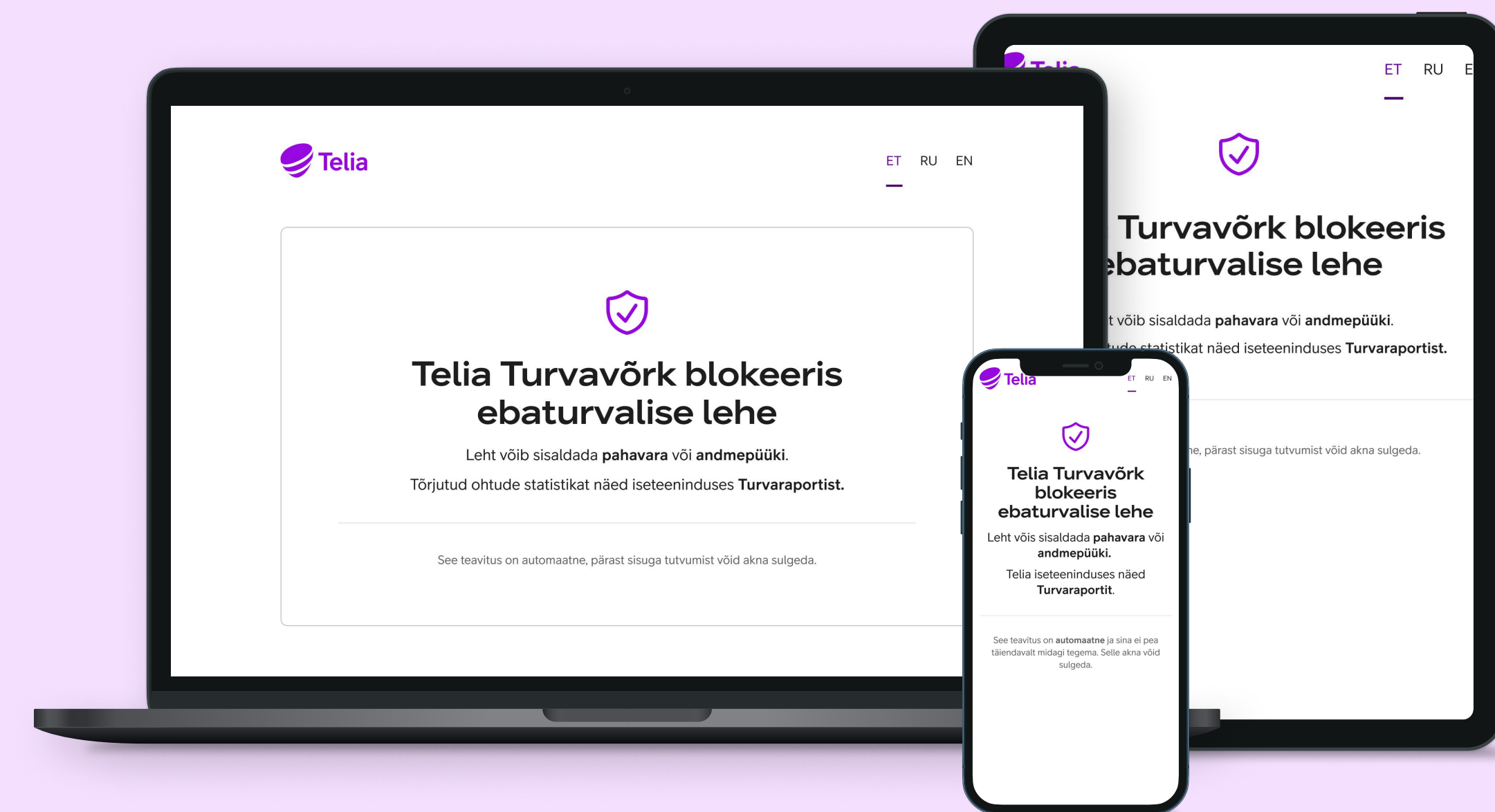
The report was not immediately linked to self-service, and a direct link from the blocking page was awaited.

The blocked page caused confusion

It was not always clear whether the warning came from Telia Turvavõrk or the browser's own security protection.

The technical language was complicated

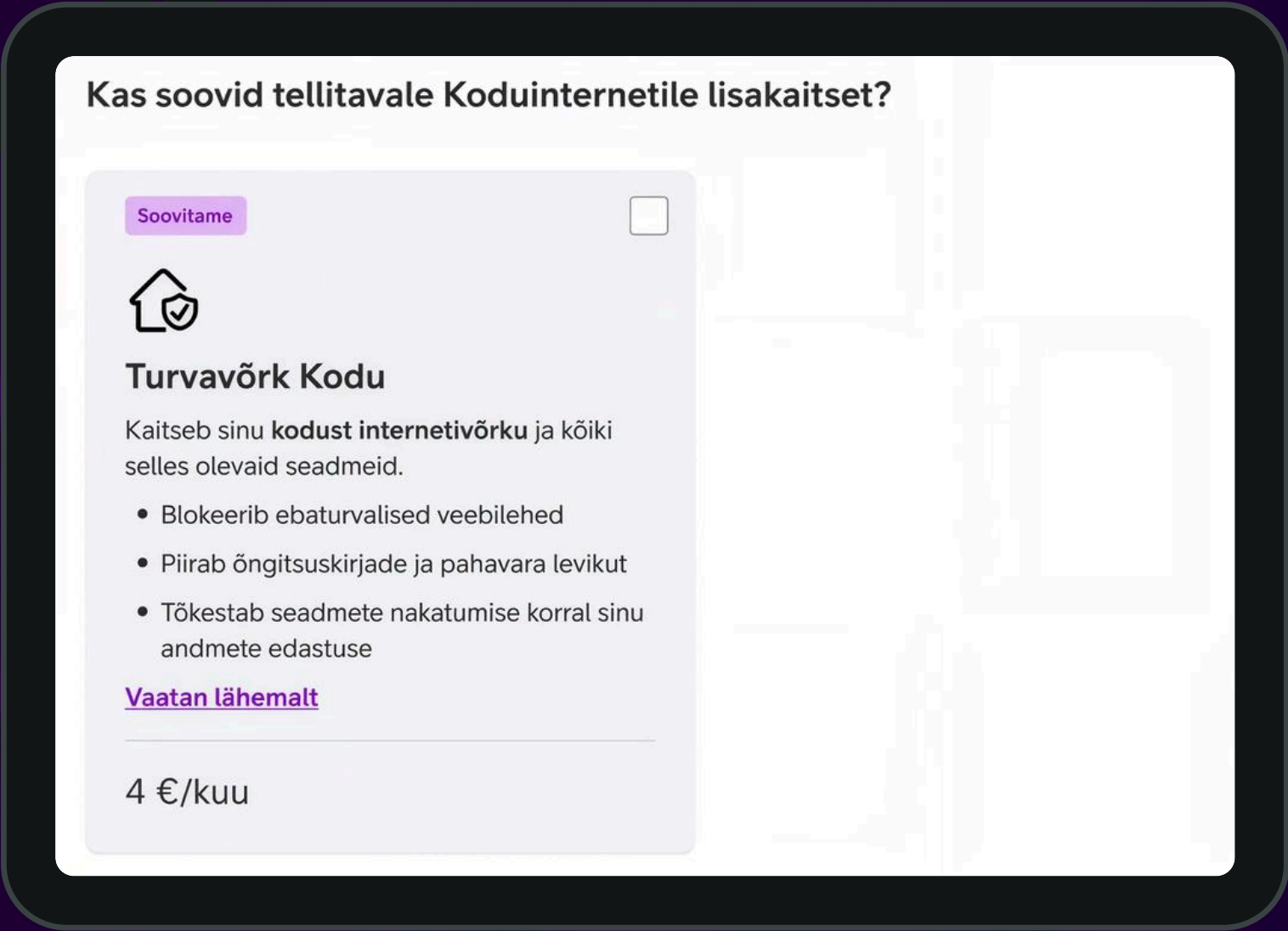
Terms like DNS and Bad Rep needed further explanations and more context.



Updates based on testing

If everything works, the user sees nothing

The service must become visible at three moments.



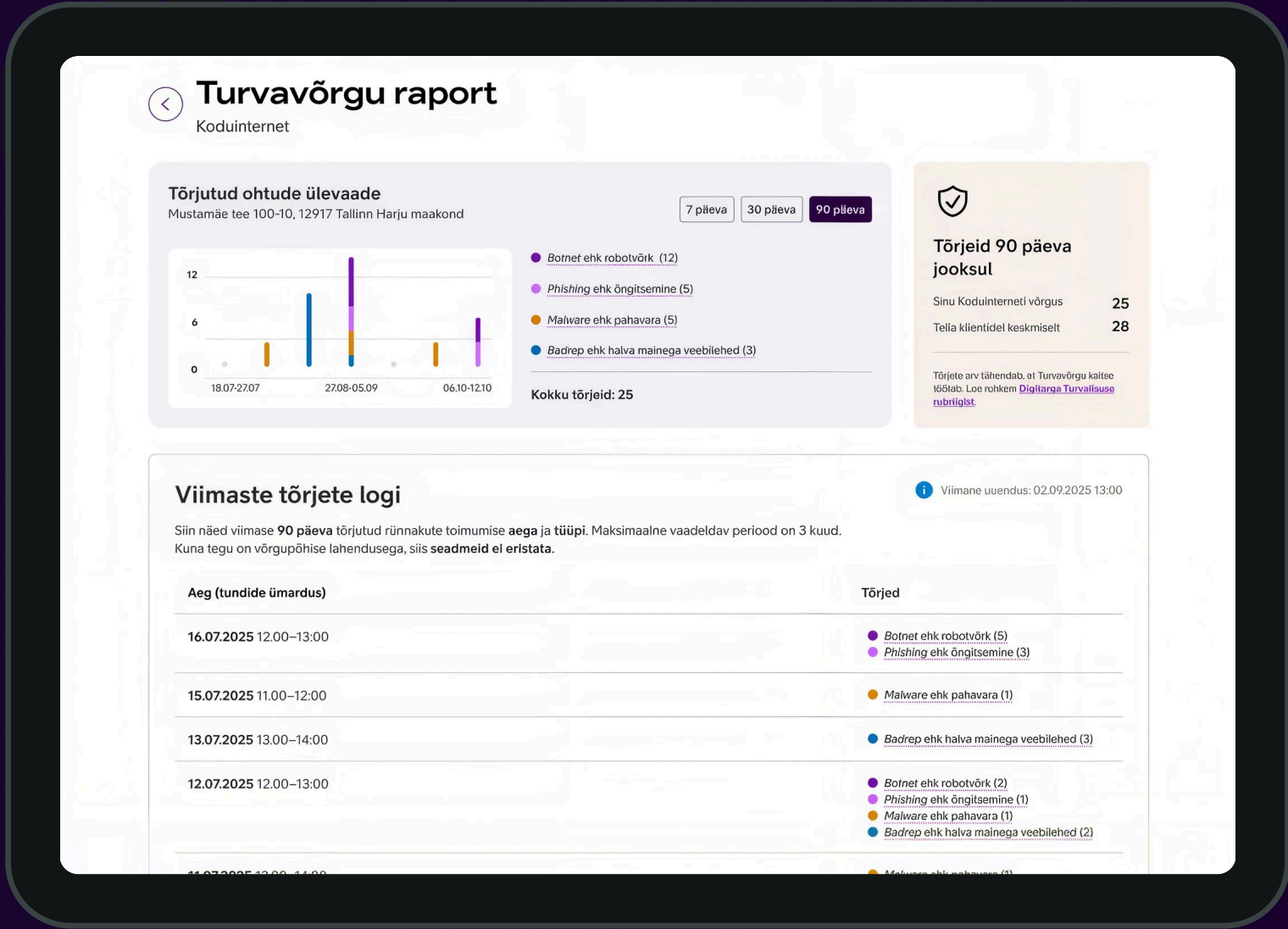
Ordering

Easy to implement. Activation in 5 minutes, no separate setup required.



Blocking moment

If the user encounters an insecure page, they see a notification: "Telia Turvavõrk blocked an insecure page."



Security report

The number of protected threats is visible in self-service. You can see when and why something was blocked.

Feedback from customers

Using the security network is easy and convenient

Telia self-service feedback from Turvavörk users



17 December 2025

Joining the service went smoothly and without issues.



25 December 2025

Super fast and easy to join.



15 January 2026

Just one button to press :)



11 March 2026

Clear explanation of the service and easy to order.



15 May 2026

I should have ordered a long time ago :) My mistake, of course.



21 May 2026

Everything was simple and convenient.

Turvavõrk makes the digital world safer

Turvavõrk laid the foundation for Telia's security product range.

Social impact

From November 2025 to July 2026

- **34.4 million** cyber threats neutralised
- **19.6 million** phishing attempts blocked
- **10.4 million** dangerous websites blocked
- **2.1 million** malware incidents prevented

Business impact

- The adoption of the Turvavõrk Kodu exceeded forecasts by four times.
- The successful launch provided confidence to expand the service to mobile and business customers - Turvavõrk Mobiil.
- The sales target of the year for Turvavõrk Mobiil was reached within just three months.



Tools and methods used

Turvavörk was created based on customer research, data analysis, and iterative testing in VUNK's business accelerator workshops.

Involved parties

a total of 530 people

- 12 problem exploration interviews
- 5 concept tests
- 30 usability tests
- 329 responses in the quantitative study
- 152 responses in service name validation survey
- 2 expert interviews

Data analysis

- existing data and customer feedback
- results from interviews and tests
- responses from quantitative studies
- customer needs and problems

Workshops and mentoring

- pre-analysis and problem hypotheses
- defining the target group and problem interview plan
- persona and problem statement
- value proposition
- customer journey and prototype
- concept testing hypotheses and scenarios
- quantitative questionnaire
- mentoring for analyzing research results

Cross-team effort

Turvavõrk grew from an idea into a service thanks to the collaboration of VUNK participants, mentors, development team, and marketing experts.



Turvavõrk team at VUNK

Anneliis Rätsep (business manager), Linda Jürimäe and Merilin Matsik (customer focus), Erki Kogres (business analysis), Tarko Tikan, Raul Juhanson and Matis Palm (technology), Mihkel Sülla (design), Roman Kozlov (marketing), Cätlin Loo (team lead)



VUNK trainers and mentors

Marit Valge (service design workshops and mentoring), Siim Lepisk (business development and pitch mentor), Heidi Kakko, Katrin Vaisma, Kaja Laanemets, Laura Laid, Kristiina Maasik, Isabel Palumäe, Indrek Rajamets, Emilie Toomela-Kärson



Development team

Katre Kuulpak, Viljo Roolaht, Lilio Talivere, Riho Taring, Kalev Aasmäe, Henri Virk, Aleksander Kovalenko, Viirika Grossmann, Meelis Luiks, Rauno Tuul, Kristel Ütsi, Anu Üksküla, Lars Kolkanen, Mikk Pärg, Pilvi Sirel, Mare Vestberg, etc.



Marketing and communications team

Eve Jaanimäe, Miina Lillemaa, Laura-Maria Freiberg, Kattri Ann Lindam, Jaanika Krustok, Raigo Neudorf