

A decorative graphic in the top-left corner consisting of a blue parallelogram and a light green parallelogram, both tilted at an angle. The background is a dark navy blue with faint, lighter blue diagonal stripes.

# Tokenable

# Agenda

1. Introductions
2. Design Challenge
3. Our Approach
4. Scope
5. User Research
6. Ideation
7. Design
8. Validation
9. Looking Forward

# Introduction

## *Who Are We?*

Our company, HMC, consists of a dedicated group of individuals that produced a revolutionary application that changes the way how to manage and store passwords, with a new log-in technique.

Hunter



- The Completionist
- Ambitious
- Clincher

Matthew



- The Coordinator
- Organized

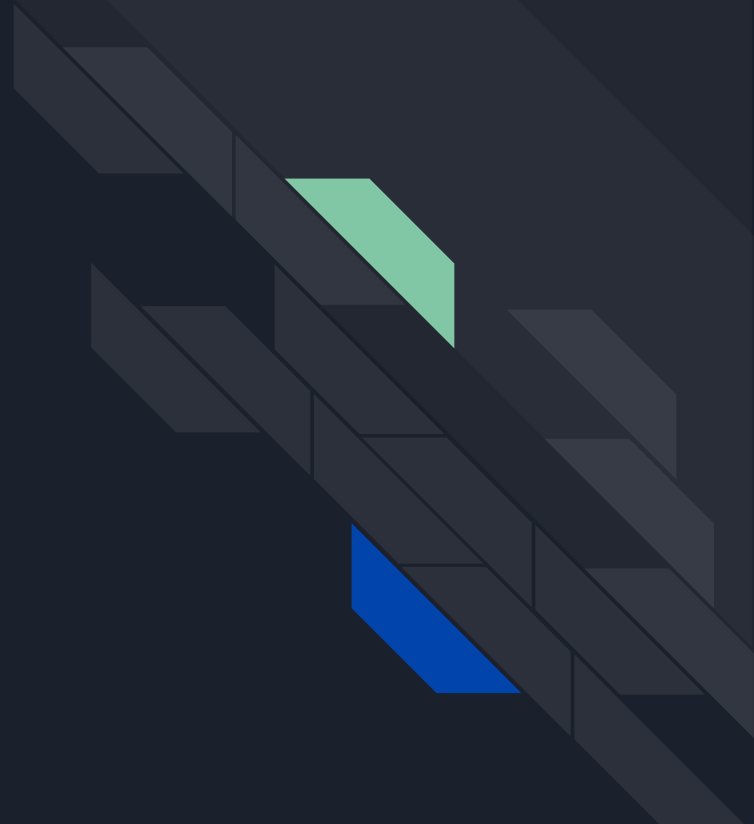
Christian



- The Go-Getter
- Dedicated
- Charismatic

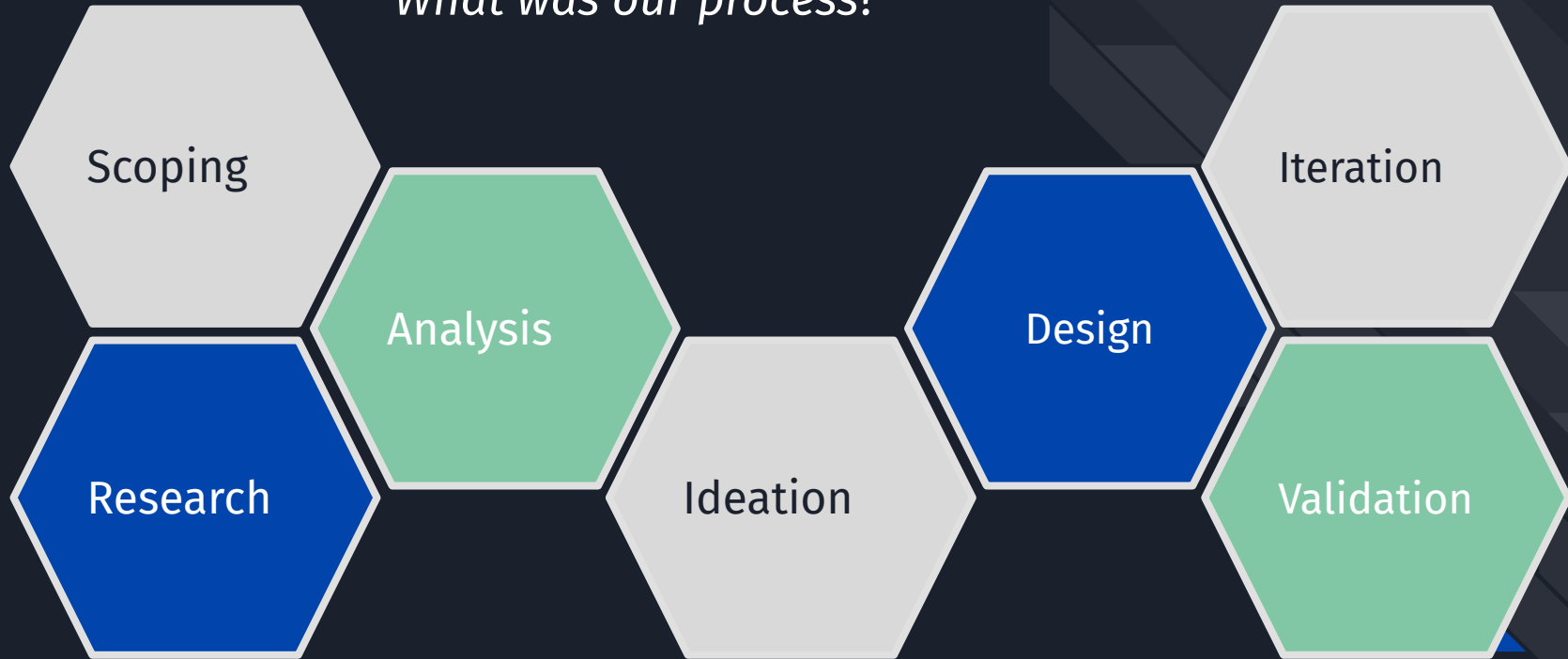
# Design Challenge

Our design challenge was to create an application, website, or other tool that will allow customers to perform the activities most important to them when seeking specific security needs



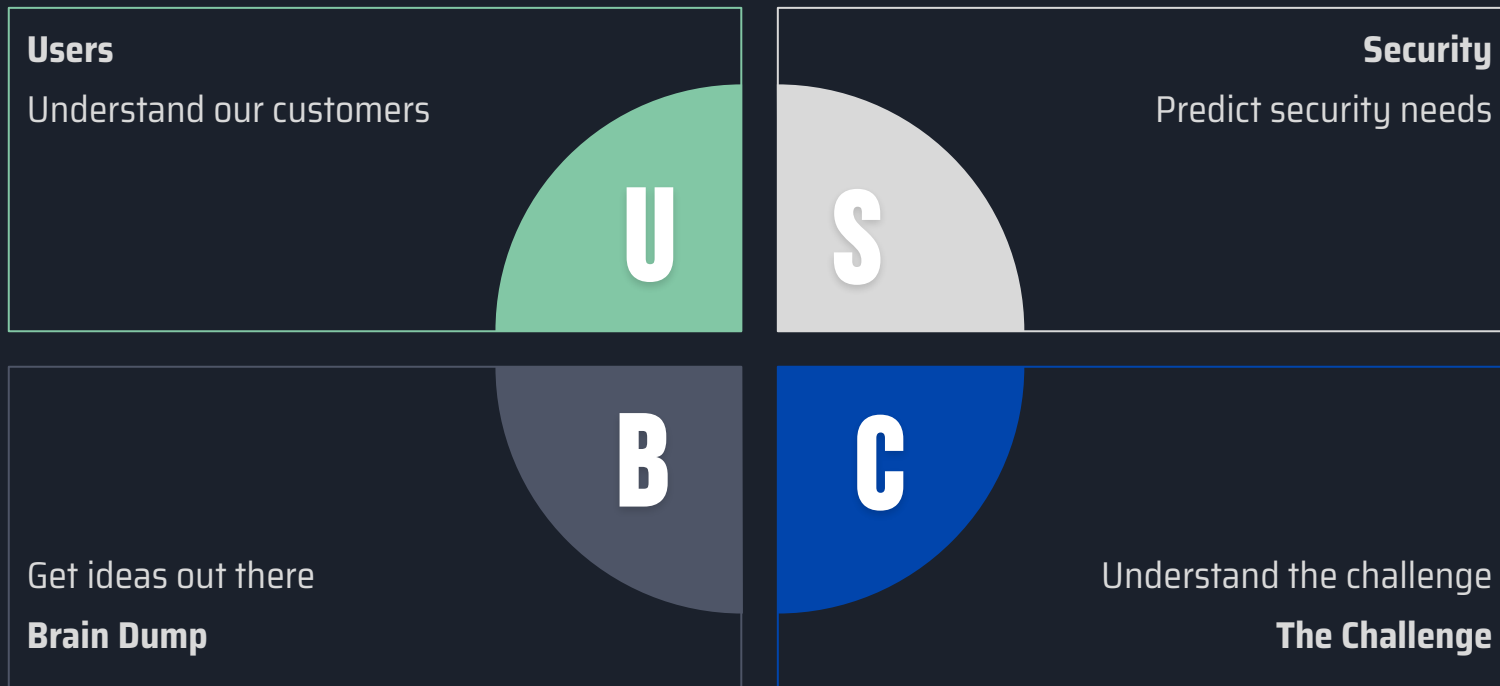
# Our Approach

*What was our process?*



# Scoping

*Where do we start?*



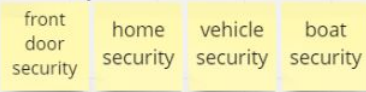
# Scoping - *Brain Dump*

In this exercise we used Miro and sticky notes tool to jot down any and all ideas we had regarding this prompt.

## Public Space Security



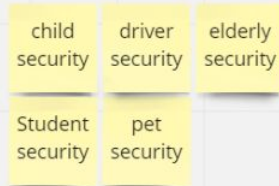
## Specific Items



## Cyber Security



## Groups



Types of Security



Ways to protect

Things customers value  
If compromised or mismanaged, it  
would be detrimental.

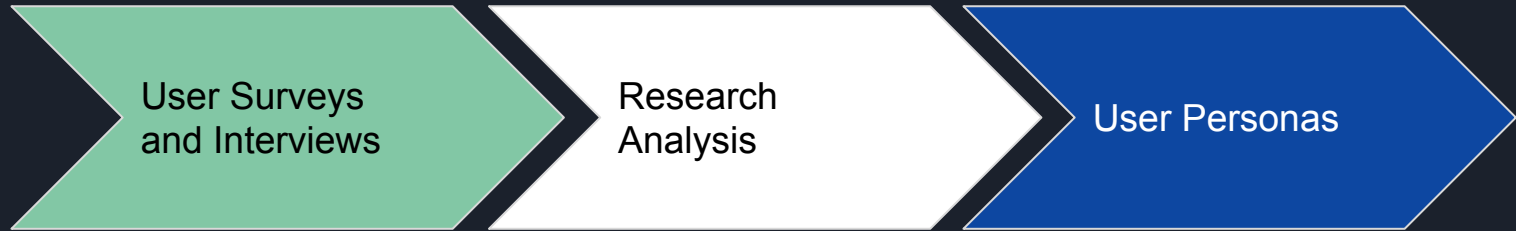


Things that arise  
security concerns



# User Research

*Who are our users and what are their needs?*





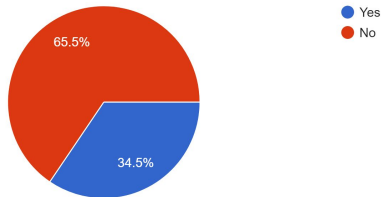
# User Research

## *How we gathered Information*

- 6 interviews conducted
- Survey focused on Password security
- Target Demographic between 26 - 32
- Universal usage
- Interviews and survey followed similar trend

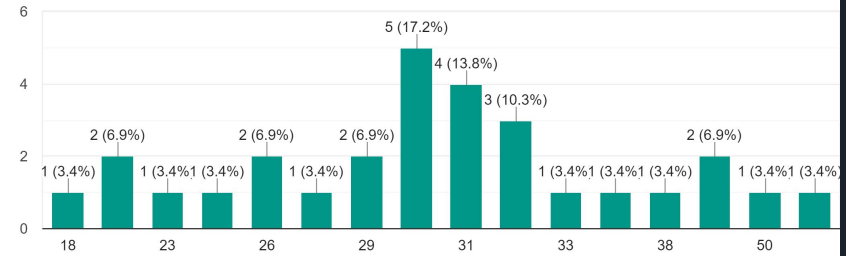
Is using password autofill safe?

29 responses



Age:

29 responses





# Research Analysis

Focus was on convenience or security, but never both

- Only a third of our survey participants memorize their password.
- 45% use a password manager or autofill.
- 66% don't believe autofill is safe, even though it was the most used category for tracking passwords.
- 28 out of 29 respondents believe two-factor authentication makes password security stronger.
- 100% of respondents use cellphones daily and 90% use laptops daily

"Access to accounts and sensitive information is changing as more fingerprint, face scanning, and other methods of verification are being utilized. Eventually, passwords may be a thing of the past as methods of encryption improve."

# User Personas and Insight Statements



## Technical Tommy



"I'll manage my own passwords, thankst."

**Age:** 31  
**Work:** IT Business Consultant  
**Family:** Single  
**Location:** Oakland, CA  
**Archetype:** Young Professional

Skeptical Tech Savvy  
Confident Forgetful

### Bio

Tommy is an IT professional who is driven by climbing the corporate ladder. In both his professional and personal life, everything needs to be accessible at his fingertips. He's always on his laptop or cellphone, logging in and out of apps and websites. He doesn't trust browsers or apps to store his websites so he chooses to memorize them. This comes at a compromise to his security since he uses the same password for all his logins. He wishes there was a way to manage his logins and passwords with a trustworthy company.

### Goals

- Be in control of how my passwords are stored and used
- Login to accounts quickly
- Easily manage logins

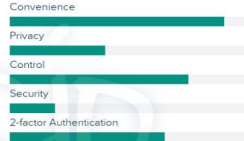
### Frustrations

- Resetting passwords is inconvenient
- Distrust of certain companies that store passwords
- Passwords aren't effective since he reuses them

### Preferred Technologies

Desktop Laptop  
Tablet Cellphone

### Motivations



### Information Viewed Online



Technical tommy wants to be confident in his account security because he values his data and privacy

Busy Betty wants to have the benefit of convenience because her workload is overbearing

## Busy Betty



"Hurry up and log me in I need to get this assignment done by midnight!"

**Age:** 24  
**Work:** Grad Student  
**Family:** Single  
**Location:** Philadelphia, PA  
**Archetype:** Aspiring Pharmacist

Uninformed  
Impatient Studious  
Overburdened

### Bio

Busy Betty is a graduate student pursuing her masters degree in the medicinal field. As such her workload is ever growing and wants to rely on technology to successfully complete her work. As she is in a fast-paced environment, she needs to be able to swiftly complete tasks and assignments. One such measure she takes is to use the quickest login method available. She likes the ease of Mac's biometric feature. By utilizing these tools she doesn't waste time trying to remember which account has what password. By having technology remember and automatically log her in she can get directly to what needs completed. She uses different passwords for her accounts to protect against data breaches, but this is the extent of her knowledge on password security.

### Goals

- Effectively complete heavy workloads.
- Obtain highly sought after job.
- Wants to be able to rely on technology.

### Frustrations

- Inconvenient to manually log in.
- Difficulty in finding reliable security resources.
- Security practices too time consuming.

### Motivation



### Information Viewed Online



### Preferred Technology

Desktop Laptop  
Tablet Phone

# Creating our idea





# Ideation

*Our Solution*

Password Management

Ease of Access

Hub for Logins

# Design

*What is the flow?*

## User Links Account

Logins in to an account through the app

## User Assigns Authentication

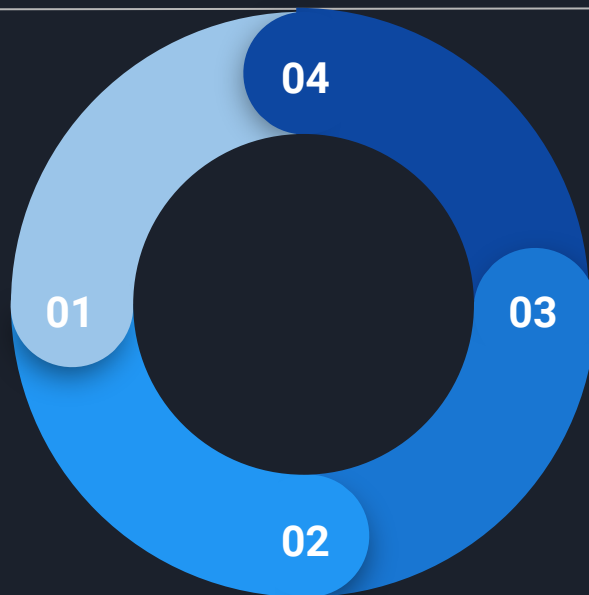
Links a token or biometric

## One Tap Login

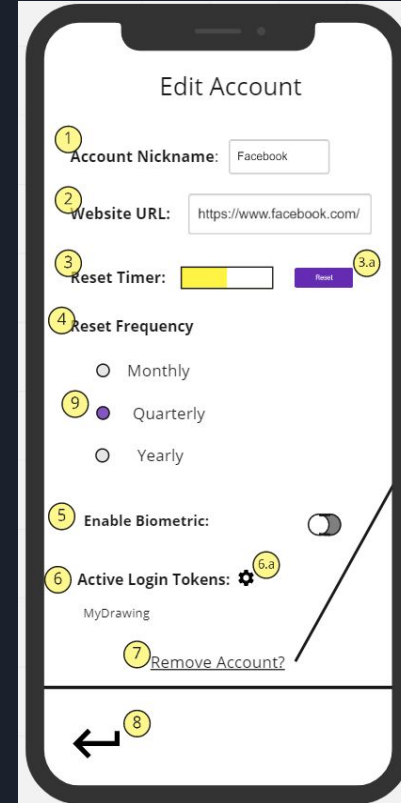
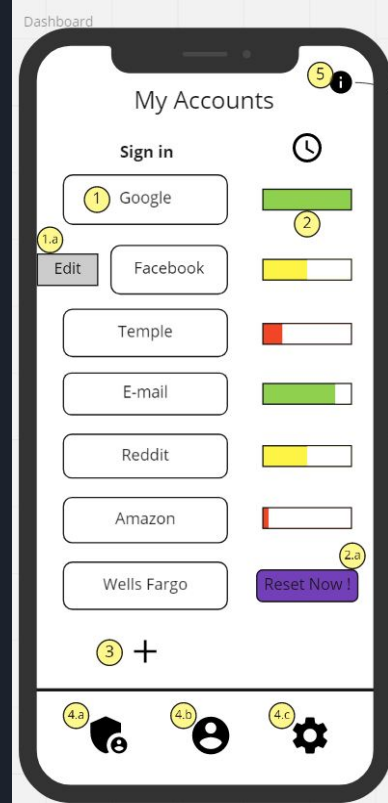
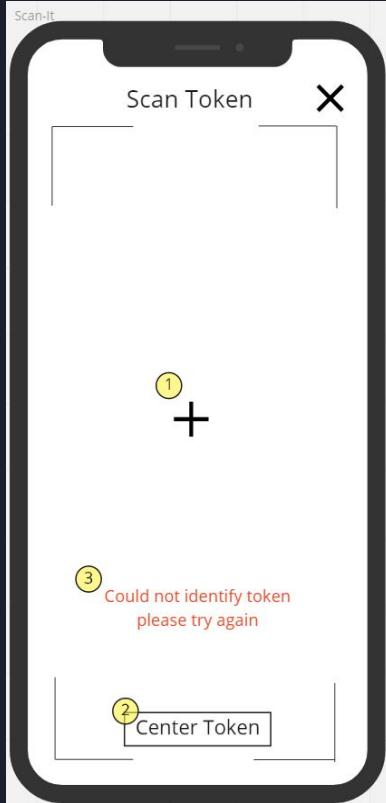
User can directly log into the account

## Apply Account Preferences

Password reset frequency, notifications, etc.



# Wireframe





# Validation

- Prototype Usability Testing

Through the usability test we had participants use our prototype to identify all positives and negatives within it. We took that information and used it in the next step of the design process.

- Prototype Link (designed in Axure)
  - <https://ttzwy1.axshare.com>
- Login credentials
  - test@test.com
  - 12345678

Welcome to HMC's test case for our new app regarding password security. This app is to be used as an additional security measure to password management. It will allow for swift convince to log into accounts with personalized controls tailored to each user's needs. We have a series of tasks for you to accomplish that will help us analyze the usability of our app. Through this analyzation we can find features that can be optimized and make certain aspects more beneficial. We would like you to complete all tasks to the best of your ability.

Demographic Question:

- Age, Occupation
- How would you describe your usage with passwords?
- Which aspect of an application would you prefer, control or convenience? Why?

Tasks

- Get started using the app by creating an account.
- Add your favorite social media account and change your preferences for that account.
- Use the token feature to secure one of your accounts.
- Reset the password to one of your accounts.
- Browse and change the app settings to your preferred configuration.



# Iteration

- Continue Usability Testing
- Improve User Flow and System Processes
- Improve Design
- Identify Changes

## Some Examples:

- Clarify the timer is counting down and give a numeric value for how long
- Make functionality of app clear for a first time user introduction/tutorial
- Make info button more clearly noticeable to use app features





# Thank you!

Questions/Comments