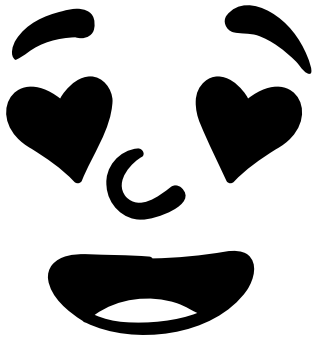
Meet Archie

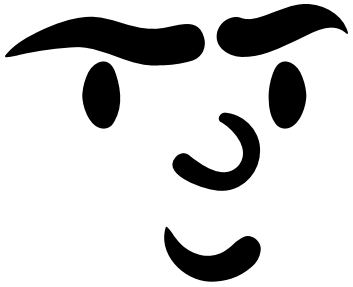
Adrian just found a website that sells all the things he wants to get during this Holiday. He sees that he is required to create an account so that he can make purchases now or save items to his Wishlist and purchase them once he has enough money to make a purchase add things to cart.

Adrian sees that a demo of the recommended password format. “Why make a password long that I cannot remember, they are tripping right now” He says and continues to create his 6-letter password. He creates an account, purchases a few items for now and saves his card info for easy checkout on his next purchase



HackJack has been trying to get some breakthroughs with hacking passwords online. He was having fun trying different brute-force mechanisms earlier today, but it's been hours, and he is getting frustrated. Suddenly he receives a password "******" He's excited!

"Just six characters? This can't be hard at all!" he says, then runs it through different dictionaries and easily decrypts the password. "Santa came early," He shouts as he successfully logs in to Adrian's account to make some purchases!



Adrian tries making a purchase but his card declines. He logs into his online banking and sees an overdraft of $1500. He starts panicking and calls the bank because he did not make the purchase.

"…Yes, sir, your account is in overdraft and has been flagged for fraud; charges were occurring in various locations simultaneously, so your account has been frozen and is undergoing investigation. To further evaluate what is going on and what steps to take, you must come to our location in person," the bank customer representative says.

Adrian is devastated as he remembers his last purchase and tries logging in to his online account to remove his card. He logs in and sees that purchases have been made that he is unaware of, and while trying to pull his card, he gets logs out and receives an email that his password has been successfully changed.

How could this happen to Adrian? He just wanted something for the Holiday!

Who is at fault? The bank? The website that Adrian made purchases on? or Adrian?

How can we help Adrian and prevent other people from experiencing this unfortunate outcome?

People's Secret

SECURING PASSWORDS SINCE 1999

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Our Purpose

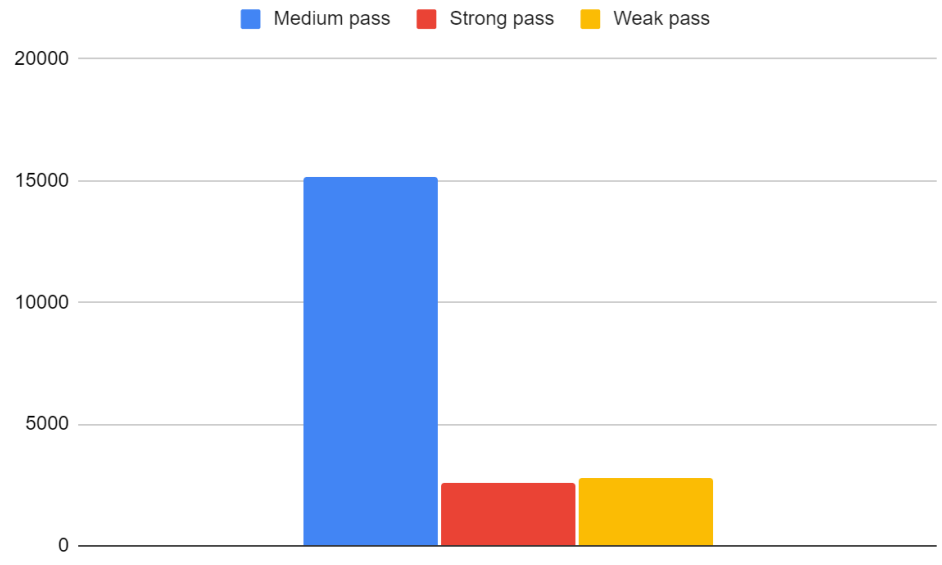
- People's Secret is a company whose goal is to help businesses safeguard clients' security on a fundamental level—incorporating a system that allows customers to know If their password is strong enough to prevent their passwords from being easily decrypted and hacking of their passwords, thereby allowing attackers to access personal data.

Proposal

- Since the pandemic, small businesses have been given a platform to grow, and a big part of that growth has a digital commerce platform that enables customers to have access to the products while being able to purchase and track their orders. As customers interact with websites or apps, it is essential that they feel secure and that their information/ data is protected.

Our Algorithm

- We gathered up to 20K data sets of passwords evaluated by an AI and given strengths.
- We evaluated the data and produced an algorithm that matched the criteria used to determine password strength. Then output the data by assigning them “weak,” “Medium,” and “Strong” health factors.



The implementation of the overall Algorithm is to run users' passwords while they create them and tell them if it is strong or not. It will also give the users a recommended guideline for building a strong password so they can adjust their password, as necessary.

Although not recommended, we know that, like Adrian, some users may not want to follow our strong password requirement to avoid prolonged or complicated passwords. We decided to take our work further and give users the option of allowing the algorithm to encrypt the user's password.

Sample:

```
Create a password: Anahy51!
Anahy51! => Medium strength, you can do better than that

A strong password consist of:
~UPPERCASE and lowercase letters
~Any special characters e.g(!@#$%><?)
~Digits from 0 - 9,
~Total Length is 13 or more

Password length status:  too short :(

Would you like to secure your password? (Yes/No)Yes
Your pasword has been secured! Thank you.
>>>
```

Your secrets
are safe with
us