

# Persona 1

## Picture



## Description

**Name:** Jessica Patel

## Demographic

**Age:** 21

**Gender:** Female

Jessica is a third-year university student studying Software Engineering. She has a final project that will determine the majority of her final grade. To do this, she uses a variety of platforms and websites that help her with this, but they require registration and a password.

## Goals

- To ensure the security of all accounts by preventing reusing old passwords.
- To generate strong, unique passwords quickly for multiple platforms.
- To save time by using suggested passwords instead of creating your own.

## Frustrations

- I won't be able to remember that many passwords.
- Different websites may have different rules regarding password use (8 or 12 characters, use of special characters, etc.).

## Wishes

- To instantly generate complex passwords using just one click of the mouse.
- To be able to copy the password.

## Scenario

One day, after browsing another website, Jessica realized she was wasting too much time and running out of ideas for a new, strong password. She didn't want to reuse the same passwords she already used on other sites, as she knew this could compromise the security of her accounts.

After a little research, she found a mobile app called \*-----\*, which could solve all her problems. In addition to its basic educational function, this app also offered a random password generator. With just one click, she was able to create a strong and unique password that would normally take her 5-15 minutes to create.

Now, with a slight movement of her finger, she can create and copy a password and does not waste her precious time and nerves on such a simple but important action.

## Persona 2

### Picture



### Description

**Name:** Tom Rivera

### Demographic

**Age:** 76

**Gender:** Male

Tom is an elderly man who hasn't kept up with the information flow of today's world. He recently started using the internet, so for now he's content with email. When his grandchildren came to visit, they told him about the dangers of online scams, so now he's worried about being scammed.

### Goals

- To learn how to recognize phishing attempts.
- To be confident in the integrity of my personal data.
- To make sure the password secure enough.

### Frustrations

- I don't know how to use new modern technologies.
- The scammers are too convincing.
- Trust issues may arise.

### Wishes

- To find an instructional guide on how to avoid these attacks and not become their victim.
- To receive examples of phishing attacks so that I have a rough idea of what to expect.
- To understand how to distinguish harmless messages from malicious ones or spam.


### Scenario

One day, Tom receives an unusual email from a stranger, pretending to know him and asking him to click an unfamiliar link. He says he'll get money for it. The offer sounds tempting, but at some point, he pauses and remembers what his grandchildren warned him about.

After some thought, he discovers an app online called \*-----\* and downloads it. There, he finds useful materials not only on how to avoid such attacks but also on how to distinguish them from those that truly pose no threat. After reviewing the tips, he also saw an example that greatly helped him understand the material.

When he finished studying the material, he returned to the same message and could clearly see all the signs that this person couldn't be trusted. He blocked the sender's account and was now confident that he would hardly ever be deceived.

## Persona 3

<b>Picture</b> 	<b>Description</b>  <b>Name:</b> Mark Lawson  <b>Demographic</b>  <b>Age:</b> 12 <b>Gender:</b> Male  Mark is a middle school student who doesn't understand how important creating a strong password can be. Like the average child of today, he loves playing online games. He uses the same simple password for all his accounts.
<b>Goals</b> <ul style="list-style-type: none"><li>• To learn how to create a strong password.</li><li>• To teach a child material that's easy to understand.</li><li>• To understand how secure the password I create is.</li></ul> <b>Frustrations</b> <ul style="list-style-type: none"><li>• It will be difficult to remember a complex password.</li><li>• The review is a vague description of a "weak password" without clear suggestions for improvement.</li><li>• Other accounts can be hacked just as easily.</li></ul> <b>Wishes</b> <ul style="list-style-type: none"><li>• To find an interesting guide that will interest even a child.</li><li>• To receive actionable tips for improvement.</li><li>• Clear, transparent password strength indicators.</li></ul>	<b>Scenario</b>  One day, when he wanted to play again, he realized he couldn't log into his account using his usual password. He didn't understand why, so he asked his parents, and they said it was hacked because his password was weak. He was very upset, so his parents found an app called *-----* to prevent this from happening again.  The boy wasn't much of a student, but to his surprise, he liked it. He found engaging lessons, after which he could practice his knowledge using built-in tests. He also found a password strength indicator, which explained in detail how to improve it.  After a short training session, he was able to successfully change the passwords on his remaining accounts using passwords verified by the indicator, so that now even if one of his accounts was hacked, it would be impossible to access the others.