Persuasive Design for Password Support

Research Lens

Factors in Usable Password Authentication

Mental Models	Goals	Background	Context	Challenges
Coping Strat.	Needs	Personality	Tasks	Risks

Elicitation Activities

Observe	Measure	Ask	Understand	Learn

Why

Risky ← **Status Quo** → **Secure**

Design Lens

1st Stage: Cues to Pick Support Strategy

		PW Selection		Strong PWs
		PW Memorization		Unique PWs
Inconsistency	Complexity	Policy Fulfillment	Strength Model	MFA
Mismatch	Uncertainty	PW Reset	Threat Model	Support Tools
Counteract	Resolve	Guide	Correct	Reinforce

What

2nd Stage: Implementation Process

Define	→	Choose	→	Consider	→	Design	→	Evaluate

Define	Choose	Consider	Design	Evaluate
Outcome	Nudge	Habituation	Visual	Effect
Roadmap	User Group	Constraints	Verbal	Usability
	Dimensions	Resentment	Feedforward	Perception
		Inertia	Feedback	Life Cycle

How

Outcome