Jamey Jones

Strongest Trait(s):

Neuroticism

Demographic Factors:

Mainstream User   Female | Male

Attitudes / Behaviors / Needs:

Security and Distrust
Needs a reliable solution to securely cope with passwords, but thinks third party tools are not trustworthy.

Expressiveness
Likes to express themselves and show personality in passwords.

Frustration
Is easily frustrated by technology.

Opportunities for Persuasive Interventions

Positivity
Create positive reinforcement of secure behavior.

Emoji Passwords
Empower the user to show emotion and create a strong secret.

Usability of Input Modality
Ensure the (novel) sign-up and log-in process are fail-safe.