Elliot Elis

Strongest Trait(s):

Agreeableness

Extraversion

Demographic Factors:

Mainstream User

Female | Male

Older

Attitudes / Behaviors / Needs:

Help
Appreciates any kind of help with passwords.

Simplicity
Dislikes complex rules, paternalism, and pressure.

Paper notes
Currently writes down passwords to cope with them.

Opportunities for Persuasive Interventions

Emoji Passwords
Empower to choose a memorable and relatable secret.

Password Manager
Onboarding experience, simplification.

Generated Passwords and Magic Links
Generate and store passwords or use one-time secrets.