

#### **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.