



Frankie Fizz

Strongest Trait(s):

Openness

Attitudes / Behaviors / Needs:

Memorization

Prefers to memorize passwords to avoid breaches.

Confidence

Is able to guage adequate password strength, trusts in own memory.

State of the Art

Listens to new data-driven recommendations to improve.

Demographic Factors:

Advanced User

Male | Female

30 - 40 y/o

Opportunities for Persuasive Interventions

Feedback

Frame feedback on recency of results.

Mnemonic Phrase-Based Passwords

Highlight memorability and strength benefits.

Background Info

Give background information on strength feedback.