



Taylor Turtle

Strongest Trait(s):

Conscientiousness

Attitudes / Behaviors / Needs:

Organization

Likes to stay organized and in control.

Concrete rules

Follows any policy as long as its specific and clear.

Fine with complexity

Is happy to create strong passwords if necessary.

Demographic Factors:

IT Background

Female | Male

Opportunities for Persuasive Interventions

Password Manager

Powerful categorization features, with detailed settings.

Traditional policy

3class12 policy with real-time feedback to check off requirements.

Suggestions

Show examples of strong and complex passwords.