

# Alex Mitchell



## Demographics

Age: 28  
Sex: Male  
Occupation: Software Developer  
Income: \$100,000  
Marital status: Single  
Location: Seattle, WA

## Background

- Bachelor’s degree in Computer science
- 5 years of experience in Meta, Focusing on backend development.

## Goals

- Alex is an individual who works as an a developer. He understands the having strong and unique passwords for online security is important. However, he finds it challenging to remember all of the passwords. He is looking for convenient and secure way to manage his passwords.

## Frustrations

- Complexity: It is frustrating to manage a lot of passwords manually, leading to occasional lookouts from accounts.
- Security Risk: Worried about potential password leaks and prefers a solution that offers robust encryption and biometric authentication.
- Usability: Dislikes clunky and non-intuitive interfaces that slow down his workflow.

## Needs

- Password manager that allows to store and retrieve passwords quickly and easily.
- Features such as password strength analysis and expiration reminders to maintain strong security.
- Integration with biometric authentication and 2FA for added security.
- User-friendly interface with intuitive controls for efficient password management.

## Key Features

- Secure password storage with encryption
- Generate strong, unique passwords
- Organizes passwords into categories for easier management
- Biometric authentication for login
- Integration with popular 2FA
- Easy retrieval and one-click login

## Tech Usage