**Persona 1 - Student**

Ryan is a 21 year old Student at University of Michigan, Currently working at a fast food restaurant. He was born in Ann Arbor, MI, where his father was a mechanic and his mother was a nurse. He is currently pursuing a degree in mechanical engineering and is in his senior year. He likes to go to the gym in his free time, he is also a vegan.

He is looking for a simple solution for not having to remember the couple passwords he uses on a daily basis, like his social media. Identity management provides an easy to use voice recognition system that will allow him ease of access with a simple voice command into the app.

**Persona 2 - Hacked**

Malcolm is a 25 year old manager for a grocery store. Currently living in Rochester Hills, MI. Malcolm’s parents live in Clarkston, the city he grew up in, where his father has worked various IT jobs throughout Malcom’s life and his mother is currently a nurse at the local hospital.

He has had issues with cyber-attacks and hacking before where his various social media accounts were hacked in the past. Not trusting a simple password system any more he is looking for something with more security for his home usage. Identity management will provide the extra security where when logging into a site the accounts password is never given using biometric data to log in for you with layerd security making accounts harder to hack into.

**Persona 3 – Security manager**

Jonathan is a 30 year old security manager working for a small town IT company located in Milford Michigan where he is currently working. He grew up near Detroit where he lived until he graduated college where he moved up north to Milford for a job opportunity.

He is worried about remembering passwords for all the websites he uses in his daily routine. With his work at an IT company personal security is very important for employees as they deal with sensitive information the passwords he uses are complex and hard to remember off the top of his head. So he is looking for an alternative that allows him to automatically log in without having to remember his passwords but also has strong security for his job. Identity Management fulfils this with the layered security of facial recognition.

Profile update and password changing