USER SCENARIOS

SIEGBERT SIMMONS
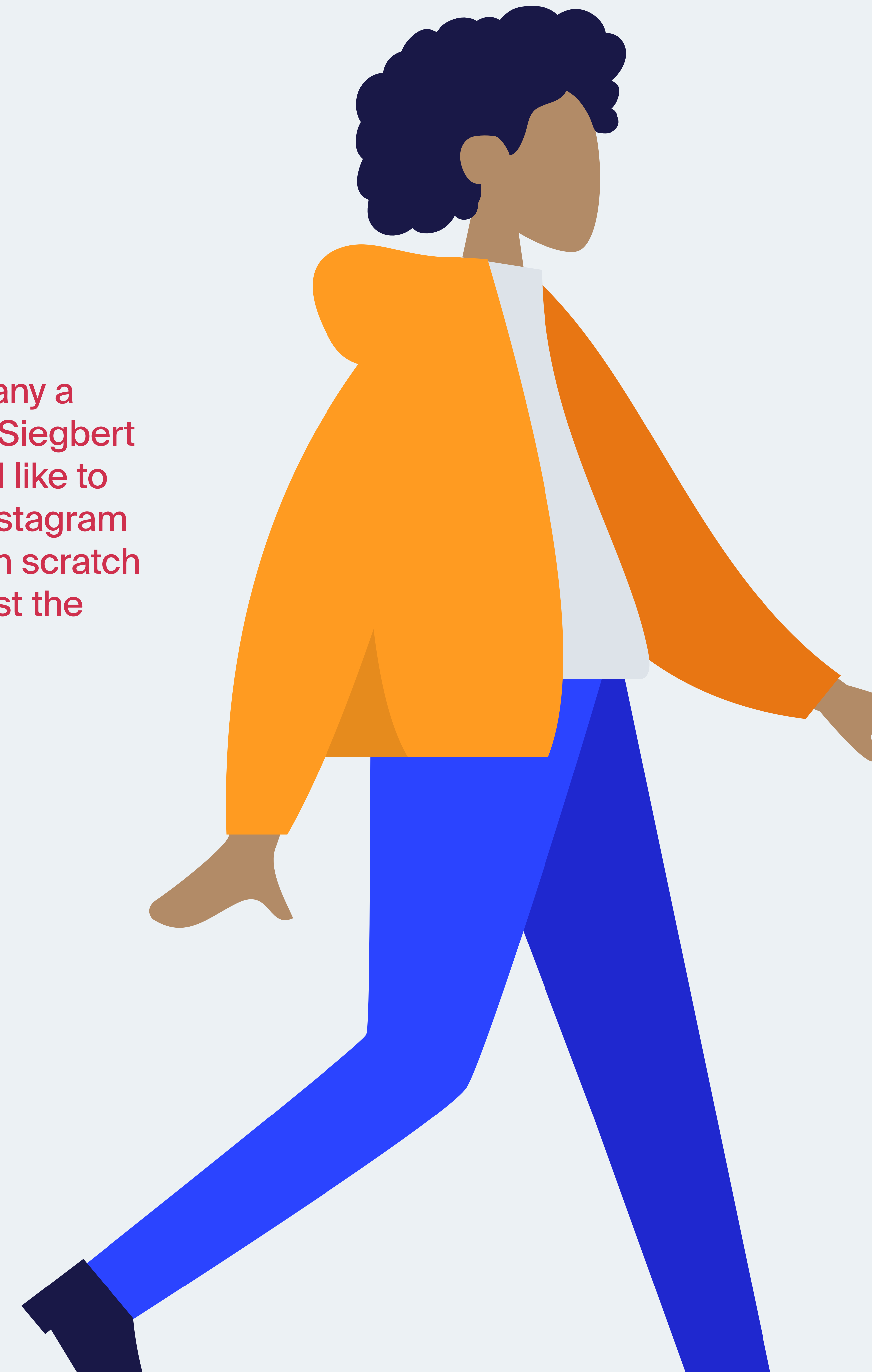
Profile

Age	46
Gender	Masculine
Location	Garrick, Saskatchewan
Occupation	Able Seaman
Height	156.2 cm
Weight	92.26 kg

Background

As the person who serves as the helmsman on many a ship in and around the mid-Saskatchewan locale, Siegbert wants to share his travels with the world and would like to set up blog to compliment his surprisingly large instagram presence. Siegbert chooses build his website from scratch as a personal challenge and needs help finding just the right font to complement his designs.

User Scenario

He browses the fonts he has on his computer and collects a few he likes.

Siegbert collects more fonts to his liking choosing some free and some for pay.

He found the perfect font for his design and licensed it immediately for the future.

Siegbert opens up Font Book X and discovers a plethora of fonts at their fingertips.

He explores similar fonts on cloud services to see more options.

Using his mock up, he previews what the font looks like in real time.

OMA REINHARD

Profile

Age   29
Gender   Feminine
Location   Byrdstown, Tennessee
Occupation   Photoengraver
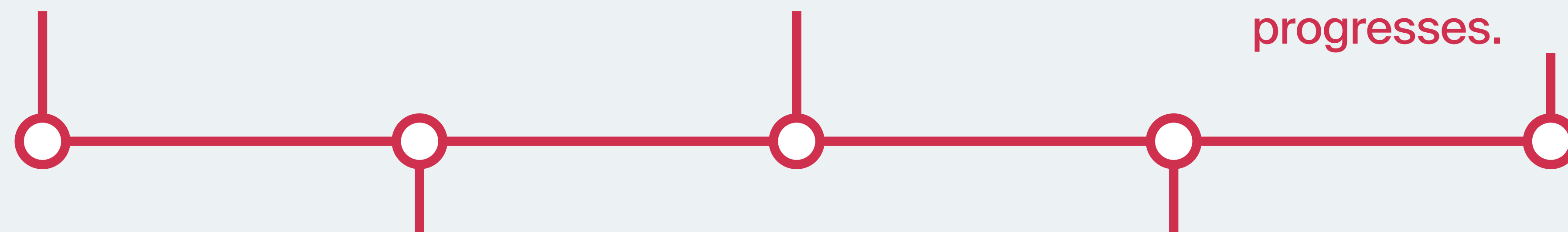**Height**   185.8cm
Weight   73.12 kg

Background

Oma is a professional photoengraver but needed to take a break after being advised to avoid strenuous work during the last few weeks of her pregnancy as a surrogate. This has afforded her an opportunity to expand her calligraphy skills. After practicing with analog tools, she wants to take on the digital world of calligraphy as well.

User Scenario

Oma opens up Font Book X to browse her fonts and see what digital type is all about.

She saves this search for later and proceeds to find new fonts in the cloud.

Oma uses font book as a reference material and to preview her font as she progresses.

She filters down all her fonts by selecting script/ calligraphic fonts.

Oma adds these new fonts to the calligraphy collection and determines the fonts she most wants to reference