

User 1: Sally, small business owner, 35 years old

Just started a business and is pretty low on cash. Sally wants to make her own website, but is not that skilled in design. Cannot afford to hire anyone and must make it herself. Browsing the web to find out about good design vs bad design and how to avoid making an ugly website.

User 2: Marie Combs, graphic designer, 26 years old

Marie is a designer and an activist in the Ban Comic Sans campaign. She is sick of terrible design and she came across this website and wants to know what she can do to help the cause.

User 3:
Matt Jones, graphic design teacher, 53 years old

Wants to educate his students about some graphic design rules. What not to do and when you can make exceptions. Wants his students to re-design an example that they find containing a graphic design no-no.

