

Lettermin

UX DOCUMENT

UX Document

Overview

This document provides a description of the Lettermin website.

Document Updates

Log

1) Removed - Select/Drag to Edit feature (previously on page 8)

2) Removed - Flexible Lettermin Logo feature (previously on page 13)

3) Updated - Navigation (page 15):

- Removed is the context based behavior
- Removed is the font selection indication
- Removed is the display of all available secondary menu options
- Removed is the circle icon
- Removed is the indication of purchase flow steps
- Removed are arrows for scrolling the navigation
- Removed is the display of not available menu options
- Added is the ability to display the selected secondary menu option

4) Updated - Navigation (page 16):

- Updated the navigation on smaller viewports (according to changes for desktop)

5) Removed - Navigation (previously on page 18)

6) Removed - Content (previously pages 10 and 21)

- Removed is the background blur from all instances. Instead only 100% fill is used.

7) Removed - Line movement animation (previously on page 60)

8) Removed - Menu icon animation (previously on page 66)

9) Update - Slider for mobile viewports (page 9)

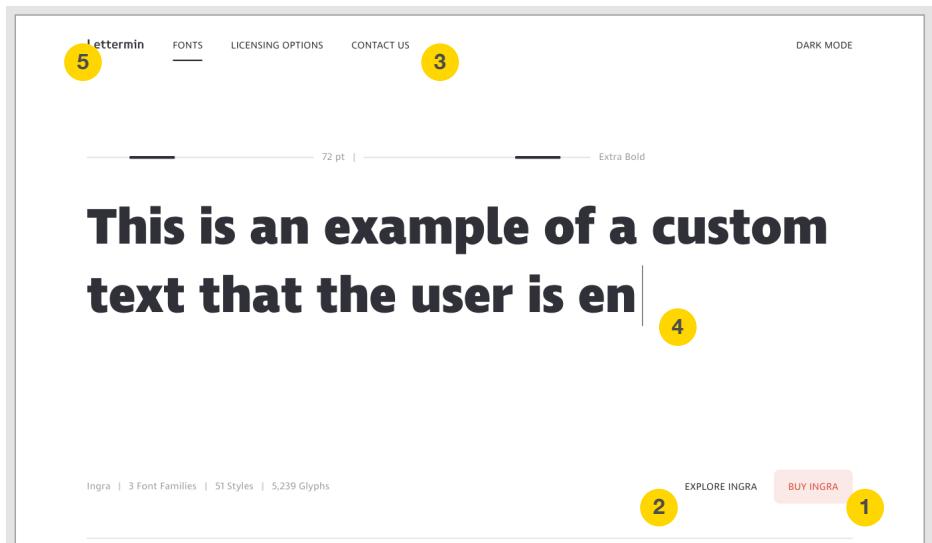
Content

- 01** Interaction Design
- 02** Information Architecture
- 03** Visual Design
- 04** Screen Descriptions
- 05** UI Animations

01 Interaction Design

Controls

Interaction Design



There's a clear distinction between primary/secondary controls and non-interactive content. The controls use labels in all caps.

- 1) Primary controls use all caps labels with a low opacity background.
- 2) Secondary labels use all caps only without a background.
- 3) For navigation, secondary labels are used.
- 4) Text content on the website is mostly also interactive. In this case the blinking cursor communicates interactivity for the user. Selecting the text allows the user to custom input the content.
- 5) Logo is interactive and takes the user back to the fonts menu.

Touch Area

Interaction Design

The touch area for buttons and sliders consists of a box. The width of the box is determined by the label (label + side margins).

- 1) For primary controls the touch area is already visible.

EXPLORE INGRA

BUY INGRA

1



The quick brown fox jumps over the lazy dog.



We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product functionality. However, we often prescribe what should be built or how to use it — and neglect the underlying purpose. What is the underlying message in the story? Like Clayton Christensen says, "People don't want to buy a quarter-inch drill, they want a quarter-inch hole." Ask yourself, am I prescribing the characteristics of the drill? Or explaining how the user drills the hole? Instead of articulating why the user needed a hole in the wall? Before we start writing, we need to know why we are telling the story and what the purpose of the story is.

Sliders

Interaction Design

Sliders are used for adjusting the font size and selecting the font styles. Leading is adjusted automatically with the user increasing/decreasing the font size.

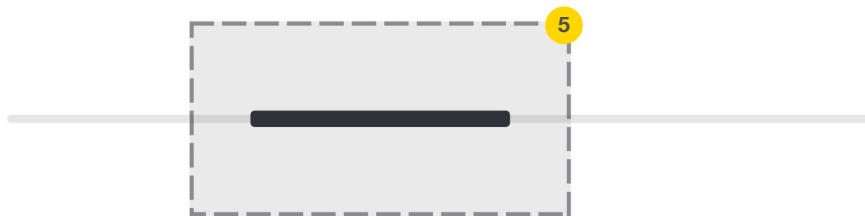
1) The scale of the slider varies. If used for headline text (large font sizes) the font sizes are larger. Leading is adjusted automatically with the user increasing/decreasing the font size.

2) For body text the font sizes used are smaller so the slider scale is adjusted accordingly. Leading is adjusted automatically with the user increasing/decreasing the font size.

3) The current position of the slider is indicated. The user selects and moves the slider left/right to adjust the size.

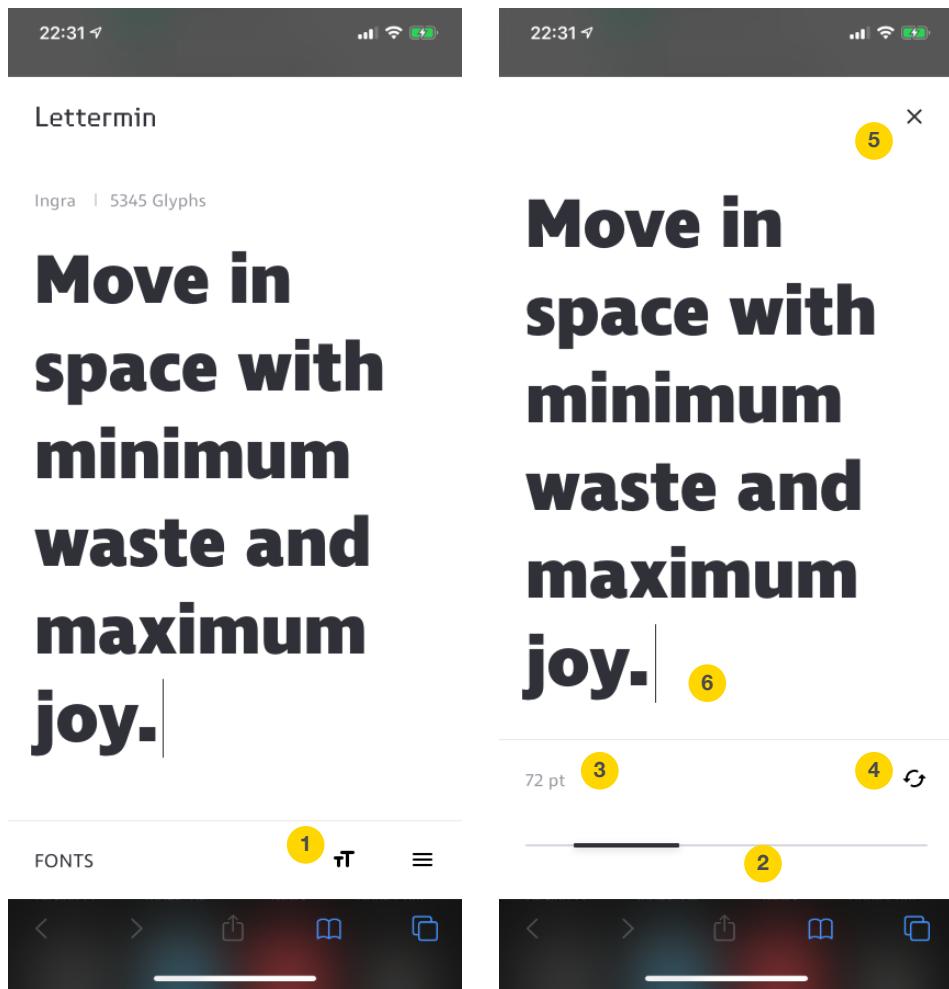
4) Sliders are also used to move between font styles (usually from thin to black). The number of styles for each font varies, so the scale needs to offer the flexibility to adjust the number of styles. The label on the right side of the slider indicates the currently selected style.

5) Slider touch area follows the same logic as the touch area for primary/secondary controls.



Sliders

Interaction Design



1) On mobile viewports, the sliders are available under a menu icon. Based on the current position on the screen (for example the user is viewing the headline text), the sliders affect that part of the screen. If the user is over the body text, the body text is affected and the same goes with the character set.

2) Once the user select the appropriate icon, the slider (and the content that the slider affects), opens up on top of the screen. Notice how there are not other UI elements (for example logo or the navigation at the bottom of the screen).

3) The slider value.

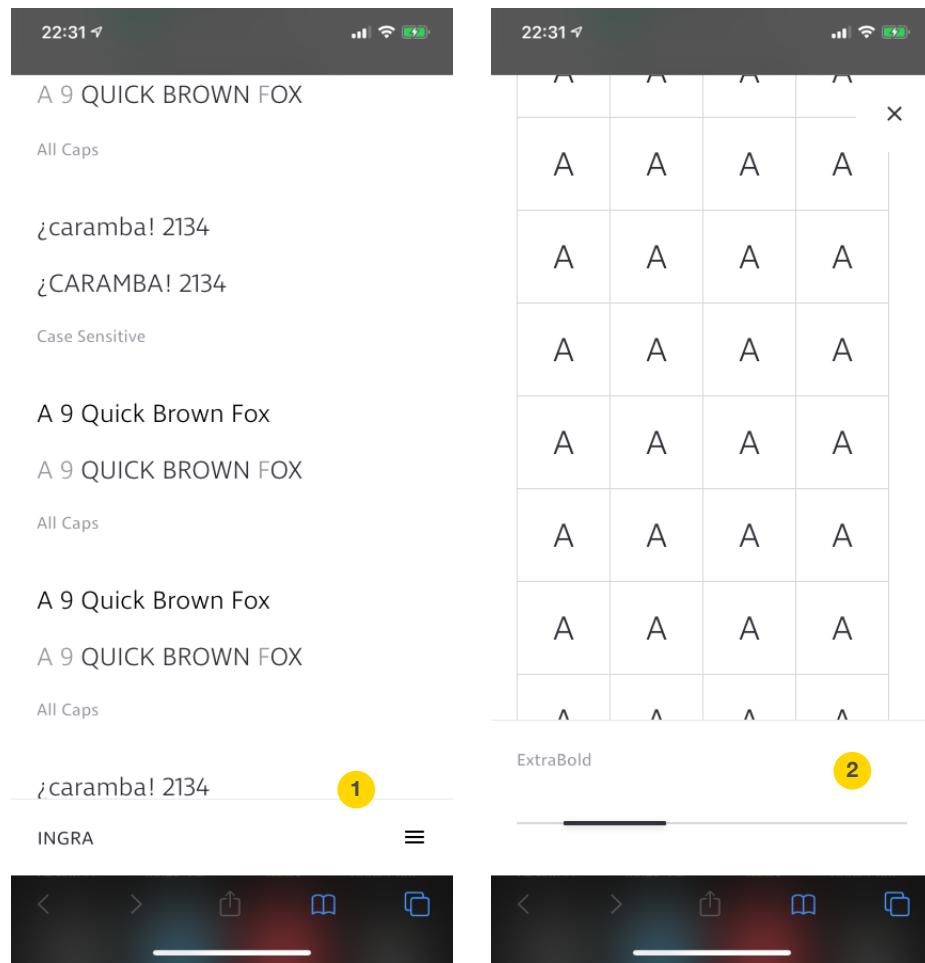
4) The user can change between the font size and font style settings with the icon.

5) The slider view can be closed by selecting the X icon.

6) Custom text input is possible and the content expands below the slider UI.

Sliders

Interaction Design



1) When the use of sliders doesn't make sense (for example the open type features, contact us, buy fonts flow, etc.), the option is not available to the user and the icon is not visible.

2) For the default character set view, the sliders only change the style so not icon to change to the font size is available.

Text Expansion

Interaction Design

Lettermin

FONTS

LICENSING OPTIONS

CONTACT US

BUY FONTS

DARK MODE

72 pt |

Extra Bold

**Move in space with
minimum waste
and maximum joy.**

**Move in space with
minimum waste
and maximum joy.**

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

EXPLORE INGRA

BUY INGRA

1) Increasing the text size moves the content and the UI downwards.

2) Notice that the margin defined between the text content and the bottom UI elements stays the same. The bottom UI elements start to move downwards.

3) The width of the text box does not change.

4) Hyphenation is not used for the text.

Select to Expand

Interaction Design

FONTS INGRA • INGRA WIDE • INGRA CONDENSED LICENSING OPTIONS ABOUT LETTERMIN SHOPPING CART BUY INGRA

Character Set | 5,283 Glyphs | — Light

A	B	C	D	E	F	G	H	I	J
L	M	N	O	P	Q	R	S	T	U
W	X	Y	Z	A	B	C	D	E	F
H	I	J	K	L	M	N	O	P	Q
ç	τ	υ	ν	μ	ν	ν	τ	^	π

x

3

<

2

>

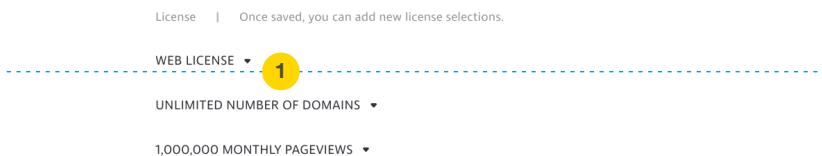
2

Light

4

Drop Down Menus

Interaction Design



- 1) Labels marked with a drop down arrow represent a drop down menu that opens up when the user selects the label.

In a Box

Interaction Design

FONTS INGRA • INGRA WIDE • INGRA CONDENSED LICENSING OPTIONS ABOUT LETTERMIN SHOPPING CART BUY INGRA

Character Set | 5,283 Glyphs | Light

A	B	C	D	E	F	G	H	I	J
L	M	N	O	P	Q	R	S	T	U
W	X	Y	Z	A	B	C	D	E	F
H	I	J	K	L	M	N	O	P	Q
Ը	Ծ	Ը	Ծ	Ը	Ծ	Ը	Ծ	Ը	Ծ

- 1) Content that is in a box (for example the character set) is also interactive.

02 Information Architecture

Content Map

Information Architecture

To review the content map of the website please take a look at the appropriate PDF document.

Navigation

Information Architecture

1) The default menu options. The underline shows the current position of the user on the website.

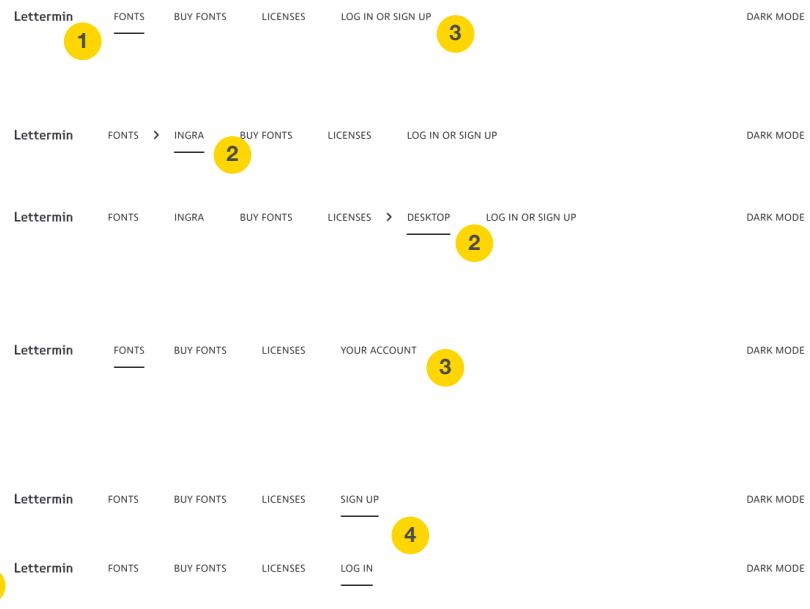
2) When the user is on a secondary navigation option, the hierarchy is displayed in the navigation menu.

3) Depending on the sign up/in status, the appropriate option is displayed.

4) The navigation also shows if the user is on the sign up or log in flow.

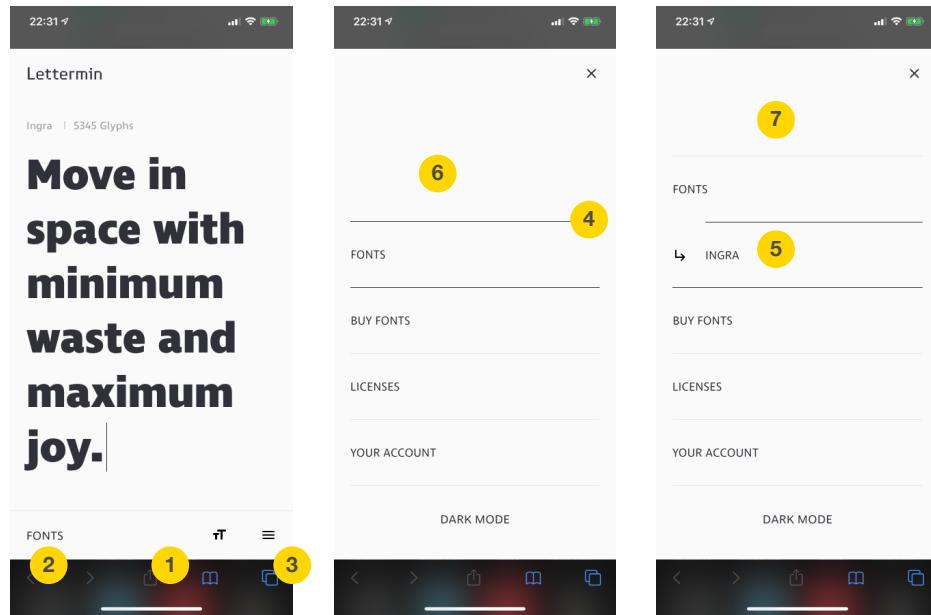
5) The dark mode button is not a navigation item.

6) If users select the logo, it takes them to the fonts (home) screen.



Smaller Viewports

Interaction Design



For mobile viewports the navigation is placed at the bottom of the screen and are visible at all times. This allows the user to browse the website with one hand only no matter what the physical screen size of the device.

1) The navigation is fixed at the bottom of the browser window and doesn't scroll.

2) The current position of the user is displayed. if the user selects the label, the navigation options open up.

3) The user can also open up the navigation options by selecting the hamburger icon. With analytics we're going to measure if the icon is needed and if not, remove it (relevant for website update not for the first version).

4) The selected state shows the current position in the navigation options.

5) As on the desktop, the hierarchy is displayed appropriately.

6) The navigation option list opens up from the bottom. Meaning that the navigation options are stacked from the bottom up and this allows the user to reach the top most option easily with the same hand that is holding the phone. The list is scrollable up and down.

7) The menu closes either by selecting one of the navigation options, selecting the X icon or a tap on the empty space between the navigation options and the rest of the content.

Responsive

Information Architecture

For the website the [Google Material Design](#) [breakpoint](#) system is used. Icons are also from the Google Material Design library.

In the Adobe XD the mockups are prepared for the following breakpoints:

320, 414, 768, 1280, 1920+

03 Visual Design

Move in space with minimum waste and maximum joy.

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

EXPLORE INGRA

BUY INGRA



Content

Visual Design

1) The goal of the visual design is for the user to experience the fonts that are on offer. Other UI elements (apart from the buy call to action) are secondary.

2) By offering the ability to enlarge a character from the character set, the user can experience the finite details of the font.

3) The website has clear contrast ratios between the content and the website background. With that we follow the WCAG 2.0 accessibility guidelines.

Visual Design Specs

Visual Design

To access the specifications of fonts used for the UI, color scheme and margins and sizes of UI element, please use the appropriate Adobe XD link.

2

Move in space with minimum waste and maximum joy.

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

EXPLORE INGRA

BUY INGRA

1

Move in space with minimum waste and maximum joy.

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

EXPLORE INGRA

BUY INGRA

Dark and Light Mode

Visual Design

1) Dark mode is set by default.

2) The user can switch between light and dark modes from the navigation tab.

04 Notable UI Elements

Custom Text Input

Notable UI Elements

1) When the user visits the website homepage (fonts), they can already see a default text with the blinking cursor at the end. It indicates that the user can select the text and start typing a custom headline.

2) When the selects the text, the sliders for font size and style appear at the top.

The screenshot shows a website interface for 'Lettermin'. At the top, there's a navigation bar with links: 'Lettermin', 'FONTS' (which is underlined), 'LICENSING OPTIONS', 'CONTACT US', and 'BUY FONTS'. On the far right of the top bar are 'DARK MODE' and a user icon. Below the navigation, a large bold headline reads 'Move in space with minimum waste and maximum joy.' A yellow circle with the number '1' is positioned to the right of the text. In the bottom left corner of the main content area, there's a small note: 'Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs'. To the right of this note are two buttons: 'EXPLORE INGRA' and 'BUY INGRA'. A horizontal line separates this section from the rest of the page.

This screenshot shows the same website interface as above, but with a different focus. A large bold headline 'This is an example of a custom text that the user is en' is displayed. A yellow circle with the number '2' is positioned to the right of the text. Above the text, there are two horizontal sliders: one for 'Font Size' set at '72 pt' and another for 'Font Style' set at 'Extra Bold'. The rest of the page layout is identical to the first screenshot, including the navigation bar, font family information, and purchase buttons.

Custom Text Input

Notable UI Elements

1) If the user enters a custom text and then decides to select, in this example, Explore Ingra, the font description screen appears.

2) The custom text stays however from the previous site (fonts).

This screenshot shows the Lettermin website's font preview interface. At the top, there are navigation links: Lettermin, FONTS, LICENSING OPTIONS, CONTACT US, and BUY FONTS. On the right, there is a 'DARK MODE' button. Below the navigation, there are two horizontal sliders for font size and weight. The font size slider is set to '72 pt' and the weight slider is set to 'Extra Bold'. A large text input field contains the text 'This is an example of a custom text that the user is en |'. Below the input field, there is a small footer with the text 'Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs' and two buttons: 'EXPLORE INGRA' and 'BUY INGRA'. A yellow circle with the number '1' is overlaid on the 'BUY INGRA' button.

This screenshot shows the Ingra website's font preview interface. At the top, there are navigation links: Lettermin, FONTS, INGRA • INGRA WIDE • INGRA CONDENSED, LICENSING OPTIONS, CONTACT US, BUY FONTS, and DARK MODE. Below the navigation, there are two horizontal sliders for font size and weight. The font size slider is set to '72 Pt' and the weight slider is set to 'Extra Bold'. A large text input field contains the text 'This is an example of a custom text that the user is en |'. Below the input field, there is a small footer with the text 'Enter Headline' and '72 Pt | Extra Bold'. A yellow circle with the number '2' is overlaid on the text input field. Further down the page, there is a section with the heading 'Enter Body Text' and a text area containing the text 'We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product functionality. However, we often ...'. A yellow circle with the number '2' is also overlaid on this text area.

Custom Text Input

Notable UI Elements

1) When the user selects the default text to enter a custom text, the default text disappears and the cursor moves to the start position.

If the user deselects the custom text option, without entering any custom text, the default text appears again with the cursor at the end.

2) Notice how every other element remains in the same position and doesn't jump up to maintain the consistent margin.

3) The bottom UI elements only start to move down once the previous margin has been reached. The margin is consistent.

The same behavior applies for situations where the text size is increased.

Lettermin FONTS LICENSING OPTIONS CONTACT US BUY FONTS DARK MODE

72 pt | Extra Bold

Enter Text

1

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

2

EXPLORE INGRA

BUY INGRA

2

Lettermin FONTS LICENSING OPTIONS CONTACT US BUY FONTS DARK MODE

72 pt | Extra Bold

Move in space with minimum waste and maximum joy. Move in space with minimum waste and maximum joy.

Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs

3

EXPLORE INGRA

BUY INGRA

Confirm Delete

Notable UI Elements

- 1) The website doesn't use confirmation pop-ups for the user to confirm to delete. Instead the user selects to delete a selection and then the label changes so that the user has to select it again.

FONTS LICENSING OPTIONS SHOPPING CART SHOPPING CART

Your Selection | You can add new fonts or licenses before completing the purchase

Ingra	Web License	Light	\$160.00
	Unlimited Number of Domains	Bold	\$160.00
	5,000,000 Monthly Page Views		

1

DELETE SELECTION EDIT SELECTION

Ingra Condensed	Web License	Extra Bold Italic	\$2,160.00
	Unlimited Number of Domains	Medium Italic	\$16,000.00
	5,000,000 Monthly Page Views	Thin	\$160.00

DELETE SELECTION EDIT SELECTION

	Subtotal	\$256.00
	VAT 20%	\$64.00
	Total	\$320.00

All prices are without VAT.

ADD NEW SELECTION CONTINUE TO LICENSE REVIEW

ABOUT LETTERMIN FOLLOW ON INSTAGRAM info@lettermin.com | © 2019 Lettermin All Rights Reserved

FONTS LICENSING OPTIONS SHOPPING CART SHOPPING CART

Your Selection | You can add new fonts or licenses before completing the purchase

Ingra	Web License	Light	\$160.00
	Unlimited Number of Domains	Bold	\$160.00
	5,000,000 Monthly Page Views		

SELECT TO CONFIRM DELETE EDIT SELECTION

Ingra Condensed	Web License	Extra Bold Italic	\$2,160.00
	Unlimited Number of Domains	Medium Italic	\$16,000.00
	5,000,000 Monthly Page Views	Thin	\$160.00

DELETE SELECTION EDIT SELECTION

	Subtotal	\$256.00
	VAT 20%	\$64.00
	Total	\$320.00

All prices are without VAT.

ADD NEW SELECTION CONTINUE TO LICENSE REVIEW

ABOUT LETTERMIN FOLLOW ON INSTAGRAM info@lettermin.com | © 2019 Lettermin All Rights Reserved

Price List

Notable UI Elements

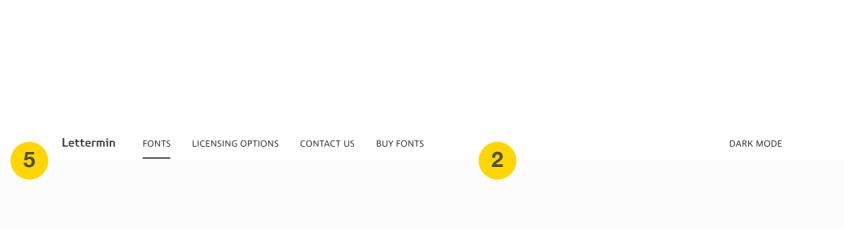
The price list is defined in the appropriate Numbers document. Please check to see the logic of how the prices behave based on the licenses and style selections.

The quick brown fox jumps over the lazy dog.
Light \$200.00

The quick brown fox jumps over the lazy dog.
Light Italic \$150.00
-25%

One example is the lower price of the italics version of the font from the same style (e.g.: selecting Ingra Regular will reduce the price of Ingra Regular Italic for 25%).

05 Screen Descriptions



Fonts (Home)

Screen Description

1) Each font is represented by a custom text that is displayed as default. The text doesn't change (always the same) but we need to have the ability to change the text if we want to.

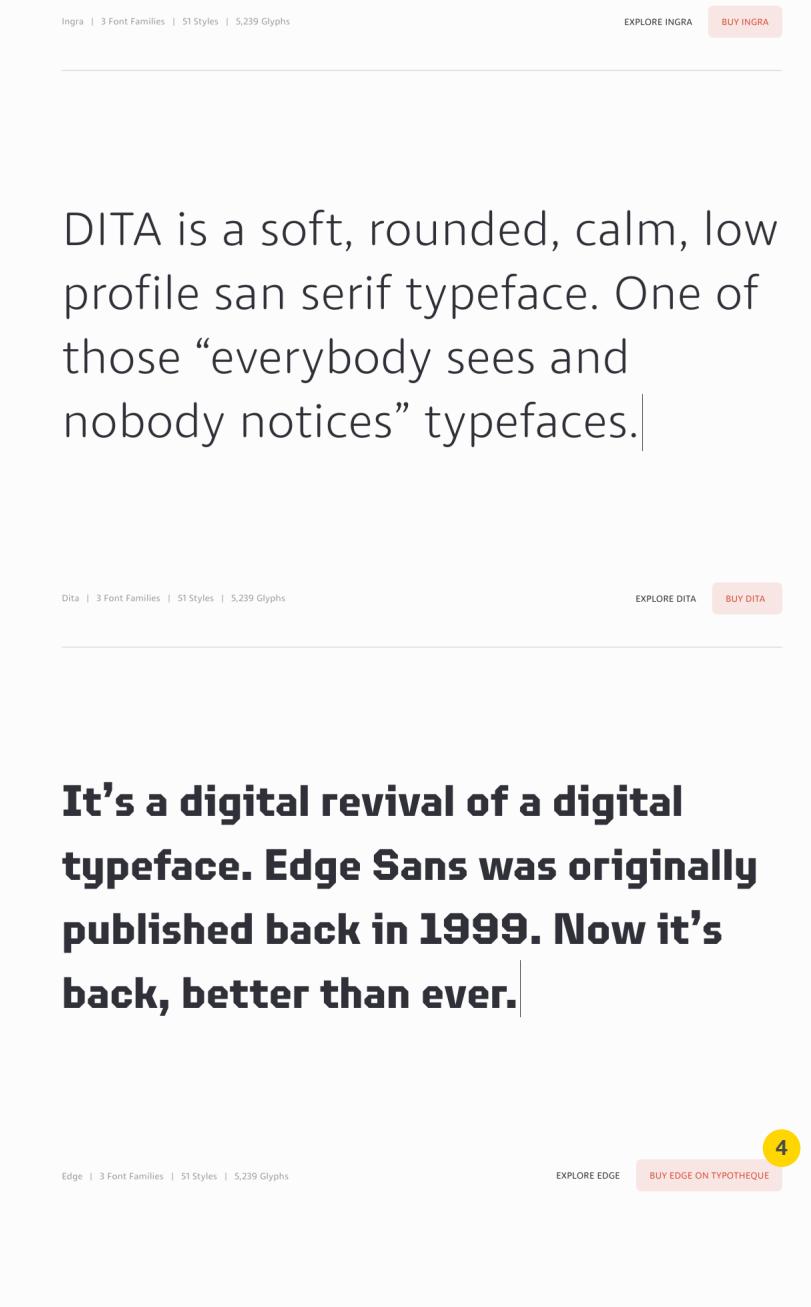
The users can type in any text they want.

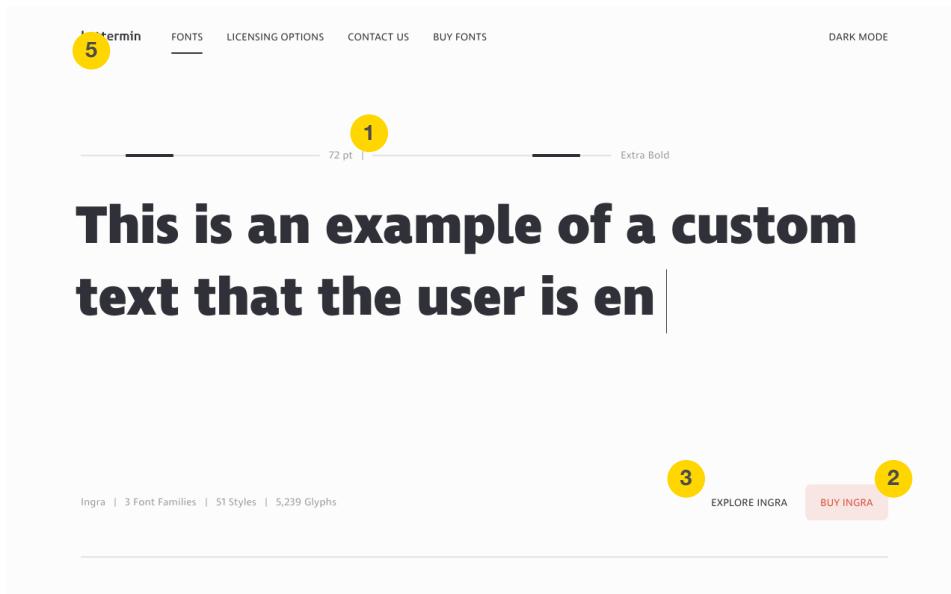
2) The menu on top is sticky. If the user scrolls up the content of the website goes below the menu background. Opacity is used to communicate two levels of hierarchy.

3) The cursor is blinking and with that communicating the ability for the custom text input.

4) The Edge typeface CTA takes the user to a third party website.

5) Clicking the logo takes the user back to the fonts (home) screen.





Fonts (Home)

Screen Description

1) If the user decides to input custom text, the sliders to edit font size and font style appear.

When the user returns to the website, after leaving it, the custom text is not saved and instead the default text is displayed again.

2) Buy button takes the user to the shopping flow.

3) Explore button takes the user to the font description screen.

Fonts (Home)

Screen Description



1) The default text size shrinks with the viewports.
We also use shorter text for a particular font on mobile viewports.

2) The call to actions are more prominent and usually expand across the screen to ensure that the user can tap comfortably.

3) The button labels font size is increased. In general font sizes of the UI are different to the ones on desktop.

Ingra Wide | 5345 Glyphs
Try out Stylistic Sets 1,2 and 4 for a, l and I.

ABOUT INGRA WIDE

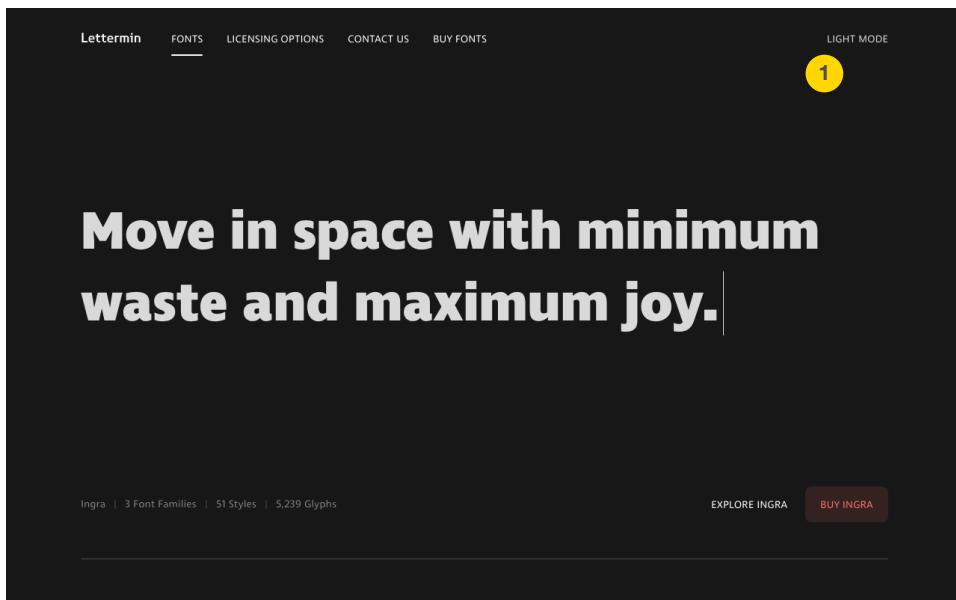
BUY INGRA WIDE

Ingra Condensed | 5345 Glyphs

With 246 useful pictograms and symbols for editorial needs.

Fonts (Home)

Screen Description

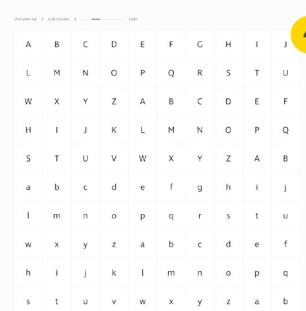


1) The dark mode can be switched off or on with the appropriate button.

The selected mode (light or dark) is saved even after the user leaves the website and returns again.

Fonts Description

Screen Description



- If the user types any custom text in the home screen, the custom text remains when moving to the font description screen (for that font).

- Each font subfamily is presented on a separate screen (e.g.: Ingra, Ingra Wide, Ingra Condensed).

- Besides the headline text, the font description screen offers the user to edit body text. The slider min. and max. end points are adjusted (font size) to the body text. Leading is adjusted automatically with the user increasing/decreasing the font size.

- The full character set is displayed for the font. Every character from the character set needs to be supported and displayed appropriately.

- Open type features follow the character set.

- Stylistic sets follow the open type features.

- At the end there are 3 highlights for each font. A short description and presentation of a font detail.

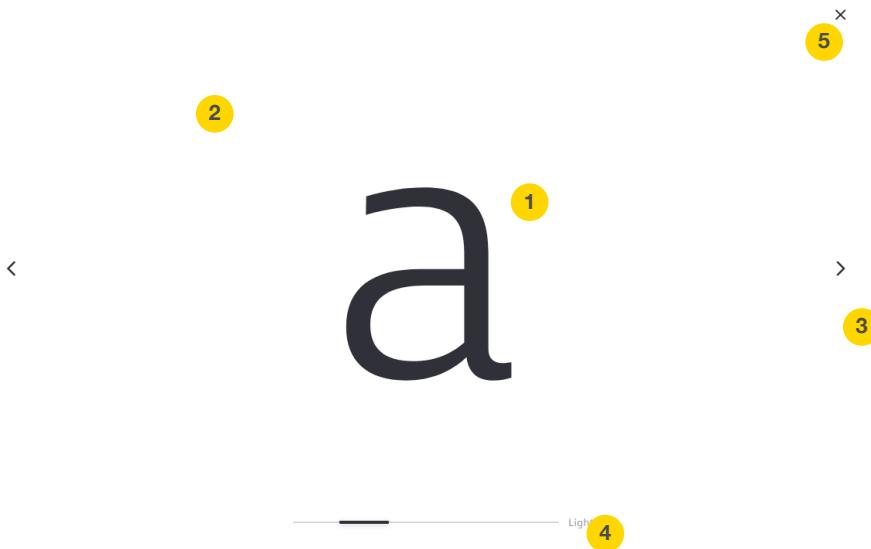
For a reference of the presented categories, please take a look at the Ingra pdf file. Each font is presented in the same format and with the same categories.



Fonts Description

Screen Description

- 1) Selecting any of the characters from the character set category, displays the character in full screen mode.
- 2) The background is 100% fill and allows the user to get a clear picture of the hierarchy of the UI.
- 3) The user can manually move between characters in the full screen mode. For touch screen devices horizontal swipe gestures can also be used to move between characters
- 4) The slider can be used to change the styles. The selection is saved if the user moves to another character or if the user decides to exit the fill screen mode.
- 5) By tapping or clicking anywhere else on the screen, or on the X icon, the user can exit the full screen mode.



Fonts Description

Screen Description



- 1) Content remains the same on mobile viewports. The UI, margins and font sizes adjust for an improved experience.
- 2) The box size for each character is adjusted so that between 4 and 5 characters are visible in a single line.
- 3) The body text font size is increased.
- 4) The grid of the stylistic set adjusts to the viewport width.
- 5) As with the desktop experience, the footer is present on all screens at the bottom.
- 6) As mentioned before, each screen has a clear label.
- 7) At the end there are 1-3 highlights for each font. A short description and presentation of a font detail.
- 8) Clear call to action to purchase the font at the top and bottom of the screen.

For a reference of the presented categories, please take a look at the Ingra pdf file. Each font is presented in the same format and with the same categories.

Fonts Description

Screen Description



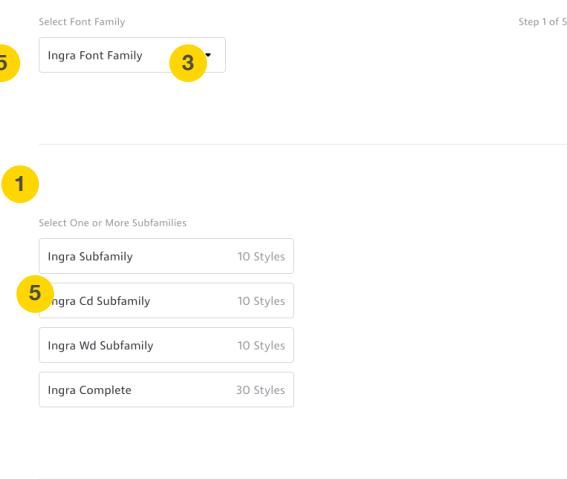
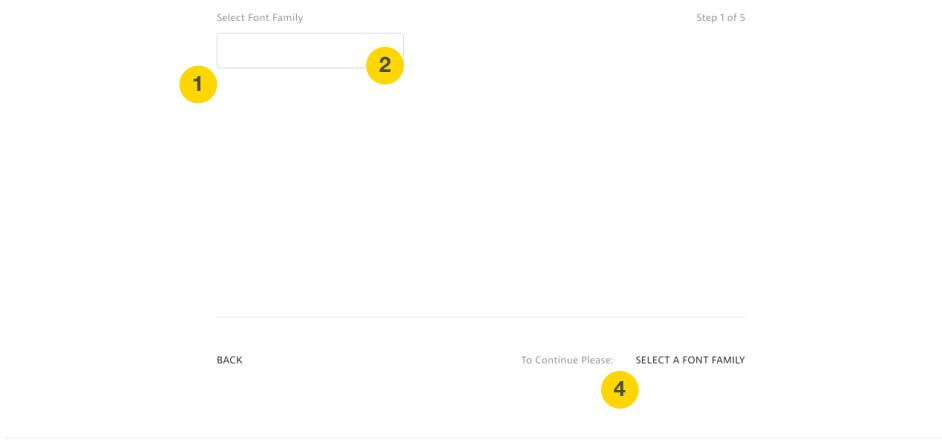
1) Selecting any of the characters from the character set category, displays the character in full screen mode.

2) The background is a 100% fill and allows the user to get a clear picture of the hierarchy of the UI.

3) The user can either use icons to move between characters or swipe between characters. When in full screen mode the user cannot adjust the font styles by swiping left/right on the character. The slider is the only option.

4) The slider can be used to change the styles. The selection is saved if the user moves to another character or if the user decides to exit the full screen mode.

5) By tapping or clicking anywhere else on the screen, or on the X icon, the user can exit the full screen mode.



Font Purchase

Screen Description

1) Progressive disclosure is used for the purchase flow. The user has to make a selection on step 1 so that step 2 is revealed.

2) If the user selects the “Buy Fonts” option on the home screen (Fonts) or any other screen other than a font description screen, the the input field is empty.

3) If the user selects a, for example, “Buy Ingra” call to action (anywhere on the website) or selects the “Buy Fonts” navigation option when on the Ingra font description screen, the drop-down menu already has that appropriate font family selected. The user has one step less to do.

4) Notice how at the bottom there are always instructions on what to do next in order to continue. If the user selects the link, the appropriate selection is highlighted (hover state animation).

5) Drop-down menus are used when the user has to select 1 option. If the user has more options available, buttons are used.

Font Purchase

Screen Description

The screenshots show the following steps:

- Step 1 of 5**: Select Font Family. A dropdown menu shows "Ingra Font Family". A yellow circle labeled "1" is positioned next to the "Step 1 of 5" text.
- Step 2 of 5**: Select One or More Subfamilies. A dropdown menu shows "Web License". Below it are dropdown menus for "Select Number of Domains" (set to 1) and "Select Monthly Page Views" (set to 100,000). A yellow circle labeled "2" is positioned next to the "Step 2 of 5" text.
- Step 3 of 5**: Select One or More Styles. A table lists various font styles with their descriptions and prices. The "Medium" style is highlighted. A yellow circle labeled "3" is positioned next to the "Step 3 of 5" text.
- Step 4 of 5**: Summary. A summary table shows "Styles Selected: 2", "Subtotal: \$400.00", "Discount: \$0", and "Total: \$400.00". It also notes "VAT will be charged at checkout". A yellow circle labeled "4" is positioned next to the "Step 4 of 5" text.
- Step 5 of 5**: Buttons for "BACK", "SAVE AND ADD NEW FONT SELECTION", and "CONTINUE TO LOG IN OR SIGN UP". A yellow circle labeled "5" is positioned next to the "Step 5 of 5" text.

1) The last step on the first screen of the purchase flow is to select one or more font styles. Please check the pricing document for the logic on how prices behave when one or more styles are selected.

2) Each license type has a 1 short sentence description of it.

3) The user can purchase one or more font selections. Each font selection consists of 1 font family and 1 license. The user can save the current selection and then make a new one. Both selections are then visible on the order preview screen.

4) Once all required options have been selected, the user can continue on the purchase flow. The button label describes the next step so that the users know where the website is taking them.

5) Prices are with VAT and based on the users' location, the appropriate VAT is charged.

IMPORTANT: if the user, at any stage of the selection process, leaves the website and then returns later, the selections made are saved.

Select Font Family

Ingra Font Family ▾

Step 1 of 5

Select One or More Subfamilies

- | | |
|--------------------|-----------|
| Ingra Subfamily | 10 Styles |
| Ingra Cd Subfamily | 10 Styles |
| Ingra Wd Subfamily | 10 Styles |
| Ingra Complete | 30 Styles |

Select a License

Broadcasting License ▾

1

Purchasing fonts for the selected license is not available on the website. Please contact us at info@lettermin.com to get license pricing details.

BACK

To Continue Please: SELECT A DIFFERENT LICENSE

Font Purchase

Screen Description

1) Some licenses from the drop-down menu don't allow the user to complete the purchase online. In that case a call to action to contact the owner is displayed. The link leads to the contact us form.

Font Purchase

Screen Description

The screenshot shows a user navigating through a font purchase process on the Lettermin website. The top navigation bar includes links for Lettermin, FONTS, BUY FONTS (which is underlined), LICENSES, LOG IN OR SIGN UP, and DARK MODE.

Step 1 of 5

Select Font Family: A dropdown menu labeled "Select Font Family" is open, showing a single option. A yellow circle with the number "1" is positioned above the dropdown.

Select One or More Subfamilies: A list of subfamilies is shown with their respective style counts. An "Ingra Subfamily" is selected, highlighted with a yellow circle containing the number "3".

Subfamily	Styles
Ingra Subfamily	10 Styles
Ingra Cd Subfamily	10 Styles
Ingra Wd Subfamily	10 Styles
Ingra Complete	30 Styles

Select a License: A dropdown menu labeled "Select a License" is open, showing "Web License" as the selected option. A yellow circle with the number "2" is positioned above the dropdown.

Select Number of Domains: A dropdown menu labeled "Select Number of Domains" is open, showing "1" as the selected option.

Select Monthly Page Views: A dropdown menu labeled "Select Monthly Page Views" is open, showing "100,000" as the selected option.

Select One or More Styles: A list of font styles is shown with their descriptions and prices. The "Medium" style is selected, highlighted with a yellow circle containing the number "2".

Style	Description	Price
Hair	The quick brown fox jumps over the lazy dog.	\$200.00
Thin	The quick brown fox jumps over the lazy dog.	\$200.00
Ultralight	The quick brown fox jumps over the lazy dog.	\$200.00
Light	The quick brown fox jumps over the lazy dog.	\$200.00
Regular	The quick brown fox jumps over the lazy dog.	\$200.00
Book	The quick brown fox jumps over the lazy dog.	\$200.00
Medium	The quick brown fox jumps over the lazy dog.	\$200.00
Semibold	The quick brown fox jumps over the lazy dog.	\$200.00
Bold	The quick brown fox jumps over the lazy dog.	\$200.00
Extrabold	The quick brown fox jumps over the lazy dog.	\$200.00

To Continue Please: SELECT A FONT FAMILY

BACK

1) If the user deselects one or more options, the rest of the selections remain as is. This allows the user to reselect the missing option and don't have to start all over again.

2) The user however cannot continue if no selection has been made.

3) If the user selects another font family (e.g. Dita), then goes back to the previous font family (Ingra), the selections for subfamily options, licenses, styles, come also back again.

IMPORTANT: If for whatever reason the user leaves the website at any step of the purchase flow, coming back to the website positions the user at the last step where they've left off and all previous selections are saved.

Font Purchase

Screen Description

The screenshot shows the Lettermin website interface for font purchases. At the top, there's a navigation bar with links for 'Lettermin', 'FONTS', 'BUY FONTS' (which is underlined), 'ORDER PREVIEW', 'REVIEW LICENSES', 'PAYMENT', 'THANK YOU', 'LICENSES', 'CONTACT US', and 'DARK MODE'. Below the navigation, a message says 'Your font selection has been saved and is available in the order preview. You can add a new font selection below.' To the right of this message is a yellow circle with the number '1'. Below this, a red button says 'CONTINUE TO ORDER PREVIEW'. Underneath the message, there's a section titled 'New Font Selection' with the sub-instruction 'Once saved, you can add new font selections.' A dropdown menu labeled 'SELECT FONT FAMILY' is shown. To the right of this menu is a yellow circle with the number '2'. Below the menu, a note says 'To continue please select: THE FONT FAMILY'. At the bottom of the page, there are links for 'ABOUT LETTERMIN' and 'FOLLOW ON INSTAGRAM' on the left, and 'info@lettermin.com | © 2019 Lettermin All Rights Reserved' on the right.

1) If the user saves the current font selection (to add a new one) the selection is saved and the information clearly displayed for the user.

2) A new font selection can be created.

Order Preview Step 4 of 5

Font Subfamily	License	Styles	Price
Ingra Subfamily	Web License	Thin	\$200.00
	1 Domain	Medium	\$200.00
100,000 Monthly Page Views			

[DELETE FONT SELECTION](#) [EDIT FONT SELECTION](#)

1

Font Purchase

Screen Description

1) The order preview screen displays all font selections the user has saved. The font selection saved first, is at the top.

2) The call to action to add another font selection.

3) The user can edit the selection. When selected the buy fonts screen appears again so that the user can make appropriate edits.

Font Subfamily	License	Styles	Price
Ingra Wd Subfamily	Web License	Thin	\$200.00
	1 Domain	Medium	\$200.00
100,000 Monthly Page Views			

[DELETE FONT SELECTION](#) [EDIT FONT SELECTION](#)

Font Subfamily	License	Styles	Price
Ingra Wd Subfamily	App License	Thin	\$200.00
	1 App	Medium	\$200.00
		ExtraBold	\$200.00
DELETE FONT SELECTION EDIT FONT SELECTION			

Subtotal: \$1,400.00
 Discount: \$0
 Total: \$1,400.00

VAT will be charged at checkout.

[BACK TO LICENSE REVIEW](#) [ADD NEW FONT SELECTION](#) [CONTINUE TO PAYMENT](#)

2

License Review

Step 3 of 5

Web License Summary

The Web license allows you to embed the font into a website, digital ads or email.

1

[REVIEW FULL LICENSE IN NEW TAB](#)

2

I have read, understood and accept the license agreement.

[BACK TO FONT SELECTION](#)

To Continue Please:

[CONTINUE TO ORDER PREVIEW](#)

Font Purchase

Screen Description

1) Licenses review displays a license summary with the link to the full license agreement.

2) The link takes the user to a separate tab where the full license is available (licenses navigation option).

License Review

Step 3 of 5

Web License Summary

The Web license allows you to embed the font into a website, digital ads or email.

[REVIEW FULL LICENSE IN NEW TAB](#)

1 Desktop License Summary

The Desktop license allows you to install a font on a computer. You can use it for the print and embed into Ebooks.

[REVIEW FULL LICENSE IN NEW TAB](#)

I have read, understood and accept the license agreements.

[BACK TO FONT SELECTION](#)

To Continue Please: [CONTINUE TO ORDER PREVIEW](#)

Font Purchase

Screen Description

1) If the user selects more licenses each has a summary displayed. The order depends on the order the licenses have been selected and the font selection saved.

Font Purchase

Screen Description

1) Stripe payment is used and the forms is integrated on the website (iframe?). The form from Stripe needs to allow personal or business purchases (VAT or not VAT) and has to issue receipts.



stripe payment window

Font Purchase

Screen Description

1) If the payment has been completed a thank you message is displayed. The navigation options status is updated.

2) In case that anything goes wrong the appropriate message is displayed. The user has the opportunity to try again. Also notice the change in the navigation.

Lettermin FONTS BUY FONTS LICENSES LOG IN OR SIGN UP DARK MODE

Purchase Completed

Thank you for your purchase. You can download the receipt and the purchased fonts by selecting the links below. Both links have also been sent to your email.

1

Please contact us if you have any questions and drop us a visit on Instagram.

[DOWNLOAD RECEIPT \(PDF\)](#) [DOWNLOAD PURCHASED FONTS](#)

3

FOLLOW ON INSTAGRAM CONTACT US

info@lettermin.com | © 2020 Lettermin

Lettermin FONTS BUY FONTS LICENSES LOG IN OR SIGN UP DARK MODE

There was an issue with the payment. Please try again.

[CONTINUE TO PAYMENT](#)

2

Order Preview

Font Subfamily

Ingra Subfamily

License

Web License

1 Domain

100,000 Monthly Page Views

Step 4 of 5

Price

Styles

Thin

Medium

\$200.00

\$200.00

[DELETE FONT SELECTION](#) [EDIT FONT SELECTION](#)

Subtotal: \$400.00

Font Purchase

Screen Description

Buy Fonts

Select Font | Once saved, you can add new

INGRA FONT FAMILY ▾

Select Fonts | Select One or More

Ingra Subfamily	10 Styles
Ingra Wide Subfamily	10 Styles
Ingra Condensed Subfamily	10 Styles
Ingra Superfamily	30 Styles

License | Once saved, you can add new.

WEB LICENSE ▾

Use the web license to host the font on your web server and use it for websites.

To continue please select:

ONE OR MORE FONT FAMILY

3

Follow on Instagram

info@lettermin.com

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Lettermin

Styles | Select one or more styles.

Ingra Hair	\$200.00
Ingra Thin	\$200.00
Ingra Ultra Light	\$200.00
Ingra Light	\$200.00
Ingra Regular	\$200.00
Ingra Book	\$200.00
Ingra Medium	\$200.00
Ingra Semi Bold	\$200.00
Ingra Bold	\$200.00
Ingra Extra Bold	\$200.00

Number of Styles Selected 2

Subtotal \$333.00

VAT 20% (Slo) \$67.00

Total \$400.00

VAT is charged only if applicable.

CONTINUE TO ORDER PREVIEW

SAVE AND ADD NEW SELECTION

FOLLOW ON INSTAGRAM

info@lettermin.com

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Lettermin

1) Each screen/step of the purchase flow is labelled.

2) Instead of using a sentence/phrase, the style selections include the name of the style.

3) Progressive disclosure is also valid on mobile viewports.

Font Purchase

Screen Description

1) License review screen.

Review Licenses

Web License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

OPEN FULL LICENSE IN NEW TAB

Desktop License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

OPEN FULL LICENSE IN NEW TAB

ACCEPT THE AGREEMENT AND CONTINUE

DON'T ACCEPT AND RETURN

2) Order preview with 2 font selections.

Order Preview

Your Selections | You can add new fonts or licenses

3) Thank you screen.

Thank You

Purchase Successful

Thank you for your purchase. The payment has been successful, and you should receive the receipt and the payment confirmation on your email.

Please contact us if you have any questions.

CONTACT US

BACK TO THE FONTS

FOLLOW ON INSTAGRAM

info@lettermin.com
© 2019 Lettermin All Rights Reserved

Lettermin

Styles

Style	Price
Light	\$160.00
Bold	\$160.00

DELETE SELECTION EDIT SELECTION

CONTINUE TO LICENSE REVIEW

ADD NEW SELECTION

FOLLOW ON INSTAGRAM

info@lettermin.com
© 2019 Lettermin All Rights Reserved

Lettermin

The purchase flow is similar to the one on desktop. The user has to be able to purchase the font and pay via Stripe.

Contact Us

Screen Description

Lettermin FONTS BUY FONTS LICENSES CONTACT US DARK MODE

1

Contact Us

Your Email

Your Full Name

Your Message

To continue please enter your: EMAIL
FULL NAME
MESSAGE

ABOUT LETTERMIN FOLLOW ON INSTAGRAM info@lettermin.com | © 2019 Lettermin All Rights Reserved

1) All three input fields are required and the user cannot send the form without providing the appropriate information.

2) At the end of the form there's no buttons. Instead the user can see what is left to complete. As the input fields are completed, the links disappear one by one.

3) The placeholder text disappears once the user selects the input field. If the field is left empty and the user deselects the input field, the placeholder text appears again.

Lettermin FONTS BUY FONTS LICENSES CONTACT US DARK MODE

2

Contact Us

name.surname@gmail.com

Your Full Name

Your Message

To continue please enter your: FULL NAME
MESSAGE

ABOUT LETTERMIN FOLLOW ON INSTAGRAM info@lettermin.com | © 2019 Lettermin All Rights Reserved

Contact Us

Screen Description

1) Once everything has been completed, the button to send the message appears.

2) The confirmation message.

Contact Us

this is an example of a short message that the user will send to the owner of the website.

SEND MESSAGE

1

Message Sent

Thank you for contacting us. We will get back to you within the next 48 hours. In the meantime take a look at our Instagram page.

2

[VIEW ON INSTAGRAM](#)

[BACK TO THE FONTS](#)

Contact Us

Screen Description

Lettermin FONTS BUY FONTS LICENSES CONTACT US DARK MODE

Contact Us

Please check your email. **1**

To continue please enter your: **EMAIL** **2**
FULL NAME
MESSAGE

ABOUT LETTERMIN FOLLOW ON INSTAGRAM info@lettermin.com | © 2019 Lettermin All Rights Reserved

1) The email input field warns the user if the format of the email is not correct with an inline message. The message appears only when the user enters an email with a wrong format and deselects the input field.

2) The email remains until the format is fixed.

Contact Us

Screen Description

1) On mobile viewports the text input field height is larger and the font size also.

2) The validation message is displayed under the appropriate input field. Also added is the additional margin so that the validation message and the email input field can be viewed as related.

17:51 4G lettermin.com

Contact Us

name.surname@gmail.com

name surname

1

this is an example of a short message that the user will send to the owner of the website.

SEND MESSAGE

FOLLOW ON INSTAGRAM

info@lettermin.com
© 2019 Lettermin All Rights Reserved

17:51 4G lettermin.com

Contact Us

name.surname@gmail.com

Please check your email. **2**

Your Full Name

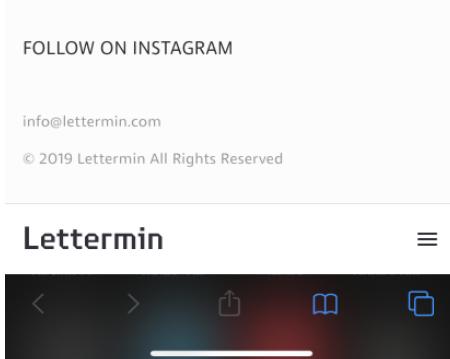
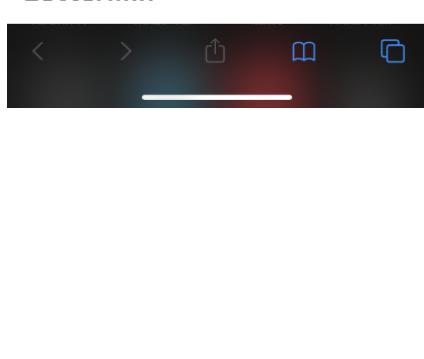
Your Message

To continue enter your:

EMAIL

FULL NAME

MESSAGE



Licenses

Screen Description

1) Each license is presented as a summary. The order is Desktop, Web, App, Broadcasting and Server.

2) Links takes the user to a new screen with the complete license.

Desktop License Summary

The Desktop license allows you to install a font on a computer. You can use it for the print and embed into Ebooks.

1

[REVIEW FULL LICENSE IN NEW TAB](#)

Desktop Extended License Summary

The Desktop extended license allows you to install a font on a computer, use it for the print and embed into Ebooks and delivery Fonts to the third parties working on your behalf.

[REVIEW FULL LICENSE IN NEW TAB](#)

2

Web License Summary

The Web license allows you to embed the font into a website, digital ads or email.

[REVIEW FULL LICENSE IN NEW TAB](#)

App License Summary

The App license allows fonts to be embedded in native OS apps.

[REVIEW FULL LICENSE IN NEW TAB](#)

Server License Summary

The Server license allows you to install and use a font on the web or cloud-based servers.

[REVIEW FULL LICENSE IN NEW TAB](#)

Server Extended License Summary

The Server extended license allows you to install and use a font and Webfont on the web or cloud-based servers with no limit of page views.

[REVIEW FULL LICENSE IN NEW TAB](#)

Lettermin Desktop License Agreement

Version 1.1/2019

By downloading the Font Software You, the User, acknowledge that You have read, understood, and agree to be bound by the terms and conditions of this Lettermin App Font License Agreement, also referred to as the Lettermin End-User License Agreement.

1

1. Definitions

Whenever used in this Agreement with an initial capital letter, the terms defined below, whether used in the singular or the plural, will have the following meanings:

"Font", "Fonts" or "Font Software" have identical meanings and mean the designs of the fonts and the software identified on Your sales receipt that produces a typeface design(s) together with any other artworks that may be associated with the font.

"Lettermin" means Lettermin d. o. o., Miheličeva 14, SI-1215 Ljubljana, Europe.

"You", "Your", "User" and "End User" means a customer who has purchased a license to use the Font.

"EULA", "Agreement", "License" means this Lettermin Desktop License Agreement.

This sections defines the expressions used throughout this eula.

2. Permitted uses and restrictions

Upon payment in full, Lettermin grants You a perpetual, revocable, non-exclusive and non-transferable license to use our Fonts under the following terms and conditions.

2.1 Single user

Lettermin Font Software is licensed for use by the number of users specified on Your sales receipt. The purchase of a single license allows for the installation and use of the Font on one (1) desktop or workstation type computing device or portable computing device (laptop or similar) that remains at a single geographic location.

This means that you can use the fonts on one desktop computer or laptop.

2.2 Multiple users

A multi-workstation license allows You to install the Font Software on the number of workstations specified on Your sales receipt at a single geographic location. Licensed workstations must belong to the entity (company or organization) licensing the Fonts. It is not possible for multiple companies to 'share' one license. Each separate entity needs to acquire its own license.

This means that every end user must have a separate license.

9. Thank you

For reading this far and taking the time to understand this License Agreement. Support from people like you makes this foundry possible.

[BACK TO LICENSES](#)

Licenses

Screen Description

- 1) Complete license text available in a separate tab.



Licenses

Screen Description

1) Licenses screen on mobile viewport.

2) Full license text on mobile viewport.

Licenses

Desktop License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

[OPEN FULL LICENSE IN NEW TAB](#)

1

Web License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

[OPEN FULL LICENSE IN NEW TAB](#)

App License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

[OPEN FULL LICENSE IN NEW TAB](#)

Broadcasting License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

[OPEN FULL LICENSE IN NEW TAB](#)

Service License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

[OPEN FULL LICENSE IN NEW TAB](#)

Desktop License

Desktop License | Summary

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product

2

1. Definition

We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product functionality. However, we often prescribe what should be built or how to use it — and neglect the underlying purpose. What is the underlying message in the story? Like Clayton Christensen says, "People don't want to buy a quarter-inch drill, they want a quarter-inch hole." Ask yourself, am I prescribing the characteristics of the drill? Or explaining how

2. Uses and Restrictions

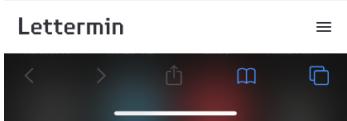
We apply techniques like user stories, scenario narrations, storyboards, and journey maps. We paint a good picture of what happens as the user interacts with a particular product functionality. However, we often prescribe what should be built or how to use it — and neglect the underlying purpose. What is the underlying message in the story? Like Clayton Christensen says, "People don't want to buy a quarter-inch drill, they want a quarter-inch hole." Ask yourself, am I prescribing the characteristics of the drill? Or explaining how the user drills the hole? Instead of articulating why the user needed a hole in the wall? Before we start writing, we need to know why we are telling the story and what the purpose of the story is.

FOLLOW ON INSTAGRAM

info@lettermin.com

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Lettermin



06 UI Animations

In General

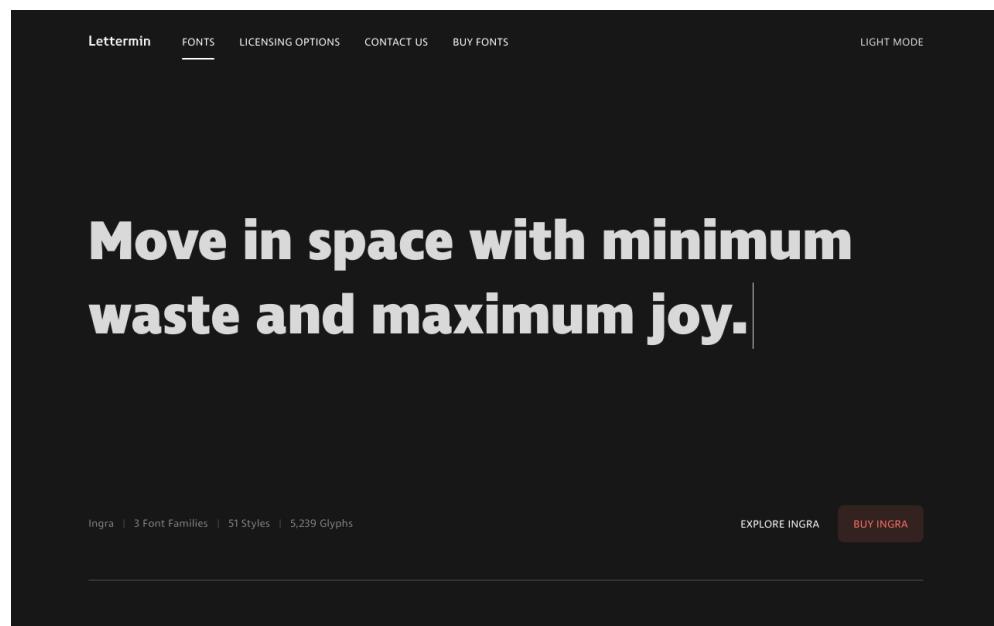
Screen Description

The goal of the animations is not to introduce custom effects but instead the animations are used for smooth transitions (for example when editing the font size) between states.

Animations are build in Adobe After Effects and exported with Bodymovin. Videos will be provided.

Switch Light/Dark

Screen Description



When switching from light to dark mode (or vice versa) the transition is animated.

Font Size/Style Edit

Screen Description

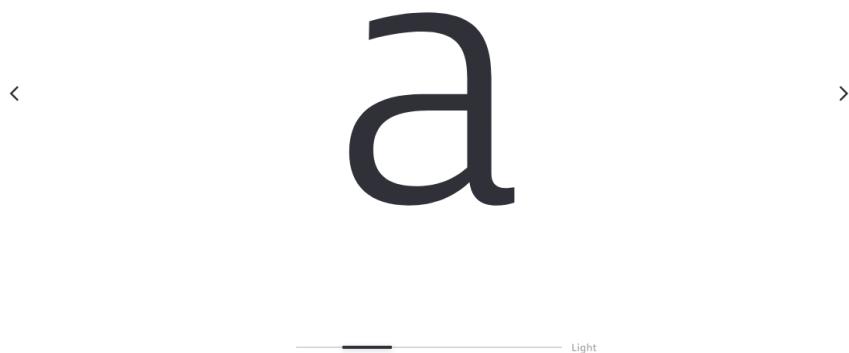
When the user is changing the font size or style, the transition is gradual. The change occurs slightly delayed and there's a short transition period making the changes seem smooth.

The screenshot shows a font editor interface. At the top, there are navigation links: Lettermin, FONTS (underlined), LICENSING OPTIONS, CONTACT US, and BUY FONTS. On the right side, there is a 'DARK MODE' button. Below these, there are two horizontal sliders: one for 'Font Size' set at '72 pt' and another for 'Font Style' set at 'Extra Bold'. A large text area displays the placeholder 'This is an example of a custom text that the user is en |'. At the bottom left, it says 'Ingra | 3 Font Families | 51 Styles | 5,239 Glyphs'. At the bottom right, there are 'EXPLORE INGRA' and 'BUY INGRA' buttons.

Full Screen Mode

Screen Description

The transition to and from full screen mode is animated with the character increasing in size and at the same time the blur appearing in the background.



Select Font Family

Step 1 of 5

Ingra Font Family ▾

Select One or More Subfamilies

Ingra Subfamily

10 Styles

Ingra Cd Subfamily

10 Styles

Ingra Wd Subfamily

10 Styles

Ingra Complete

30 Styles

BACK

To Continue Please: SELECT A FONT SUBFAMILY

Highlight

Screen Description

If the link with the call to action, and the appropriate section are both displayed on the screen, selecting the link will initiate an animated hover states on the input fields (drop-down menus, buttons).

Menu Open

Screen Description

When the menu opens from the bottom up, the movement is animated. First the background of the menu expands upward with the list of navigation options following after that. The list bounces up when expanded to indicate that there's more content below the visible screen real estate.

