Font Commerce

This document describes the proposals for the e-commerce solution for type foundries. Please feel free to comment, ask questions, and place your suggestions. **Do you know somebody else interested?** Invite her or him to join the discussion.

Goal

Provide smooth experience of Font E-commerce hosted on own domain.
To cover standard needs of selling retail font licencing, bundling and safe web font hosting.

Problem description

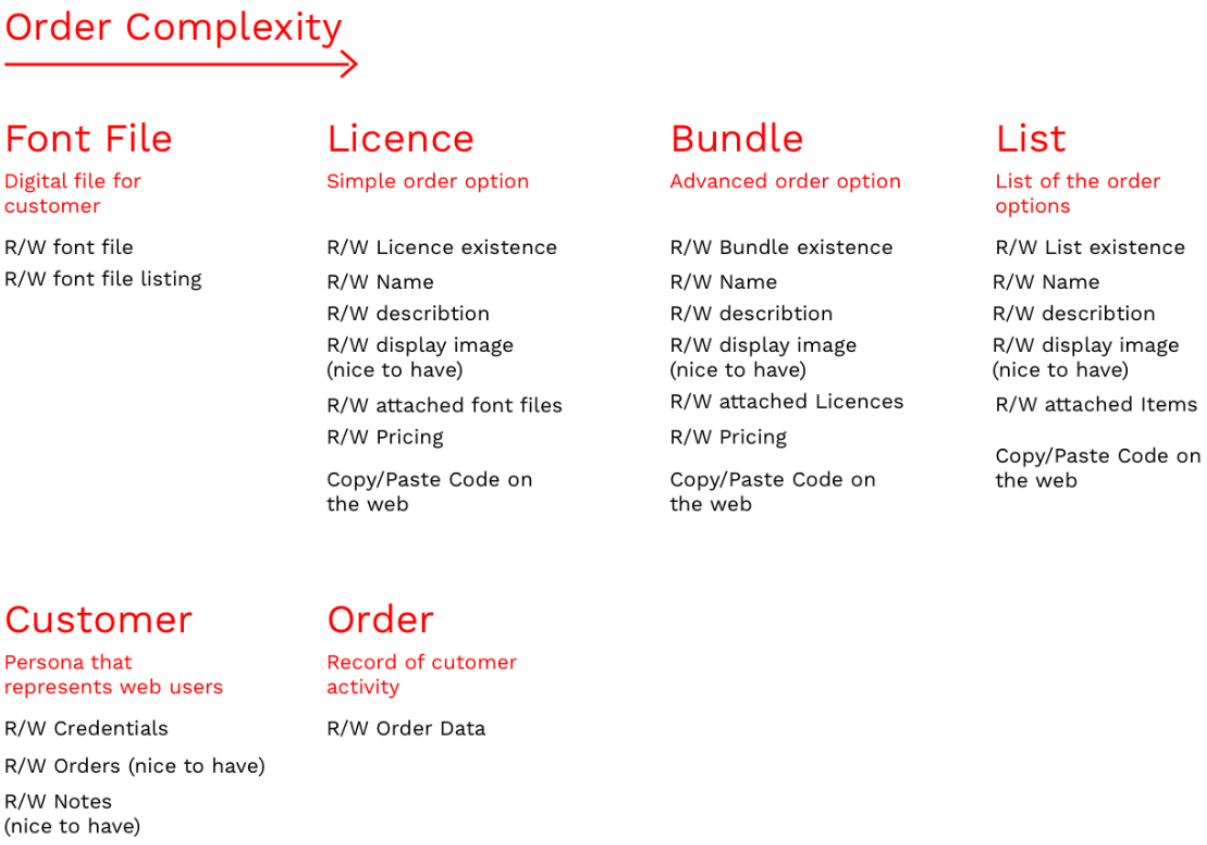
Type foundries have often more complicated product licencing than any other product companies. We have assembled the following requirements:

- Advanced product licencing
    - Family Licencing
    - Bundle Licencing
    - Single Font Licencing
    - Licencing for various purposes personal, desktop, web font, app, book, etc
- Discounts management
- Customers management
- Client web font hosting
- Webfont protection
- **Suggest your requirements……**

If anybody wants to join the group, please send a message to filip@letterinkapp.com

Proposed solution

Besides the Letterink plugin, we are making websites for our friends who run type foundries. Hence, we are making an e-commerce solution to serve the needs specific for type-designers.



Inventory Management

You can quickly upload/download/change and attach a file (i.e. font file) to a licence. In case of many files, you can set up filters or search for easier browsing.

Product or Licence

The base of everything is a licence. The licence is associated with the downloadable files (i.e. font files).

Licence properties:

- content (the licence itself)

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- description and name
- price

Grouping Products

You can create a licences group, like a bundle or a family. Alternatively, you can set up a hierarchy to make more advanced groups.

Front Store list

The part that is exposed to the world and begins a buying process from the customer perspective.

Front Store List can be created from a single item as well as from the grouped items. Once you are done, just copy a code snippet and embed it to the desired page. Any time you make change, it will be immediately displayed on any page with that code.

CMS Platform Independent

Probably you have already a website running on CMS Wordpress, Squarespace, Tumblr or build your own. The fonts store doesn't care about it. You just need to embed the code.

Visual customisation

It is critical for embedded e-commerce to fit a website visually. Provided CSS classes allow you to style the e-shop as if you were styling paragraphs and object in InDesign.

Cart Prototype



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Additional Services

Custom Web

Let us make the whole website for you, so you don't have to. We will walk you through proposition and provide a clear roadmap to the final web. You can have the first launch in 4 weeks.

Help with the implementation

Sometimes even simple embedding of the code snippet can be a challenge. Let us help you with it.

Product marketing

Fonts are products that require special treatment to become successful. You are a designer and marketing is the inevitable job, but you probably don't like it. Throw it on us.

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