

JOHN RUDOLPH

Product Development Journal #3

Display Typeface

Custom font featuring 26 uppercase letters, numbers, and punctuation.

Component Breakdown

- 26 Uppercase Letters
- 10 Numbers
- Punctuation
- Glyphs
- Font Name
- Product Description
- Usage Examples
- Installation Instructions
- EULA
- E-Commerce Platform
- E-Commerce Assets

Key

- Complete In Progress
- Yet to Start

1. Progress Summary

Every great typographer had to start with one font, I suppose. Did they complete it in three weeks? I doubt it. I did, though. 26 uppercase letters, 10 numbers, and 26 punctuation marks. There are plenty of other glyphs and ligatures that could be created, but those are going to have to wait for another font.

Are they perfect? Absolutely not. Thought perfection is hardly what I was looking to achieve, I'll probably schedule a longer production timeline for my next font. For this project, I needed to push ahead with the marketing materials, including key visuals, EULA, and FAQs. These assets will form the bulk of what's needed to brand "Pepperoni," provide installation instructions, show some fun usage examples, and hopefully complete the shopper journey.

2. Toolset + Workflow

Speaking of the shopper journey, I was also able to setup a digital shop for consumers to easily find, purchase, and download my new font. [Buy Me a Coffee](#) is a platform that allows digital creators and entrepreneurs to receive support from fans through small donations. It's a super simple way to monetize content, share updates, and build a community without relying on ads. And, it took less than a few hours to create a profile, upload my digital assets, test, and share my new shop with friends.

Of course, there was still quite a bit of work to do before setting up the Buy Me a Coffee shop. In addition to creating the final punctuation marks, I spent quite a bit of time tweaking several of my uppercase letters in Fontself. Once I was happy with those, I created four new key visuals using Photoshop, InDesign, and Illustrator.

3. Challenges + Problem-Solving

I also spent a ridiculous amount of time adjusting the letter-spacing and kerning between specific letter pairings. Fontself makes it fairly easy to adjust these settings, but there are obviously many different combinations in the English language. I think I adjusted them all.

But the most frustrating part of setting up my digital storefront was sizing the key visuals. I had already created two examples that were sized specifically for Creative Market. Buy Me a Coffee recommended sharing images in a square format. Once I uploaded the square visuals, however, the shop homepage clearly needed a horizontal format. I swear it wasn't user error!

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4. User Feedback

After creating a profile and uploading all of the assets for my first digital product in Buy Me a Coffee, I set the price to be FREE. I wanted to test the user journey and product with some of the friends and colleagues I've been sharing "Pepperoni" with. I texted five friends and posted a note on my class discussion board. Better safe than sorry, I told myself.

One user pointed out that the comma and underscore weren't loading. After checking all my glyphs, I realized it wasn't user error — I simply never imported those marks into Fontself. In addition, I realized that I never designed an asterisk or en dash. Those marks have been added and uploaded to Buy Me a Coffee.

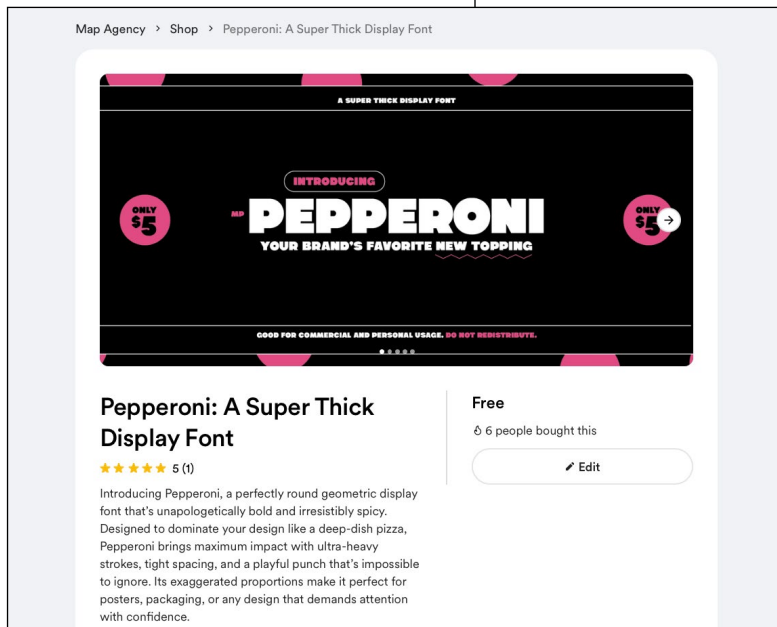
While user feedback is still coming in, the overwhelming response has been positive so far. Everybody seems to be able to find the download button, unpackage the file, and add it to their system fonts. There's absolutely no barrier to trial when it's free! The coolest part, though, was that my designer friends started typing out headlines and sending them back to me. It brought immense joy to see my creative friends playing with this new quirky font.

5. Packaging and Delivery

Buy Me a Coffee is very simple, intuitive, and user friendly. I included a short description about "Pepperoni," added a few key visuals, and set a price. That's it. Will Buy Me a Coffee market digital products to a mass audience? Not immediately — all of the marketing has to be done by the shop owners.

Still, it's a great way to post digital content and potentially gain fans. Followers can also donate money on a monthly basis, if they find that the digital creators are creating quality content that's worth an investment.

Along with the .otf file that contains all of the characters and punctuation, I added a friendly "Thank You" note in the packaged file. This serves as the "Read First" document for users that don't know how to install fonts. It also includes the End User License Agreement, or EULA.



Buy Me a Coffee

A simple and intuitive platform for creators to share their content or digital products, gain loyal fans, and ask followers to "buy them a coffee" instead of making a purchase.

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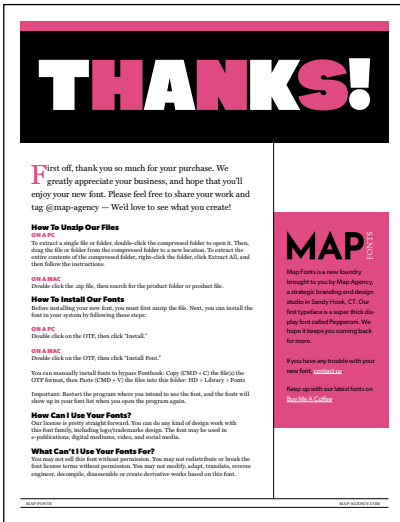
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6. Reflection

There were quite a few items to check off the list this past week and somehow it all got done. I feel quite confident about the quality of the product. While the key visuals do a nice job of showcasing the font, I think there's probably room for improvement. Perhaps a few different usage scenarios would help expand the potential audience as well.

I'm also not completely sold on Buy Me a Coffee. I love that I was able to create a shop and share it so quickly, but there's something about Ommonthly subscriptions and donations don't quite sit well with my business model. It's definitely something I'm going to reconsider over the next two weeks.



Read First PDF

This document is packaged with the .otf file and includes installation instructions and the EULA.

Keys Visuals

Four new marketing key visuals designed to showcase usage and flexibility for the digital marketplace.