

7. Client: Monotype

Challenge

Design an app that works as a guide to the Monotype products. The app must compare, promote, and catalog products that include typefaces and software that allows the user to gain an understanding of the value they add to the market. In addition, the app could feature highlights of Monotype designers, news, and case studies.

Background

As an industry leader, Monotype pushes the frontiers of innovation and upholding the standards of quality that users have come to expect. With each typeface you purchase, you are gaining history and character that only Monotype can provide. And each software product offers a solid, quality experience.

The need to match the customers' needs to the products that exist through Monotype increase as the options for typefaces and software rise. Which product is right for you can be a complicated decision, and Monotype believes that there is an easier solution to helping you with this challenge.

Considerations

- How can you highlight products to customers that allow you to match objectives?
- How can you give a quality impression to customers about the Monotype brand throughout the purchasing decision making process.
- What matters to customers regarding the history and character of the Monotype products?
- How does the mobile experience add value to showcasing and demonstrating products?
- Consider the context for which customers might want to view and compare various products.

Target Audience

Range of audiences, from large institutions to small design firms.

Further information on client

www.monotype.com