

Audience Segmentation

DEFINE

What is the problem?
What is lexend?

DEMONSTRATION

How does lexend solve this?

CALL TO ACTION

What do you want me to do?

Audience Segmentation

USER

People who use lexend

MAKER

People who can
contribute to lexend

DEFINE

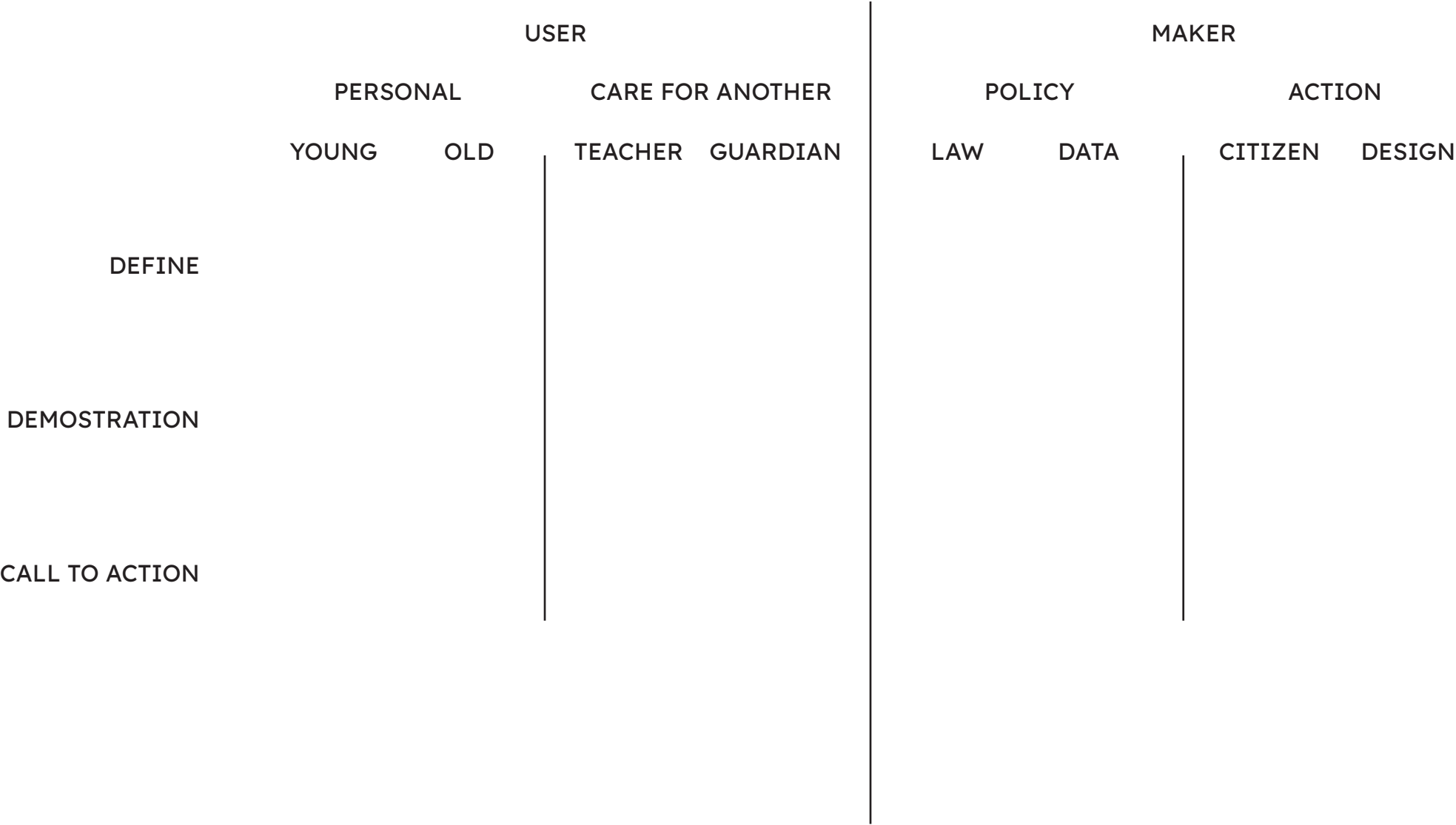
DEMONSTRATION

CALL TO ACTION

Audience Segmentation

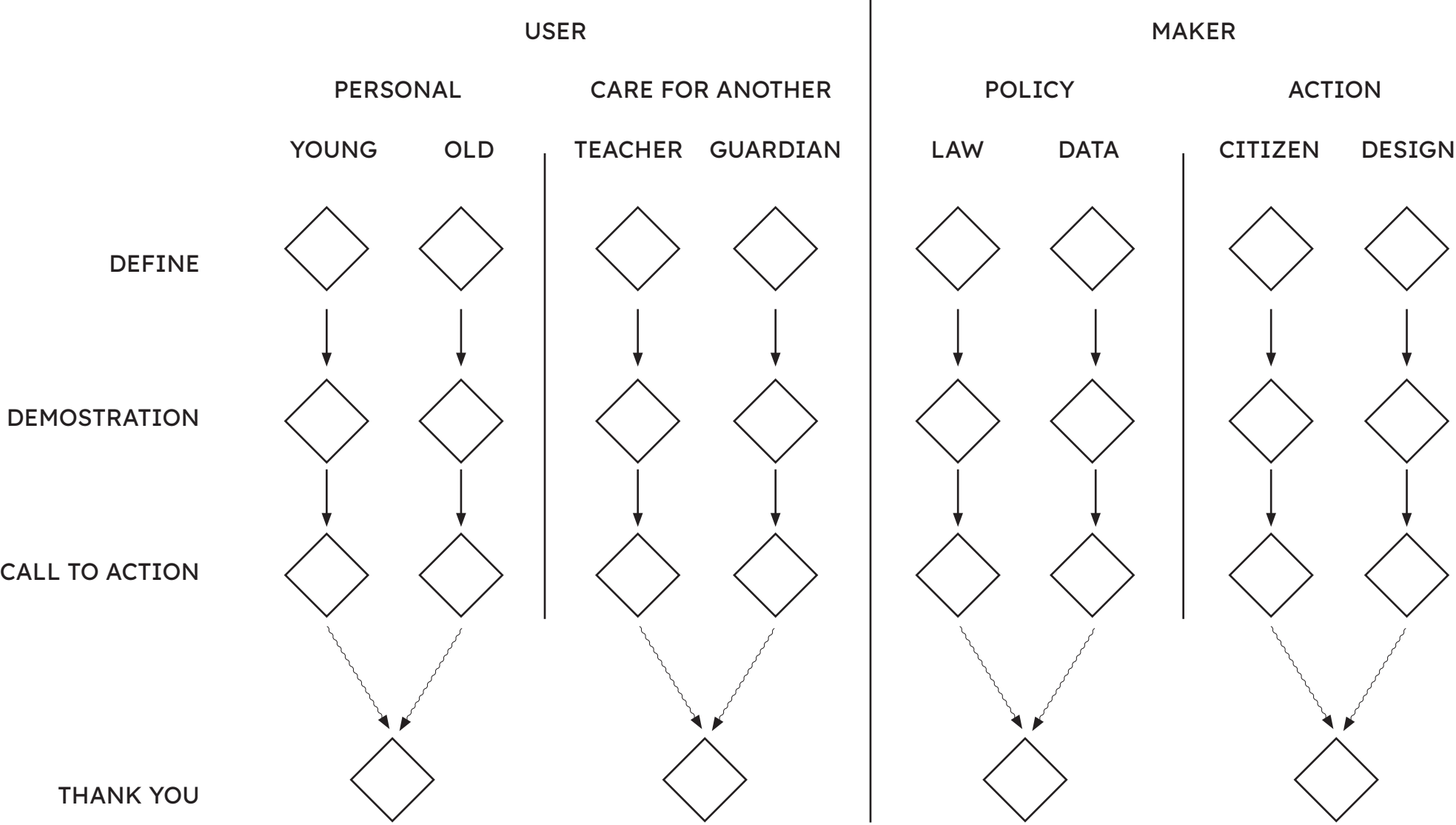


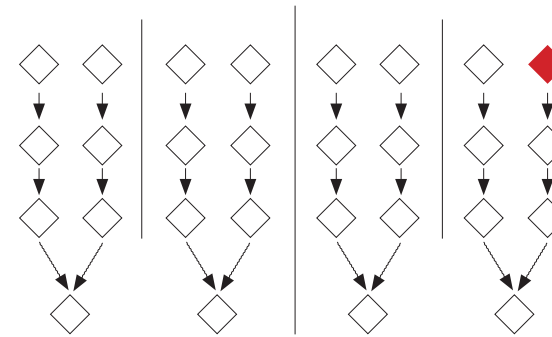
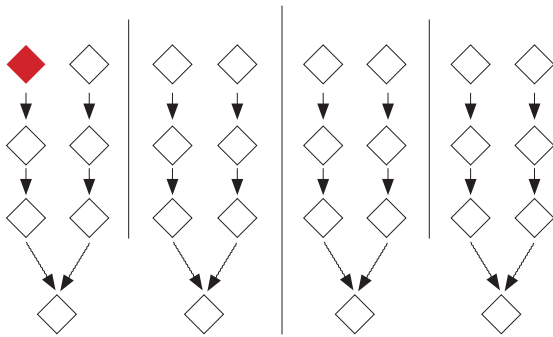
Audience Segmentation



 = Content “nugget”

Audience Segmentation





DEFINE: User: Personal: Young

LXD

Feel embarrassed when asked to read out loud in class.
You do not understand your reading assignments.

You struggle with reading.
This makes you feel awkward.
This makes you feel stupid.
This makes you feel like you are not good enough.

This is not your fault.
70% of US population is not proficient in reading.
Typographic factors have been found to impact reading.
With Lexend fonts, you can change your text to your individual, personal, needs.

If you want to be accepted into college.
If you want to earn a degree and find a good job.
If you want to live a great life.
Then, all of this rests on your ability to read well.

Lexend fonts are your tool to help.

DEFINE: Maker: Action: Design

LXD

You care about the world.

You want to make an impact.

But you're not sure how to apply your design skills for a good cause.

Reading is essential to navigate the world successfully.

But, reading well is not common.

70% of US population is not proficient in reading.
You can help change this.

Typographic factors have been found to impact reading.

Lexend fonts allow users to change their text to their individual, personal, needs.

Lexend fonts use state of the art variable font technology to allow for granular changes that make Lexend perfect for each individual.

Lexend fonts have been found to improve reading proficiency by an average of 25-50%.

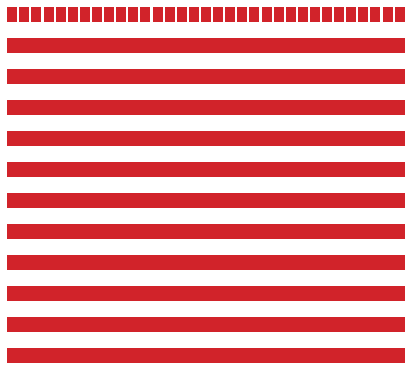
We have made great progress, but we need your help.

If you interested in e-books,
If you have knowledge in non-latin scripts
If you love data,

We need your help.

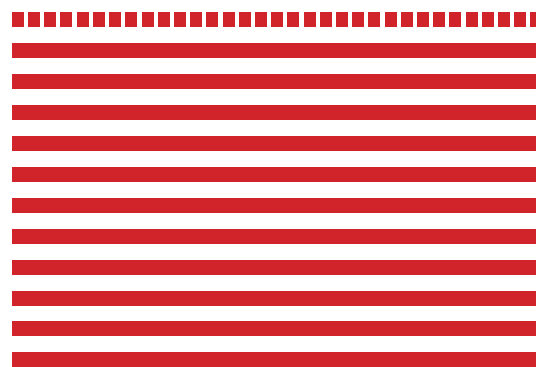
Visualization of Hyper-expansion

Read



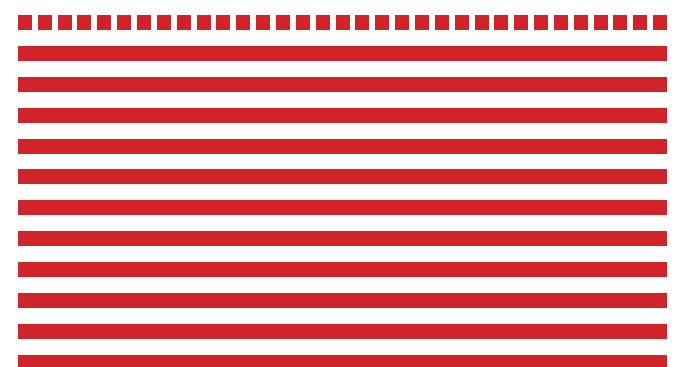
Default

Read

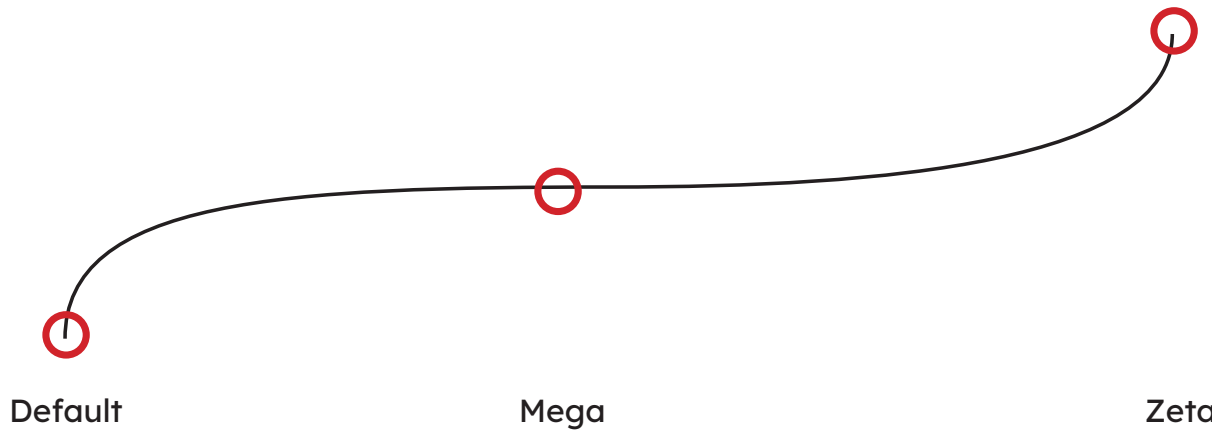


Mega

Read



Zeta



Constant Width

Expanded Width

Knocked out

LXD
LXD^M
LXD^Z

LXD
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Outlined

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