

Market Research Report: Creating a Digital Product

By Sophia Basilone



hi



Welcome!

Hi I'm Sophia Basilone! I earned my degree in Graphic and Interactive Design from Quinnipiac University where I gained experience in design, social media, film, leadership and more. I'm a lifelong creative, performing through dance and theater from a young age, and focusing on designing things that don't just look pretty, but solve problems as an adult.

The digital product space has interested me for a while. I've briefly tried selling digital download greeting cards in the past with no luck. The difference? Then I just wanted a quick and easy buck. Now I'm putting in the work, and doing the research to make a quality product that people will love.

So what excites me about building a digital product?

Building a micro digital product is exciting. There are truly endless possibilities when it comes to what you can create. That's why I'm feeling so inspired to create a digital product. I'm excited to make something that can benefit creatives like me and add that perfect final touch to their project or their lives. I've always been interested in selling my own product, and I can't wait to see where this journey takes me.





Product Landscape Summary

Categories/Niches I'm Exploring

Categories and niches that have been standing out to me the most are in the design resources realm. I've specifically been interested in typefaces, asset packs, and icon packs. I want to create the sort of stuff that helps designers like myself bring their ideas to life.

Apart from that I've had some interest in products in organizational and food/cooking spaces, however, I do not expect to create anything in this realm for my first digital product.

Observed Trends & Recurring Problems

During my research I observed a lot of AI generated products. These listings feel cheap, like the seller is just trying to get a quick buck off of me, not actually solve a problem I have or offer me something I can't get anywhere else. Some of these listings are really flashy, like a lot seen on etsy, others are more subtle and harder to spot. I've found that AI generated products are really saturating the current market.

Because of this oversaturation of AI generated products, I noticed that the products that stood out to me the most were made by hand. These obviously had a lot of thought and care built into them making them feel unique and worth the money. The human touch felt more reliable, and that assumption was backed up by the description, seeing most of these listed came with a large quantity of high quality resources.

Platforms Reviewed

I primarily reviewed Creative Market as I've purchased artwork from them before for work and is one of the sites I'm most familiar with. I feel a lot of the products they offer on Creative Market align with what I am most interested in developing.

Other selling platforms I reviewed include Etsy, Notion Marketplaces, Gumroad, Buy me a Coffee, and LemonSqueezy. When looking at these I simply searched for what is typically offered on that platform, searched categories I was interested in, and got a general idea of the site's general feel.



Listings for AI Generated Digital Download Products found on Etsy

Creative MARKET

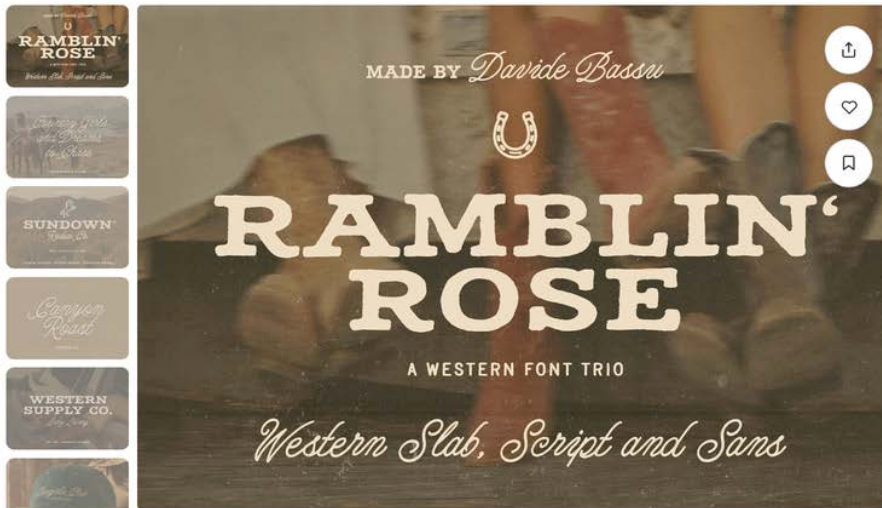
Primary platform in my review



Competitor Analysis

Ramblin Rose - Western Font Trio

Davide Bassu Featured



\$20

Member ☐ Regular

+15% off multiple license

☒ Desktop ② \$20.00

1 Seat ② - +

☐ Webfont ② \$20.00- \$17.00

☐ E-pub ② \$35.00- \$32.00

☐ App ② \$190.00- \$187.00

Add to cart

Buy now

Enterprise or Custom License ② Contact sales →

Ramblin Rose - Western Font Trio

Created by Davide Bassu

What Makes this Product Successful

What makes this product successful is the variety of the product. It ensures you can use it in multiple use cases, offering multiple different typefaces in this one font pack. Each typeface also contains 6 different fonts making it more versatile.

Before purchasing you can see all the fonts listed out, change what they say to see specific letters, and also change the size of the type.

What I'd Improve or do Differently

I would break down the description more, making it extra clear what comes with the typeface and try to incorporate more in-use photos into the product listing so it's easier for people to imagine using this typeface. Apart from that I would just add lowercase versions of each of the letters to make it usable in even more situations.

Visual Analysis

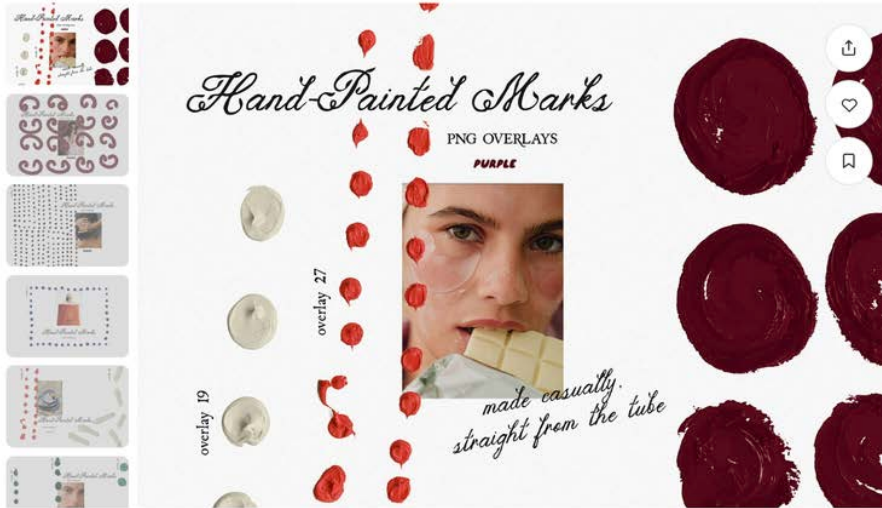
- Licences dependant on where you use the typeface
- 1 pack with 3 different typefaces, a script, sans serif, and slab serif
- Slight texture to the typeface
- Imagrey is rustic, yet still modern and trendy. It is very textured giving it an older feel.
- Consistent text color and image color scheme
- One photo showing typeface in use on a mockup



Competitor Analysis

Hand-Painted Oil Paint Overlays

Purple Featured



\$19

Member ☐ Regular ☒

☐ Personal \$16.00

☒ Commercial \$19.00

1 Seat

☐ Extended Commercial \$99.00

[Add to cart](#)

[Buy now](#)

Get this asset for free & save up to 25%

Become a member and save up to 25% on all assets plus get free assets every month. Annual members get their first download for free.

Hand-Painted Oil Paint Overlays

Created by Purple

What Makes this Product Successful

This is the most inspirational creator I've found. They make a variety of digital products, most of which are created by hand and transferred to digital.

They're very clear in their description. They mention the journey of the product, what you'll be getting, and what to expect after purchasing. They offer a lot in their product bundles, really ensuring you're getting sufficient value from your purchase.

I think the niche of selling graphic elements of PNGs is very interesting and these specifically give off a handmade, scrapbook kind of feel. Providing something like this feels like something you could only get in Canva, but with this can be used anywhere. I feel like the need for products like this is growing in design with social media.

What I'd Improve or do Differently

While there's not much I would do differently, If I had to improve these listings I would be a little more specific in the description as it doesn't mention how much of each color there is or if each paint mark is separate or grouped in some way. I'd also show a larger variety of uses/designs in the product listing so customers get a better idea of how they could use these assets.

Visual Analysis

- Licence options are personal, commercial, and extended commercial
- Images of paint cut so they are transparent elements
- Minimalistic imagery showing off a bunch of the overlays.
- Made by hand
- Many different paint colors
- Variation in each paint swatch



Competitor Analysis

Woodland Icons Illustrations Forest

CreativeWilderness



\$43

Member ☐ Regular ☒

☐ Personal \$29.00
☒ Commercial \$43.00

1 Seat

☐ Extended Commercial \$75.00

Add to cart

Buy now

Get this asset for free & save up to 25%

Become a member and save up to 25% on all assets plus get free assets every month. Annual members get their first download for free.

Subscribe & Download

Woodland Icons Illustrations Forest Created by CreativeWilderness

What Makes this Product Successful

I think the niche of vector illustrations/icons is a very successful one. They have lots of use cases and can be used in a lot of different kinds of work for a lot of different purposes. This kind of supplemental material is, I feel, becoming increasingly necessary.

This product picks a subject and sticks to it, creating a wide variety of icons one may need for a nature inspired project. The icons themselves don't feel sterile, but instead whimsical and full of life, separating it from a lot of corporate feeling icons.

These icons come in both black and white and due to the nature of their file type are highly customizable. You wouldn't just be stuck with what the seller thinks you need with this pack, but could adjust it to the needs of your project.

What I'd Improve or do Differently

I would get rid of repetitive imagery in the listing to show off more of the product and show a wider variety of where these icons would be used. When creating the actual icons themselves I'd go through my specific topic and make sure I cover as much imagery as possible. This way there'd be a wide range of options in addition to some variations, making it usable in most scenarios.

Visual Analysis

- Licence options are personal, commercial, and extended commercial
- Repetitive imagery
- Sticking to neutral color palette
- Variety of file formats
- Hand drawn icons
- Variations on a lot of the icons, not just one tree, leaf, or stick
- Comes in black, white, and is editable
- Shown mocked up on packaging and on signage



Target Audience Hypothesis

Potential Audiences I'd like to Serve

Categories and niches that have been standing out to me the most are in the design resources realm. I've specifically been interested in typefaces, asset packs, and icon packs. I want to create the sort of stuff that helps designers like myself bring their ideas to life.

Apart from that I've had some interest in products in organizational and food/cooking spaces, however, I do not expect to create anything in this realm for my first digital product.

Potential Audience Persona 1: *The Creative Professional*

Demographics

Name: Maya

Age: 29

Gender: Female

Marital Status: Single

Children: None

Location: Austin, Texas

Job Title: Senior Freelance UI/UX
& Brand Designer

Annual Income: \$85,000

Level of Education: Bachelor of
Fine Arts (BFA) in Graphic Design

Goals & Values

- Needs to maintain a high quality output and premium portfolio to attract high-paying clients.
- Aims to maximize a project's efficiency and turnaround times without sacrificing quality of work.
- Values hand-crafted, nostalgic, and textural elements over generic, sterile designs.

Challenges & Pain Points

- Balancing multiple client deadlines and administrative work leaves less time for creating assets from scratch.
- Burning out creatively and struggling to stay inspired under tight deadlines.
- Frustrated by the influx of low-quality, repetitive AI-generated designs in the market.

Objections

May ask herself "Are the commercial licensing terms clear enough for my corporate clients?" or "Is this font versatile enough to use across multiple projects?"

Purchase Role

Not the Sole Decision Maker, she works under a larger company who have to approve asset purchases. The asset is paid for directly then the asset cost is billed to the client or covered by the retainer cost.



Target Audience Hypothesis

Potential Audience Persona 2: *The Hobbyist*

Demographics

Name: Marcus

Age: 22

Gender: Male

Marital Status: In a Relationship

Children: None

Location: Portland, Oregon

Job Title: Barista & Independent
Etsy Shop Owner (Side Gig)

Annual Income: \$28,000

Level of Education: Associate
Degree in Liberal Arts

Goals & Values

- Wants to build a distinct brand identity for his digital storefront and wants to create products that don't look like everyone else's.
- Values tools and templates that let him easily customize products for individual customers.
- Enjoys sharing his work on social media and engaging with other Gen Z creators in similar niches.

Challenges & Pain Points

- Limited disposable income means he cannot afford pricier asset bundles.
- Lacks formal training in advanced design software, requiring easy-to-use templates (e.g., Canva compatible).
- Struggles to stand out among thousands of other independent craft shops.

Objections

He may say to himself "Is this template too difficult to edit without Adobe Software?" or "Can I use this asset on physical products I sell, or do I need a pricier license?"

Purchase Role

Sole Decision Maker. He is highly price-sensitive and will actively search for discount codes or free monthly goods before buying.

Where these Audiences are Hanging Out Online

Creative Professional Communities:

- Pinterest, Behance, Instagram, TikTok, Dribbble, and Awwwards for sharing work and gathering inspiration. Reddit for community and questions.
- Professional creatives frequent sites lesser known by the general public but are better sources of inspiration and portfolio work.

Hobbyist Communities:

- Pinterest and Instagram for Inspiration, Reddit, Instagram, and TikTok for community, TikTok and Youtube for Tutorials. Etsy for browsing and selling products.
- They're a part of creative communities that not only help them learn and answer questions, but inspire what they create.



Product Idea Brainstorm

Beauty Icon Pack

Who is it For?

Graphic designers and social media content creators working in the beauty industry and who currently are not getting everything they need from icon packs currently on the market.

Why Might Someone Want it?

Someone might want it for packaging design, to illustrate a step in the directions, or for an informational Instagram post.

My Competitive Edge/Unique Take

What would be different about this icon pack is that it would focus on diversity, showing all kinds of hair types and skin types so everyone can be represented in beauty imagery.

The MVP (Minimum Viable Version)

The MVP (Minimum Viable version) would feature icons in each of the 3 curl types (2a-2c, 3a-3c, and 4a-4c) as well as icons for dry, oily, normal, and combination skin types. Ideally it would also feature 6-10 neutral beauty icons.

PNG Element Pack

Who is it For?

Hobbyists, Graphic Designer, and Social Media Content Creators

Why Might Someone Want it?

Someone might want it to make designs feel less flat or wants to add a more human element to a design project.

My Competitive Edge/Unique Take

This would be made from handmade elements or everyday objects and then digitized to use in designs of digital projects. It would contain high quality, transparent PNGs that could be used in a variety of scenarios.

The MVP (Minimum Viable Version)

The MVP would be a minimum of 10-15 objects/elements as high quality transparent PNGs.



Product Idea Brainstorm

Seamless Pattern Pack

Who is it For?

Designers, Hobbyists, Crafters, Sewers, Scrapbookers, Small Business Owners, Teenage/Young Adult Everyday Consumers

Why Might Someone Want it?

Someone may want to use this as artwork on a project, as a background element, to use them in collage, print it on clothing, or to use as a wallpaper on a phone or computer.

My Competitive Edge/Unique Take

A variety of different pattern types is one pack that can be used both digitally and in print. Most patterns will ideally be created primarily by hand.

The MVP (Minimum Viable Version)

The MVP would contain a minimum of 10 handmade seamless patterns with at least two different pattern types (ex. Stripes and checkers).

Vintage Inspired Typeface

Who is it For?

Graphic Designers, Brand Designers, Design Studios/Agencies, and Corporate Brands

Why Might Someone Want it?

Someone may want this typeface to give a brand a unique feel and make it stand out, to use for personal projects, or to make a project feel more period appropriate with a vintage type feel.

My Competitive Edge/Unique Take

This typeface will be inspired by vintage typography with hand-drawn elements and options for textures to give it a realistic feel.

The MVP (Minimum Viable Version)

The MVP would be the full typeface in uppercase and lowercase with special characters included.



Preliminary Validation



Darline Font Duo



Paz Fourcard · 5 months ago

★★★★★

It's such a beautiful and inspiring font. Perfect for any business or purpose. Sophisticated and elegant. I love it.

Easy to Use

Organized Files

Unique Style



Double Exposure Overlays Backgrounds



Anna Markovets · 1 week ago

★★★★★

Great overlay pack! Clean, high-res files that layer beautifully over photos and text. Exactly what I needed. Highly recommend!

Accurately Described

Balanced Composition

High Resolution

Organized Files

Unique Style

Visually Cohesive



Salt Lake & Extra



Sarah Jernigan · 5 months ago

★★★★★

Gave my client the extra touch I was looking for to set their brand apart. Easy to use and worked perfectly!

Easy to Use

Unique Style



MOD Abstract Poster



Cornelia Valtbonesi · 3 years ago

★★★★★

The files are of excellent quality, really well made. I would have appreciated some pre-made compositions ready to print instead of just individual elements. It would also be useful to have a completely pink square or a pink pattern to create areas of only background. In any case, great product.

High Resolution

Organized Files

Unique Style

Visually Cohesive



Botanical Gradient Textures



Donna Rose · 10 months ago

★★★★

These are lovely however the file sizes are very large- may limit utility

High Resolution



Narisha Kuk · Apr 30, 2026

★★★★★

I am simply delighted with these works!



Anthony Sherman · Apr 28, 2026

★★★★★

The quality is amazing. It looks fantastic!



Darya Mnome · Apr 26, 2026

★★★★★

So unique and beautiful 🥰🥰🥰🥰



Lie Shachson · Jul 23, 2025

★★★★★

what stunning patterns! Crisp quality, beautiful tones, and so versatile. Loved using them



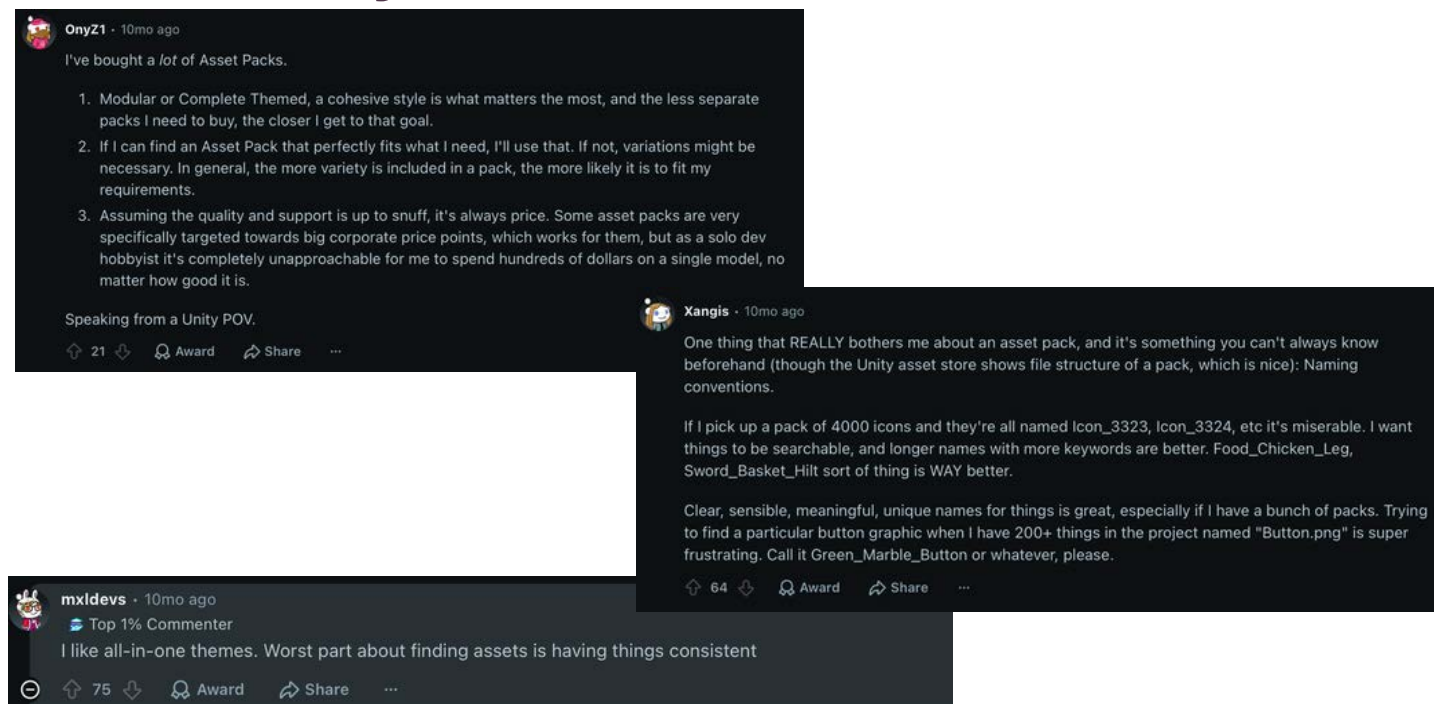
Anna Markovets · Oct 5, 2025

★★★★★

These are real gems! I love this product!



Preliminary Validation



Postives

- High Resolution Files
- LLayers well over existing photos or designs
- Works well in multiple scenarios
- Would set a brand apart
- High Quality Files
- Colors that work well together
- Uniqueness

Negatives

- Wanting more variety in the product
- Large files sizes can be limiting

Things to Keep in Mind

- Some people prefer some pre-made compositions, not just individual assets
- Make sure assets stay consistent, they need to look like they go together
- Name files well, describe the asset instead of just putting 1, 2, 3 and so on.
- Have variety, the more a pack can fit users needs the better
- Keep pricing accessible to the average consumer

How Insights are Shaping my Direction

Categories and niches that have been standing out to me the most are in the design resources realm. I've specifically been interested in typefaces, asset packs, and icon packs. I want to create the sort of stuff that helps designers like myself bring their ideas to life.



Conclusion & Next Steps

Where I'm Leaning Now

I'm really unsure about which direction I'm leaning towards at the moment as I'm not really feeling a strong pull towards any one option. I have been loving each of the ideas so far and feel like I can do something cool, unique and interesting with each of them.

My beauty icon pack idea is the most fleshed out so far. I feel that creating icons with a wide array of representation is needed in the beauty industry. As a girl with curly hair, who has done social media work for a curly hair salon I know the options for my hair type are limited. That's the "why" that's really pushing me in the direction of creating an icon pack. If I am feeling a need for this product, I'm positive other people must be as well.

My other current ideas, while nowhere near fully fleshed out, are currently feeling a little more inspiring. I think I could do something very unique and exciting with a PNG or seamless pattern pack and incorporate a lot of handmade/multimedia elements. This aspect feels especially appealing to me, how I want to present my work as a designer and artist, and what kind of product I'd like to put out into the world. I'll have to do some more research into these product ideas before I settle on my final decision and workout the intricacies.

What Needs More Research

I definitely still need to do specific research into each of my three main ideas. This research will be more specific than what I've done so far, focusing on the product instead of its market.

I need to look into the topic of pattern creation more. I have created patterns in the past, but none specifically designed to be used by anyone other than myself. I'll look into best practices and a few different methods of creating seamless patterns. I want to look into how the multimedia aspect could be incorporated to give my product a unique edge. Finally for the patterns I will look deeper at current pattern packs on the market and what the visual focus of mine would be.

PNG packs are a very new product idea to me so I need to research more about what goes into creating them and what I would need to do so. I want to identify gaps I could fill in the PNG pack space to create a product people need and that does not just blend into the background. This research will help me identify what I should focus on for this idea and the topic it should center around.

For the beauty icon pack idea I want to clarify exactly what people feel is missing from most beauty icon packs and what they believe should be included in every one. This way I will be able to fill the gaps of most current beauty icon packs. I will also be able to give consumers what they feel are non-negotiables and will need frequently.

Next Steps

My next course of action will be researching each idea more so I can make a more educated decision on my final product. I'll be noting down what I like and what I don't like about each as well as highlighting specific topics that jump out to me. Through this next step I'll be able to better nail down the digital product I'd like to take from concept to reality.