



PRODUCT DEVELOPMENT JOURNAL

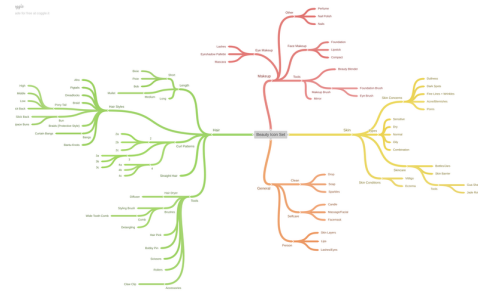
Progress Summary

30%

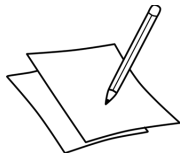
This week was all about prepping myself for creating vector icons during my second week of production. To achieve this I created a mind map, chose specific icons I would create, and create the preliminary and final sketches for each icon.

Each of these steps allowed me to create a strong foundation before hopping into illustrator and vectorizing my icon set. This will reduce back and forth later down the line and the amount of time I spend going back to the drawing board.

After this week, I am about 30% with the creation of my icon set with all of the prep work out of the way.



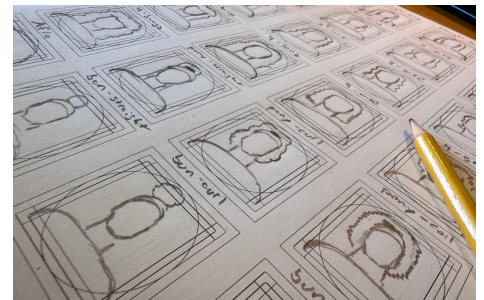
Tools & Workflow



This week I used Coggle, Google Docs, and a pencil and paper for the planning part of my production phase. I used Coggle to create a mind map in order to brainstorm possible icons for my set. I used google docs to help narrow down those ideas, sorting them into categories and different variations so what I need to create. I used a pencil and paper to help sketch ideas, nail down a visual style, and get my icons to a place where they're ready to be vectorized.

I've used each of these tools before, but I did use a new technique for my sketching. I used a grid template from the creator jammed. This grid comes has space for a variety of icon shapes and sizes to ensure they all feel visually balanced. I used this template to create my final sketches for my icons.

Overall, I would say everything worked pretty smoothly. I'm quite used to Google Docs and Coggle. The template I used can be a little confusing at first, but after a quick refresher on how to use it I was set. Everything I used this week was very helpful in my product creation process.





Challenges & Problem Solving

My biggest challenge this week was pivoting from my original idea. At first I planned to make a general, overarching beauty icon set with representation for a number of things from hair types to skin types as well as everyday icons that weren't specific to a person. As I worked, I realized my idea may have been too broad to create an outcome that would be most useful. So, I pivoted to a hair type set, focusing on providing as much representation to my fellow folks with curly hair as possible.

By switching to a narrower variety of icons I can devote my time to making variations of each of the icons. This way more people have the opportunity to see themselves in an icon. Each curl type will come with a few icon variations: a curl pattern icon, a person icon with short, medium, and long hair, and a variation with bangs. I'll include a few different hairstyles, some of which will come with curl type variations as well. Finally, I'm including some general icons from tools, like diffusers and picks to more clean based icons like soap and water.

Moving to hair only icons will allow me to really focus on making really high quality hair icons that represent a wide variety of people. On top of that, when I eventually sell this pack I believe it will be easier to market and make it stand out more as a niche product.

Something that was a little more difficult than I expected was determining how to best represent each curl pattern. I'm still a little torn on if it would be best have an icon for each and every curl type (2a, 2b, 2c, ect.) or to have more general icons (2, 3, 4). For now I'm moving forward with the broader curl patterns but am actively researching more to help me determine the best course of action.

Refelction

This week I'm most proud of my decision to pivot. I often bite off a little more than I can chew so taking the time to recognize that a pivot would not only be best for me, but also my final product was something I'm glad I decided to follow through on.

I'm also proud of myself for using a grid to create my final sketches. I think this really established a strong base for my project and in the long run will produce a better final product.

Moving into next week I'll need to determine if I'm missing any icons and seeing what I should add, if anything.

Next Steps

Next week I'll begin taking my sketches and moving them into Adobe Illustrator. Here I'll vectorize my sketches so they're ready for sale.