



PRODUCT DEVELOPMENT JOURNAL

Progress Summary

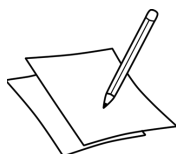
75%

This week focused on vectorizing the sketches I created last week. This process digitizes my icons and prepares it for final sale. This week I completed the initial design for each of my 48 icons including 24 hair types and style variations, 10 curl pattern icons, and 14 hair accessories, tools, and other misc. icons. These icons are not yet the final design that I will put out to potential buyers, as tweaks still need to be made, but it's very close.

I have also begun planning and creating an outline of all the potential product images I need and would like to create for this product. I'll dive deeper into this aspect next week.

I would say that by this part in my journey I am about 75% complete as a large majority of the production process is now complete.

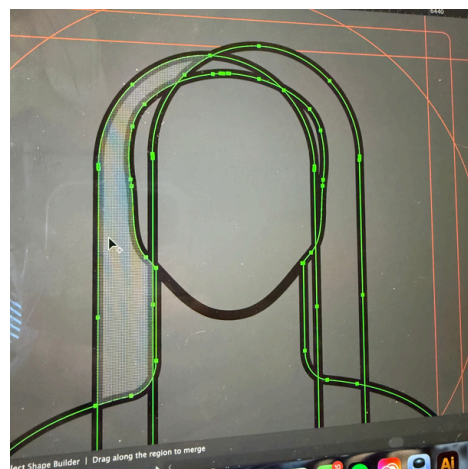
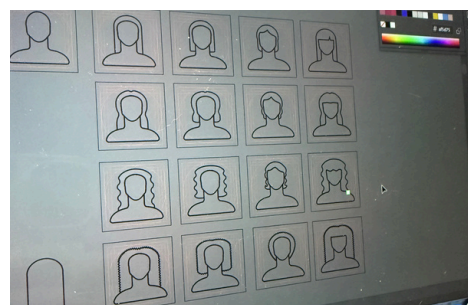
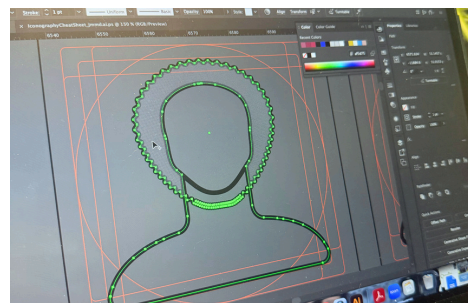
Tools & Workflow



This week in my product development journey I primarily used Adobe Illustrator as my main tool as I vectorized my sketched. Aside from that I used a pencil and paper to both reference back to my sketches and ideate new concepts. I used Google Docs to plan out more of my process and what will be needed on my sales page. Finally, I created an account on both Creative Market and Gumroad so I could familiarize myself with the product page set up process so I have a solid plan of what I need to accomplished to get my shop up and running on either site.

I wouldn't say anything this week was especially smooth or not. My work this week was certainly challenging. I used tools in Illustrator I've used before but haven't had a ton of practice with. I used pathfinder, the zig-zag tool, and the shape builder tool a lot in my process this week. It was tricky to have it work for me in the way I envisioned, but with some practice I was able to have my tools work the way I needed them to.

A new technique I discovered was using the pathfinder tool and circles to cut out chunks of the hair. I then rounded the edges to create larger curls. This allowed me to have more control over curl placement.





Challenges & Problem Solving

The thing that challenged me most this week was creating my icons for coily hair types. As the curliest of the types and working this week to create icons representing them, I can see why there aren't many icons representing this hair type. I was frustrated, but I wasn't going to let that stop me.

Instead of giving up I pushed through. Using the zig-zag effect, I created that dense curl texture in the hair. This effect helped keep the texture uniform. While it presented its own challenges through the mechanics of the tool I was able to find workarounds by moving anchor points and expanding appearances.

It's not perfect and I definitely still need to do some tweaking, but I'm happy with the spot I left these icons for this week and am confident I can improve upon them this upcoming week.

Testing

I tested my icons this week in two ways. First, I compared the icons I created to pictures of women who actually have that hair type to ensure an accurate representation. Second, I resized the icons to ensure there was enough detail even with the smaller scale.

After these tests I had a few worries. One, am I representing a wide enough range of hair types? The curls in the 3 hair type section are most similar to my own, which is relatively looser and at the beginning of the 3a-3c range so I worry it does not accurately encapsulate the texture range. Two, I fear that for my 4 hair type range reducing the size make it hard to see the detail, resulting in an icon that just looks like straight hair with a little more volume.

Next week I'll play around with the idea of adding another curlier set icons to better represent the 3 hair texture range. I'll also work on creating icons that instead represent 3b, the midpoint in this range. Between these two ideas I'm confident I will be able to find the best solution. To ensure no details get lost I will test the stroke weight, density of curls, and size height of the curls are varying scales.

Reflection

This week I'm most proud of the icons I was able to create. Although they are not perfect quite yet, I've found myself frustrated making similar things in the past. While I can say I was still frustrated while I created my icon set I pushed through it and did not quit. I've created a really solid foundation for my icon revisions and can really visualize what my final product will look like.

I still need to improve the overall usability and design of the icons. This will ensure they're not only optimized for various use cases, but also make sure they represent hair types accurately.

Next Steps

Going into next week my next step will be to refine each of my icons so they're ready for distribution. From there, I will be able to prep the files that will be going directly to customers.

Outside of the creation of the actual assets I will be selling I also plan to create the images for the sales page. I plan to write and prepare the copy for the sales page including the title, description, and FAQ section so that's all ready to go for launch day!