



PRODUCT DEVELOPMENT JOURNAL

Progress Summary

90%

This week I focused on refining my icons, organizing/naming them and prepping them for print, and continuing to work on my sales assets.

As I mentioned last week there were a few icons I wanted to revisit and tweak. I made those revisions, clarifying designs and testing scale. After all my adjustments were made I exported each of my files as a SVG, EPS, and transparent PNG. Each of these files were given clear names and sorted to appropriate folders based on file type and color. I also worked on writing information for my sales assets as well as creating wireframes for the images on my sales page.

I would say that by this part in my journey I am about 90% complete as all of the icons are packaged and ready to go and all that needs to be created still are supplemental materials to go along with the product.

Tools & Workflow

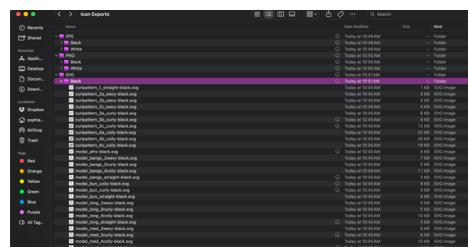
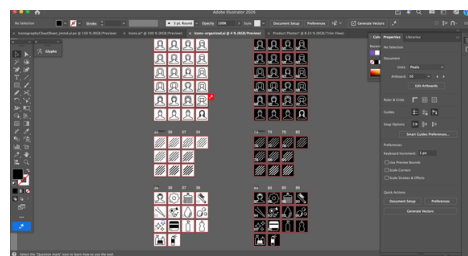
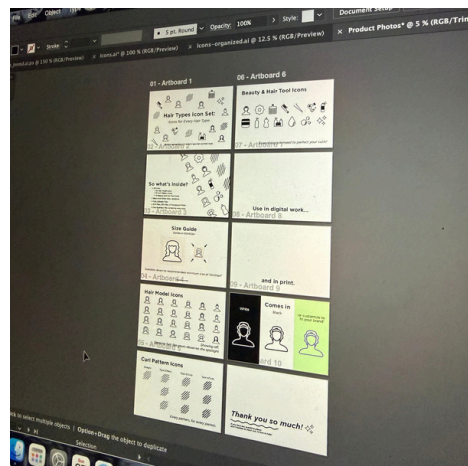


This week I primarily worked in Adobe Illustrator. In Illustrator, I was able to test out my different ideas in regards just how curly each texture should be. I was also able to ensure that the icons were still clear when they shrunk in this platform. After I made my refinements I transferred my icons from my working file to a new one to organize and export each icon.

Before exporting I created a folder system in Finder where I could export each of my logo designs. I then "Exported for Screens" each color icon as each of my three file types. From there I sorted them into each folder.

For my sales assets, continued writing down some of the copy for my sales page including title, prices, different keywords and an outline of a description. Using my outline for my page images from last week, I was able to translate that from words to a wireframe in Illustrator so I can have a strong base and move to adding color, etc. next week.

My tools worked smoothly this week, aside from some quirks with some of the tools in Adobe as I refined my icons that I'm now used to.





Challenges & Problem Solving

Something that was a little more difficult than anticipated this week was just nailing down the best way to export my files. Having to export an icon set like this isn't something that I typically do, I'm normally just working for myself, so files are messy and not super carefully thought out. This had to be polished.

I researched the best sizes my file types should be exported at and opted to make them larger than typically needed just to ensure that what goes out to customers is a high enough resolution.

Originally I planned to include individual Illustrator files along with the SVG, EPS and PNGs. I ultimately decided against doing that, instead including a master file with every icon in one spot. This will give customers a way to see and easily edit multiple icons and at a time, as well as reduce the final file size.

Testing

This week focused on testing the accuracy as well as the useability of my icons at different scales.

To ensure the type 3 hair felt right I ended up adding one more kink in the curl pattern. This made the icon feel like a better medium in the 3 curl pattern range. I also tried a second variation with more kinks but felt this variation fit the range and icon set a whole better.

To ensure all the icons were clear at a variety of sizes I shrunk each of them down to the standard size of 24x24 pixels. I made a few edits to the coily icons to make sure you could still see the curls at that smaller size. I adjusted the amount of curls to be less so they appear more defined in the final product. This combined with a wider more voluminous hair model I feel is still legible at small sizes. I also bumped up the stroke width of all the icons so they're easier to see at a smaller scale.

Packaging & Delivery

My product is now just about ready for launch. Each icon has been exported in multiple file types, clearly named, and organized into subfolders. The icon set itself is complete and ready to be sold.

The only thing that I still need to create for the final package is a "Read Me" file to guide customers through their icon pack. This will include some background, a list of what the package includes, and a size, color, and licensing guide.

After this file is created the package will be complete and (hopefully) ready to be sold on Creative Market!

Reflection

This week I am most proud I was able to get all of my icons tested, refined, and exported. Because of this I can confidently move on knowing what my customers will be purchasing is high quality, organized, and ready for their use.

I'm also happy I was able to get started on the creation of my sales images. Now with a solid base, I should be able to finish that up quickly this upcoming week.

Next Steps

Going into next week I'll have to finalize all my sales assets. This includes writing and designing my "Read Me" file. I'll have to finish the design of my sales images. I'll finalize the description and FAQ section of my sales page. Finally, I'll create an Instagram and LinkedIn post to help promote my product and hopefully lead to my first sale.