

Market Research Report

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Digital Product Launch

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Introduction

As an animator and graphic designer, I have posted numerous pieces of content for free, but I have yet to sell a digital product. I helped my older sister design the website for her croquet boutique. While this experience provided me with some insight into setting up a place to sell products, I lack experience in creating products with the intention of selling them.

In the past, I have created different animation videos that I have published on Vimeo and YouTube, but these have all been for school-related projects. So, I posted them free of charge. Creating a digital product for the purpose of selling it is not something that I have done before.

I am interested in the representation of the LGBTQ+ community within media, as well as the study of semiotics (the examination of signs and their meanings) and signification (the analysis of the relationship between a sign and its meaning). Additionally, I am fascinated by the relationship between semiotics and signification in relation to self-expression. I also love dogs, video games, and general silly goosery. Even though I will not be able to include all these things, I can create a digital product that aligns with at least one of my interests.

As a starting point for creating a digital product, I examined the various platforms where digital products are sold.

Product Landscape Summary

Just as there is a variety of digital products available for purchase, there is also a variety of platforms for selling digital products.

[Thinkfic](#) is a learning-oriented platform for selling digital products, offering an easy-to-use online learning environment for both new and experienced designers. On Thinkfic, creators can sell courses and related digital content.

[Squarespace](#) is a platform that enables creators to sell products on their own websites, whether physical or digital.

[Gumroad](#) is an e-commerce platform that offers a range of tools for creators to sell their products, whether directly through the Gumroad platform or on their own personal site.

Alternatively, there is also [Patreon](#), a subscription-based platform where creators can sell their digital content. Instead of selling individual pieces of content, creators are offering a subscription to a library of digital content. They can also set up different subscription levels that allow subscribers to see other content, depending on their subscription.

A more traditional platform for selling digital content is [Creative Market](#), a design marketplace that connects creators with a community of customers. Creative Market has a network of 10 million potential customers, which

saves creators the time and effort of building their own audiences.

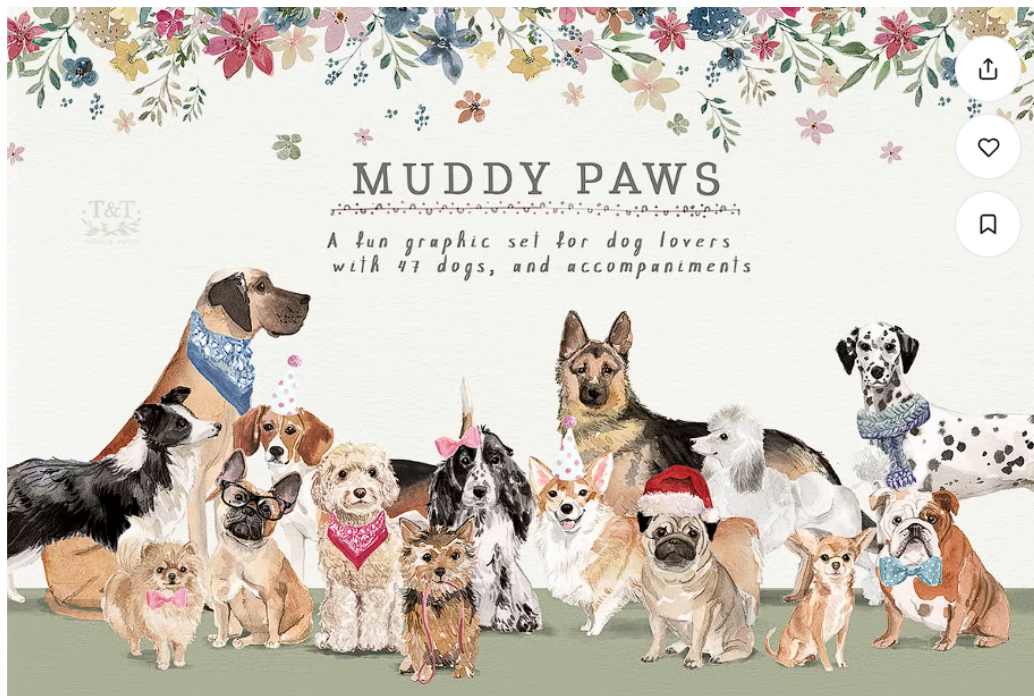
The category of items I am considering is clipart/vector art packs, downloadable zines, and character creator toolkits. For my digital product, I plan to sell it on Creative Market, as it is the easiest place to navigate.

Competition Analysis

As part of my research for my digital product, I first examined existing digital products on the market that would be within my ability to create. Among the products I reviewed, a few stood out in particular.



One is the "[Dressing Queer](#)" digital zine on Etsy. This is a PDF that can be downloaded after purchase, featuring a collection of experiences and anecdotes from LGBTQ+ individuals about their personal style. This zine received numerous popular reviews, garnering a total of 607 five-star reviews. Commenters said that they enjoyed the personal anecdotes the zine provided as well as the diverse perspectives. The number of positive reviews indicates that this is a highly successful digital product.



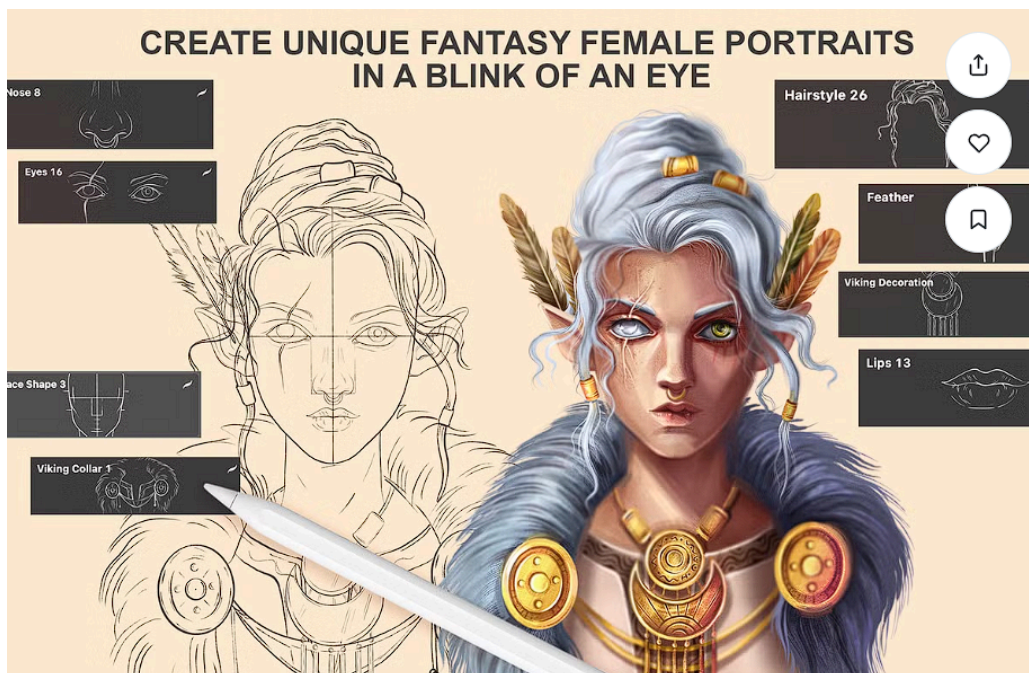
Another is the [Muddy Paws Dog Clip Art](#), which is a clip art pack available on Creative Market. It is a graphic set of dogs and seasonal decorations that can be used as a resource in creating other graphic items, such as stationery or a collage. Although this digital product has only 27 reviews, all of them are five-star reviews. If the buyers are still satisfied with it, that means the digital product is successful.



Another vector image-based digital product I found is the [Mascot Maker: Vector Mega Bundle](#). This digital package comprises 164 distinct parts, enabling the buyer to create a retro-style mascot for their business, social media, or any other purpose. Although this digital item has only two reviews, both are five-star reviews. This means that the Mascot Maker is a successful product, even if it was only successful for two people.



A similar digital product that I noticed was a few different character creator toolkits. There was one for drawing people in Procreate, one for drawing general characters in Procreate, as well as Procreate Fantasy Portrait Creators for both [men](#) and [women](#). Instead of using vector files to create a character, these toolkits feature stamp brushes for Procreate that allow users to create a wireframe of their character to trace. These products lacked actual reviews, but they still appear to be valuable assets for a digital artist.



Competition is not the only factor to consider when developing a digital product. You will not even have a product to sell if you do not have an audience.

Target Audience

While I am still deciding on an exact product to sell, the target audiences I want to focus on are other digital artists, fantasy enthusiasts, and LGBTQ+ individuals. At the same time, there is certainly plenty of overlap between these demographics (I know that I personally fall into all three of them). It is still important to distinguish between them individually, so that their different needs can be addressed.

For example, a specific problem I would like to address with digital artists is providing them with an asset that can help improve their skills, such as character toolkits. Alternatively, they may wish to expand their holdings with additional vector art for use.

Another issue that the zines could fix is just the general problem of boredom. A zine could also help address the desire to learn more about a specific topic.

Platforms that all three of my target audiences commonly use include social media websites such as Instagram, Reddit, X, Bluesky, and Tumblr, to name a few. While none of these websites gives the ability to sell products directly on them, they are essential to consider as potential websites to help promote my product.

With an audience identified and their problems and desires understood, the next step is to consider different products that can address their concerns or fulfill their desires.

To help properly consider my target audience, I have also completed two custom character worksheets.

Custom Avatar: Joe

Company/Product Name: Character Creator Toolkit

GOALS AND VALUES

Goals:

Joe's goal is to create a visual representation of his Dungeons & Dragons character.

Values:

Joe values being able to build on his artistic skills to draw his character himself.

Name: Joe

Age: 25

Gender: male

Marital Status: single

#/Age of Children: none

Location: Portland, OR

CHALLENGES & PAIN POINTS

Challenges:

Joe is challenged with:

- not feeling confident in his character design abilities.

Pain points:

A possible pain point for Joe are:

- Not finding the features he needs within the toolkit
- Not being super familiar with the program he bought the toolkit for.

SOURCES OF INFORMATION

Books: Drawing books

Magazines: n/a

Blogs/Websites: Creative Market reviews and blog

Conferences: n/a

Gurus: DnD buddies

Other: n/a

Quote: "I want something simple and easy."

Occupation: Digital Art

Job Title: Digital Illustrator

Annual Income: \$38,000

Level of Education: Bachelor's Degree

Other:

OBJECTIONS & ROLES

Possible Objections:

Objection that Joe may have are:

- that the toolkit is stamps, no real instruction on how to draw better.
- the price is too high

Role in the Purchase Process:

Joe's role in the purchase process is deciding if the toolkit will work for him and what he wants.

Custom Avatar: Becky

Company/Product Name: Moo Deng Clip Art/Vector Art

GOALS AND VALUES

Goals:

Becky's goal is to find some graphical elements to make her posts more engaging.

Values:

Becky values things that are quirky, cute, and help to bring more eyes to her posts.

Name: Becky

Age: 25

Gender: Female

Marital Status: Engaged

#/Age of Children: 0

Location: Olympia, WA

CHALLENGES & PAIN POINTS

Challenges:

Becky is challenged with:

-being concerned that her posts do not draw enough attention

Pain points:

A pain point Becky may face :

-elements not being the colors she wants.

SOURCES OF INFORMATION

Books: n/a

Magazines: n/a

Blogs/Websites: Creative Market Reviews

Conferences: n/a

Gurus: n/a

Other: n/a

Quote: "I want to get as many eyes as possible."

Occupation: Social Media

Job Title: Influencer

Annual Income: \$45,000

Level of Education: Bachelor's

Other:

OBJECTIONS & ROLES

Possible Objections:

Possible objection that Becky may have are

-not liking the art style for the avatars.
-the price being too high.

Role in the Purchase Process:

Becky's role in the purchase process is to decide if the clip art pack will fit her brand.

Product Brainstorm

Based upon the previously mentioned problems and desires of the potential audience, I have come up with the following product ideas:

Clip Art/Vector Art Pack of Moo Deng

- A clip art package of Moo Deng-themed graphics.
- This is intended for digital artists, designers, and fans of Moo Deng.
- Someone may want to use this to create a digital collage, card, or poster.
- The unique aspect of this is that the subject is Moo Deng.
- The minimum viable version of this would be a package of about 6-10 total Moo Deng vector images.

Fantasy/Dungeons and Dragons Themed Clip Art Pack

- A clip art package with fantasy/Dungeons and Dragons-themed images. Rogues, warriors, and kobolds.
- This is intended for digital artists and fantasy nerds.
- Someone may want this for a presentation, card, or poster.
- The unique aspect of this would be that it caters to fantasy fans, specifically those who are fans of Dungeons & Dragons.
- The minimum viable version of this package would be a total of 6-10 vector images relating to fantasy.

Pride Themed Clip Art Pack

- A clip art package of Pride-themed imagery. Not just flags, but people and other symbols recognizable by the LGBTQ+ community
- This is intended for digital artists, designers, members of the LGBTQ+ community, and allies.
- Someone may want to use this to create a digital newsletter, magazine, journal, or collage.
- The competitive edge of this pack would be the vibe of the images. There are plenty of LGBTQ+ clip art out there already, but these would stand out.
- The minimum viable version of this package, like the Moo Deng one, would be 10-12 vector images.

Digital Comic Zine about signification, semiotics, and self-expression

- A downloadable PDF zine that discusses the concepts of signification and semiotics and how they relate to self-expression. I would speak generally, with a focus on the LGBTQ+ community.
- This is intended for anyone with an interest in how we express ourselves, as well as the LGBTQ+ community.
- The subject of the zine is its unique take.
- The minimum viable version of this zine is a short comic explaining what signification and semiotics are and how they relate to self-expression.

Character Creator Toolkit

- A bundle of vector graphical parts of characters that the buyer can use to create a character or avatar.
- This would be suitable for anyone who needs an avatar for social media or a character mocked up for use in something like their Dungeons & Dragons group.
- Someone may want this if they have experience in handling graphics online but do not feel confident in their drawing abilities.

- The competitive edge this would provide is a diverse selection of options for buyers to create their character.
- The minimum viable version of this zine would be a paper doll set up for the graphics, with four different body options where the color is changeable. With 10 different options for hair, eyes, mouth, clothes, and accessories.

Preliminary Validation

While I brainstormed a total of five different product ideas, it is better to focus on one single product to start. To help decide which product will be the most successful, I decided to validate each product by talking each idea through with someone else. The people I discussed my ideas with are my mom and older brother, since they are the ones I have available.

Even though neither really aligns with my intended audience (my brother is a Dungeons & Dragons nerd, but that's the only group either of them fits into). It is still beneficial to discuss my ideas with them.

Discussing exactly how I would complete each product can help me decide which product idea is the most practical to complete within the given time frame of three weeks for this project.

While gathering feedback from potential audience members may be beneficial, it is not always possible to do so. Discussing your ideas with someone else is helpful because it allows you to verify that your ideas make sense and helps clarify your own thoughts.

A way to validate your ideas without consulting people is to review the comments on similar items that are already available. By researching the various digital products already available, I examined the comments and reviews to determine what buyers liked about the products versus what they disliked. Most of the comments I saw were positive, saying it was a great product. However, there were a few suggestions for things that could be improved.

For example, on a hand and word clipart product, one commenter wished that the hands were separate elements from the words. If I were to create one of my clipart product ideas, it might be a good idea to offer a selection of individual pieces for the user to combine and create the sticker they want.

Another comment I saw on several clipart products was about the desire to change the color of certain aspects of the clipart. Making the elements color changeable gives clip art a customizability that offers a competitive advantage over non-customizable clip art. The user can get exactly what they want instead of settling for something close.

Next Steps

Through my research into current digital products, I found several examples that fall within my skill level to create. By examining what is currently available, I was able to identify what is successful and what could be improved to achieve even greater success in the future.

Researching the available platforms for digital content producers to sell their products, I determined that Creative Market is the best platform for me to sell my own digital products.

I was able to come up with five different product ideas that I believe buyers would find helpful. The next step in this process is to decide which of my brainstormed product ideas I am not only the most passionate about creating but also believe would be the most successful.

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