

# Digital Product Development Journal:

*Polish & Packaging*

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## Introduction

The following is a documentation of the fifth week working on the Fantasy Character Creator Toolkit.



*Logo for the product.*



*two example characters made with the toolkit*

## Progress Summary

So far, the great majority of the character toolkit is finished. As it currently stands, the toolkit offers various customization options and functions as intended. Where the toolkit still needs work is streamlining the user experience for the buyer.

From my own testing of the toolkit, I have found that there is no easy way to tell which layers correspond to each part. To fix this, I decided to add a label/guide layer for the user to reference and determine which layers to select for each part.

With the toolkit labelled, the product itself is finished. The next part of product production that I need to focus on is all the sales assets.

I plan to create the following sales assets:

- Written use instructions.
- Video use instructions.
- Thumbnails
- Promo images
- Demonstration characters

## Challenges & Solutions

A surprising challenge I encountered was determining the best way to lay out the toolkit so that there was sufficient room for labels.

I had assumed that the time-consuming part would be the labelling since there are so many different pieces. However, I know what to label each part. The layout was what took many attempts to find one that showed everything with enough room to label, while also not giving too much white space.

Another challenge I faced was exporting all the layers as PNGs. In Clip Studio Paint, it was taking forever to do.

However, when I switched to the Adobe Photoshop version of the toolkit I found that Photoshop has the ability to fast export PNGs in batches, so I used that function to more quickly create the last version of the toolkit

An, *honestly*, expected challenge that I have faced, is admittedly keeping up the gumption to keep working on this. Not only to get a good grade, but to also create a quality product. It is important to have something to sell, but I want to be proud of what I do sell.

How I have combatted this is by just taking breaks when needed. I make sure to work on things every day for at least a while, but at a certain point in the night I will not allow myself to continue working so my brain can have a rest.

## Toolset & Workflow

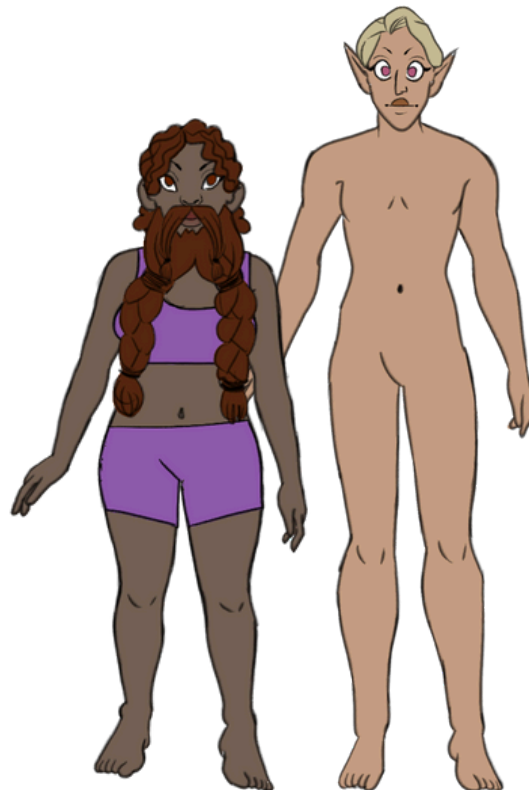
Software used during this week are:

- Clip Studio Paint
- Adobe Photoshop
- Canva

What went smoothly this week was the labeling of each item. What did not go as smoothly was figuring out the best layout for the toolkit.

Another thing that did not go as smoothly at first was the creation of the PNG version of the toolkit. Clip Studio Paint did not have an easy way to export each layer as a separate PNG file. However, I was able to find a way to make it easier.

At this point, the Fantasy Character Toolkit itself is 100% finished and packaged. What needs to be focused on next is all the sales assets that go along with a product itself.



*two more example characters made with the toolkit*

## User Feedback

For feedback, I showed the product to my mom. Although she may not be a direct fit for my target audience, any feedback can still be useful.

She thought that it looked very nice, and she agreed with my decision to do short labels for each item. This allows the user to know which layers to select, without the entire composition becoming too cluttered.

For more audience-specific feedback, I emailed the Clip Studio Paint version of the file and its instructions to a friend who also dabbles in digital art.

Separately, at their own home, my friend was able to test the files on their own time and then email me their feedback.

My friend Joymae was kind enough to send me a whole [Google Document detailing all their feedback](#). While I am linking to their full document, the highlights of their feedback are:

- They liked the variety of options
- They liked that the features aren't genderlocked "BEARDED DWARF LADY SUPREMACY" in their words.
- Said it was reminiscent of dress-up games you find on the internet, but put into Clip Studio Paint (EXACTLY what I was going for \*jazz hands\*)
- They did have trouble dragging the smaller elements, but zooming in helped. I had this same problem; it's a goof on the program's side. Could scale up the smaller elements, possibly, but I think it is fine as is.



*character made by Joymae*



*character made by Joymae*



## Packaging & Delivery

For the packaging of this product, the plan is to offer the toolkit in a canvas for Clip Studio Paint as well as Adobe Photoshop.

To actually create the toolkit, I drew everything in Clip Studio Paint. With Clip Studio Paint, I was able to duplicate both versions, boy and girl, as Adobe Photoshop documents.

As mentioned previously in the "Challenges & Solutions" section, I was then able to use Photoshop to batch export all the layers as PNGs for the zipped file version of the toolkit.

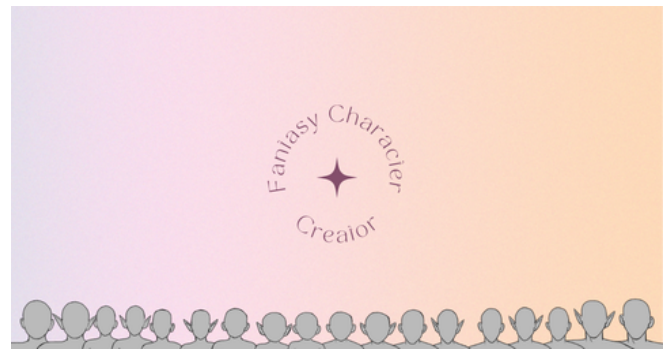
For delivery, I had been planning to sell on Creative Market, but have since pivoted to BuyMeCoffee. This is because Creative Market wants to evaluate you before letting you make a storefront.

Rather than waiting to see if I could get in, I decided to go right to BuyMeCoffee and create a website there, as I honestly could see myself building a business there more than on Creative Market.

As it currently stands, the Fantasy Character Creator is packaged and ready for launch.



*Preview of assets made for storefront.*



*Preview of assets made for storefront.*



*Preview of assets made for storefront.*

## Reflection

The creation of this digital product so far has been a long process, but an interesting one. It has been both fun and frustrating at times, but so far a great learning experience in creating digital products.

I look forward to the next part of the process, which is creating the actual sales page for the product. At this point, I have not only finished the digital product but also most of the assets for the sales page.

All the images are done, the written instructions are finished, and the product description is prepared. What remains is to create video instructions that demonstrate how to use the digital product.

