Project Development Journal

Progress Summary

What did you build or complete this week?

- Basic Sketch outlines
- Google Folder Build Out
- Creating Bundles
- Deciding on Games
- Invitation Designs (X3)
- Thank You Card Designs(X3)
- Colors for Each Bundle
- Designated Fonts

What % of your product would you say is done?

The first 25% of this process was all about laying the foundation and figuring out the basics. I believe the next chunk of work will carry me through the next 50%, where most of the real building and creating will happen. That middle stretch is where the bulk of progress takes shape, even if it feels the hardest to push through.

Game Package
↳ 10 Games
   ↳ 5 Kids
   ↳ 5 Adults

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*Kids Party (2 Boys + 2 Girls)
Planner
Kids Games } 4x Kids Parties
Decor

*Baby Showers (Blue/Pink)
Planner
Baby Games
Decor
Food Labels + Toppers

* Bridal Shower (Two Themes)
Planner
Games
Invites/Thank you
Decor
Food Labels + Toppers

Bachelorette Party?

Halloween
Xmas
Thanksgiving
4th of July
New Years
↳ Games
↳ Decor
↳ Food Labels

Party Planner

Cover
↳ Event Name
↳ Date
↳ Location
↳ Color

Guest Tracker (Printable Invites)
↳ Name
↳ RSVP Status
   ↳ Plus 1
   ↳ Dietary Needs
↳ Thank you sent

Budget Planner
↳ Venue
↳ Food & Drinks
↳ Decor
↳ Games/Entertainment
↳ Favors
↳ Mis

To Do List:
☐
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Menu Planner
↳ App/Main/Dessert/Drinks

Basic Package
Planner
↳ To Do List
↳ Date/Time/Location
↳ Budget
↳ Guest List (Invites)
↳ Food/Drinks (Menu)

Decor
↳ Food Cards
↳ Banners
↳ Signs
Games
↳ 2 Easy Games

Etsy Page: Google

Basic Party Planner
With Guidence

Birthday Planner   → Adults
Guide   → Kids

Wedding Planner   → Winter
                      → Spring
                      → Summer
                      → Fall

Holiday Party Planner → Xmas
                      → Halloween
                      → New Years
                      → Thanksgiving

Bachelorette
Planner

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Invites (5x)
Editable/E-vite

Thank You (5x)

Games

Include screenshots, drafts, or links to show progress

Party Planner

Event Name

Date

Location

Guest List

Name	Invite Sent	RSVP	Plus 1	Dietary Needs

Sunday
July 28

123-456-7890
@reallygreatsite
123 Anywhere st., Any City

Going   Not Going

RSVP Date

CHECKLIST

- [ ] Pick a Date and Time
- [ ] Select a venue
- [ ] Create a guest list
- [ ] Send invitations
- [ ] Track RSVPs
- [ ] Plan the menu
- [ ] Consider dietary restrictions/allergies
- [ ] Plan music playlist or hire DJ/band
- [ ] Plan games/activities
- [ ] Extra trash bags, paper towels, cleaning supplies
- [ ] Have a backup plan
- [ ] Shop for groceries/supplies
- [ ] Prepare décor and organize party favors
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

What tools or platforms did you use this week?

PDFescape
- I use PDFescape to figure out my printable downloads more user-friendly by adding fillable fields

Canva
- I use Canva to design and format my printable downloads because it gives me easy-to-use templates, drag-and-drop features, and a clean workspace that helps me bring ideas to life quickly without needing advanced design skills

Google Drive
- I use Google Drive to store and organize all my printable files design drafts, finished PDFs, and mockups so everything is backed up, easy to find, and accessible from anywhere when I'm working on new products.

What worked smoothly? What didn't?

I think the idea of bundling products seemed like it would work out, but every time I started putting pieces together, I found myself second-guessing what the audience would actually want. Instead of rushing, I spent a good amount of time exploring different possibilities and weighing what made sense. In the end, I focused on creating the best combinations that not only felt appealing for potential buyers but were also realistic and feasible for me to design and deliver.
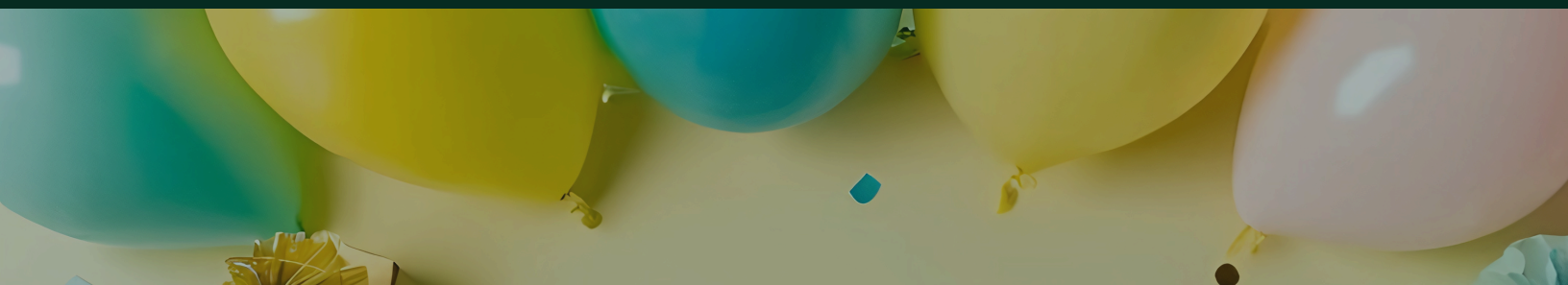
**Any new tools or techniques you discovered?**

I used PDFescape.com to turn my printable file into a fillable version, giving people the option to use it in two different ways. They can either print it out and write on it by hand, or fill it in digitally for a more convenient, paper-free experience.

Challenges + Problem-Solving

What was harder than expected?

Designing the layouts turned out to be much harder than I expected. Choosing a theme was simple enough, but creating a blank template that worked for everyone was a real challenge. I wanted the design to feel fun and inviting while still being practical for different ways of thinking. To make sure it could be genuinely useful, I researched best practices for planning sheets and focused on building something that would work for the widest possible audience.
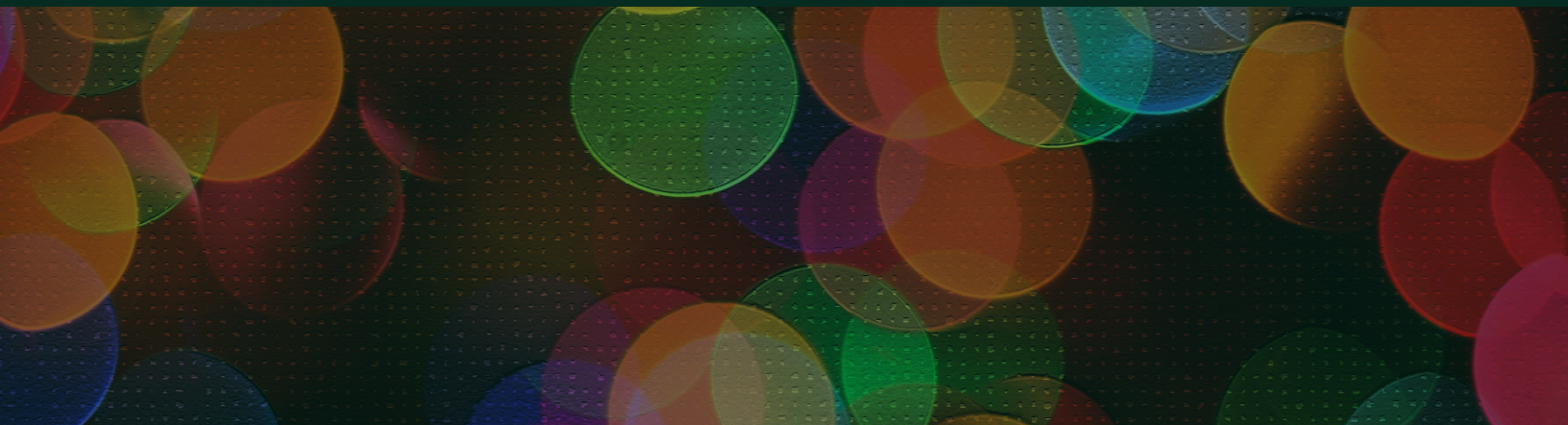
**Did you hit any blocks?
How did you move past
them?**

I think working with Canva
can be difficult at times
because, while it's the
easier and more user-
friendly software, my
background in Illustrator
makes me constantly aware
of what's possible there. In
comparison, Canva
sometimes feels limiting,
especially when it comes to
depth, flexibility, and the
finer details I know I could
achieve with more
advanced tools.

## Did you make any pivots or changes to your original idea?

My original idea was to focus on small bundles, but I've since adjusted the approach. Now, people have the option to purchase just the planner or just the food labels, without needing to buy everything together. This makes it more flexible and allows customers to choose exactly what they want.

Reflection

What are you most proud of this week?

Honestly, this was a week where I felt the most overwhelmed by this assignment, and that sense of pressure led to a lot of procrastination as I kept putting off tasks I didn't feel ready to tackle. Even though I tend to be more of a type-A person who usually likes having control and structure, that didn't stop me from struggling to organize everything all at once, and I found myself constantly rethinking how I should approach each step. Still, I'm proud of what I did manage to accomplish despite the challenges and the moments of self-doubt.
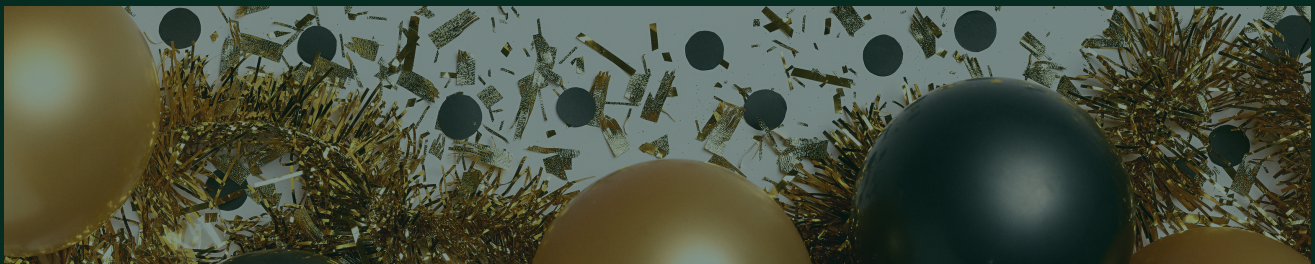
What do you still need to finish or improve?

I still need to fully flesh out the designs and make sure every element is polished, cohesive, and functional, so that the final products run smoothly and are easy for customers to use. Once that's done, I can test everything thoroughly to catch any issues and ensure a seamless experience from start to finish.

What's your next step going into the following week?

Once the bundles and links are set up, I can review everything to make sure the presentation is clear, the downloads work correctly, and the overall experience feels seamless for anyone using the products.