

Development Journal #3

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The background of the lower half of the cover is an abstract watercolor wash. It features broad, horizontal strokes of muted green and teal, with some darker, more saturated areas. Scattered throughout the composition are numerous small, circular gold or bronze-colored speckles, giving it a textured, almost celestial appearance. The overall effect is artistic and layered.

Progress Summary

What did you build or complete this week?

This week, I made significant progress pulling everything together by reviewing all the bundles in detail. I also created my Etsy page and began shaping the overall look and feel of the shop. While my original marketing designs didn't turn out the way I envisioned, I decided to pivot and try a new approach. To guide this shift, I researched what other successful sellers are doing and reflected on the elements that seem to work best.

In addition, I started outlining what I want to record more of and planning how I'll approach the content for publishing. Overall, this week was about refining, regrouping, and setting a clearer direction for launch.

What % of your product would you say is done?

At this stage, I would say my overall product is about 95% complete. As a creative person, I constantly think of new ideas and additions, which makes it difficult for me to ever say something is 100% finished. While that can feel a little overwhelming at times, it's also what keeps my work evolving and exciting.

The main focus now is refining the overall look of my Etsy page and planning how I want to market the launch. These last steps will help tie everything together and ensure the final presentation reflects the effort I've put into the product.

Include screenshots, drafts, or links to show progress.

How It Works – Step by Step

1. Instant Access After Purchase

Once your order is complete, you'll receive an email containing a link to your Google Drive folder. This folder holds all the files included in your bundle, giving you immediate access no waiting for shipping or physical delivery.

2. Easy Downloading

Inside the Google Drive folder, all files are clearly labeled so you can quickly find what you need. You can choose to download the entire bundle or just the specific items you want to use. Everything is organized for convenience, reducing the time you spend searching and helping you get started faster.

3. Full Customization in Canva

Many of the files are Canva compatible, meaning you can click the links provided to open the designs directly in Canva. Here, you can:

Edit text, names, dates, and other details

Adjust colors, fonts, and layouts

Add or remove elements to match your personal style

No advanced design skills are needed everything is pre-formatted for ease of use, so you can create professional-looking invitations, thank-you cards, party signs, and more in minutes.

4. Flexible Printing Options

After customizing your designs, you have two ways to print:

Print at Home or Local Print Shop: Download the finalized files and print them using your own printer or take them to a local printing service. This is perfect if you want immediate results or like to have full control over the materials.

Canva Print Service: For convenience, you can use Canva's built-in printing option. Canva prints your items at high quality and ships them directly to you at some of the lowest prices available. This is ideal for invitations, banners, and other party essentials.

5. Designed for Everyone

This system is built with all users in mind. Whether you're tech-savvy or prefer simplicity, the files are intuitive and easy to navigate. Clear labeling, step-by-step instructions, and optional tutorial videos ensure that anyone can download, customize, and print without frustration.

6. Why You'll Love It

With this process, you get the flexibility to personalize your party items while saving time, money, and effort. The combination of instant digital access, editable Canva designs, and affordable printing options makes planning your event smoother and more enjoyable than ever.

Include screenshots, drafts, or links to show progress.

Planning a party just got easier! With our fully customizable digital bundles, you can design professional-quality invitations, decorations, and party essentials in minutes without any stress or hassle.

Instant Access

Right after your purchase, you'll receive an email with a link to your Google Drive folder. All your files are ready to go no waiting for shipping, no lost packages. Everything is organized and clearly labeled so you can find exactly what you need in seconds.

Fully Editable in Canva

Want to make it personal? All files are Canva-compatible, giving you complete control to:

Change names, dates, and details

Adjust fonts, colors, and layouts

Add your own creative touches

Even if you've never used Canva before, our easy-to-follow instructions and optional tutorial videos make customizing your party items simple, fast, and fun.

Print Your Way

Once your designs are ready, you have multiple printing options:

At Home or Local Print Shop: Print instantly using your own printer or a nearby shop.

Canva Print Service: Have your items professionally printed and shipped to your door at some of the lowest prices available.

Why Customers Love It

Save time and money with instant downloads

Create a clean, professional, and stylish party look

Perfect for everyone from DIY beginners to party planning pros

Endless personalization without any complicated software

Get ready to wow your guests with a beautifully coordinated party that looks like it took hours but didn't! Your dream party starts here simple, stylish, and stress-free.

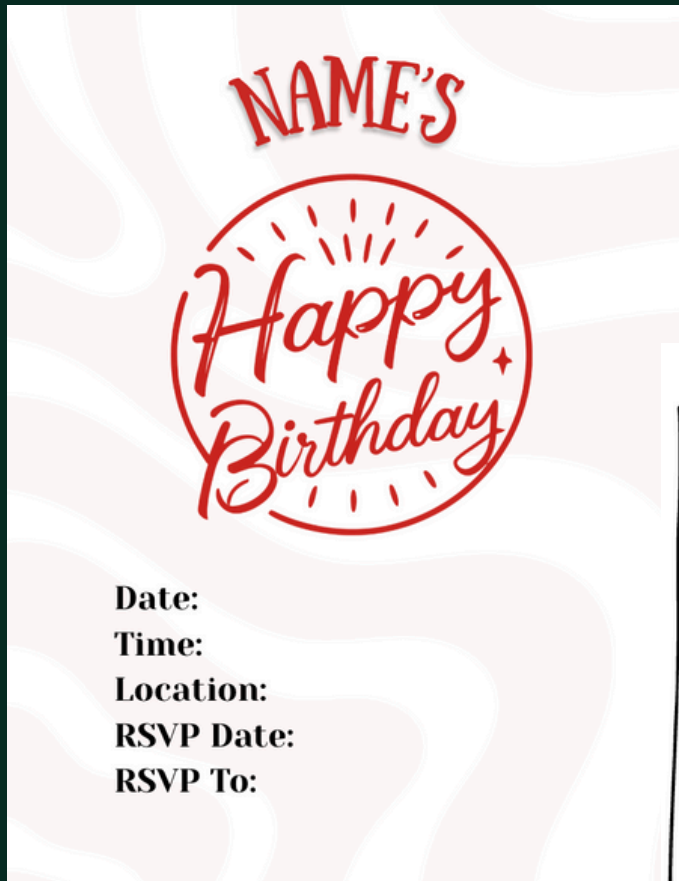
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Toolset + Workflow

What tools or platforms did you use this week (e.g., Canva, Notion, Google Sheets, Gumroad)?

This week, I focused heavily on design work, spending most of my time in Canva and Illustrator. I cleaned up and refined my existing designs, making sure everything felt cohesive and polished. In addition, I started building promotional assets that I'll be able to use for my Etsy shop and other marketing efforts. These steps are helping me solidify both the creative and strategic sides of the launch.

What worked smoothly? What didn't?

Working through the bundles this week was a challenge because the pages really started to add up, and keeping track of what was included in each set became overwhelming at times. I had to stay very focused to make sure everything that needed to be there was accounted for and organized correctly.

On the positive side, I found success using Illustrator to refine the look of my promotional materials for the website. This gave me a clearer, more polished direction for how I want the shop and marketing assets to come together.

Any new tools or techniques you discovered?

While not necessarily a new discovery, I found that using a drop shadow in Illustrator for my promotional materials was a real game changer. It was the first time I truly saw the images stand out from the page and pop to my eye. This small design detail gave the visuals a more professional, polished feel, and I believe it will help capture attention and draw customers in.

Challenges + Problem-Solving

What was harder than expected?

Like I mentioned before, the hardest part for me was keeping track of everything in the bundles and making sure each file was ready for download. This week involved a lot of scrolling, checking, and testing to ensure nothing was missing.

Looking back, if I could start over, I would definitely organize the bundles differently from the beginning. Having a clearer system in place would have saved time and frustration, and it's something I'll carry forward into future projects to make the process smoother.

Did you hit any blocks? How did you move past them?

Originally, I hit a big roadblock in figuring out how to make the bundles user-friendly. I wanted customers to be able to self-edit if they chose, but also have the option to simply type in a name without worrying about formatting, fonts, or layout issues. This took a lot of trial and error to get right, but in the end, I believe I found the best download method to accommodate all types of users.

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

The biggest pivot I made was deciding what to include in each bundle and how to decorate each piece. Through this process, I realized that less is more this applied not only to the overall design but also to font choices. I had to remind myself to pull back and recognize that the simplest approach is often the most effective. A clean and effortless aesthetic is ultimately what people are looking for.

Did you run any test sessions, share with friends, or post online?

I tested the download features from Google Drive with a variety of people to see how different users would experience them. This included my mom, who isn't very comfortable with technology, my fourteen-year-old cousin, and my brother, who is more tech-savvy. From this testing, I learned how to explain the process clearly without overexplaining, making the instructions flow smoothly for everyone regardless of their comfort level with technology.

What feedback did you receive?

The main feedback I received was to clearly label everything and provide straightforward directions on how to access, use, and print the files. This reinforced the importance of simplicity and clarity, ensuring that customers can easily navigate the bundles without confusion.

What changes did you make (or plan to make) as a result?

I wrote up clear descriptions for each component of the bundles and added images to guide users through the process. This visual support helps users who might get confused or need extra clarity. Including these details addressed a gap in my original plan and improved the overall user experience, ensuring that customers can navigate and use the bundles with confidence.

Packaging & Delivery (Week 5 focus)

Is your product organized, named clearly, and ready for launch?

After this week, I feel confident that my product now has clear instructions, is easy to navigate, and can be used by all types of people. The bundles are organized, accessible, and designed with both simplicity and functionality in mind, ensuring a smooth experience for every user.

Did you write a ReadMe file, create a “Getting Started” page, or include usage instructions?

I wrote scripts for a few explanation videos to guide users through the product, and I also created detailed usage instructions covering downloads, edits, and printing. These resources ensure that users can fully understand how to work with the bundles and make the process as smooth and intuitive as possible.

Where are you hosting/delivering your product?

I have created an Etsy page, which will serve as the initial platform for sales. I’ve also considered the potential to expand to my own website in the future, remaining open to exploring additional avenues for growth and broader reach.

Reflection

What are you most proud of this week?

I'm really proud of how well I stayed organized throughout this process and how I learned to clearly explain steps for a wide range of users. This experience has strengthened both my project management and communication skills, ensuring that the product is accessible and user-friendly for everyone.

What do you still need to finish or improve?

I still need to create the full explanation videos for the bundles, and I plan to continue expanding the ideas and offerings. My goal is to ensure that anyone visiting my page can easily find something that suits their needs, making the shop as versatile and accessible as possible.

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

My immediate next steps are to ensure everything is fully organized and completed. I also plan to incorporate all the learning materials and marketing assets I've created to promote the site effectively. This will help ensure a smooth launch and a strong presentation for potential customers.