



**DIGITAL PRODUCT  
MARKET**

# **DIGITAL PRODUCT MARKET RESEARCH**

**Mauricio Zúñiga**

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# INTRODUCTION



I am Mauricio Zúñiga, originally from Costa Rica, and now a proud resident of Connecticut. I have a strong background in finance, retail, and business administration. Currently, I am pursuing my passion by transitioning into the technology sector while working on a Master's Degree in Interactive Media and Communications.

I explore my creative mind through several tech pathways I've learned to use over the past year. I enjoy creating illustrations and animations with tools like Adobe After Effects, Illustrator, and Adobe Fresco. When it comes to writing social media content, I spend hours on Canva and Adobe Express, mainly focusing on the culinary world.

My true passion that I am eager to explore more is Web development and design. Recently, I started building websites from scratch using CMS (Content Management System) platforms like WordPress.org, Wix, and Framer. My recent work includes a well-functioning e-commerce website for a successful restaurant in my homeland. I am committed to continuous learning and constantly expanding my skills in this field. Although I am not yet experienced in the digital products market, I am eager to gain more knowledge and skills.

With prior experience in retail and finance, I am genuinely eager to start a micro business in the digital product industry. This project could be a key first step toward building a career as a freelancer in this field, especially in developing website templates. This market is experiencing rapid growth, providing great opportunities for freelancers selling website templates as digital products, and I am excited to take my first steps into this world.

# PRODUCT LANDSCAPE SUMMARY

Based on my creative interests and career goals, I am exploring digital products related to website development and design. I believe that nothing is more fulfilling than creating something from scratch, especially successful and well-functioning websites.

## Website development tools

Building strategies fall within a spectrum that ranges from writing a complete code to using a full website builder. The primary methods include:

- **Custom code:** Skilled developers can use HTML, CSS, or JavaScript to write the entire website code, with no limitations and unlimited customization options.
- **Website builders:** easy-to-use plug-and-play platforms that enable novice users to drag and drop text and media content into a pre-designed platform (e.g., Wix, Framer, Squarespace)
- **CMS (Content Management System):** Platforms that provide you a general skeleton in which you add plugins such as galleries, menus, and other content items (e.g., WordPress, Drupal).
- **Other:** specific platforms that offer a ready-made solution for a particular purpose (e.g., Shopify for e-commerce websites).

## The role of templates in website development

Website templates are pre-made layouts that include the necessary functional components, structure, and visual elements of a website, such as headers, footers, navigation menus, and content sections. Essentially, a template serves as the foundation for the website, but its strength can vary.

Platforms offer these templates with a variety of design features, including colors, fonts, images, and page layouts. Utilizing templates helps us avoid the difficulties of coding or building a website from scratch, enabling us to develop a professional-looking site quickly. However, using templates may impose some limitations on customization and might restrict our true creative spirit to some extent.

On website builders like Wix, Framer, Squarespace, and Webflow, we can choose a template from their internal library or search for one in an external marketplace. We then customize the selected template by modifying colors, fonts, and adding content, while minimizing the need for extensive coding. With CMS platforms like WordPress, entire templates are called “themes,” and each theme includes individual page templates. Users can install themes from the WordPress internal library or use specific digital markets.



Website template market image, The creative Market.com

## Website templates markets

The internal libraries in the website builder tool offer a wide selection of ready-to-use templates. However, more templates can also be found on digital marketplaces. It is often necessary to explore different sources to find the right templates, especially when considering cost and specific needs.

Digital marketplaces frequently focus on certain types of templates:

Template type	Digital marketplaces available
HTML Templates	Envato Marketplace and Template Monster offer a wide range of options.
WordPress Themes	WordPress.org theme directory, ThemeForest, GeneratePress, Kadence, Elegant Themes, Creative Market, and Etsy.
Website Builders	<b>Framer and Webflow:</b> Official template marketplaces, Gumroad, Lemon Squeezy, and Creative Market. <b>Squarespace and Wix:</b> Built-in free templates, with premium upgrades. However, options are also available on Etsy, Gumroad, and Creative Market.
E-commerce platforms	<b>Shopify theme Store:</b> Official marketplace. ThemeForest: Shopify and WooCommerce templates.

*Website template markets by site builder, Image by the author*

Finding the right template or theme is similar to online shopping. First, we browse the marketplaces and filter by the desired platform (e.g., WordPress) and niche (e.g., restaurants). Then, we can examine the features of a specific template of interest, such as whether it is responsive on all digital screens, including desktops, tablets, and smartphones. We can also review users' ratings or comments, if available, to assess reliability, and finally, preview a demo to test the template.

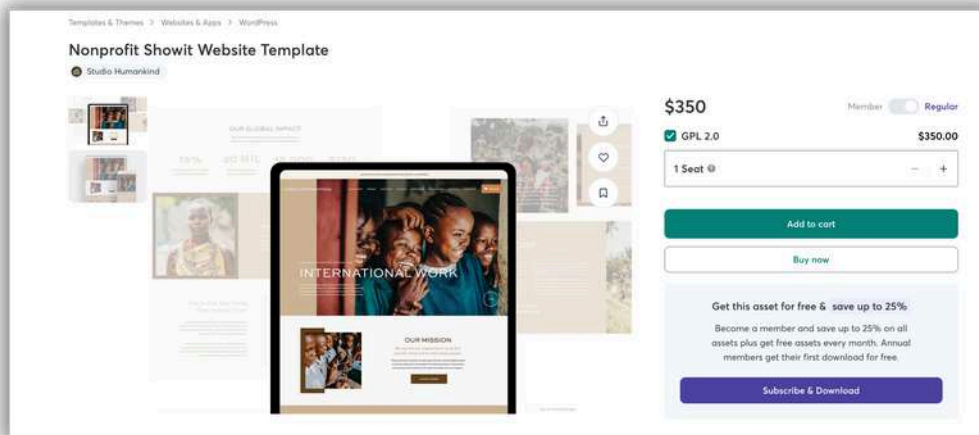
While some templates are free, many are sold for profit and generate significant earnings for their developers. Prices vary depending on the platform, software, design complexity, features, and the uniqueness of the layout. WordPress themes usually cost between \$20 and \$100 as a one-time purchase, often including free lifetime updates. Website builder templates, such as Framer, Wix, and Squarespace, typically range from \$30 to \$150, either as a one-time fee or a recurring subscription. E-commerce themes for Shopify and WooCommerce generally cost between \$60 and \$350. Shopify's premium themes often exceed \$180.

## The trends in website templates

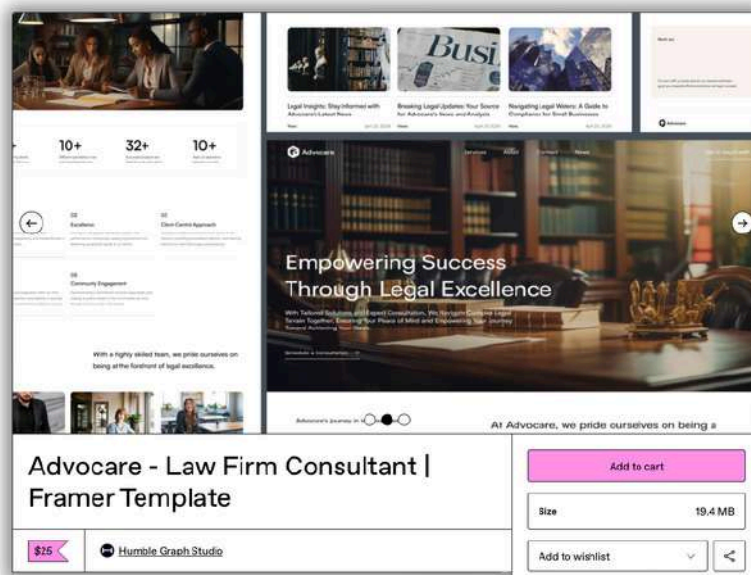
I have researched the template and theme markets across all platform and identified the following trends:

- The most popular template niches are personal blogs, e-commerce, and portfolios. For example, on the "Creative Market" catalog, there are 16577 blog templates and 2464 e-commerce templates for sale.

- WordPress offers the largest selection of templates and themes because of its widespread popularity and active community. Other platforms like Framer significantly lack templates and represent an interesting market to invest in.
- There are no definitive factors that influence the pricing of templates. It appears that e-commerce templates or those with unique designs tend to be more expensive, although numerous exceptions to this generalization exist.
- Recurring issue: Most sale templates lack detailed setup instructions. The general assumption is that buyers have prior knowledge about their setup.



*Non profit website template, The Creative Market.com*

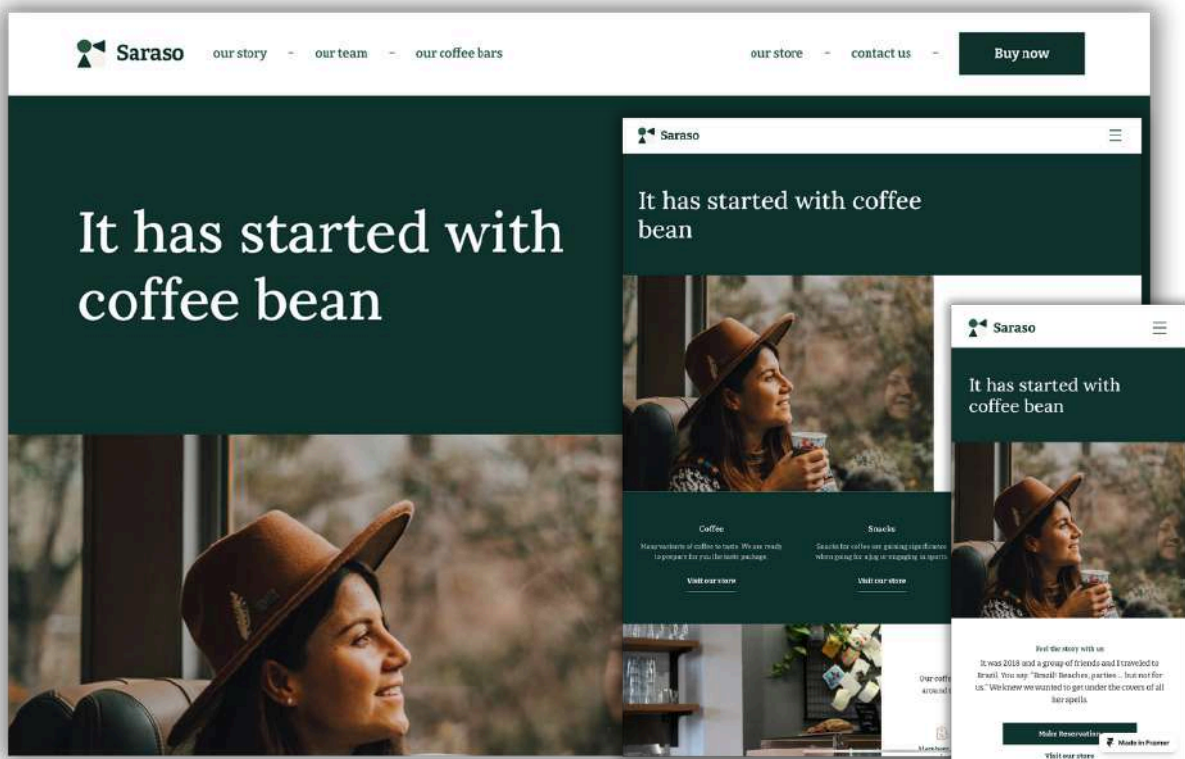


*Law Firm Consultant website template, Gumroad.com*



One potential competitor is a template, developed by Petr Bilek and available on GumRoad. It features a versatile and relatively simple design, which may be sufficient for a small coffee shop, cafeteria, or restaurant. It includes several navigation options, offering a nice variety of design choices. Since culinary websites are highly competitive, I believe that this template has good chance in the market. The price on Gumroad is \$59, and the sales volume indicates that five units have been sold so far. Lastly, I tested its responsiveness on phone and tablet, and both have adequate navigation and layout.

However, this template is quite basic and somewhat "boring." To improve this product, I would add more animation to the graphics, pictures, or titles. I would also streamline the global navigation by replacing the split menu with a more concise one. Additionally, I've noticed that social media links like Facebook and Instagram are missing from the navigation. I plan to create a richer, more attractive, and more comprehensive template.



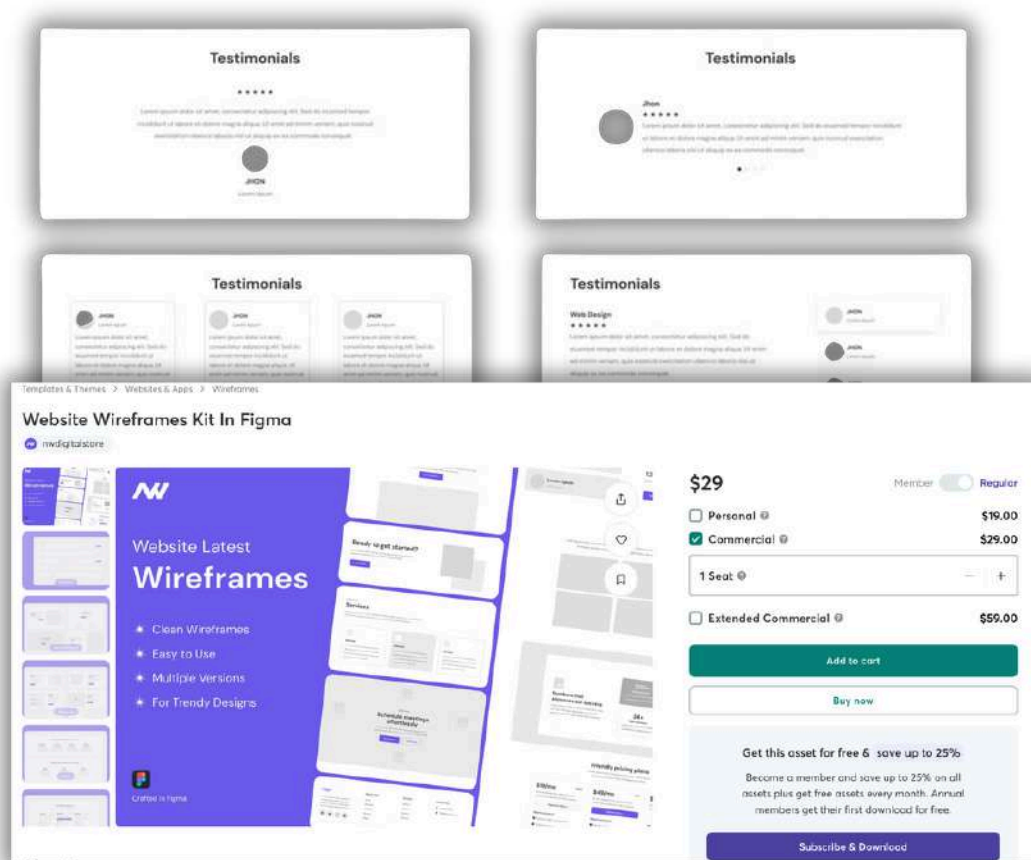
*Saraso website template Desktop, tablet and mobile version, by Petr Bilek, Gumroad.com*

## Digital product 2: A Figma template kit for wireframes

A design template is always in high demand, and many are available for purchase. Here, I will be entering a saturated market, but my market research shows that there is always room for original and creative design products

This Figma wireframe kit by the nwdigitalstore brand, priced at 29\$, available on Creative Market, is a strong competitor, offering five different versions of eleven website sections. It features a clean, modern design and is crafted with precision, including detailed buttons, icons, and a well-structured typographic hierarchy. These wireframe tools help users save time by quickly generating wireframes without having to start from scratch. However, similar free kits are available on the Figma community.

I propose a kit that is more original and creative, adding my own personal touch to the design. Unlike the nwdigitalstore kit, which is only suitable for desktop products, mine would target additional platforms such as tablets and mobile devices. My goal is to create a kit for building prototypes across all devices.



*Website wireframes kit in Figma by Nwdigitalstore, The Creative market.com*



# TARGET AUDIENCE HYPOTHESES

## Audience 1 - Novice web designers

People who lack any real technical experience and need to build a simple website for their work or personal use. This audience struggles with the basics of coding, including HTML and JavaScript. Therefore, they are limited to website templates. Additionally, they are still unsure about UX/UI principles, accessibility, and SEO, which makes it difficult for websites to look professional, accurate, and modern.

This audience wants a quick website by tomorrow that looks attractive and professional. It could be a high school football coach eager to build a site for the team with links to all the games. It might also be a young college guy who wants to create a website for his grandma to showcase all her secret recipes, including video tutorials.

The goal of this audience is to learn the essentials, the popular design and development tools such as Framer, WordPress, and Figma. These tools are often used to create websites, starting from templates and then customizing layout, colors, typography, and content. Many users seek pre-made solutions tailored to specific needs, aiming to find options that match their requirements.

This audience is looking for affordable options like templates, tutorials, courses, and eBooks to gain knowledge. They are also interested in tools that make design-to-development projects easier.

Currently, this audience is highly engaged on YouTube, where they watch tutorials on website builders like WordPress to create simple designs. They are also active on Twitter, following design influencers, developers, and creators of tools.

## Audience 2 – Experienced web developers

Here, I focus on an audience that has built websites in the past and is used to purchasing design and web templates online. They work in this field and provide digital solutions for clients for a fee.

For example, an experienced web developer currently working with many clients, trying to meet impossible deadlines, and willing to pay a fee for an attractive, original design template to complete the job faster and deliver it by tomorrow. Another example is a developer in the culinary business who is mainly interested in the Framer development tool because of its many advantages and needs a website template he can customize based on his clients' needs.

The lack of templates tailored to specific niches on the Framer Market is a challenge for even experienced developers. Another problem this audience faces is burnout from long hours of work and constant problem-solving, which reduces their creativity in many cases.

This audience seeks efficient and compelling website templates that require minimal modifications—primarily to content—while preserving the original design. Additionally, some web developers prefer versatile templates that can be used for different purposes by various businesses. For example, an e-commerce template designed for a clothing store can later be adapted for a grocery store.

This audience is highly active on social media platforms like Twitter, where they follow framework developers and participate in technology discussions. They also use LinkedIn extensively for networking, job searching, and building their professional brand. Some web developers enjoy reading blogs like “Dev.to” and “Hashnode,” where they find collaboration opportunities and troubleshooting discussions related to the tech industry.

### Customers Avatars Worksheets links:



[Web Developer Avatar](#)



[Student Avatar](#)



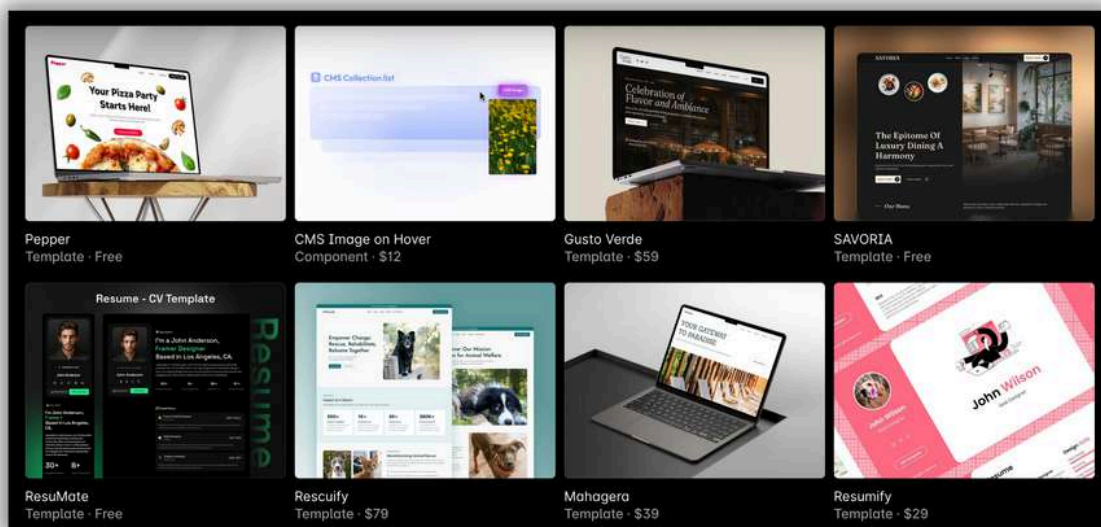
[Entrepreneur Avatar](#)

# PRODUCT IDEA BRAINSTORM

## Digital Product 1: A Website Template for Framer Builder designed for Small Culinary Businesses

This will be a pre-designed website template created in Framer, a visual, no-code web design tool. This digital product aims to establish an online presence for a culinary business as its digital front door. The design will include pre-made page layouts, visual styles, interactions, a menu gallery, a photo gallery, and modules tailored to showcase food-focused offerings.

This website template targets small restaurants, cafes, bakeries, or catering services looking for an attractive online presence. It could also be useful for culinary professionals wanting to showcase their recipes and food content. Additionally, this product might appeal mainly to web developers or design startups seeking to quickly launch a professional-looking website for a client with functional pages.



*Website templates on Framer Marketplace, Framer.com*

This template will save hours of design and development time since it is a ready-to-launch, pre-designed website. The buyer only needs to add content, adjust colors to match the client's palette, upload the logo, update the main message on the homepage, and customize it with photos from the actual business. Moreover, this template will be optimized for showcasing food or business information, featuring a responsive layout, smooth animations, and appealing visuals.

The competition in this market is fierce against top industry experts, although the Framer domain is less crowded. The main competitive advantages include:

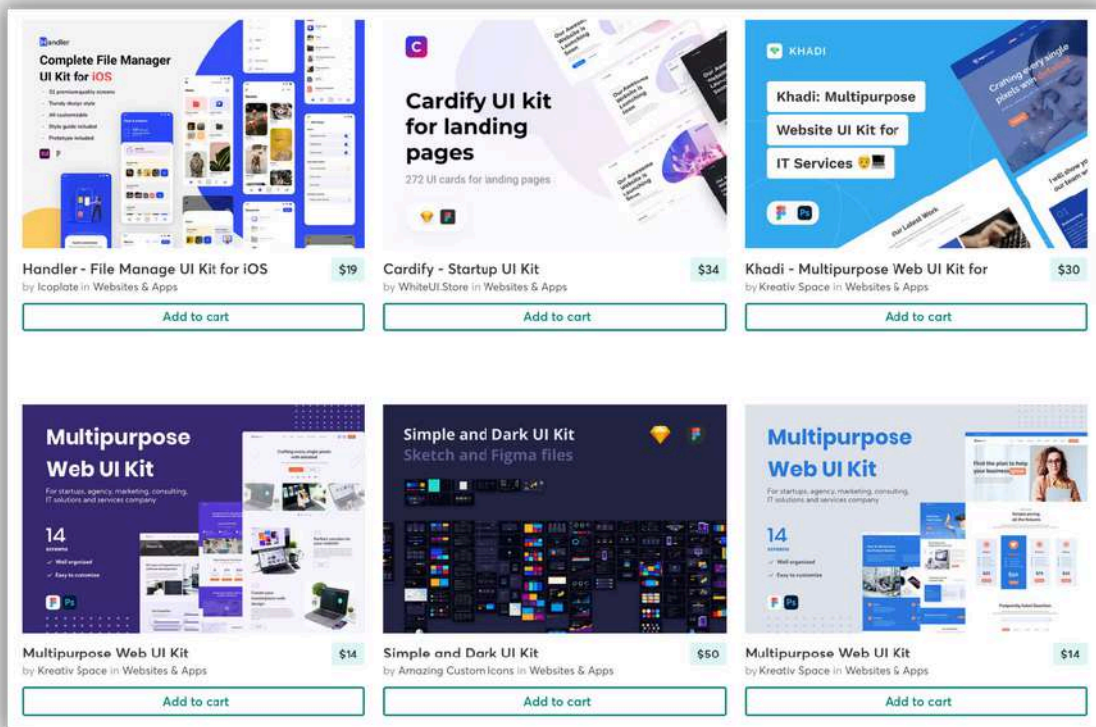
- The template is specifically designed for use with the Framer development tool.
- It offers a comprehensive information architecture, including Home page, Menu, Gallery, Blog, and Reservations (which can be customized).
- Adding an appealing layout with engaging animations.
- Featuring tailored visuals, such as dark mode or light theme, cinematic food imagery, and refined typography.

The minimal viable version of my digital product can be built and tested on Framer, which supports it. This MVP will include a Homepage, Menu page, About, Contact page, and reservation page. Without animations and interactions, it's just static pages. But with pages connected, it allows users to understand the user flow.

## **Digital product 2: A Figma template kit for wireframes**

A Figma wireframe template kit is a ready-made collection of user interface components and layouts designed for quickly sketching web or app interfaces. It usually includes frames, buttons, navigation bars, forms, placeholders, and basic interaction patterns. These kits are meant for "Low- to mid-fidelity wireframing," helping teams organize user flows and information architecture before advancing to full design or development.

This digital product is specifically designed for website designers, particularly those looking to streamline the ideation and prototyping process. I target design teams, freelancers or students looking to kickstart projects quickly without building common components from scratch. Lastly, product managers and business analysts require visual clarity on structure and flow early in a project, specifically looking for these key product elements.



*UI and wireframes Figma Kits, Creative Market.com*

Those member teams are interested in this product because designers can quickly assemble wireframes using drag-and-drop components, rather than constructing basic elements manually. This allows teams to save time on more complex tasks during the project ideation phase. This product also provides educational value for new designers, as wireframe kits can demonstrate effective layout practices, component placement, and logical flow.

The main competitive advantages of my Figma UI Kits include a wide range of components, such as buttons, icons, navigation menus, website sections, and more, all with interactions like click, hover, and press. This will allow each component to imitate real animations. Finally, I will add responsive designs, such as tablet and mobile versions, to make it more attractive in this market.

The minimum viable version of this product will include basic layout frames, key UI elements like buttons, input fields, headers, navigation bars, and placeholders for content. It will have minimal interactivity or animation (such as hover and active states) and feature a clean, low-fidelity aesthetic like grayscale. This setup will allow users to start wireframing quickly and provide room to develop more comprehensive kits later.

## **Digital product 3: E-book – “How to build a website on WordPress for beginners”**

This product is a handbook designed to teach complete beginners how to build a website with WordPress from scratch. It guides readers through the key steps, from purchasing a domain to launching the site, and also includes extra chapters tailored to different website types: Business & professional sites, E-commerce, content and media, Education & learning, and Non-profit & Cause websites.

This eBook targets beginners interested in web development without prior coding experience. It may also appeal to small business owners, bloggers, and entrepreneurs seeking an affordable way to build their own website.

People would want this book because it is written for individuals who require a well-organized, comprehensive guide that offers a clear and straightforward learning path. This ebook offers downloadable and frequently accessible offline material. It allows learners the flexibility to read at their own pace. The cost may be relatively affordable compared to courses with a higher price.

My competitive edge for this product is its genuinely beginner-friendly focus. Unlike generic WordPress guides, this eBook is specifically tailored to the pace and terminology of newcomers. The eBook will utilize simple language, incorporating screenshots, checklists, and clear instructions. I plan on adding a Spanish version for my potential international readers.

A minimum viable product of this eBook would focus solely on core, essential content for beginners to confidently launch a WordPress site. This ebook will cover the essential steps to set up an account, with minimal visuals and clear, actionable content exercises.

# PRELIMINARY VALIDATION

After conducting market research in my field of interest, website development and design, and self-mind mapping several potential products, I sought validation for my ideas. I made phone calls and had Zoom meetings with three colleagues: an experienced web developer, my cousin who is aiming to build a website for his business, and my tech-savvy nephew. I reviewed the mind map with them and documented their feedback.

Overall, I received positive feedback that helped me narrow down the list to the three products described above. They all favored the Framer template as the best product, as “I am entering a less saturated niche.” They all identified several e-books that may compete with my desired product “unless I bring something new to the table.” This comment led me to avoid tech language and add a Spanish version to differentiate my product from competitors. None of them appreciated my checklist planner idea, or, as my nephew commented, “I would never pay money for this”.

The limited yet highly effective review of my products by a potential target audience helped me shape my desired digital products and narrow down the list. I plan to revisit them next week once I narrow it down again from three to one.

# CONCLUSION & NEXT STEPS

My short list of digital products includes a website template, a Figma design kit, and an e-book – different products that target the same audience. I believe that there is room in the market for all three, and I believe I have the technical skills to bring those ideas to life.

Considering my personal interests and the potential for higher revenue, I am leaning more toward building the templates than writing the e-book. I need some guidance on financial aspects, such as how to price a digital product and marketing strategies. The financial aspect is important here as the average cost of those products is significantly different.

The Framer template is designed for restaurant websites. I wonder whether I should focus on a popular product that has many potential buyers but also many competitors, or if I should go for a more “boutique” and unique product. The latter would allow me to be more creative but would generate less financial revenue. I plan to seek my classmates' input on this question next week.

Overall, I am pleased with all three products and look forward to sharing those ideas with my colleagues next week.

# **DIGITAL PRODUCT MARKET RESEARCH**

**Mauricio Zúñiga**