

## **Tattoo Studio Website Report**

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### **Purpose of the Website**

The purpose of this website is to introduce the tattoo studio and showcase the artists that work within the studio. It allows users to navigate through the website to check out individual artist portfolios and each respective artist's social media to discover which tattoo artist works best for them. There is a page to get up-to-date information on individual artists and on the main page, a schedule for the studio is available. This website provides a place to submit your contact information for the studio to set up an appointment. It gives users access to basic tattoo information and frequently asked questions. In order, the changes that were made to the initial web page were: Instead of a link to the google maps location on the primary page, an embedded google location was added instead and a studio schedule was also added onto the main page. In the highlights page, instead of the highlights being all on the same side, they were alternated and a line was added above the text for aesthetics. On the artist's page, it was font size changes and wording changes. On the portfolio page, it was changed from a 3x2 table to a 4x3. On the contact us page, the suggestion to check out the FAQ was added to a newly added pop-up on the bottom right corner.

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The initial page, or the page the user first sees as they open the web page is just a brief overview of the tattoo shop, which includes a photo of the exterior of the studio, the times the studio will be open and when certain artists are available, as well as a google maps imbedded into the bottom of the page so that users can locate the studio. The footer of the page contains legal information, the contact information, as well as a mail-to link for the webmaster.

At the top of the page, there is a navigation bar that is consistent throughout the entire site. The studio's logo is a link back to the index page from wherever the user navigates and contains the title of the tattoo studio, with a general location beneath it for user knowledge. On the navigation bar, there are links to each page including: highlights, artists, contact us, and the FAQ. Upon hovering over the artist link, you may directly pull up a specific artist in the artist's page. This is useful for when a studio may have a plethora of artists to look through, and a user is searching for a specific artist, as it can be expanded as needed by the shop.

When the user clicks highlights, it takes them to a page with each artist's chosen display piece. It also includes the artist's name or stage name, if they have one. Below that, contains information about the tattoo such as when it was completed and the time elapsed of that highlighted tattoo. The highlights in the page alternate sides as you scroll through and more artists can be added as needed. Below the information about the tattoo highlight, there is a link that navigates similarly to the one in the navigation bar. It goes to that specific artist within the artist's page. On this page and every other page, you can return to the main web page by clicking the logo.

Once the user clicks the Artists tab on the navigation bar, they are taken to a part of the page that gives a brief introduction to the artist themselves. It may include a photo of the artist on

the left hand side. Above the image, contains a short tag about the artist's role, whether they are the shop owner, a resident artist, or whatever else the artist's title may be. Below the image, there are links to each individual artist's social media, including their Tiktoks and Instagram. On the right side of the page, contains the artist's information. It starts with the artist's first and last name and their years of tattoo experience. Beneath that, is some quick information about the artists favorite styles in an ordered list and where the artist may be guest starring in the future, with an unordered nested list showing the partnered tattoo studio's and when the artist will be starring there. Between the style and guest starring locations, is a link to each artist's portfolio, they can display their chosen completed tattoos or they can choose their favorites. Each page is made to be expanded if necessary. On the page, for user convenience, is a button that says previous so they can navigate back to the Artist page.

Next, the user may navigate to the Contact Us page. This page contains studio information, including the studio phone number and studio email with a mail-to link. Below that is a form for the user to submit their information to the studio. The user is required to submit their full name, a valid email address, and the details of their potential tattoo request. An optional text box is the preferred artist so that potentially, if the user is unsure of who they would like to go with, the studio can have the best fitting artist contact the user. On the bottom right of the shop website, a pop up appears roughly 5 seconds after opening the page. It asks the user to leave a review and check out the FAQ if they have any questions.

The final page of the website is the FAQ. First and foremost, the user is welcomed to this page with a youtube video that is meant to educate the user on day 0 care of their tattoo, when a tattoo tends to be most vulnerable. The user can ignore it, or play it to learn how to take care of their tattoo, whichever they so choose. Beneath the youtube video is a handful of questions that

are most likely to be asked by those who received a tattoo, with answers to those questions. On one of the questions, there is another link to the shop's Instagram page and a relative link to the Contact Us page.

In the future, I plan on fully developing this website to put onto a portfolio. I want to learn more about utilizing CSS to make sure the aesthetics of a website are exactly what I am looking for, and maybe learn more about good website design in the process. I think this web page, of all of our assignments, has taught me the most about website development and just how fickle it can be. In the end, this assignment was very engaging to work on even though it was tedious.