WEB DEVELOPMENT– Planning Document

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IDM 5.1

Website: KISMET INK

The site will be designed to represent Kismet Ink, a tattoo and piercing studio based in Malta. It will serve as the studio's official online presence, providing key information, showcasing the work of its artists, and allowing users to get in touch or book services.

Kismet Ink is home to three resident tattoo artists and one resident piercer, and the site will reflect the studio's creative, professional, and approachable atmosphere.

The website will include:
A homepage introducing the studio and linking to main sections;
A navigation bar to access all pages easily;
A dedicated portfolio page for each artist, including image carousels to showcase their work;
A FAQ page featuring commonly asked questions and useful advice;
A contact and booking form that collects personal details and appointment requests;
Additional content such as aftercare guidelines for both tattoos and piercings.

The site will be styled with a minimal but bold aesthetic, maintaining consistency in layout and typography. It will be responsive, accessible across devices, and designed with user experience in mind.

USER PERSONA 1

Nicole Zammit

AGE	22
OCCUPATION	Psychology student
STATUS	In a relationship
LOCATION	University dorms, Msida
TIER	Primary User
ARCHETYPE	The Explorer

MOTIVATIONS

- Self-Expression: Wants a tattoo that represents a deep emotional or personal chapter.
- Empowerment: Sees body art as a tool for confidence and ownership of her identity.
- Support & Guidance: Needs clear explanations, care instructions, and a welcoming tone from professionals.
- Symbolic Meaning: Looks for custom design ideas that are more than just aesthetic.
- Informed Decision: Wants to fully understand the process, aftercare, and cost before committing.

LIFESTYLE & INTERESTS

Nicole is in a phase of self-exploration and self-expression. She's been fascinated by the emotional and symbolic power of tattoos for years but hasn't yet taken the plunge. Now, as she nears the end of her degree, she feels ready to get her first tattoo — something that reflects her personal growth and philosophy. She's particularly drawn to abstract or conceptual styles that lean toward introspective themes. Nicole is very visual and intuitive, often curating Pinterest boards and browsing Instagram for inspiration. She's eager but slightly nervous, and she values transparency, friendly communication, and guidance from someone who understands the depth behind her idea.

PERSONALITY

Curious, expressive, detail-oriented

PAIN POINTS

Feels overwhelmed by unfamiliar tattoo lingo and processes

Nervous about pain, permanence, and choosing the right artist

TECH-SAVVINESS

High

GOALS

Feel fully prepared and supported before her first appointment

Get a meaningful, custom-designed tattoo that aligns with her story

USER PERSONA 2

Jean Paul Calleja

AGE	37
OCCUPATION	Chef
STATUS	Divorced, with one child
LOCATION	Rabat, Malta
TIER	Primary user
ARCHETYPE	The Achiever

MOTIVATIONS

- Craftsmanship: Prioritizes high-quality, consistent work in a preferred tattoo style.
- Loyalty: Likes to stick with artists who understand his aesthetic and have earned his trust.
- Efficiency: Wants fast, simple booking with the ability to request specific artists.
- Long-Term Vision: Thinks in terms of larger pieces and how each tattoo complements the next.
- Time Management: Needs flexible but precise scheduling that fits around his work and parenting.

LIFESTYLE & INTERESTS

Jean Paul is a seasoned tattoo lover who sees his body as a canvas. With over a dozen tattoos — mostly in traditional and neo-traditional styles — he's deeply invested in the art form and prefers working with artists who have strong line work, color saturation, and a grounded respect for old-school technique. When he's not in the kitchen or spending time with his daughter, he's browsing designs or thinking about the next addition to his sleeve. He values consistency and professionalism and usually goes straight to the artist's portfolio to check their style and skill. Jean Paul doesn't care for flashy UI or overcomplicated booking — he wants clean, quick, and reliable.

PERSONALITY

Confident, straight-forward, loyal

PAIN POINTS

Frustrated by generic portfolios with mixed styles

Finds vague or inconsistent after-care instructions annoying

TECH-SAVVINESS

Moderate

GOALS

Continue building his body art with consistent quality

Work closely with one or two artists who get his style

USER PERSONA 3

Eliane Santos da Silva

AGE	29
OCCUPATION	Fashion Stylist
STATUS	Single
LOCATION	St. Julian's, Malta
TIER	Secondary user
ARCHETYPE	The Trendsetter

MOTIVATIONS

- Aesthetic Precision: Wants piercing and tattoo placements that enhance her look and symmetry.
- Style Leadership: Seeks unique, trendy mods that reflect her fashion-forward persona.
- Safety & Hygiene: Prioritizes professionalism and transparency around cleanliness and materials.
- Convenience: Loves having access to quick consults via chat or DM.
- Inspiration: Enjoys curated visuals, healed photos, and style combos to help guide her decisions.

LIFESTYLE & INTERESTS

Rachel is always ahead of the curve when it comes to style, blending streetwear with high fashion and bold accessories. She's had multiple ear and facial piercings over the years, each one curated carefully to complement her look. For her, body modification is an essential part of personal branding. While she occasionally gets small, delicate tattoos, her main interest lies in piercings — especially high-quality, well-placed ones with premium jewelry options. She follows piercers and tattoo artists on social media, watches healing journey reels, and saves visual references. She wants a studio that matches her high standards: clean, edgy, fashion-forward, and responsive.

PERSONALITY

Bold, stylish, experimental

PAIN POINTS

Struggles to find piercing studios with elevated design standards

Finds many piercing sites too clinical or outdated in tone

TECH-SAVVINESS

High

GOALS

Discover a go-to piercer with strong aesthetic sense and technique

Trust that healing, hygiene, and technique are handled at a premium standard

What is Web Accessibility?

Web accessibility entails making sure a website can be used by everyone, including people with disabilities. This includes people who are blind or have low vision, people with hearing difficulties, mobility issues, or those with learning or neurological differences. Accessibility also improves the experience for users on mobile devices or with slow internet connections.

Making a site accessible is important not just for inclusivity, but also because it improves the site's usability, SEO, and legal compliance (W3C, 2018).

Different elements of Web Accessibility

1. Presentation of Information

Users must be able to see or hear the content. For example, all images should have alt text, videos should have captions, and text should have good color contrast for readability (W3C, 2018).

2. Clean Code

The website should work well with assistive tools like screen readers. Clean, properly structured code helps make the website more reliable and future-proof (W3C, 2018).

3. Understandable Content

The layout and language should be easy to follow. Use clear labels, headings, and simple instructions, especially for things like booking a tattoo or piercing appointment (Shawn Lawton Henry, 2005).

4. Usable Website

The site should work using different methods like a keyboard, not just a mouse. This helps users with mobility impairments or screen reader users navigate the site (W3C, 2018).

How does it help users?

Accessible design helps many different people:

1. A visually impaired user can hear content using a screen reader

2. Someone with hand tremors can use a keyboard instead of a mouse

3. A user with dyslexia benefits from clean layout and good font choices

4. A nervous first-time client can easily understand the booking process

How it can affect the design

To make the website for a tattoo and piercing studio accessible:

1. Using high-contrast colors and readable fonts

2. Making buttons large and easy to click

3. Adding descriptions to images in portfolios

4. Using simple language in booking forms and FAQs

5. Making sure the site works with keyboard navigation

References

W3C. (2018). Web Content Accessibility Guidelines (WCAG) 2.1. [online] Available at: https://www.w3.org/TR/WCAG21/ [Accessed 14 Apr. 2025].

Henry, S.L. (2005). Just Ask: Integrating Accessibility Throughout Design. [online] Available at: https://www.w3.org/WAI/intro/usable [Accessed 14 Apr. 2025].