

Competitive Analysis

INK HUNTER

TRY BEFORE YOU INK

Inkhunter is a very popular app with lots of positive reviews. Some tattoo artists use this app to help their clients get a clear idea of what they want.



OVERVIEW

Ink Hunter is designed for any tattoo enthusiast who wants “try before you buy”

KEY OBJECTIVES

Try any tattoo in real-time” is their slogan. Ink Hunter's tagline is THINK BEFORE YOU INK #NOMOREREGRETS with ink Hunter tattoo app.”

They attempt to stand out from the competition using their try your tattoo in real-time and abundant wealth of tattoo samples.

Bottom line

- Simple design, very user-friendly.
 - Draw a basic smile face on the body part you want the tattoo, find a drawing you like, click try, point and shoot. That simple.
- Offers samples from hundred of tattoo artist
- Book with an artist (in the US)
- Ink Hunter understands how important it is to choose the right tattoo

OVER ALL STRATEGY

Search the best tattoo design app and you'll find Ink Hunter again and again. Igreekblogs.com, freeappsforme.com, easytechtrick.org, lifewire.com Ink Hunter is offered on Android and iOS, they also have a basic website directing you to their apps.

- Android, 4.6-star rating with over 36k reviews
- Apple, Over and 4.8-star rating with over 11k reviews
- Focuses on giving you design samples, letting you “try it on” then change to see what other tattoo would look like.

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MARKETING ADVANTAGE

Ink Hunter shows up on top with every tattoo design search. They are unique in that you can “try before you buy”. As we know once you get that tattoo it isn’t coming off, very easy anyway. Having the ability to give your tattoo artist a picture of exactly what you want is what sets Ink Hunter apart from all the others. With 10 million downloads, this immediately displays the great advantage that Ink Hunter has in the market.

Bottom line

- With such high app rankings and top Google search results, this will likely position them in a market advantage loop
- Most reviews are 4 or higher, the app does appear to have reviews of mixed feelings. Some users love it but give it 3 stars because of the lack of features.

MARKETING PROFILE

With the help of Artkai the app launched its redesign in 2016, reaching 40 countries and was featured in TechCrunch, Mashable, and a few others. Before the redesign users would download and delete. The redesign fixed a lot of errors in user flow and UI design create a beautiful modern app.

Bottom line

- They appear to regularly update the app
- Reviews seem to be better over the last couple of years
- Besides the real-time tattoo seems to be basic, not too many other features
- The bright and bold logo will catch your attention drawing you in to see what tattoo suits you best

● STRENGTHS

- High ratings on Apple and Android
- First app of its kind with AR technology
- Featured in major magazines and tech blogs

● WEAKNESSES

- Low user interaction
- Editing abilities
- Option to book appointments, not send an Google form

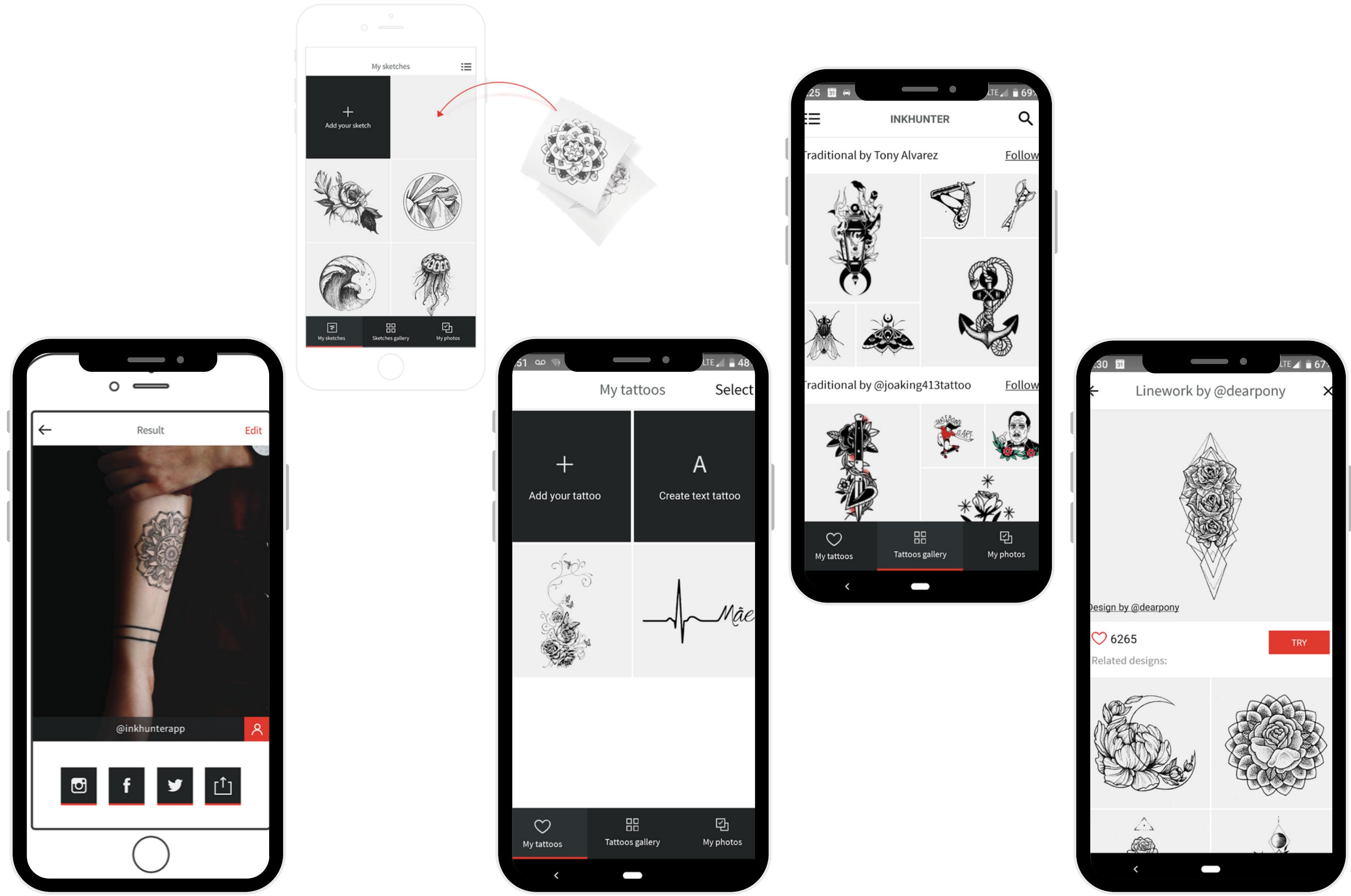
● OPPORTUNITIES

- User frustrations with limited editing and features
- Create social platform to connect with other ink lovers
- Artists and tattoo shop locator

● THREATS

- New interactive apps with AR technology
- New apps with social connection

INK HUNTER



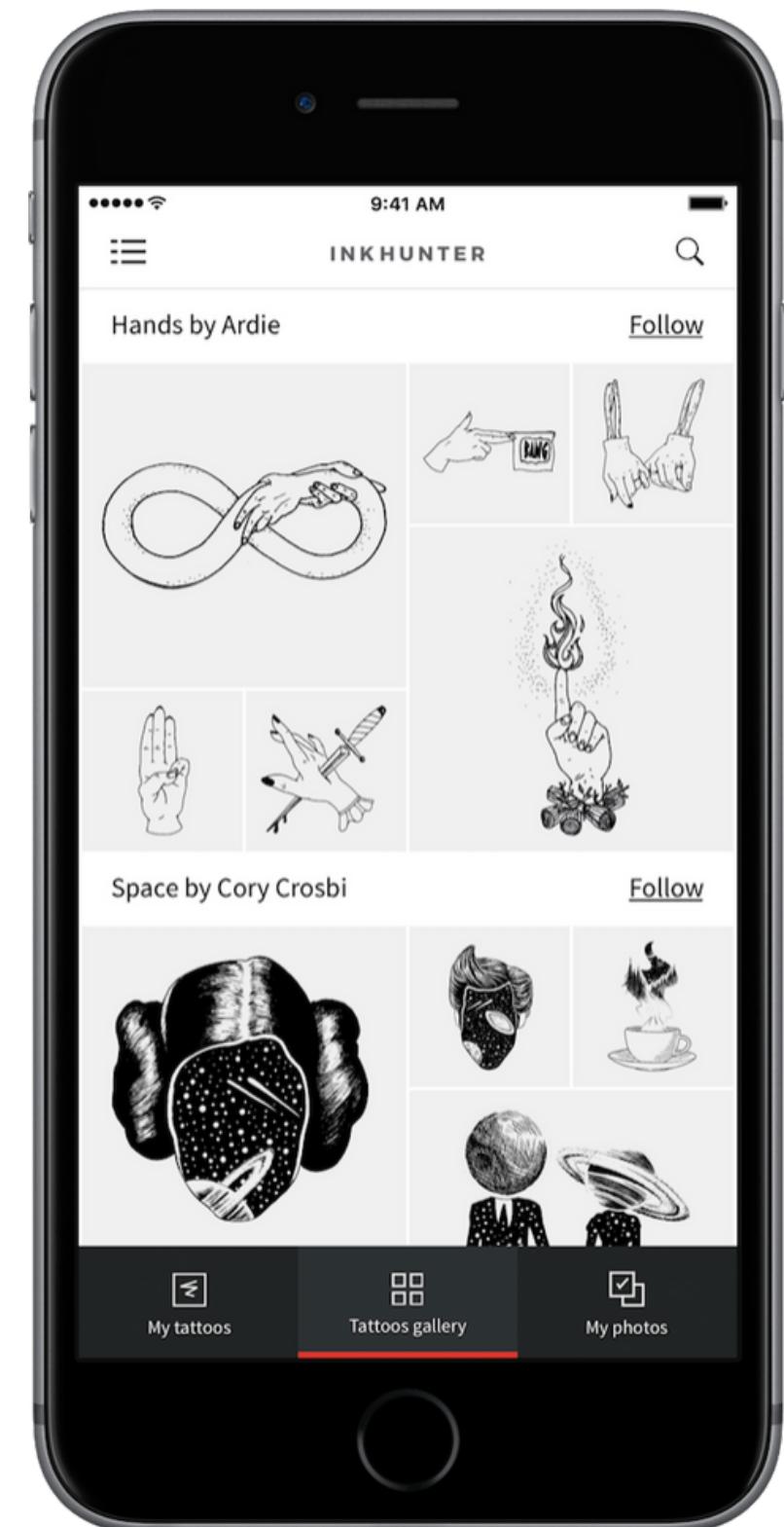
UX ANALYSIS

USABILITY

Ink Hunter is exciting to initially use then I felt I wanted more. Choosing a design for the tattoo is fairly easy, as well as seeing what it might look like on your body.

Connecting with an artist is another story. If you save the design it is hard to find the artist who created it or even to find one in your area.

The search for a tattoo artist is lacking, I would like to be able to filter and find artist near me. While following them on Instagram is cool it doesn't do much for helping me take the next step to get the tattoo.



LAYOUT

The first thing you notice is a screen with artists tattoo designs, each artist showcases 6. Once you click on a design you will have an option to make it a favorite, try it or you can look for similar designs by scrolling down. If you choose to try you will be prompted to draw a smiley face on your skin where you want to try the tattoo. Snap the picture and you can see what it would look like.

NAVIGATION STRUCTURE

Ink Hunter keeps things simple. The options that are on the bottom are My tattoos, Tattoos gallery, My Photos. If you want more options you will need to click the menu on the top left that brings you to book artist in the US, the first few times I used the app, I didn't even know that was there. I feel this would be better placed on the main screen, unfortunately, it does only take you to a Google form not to actually book an appointment.

DIFFERENTIATION

Ink Hunter provides an innovative way to experience what it would be like to have a tattoo, this seems to be what draws users to the app. Ink Hunter offers a wide variety of tattoo design ideas, it is exciting to “try it on” the tattoos. Unfortunately, you cannot search for a local tattoo artist.

There is a link that connects you to a Google form to connect, but it asks for name, number, and location, there are quite a few reviews stating the users deleted the app because of this.

One area we may be able to stand out is by offering communication to local tattoo shops and artists. This may be an opportunity to help enthusiasts ask questions and connect for appointments. Exploring a social media connection or platform would be a great addition too.

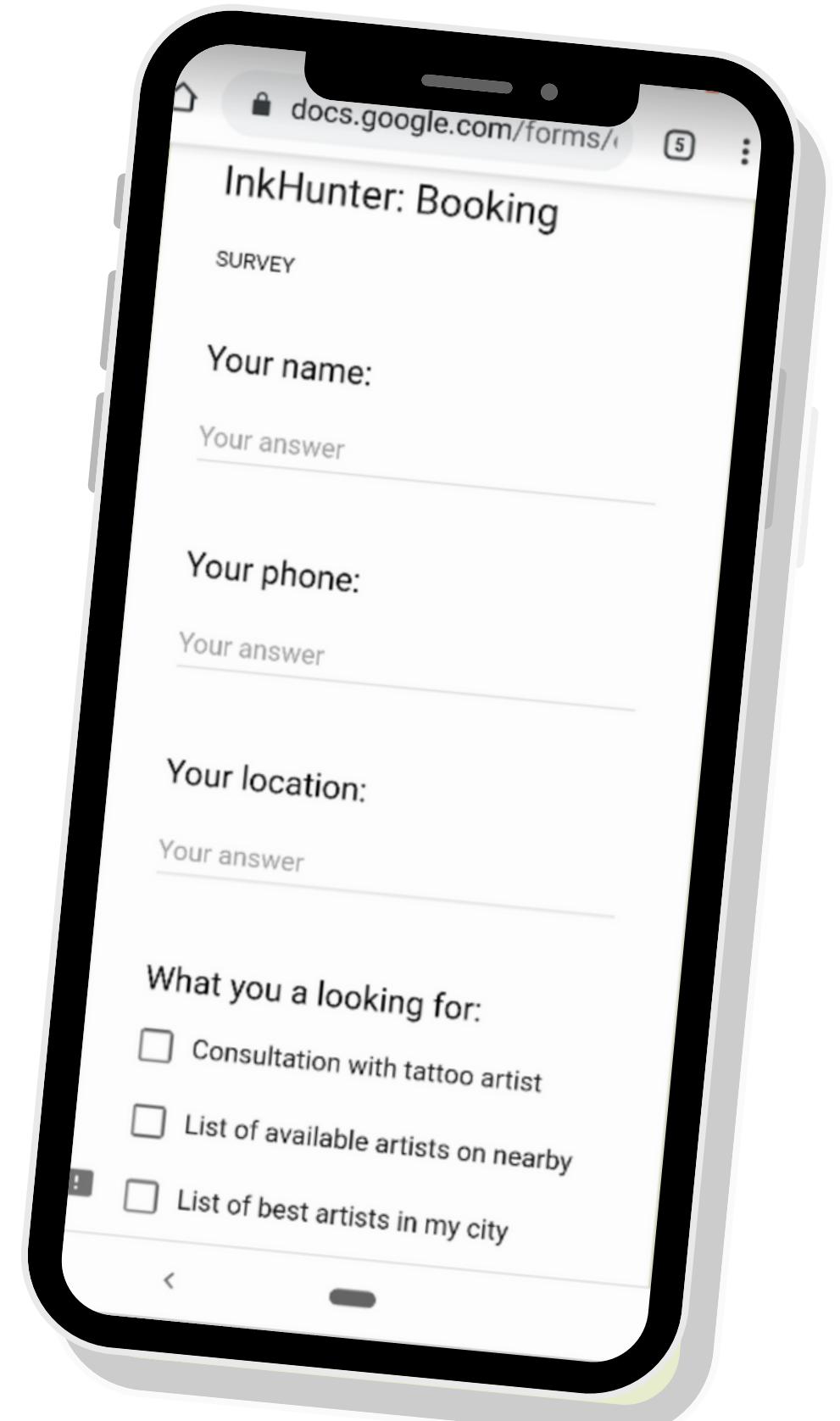
Artists profiles are nonexistent in Ink Hunter, you can only view the work they have done is on their Instagram page. Adding artist's profiles with their own live tattoo artwork, articles, including their work experience, hobbies, bios, testimonials from clients might help the user feel connected to the artist.

COMPATIBILITY

Ink Hunter supports iPad, iPhone, Android

CALL TO ACTION

Users are free to use Ink Hunter app without any annoying notifications. The only sign up form is if you want to make an appointment via the Google form.



TATTOODO

GET INSPIRED BY AWESOME
TATTOO IDEAS AND FIND THE
BEST TATTOO ARTISTS AND
TATTOO SHOPS NEAR YOU

Website and mobile app connecting
artists and enthusiast



OVERVIEW

Tattoodo is an online platform that allows artists and individuals to discover, collect and share a collection of tattoo designs, images and articles. Founded in 2013 Tattooodo headquarters is in Copenhagen, Zealand. A 4.7 rating from over 3,000 reviews on the Apple store and 4.6 rating from over 19,000 reviews.

KEY OBJECTIVES

You can browse through artists' collections of artwork, specific topics ranging from new school tattoo, tribal tattoo, watercolor tattoo, realism tattoo, Japanese tattoo, blackwork tattoo, Chicano tattoo, dotwork, fine-line, black & gray, lettering tattoo, sleeve tattoo, face tattoo and then some. Tattooodo allows you to create inspiration boards for your next tattoos, upload your tattoos to their database, search for local artists and shops.

Bottom line

- If you can dream it, Tattooodo can help you find someone to create it
- Connects you with thousands of tattoo artist and will guide you any shop
- Pro version for artist to find new clients and get more exposure

OVER ALL STRATEGY

Tattoodo is ranked one of the top tattoo design apps and websites for very clear reasons. Tattoodo is offered on Android and iOS, they also have an in-depth website directing you to any tattoo needs you may have, tattoo design, artists, ambassadors, studios, watch (very cool to see them at work), guides, connection to their app, Tattoodo pro and more.

- Android, 4.6-star rating with over 19k reviews
- Apple, Over and 4.7-star rating with over 3k reviews
- Tattoo designs from +600.000 tattooists and +25.000 tattoo shops from all over the world

Bottom line

- Would be great to have a visual of what the tattoo would look like on yourself
- From reviews seems the pro version for artists is pricey and could use clarity how it works for them

MARKETING ADVANTAGE

Tattoodo competitors are InkHunter, Inkbay, Create My Tattoo and InkSearch. Their advantage is their mobile app, comprehensive website, connection to artist and celebrity artist articles and videos. They respond to a lot of reviews on each mobile app store and update app regularly. The amount of content provided sets them apart from other websites and apps. According to Owler.com Tattoodos estimated annual revenue is \$2M and since founded in 2013, it has participated in 4 rounds of funding. In total Tattoodo has raised \$21.2M. Tattoodo's last funding round was on Jul 2019 for a total of \$5.3M

Bottom line

- With extensive exposure in tattoo-related news this gives them an advantage over the competitor
- Reviews stating app shop location doesn't work in certain countries, appears Tattoodo was quick to respond with a plan of fixing this friction for the user

MARKETING PROFILE

Tattoodo's two target markets are artists and enthusiast, age ranges from 18-40's. Artists can create a profile showcasing their work and clients can post reviews. While the app can feel overwhelming with info and photos the amount of information provided is comprehensive. The Tattoodo Facebook page has over 18 million followers, and 1.9 million followers on Instagram, YouTube is lagging with only 6 videos and 5 thousand followers. Launching the app in May of 2016, then was re-designed in January and the site. Since then, the number of app users has grew by 40% and has continued to grow.

Bottom line

- They regularly update the app, increasing artists and locations
- Having more design specifics options would be beneficial

● STRENGTHS

- Large & engaged user base
- Large content base
- Connects clients with local artists
- Website is clean and user friendly

● WEAKNESSES

- Amount of time to search tattoos
- No filters to find tattoos or artist
- Can feel overwhelming with how much you need to scroll to find what your looking for

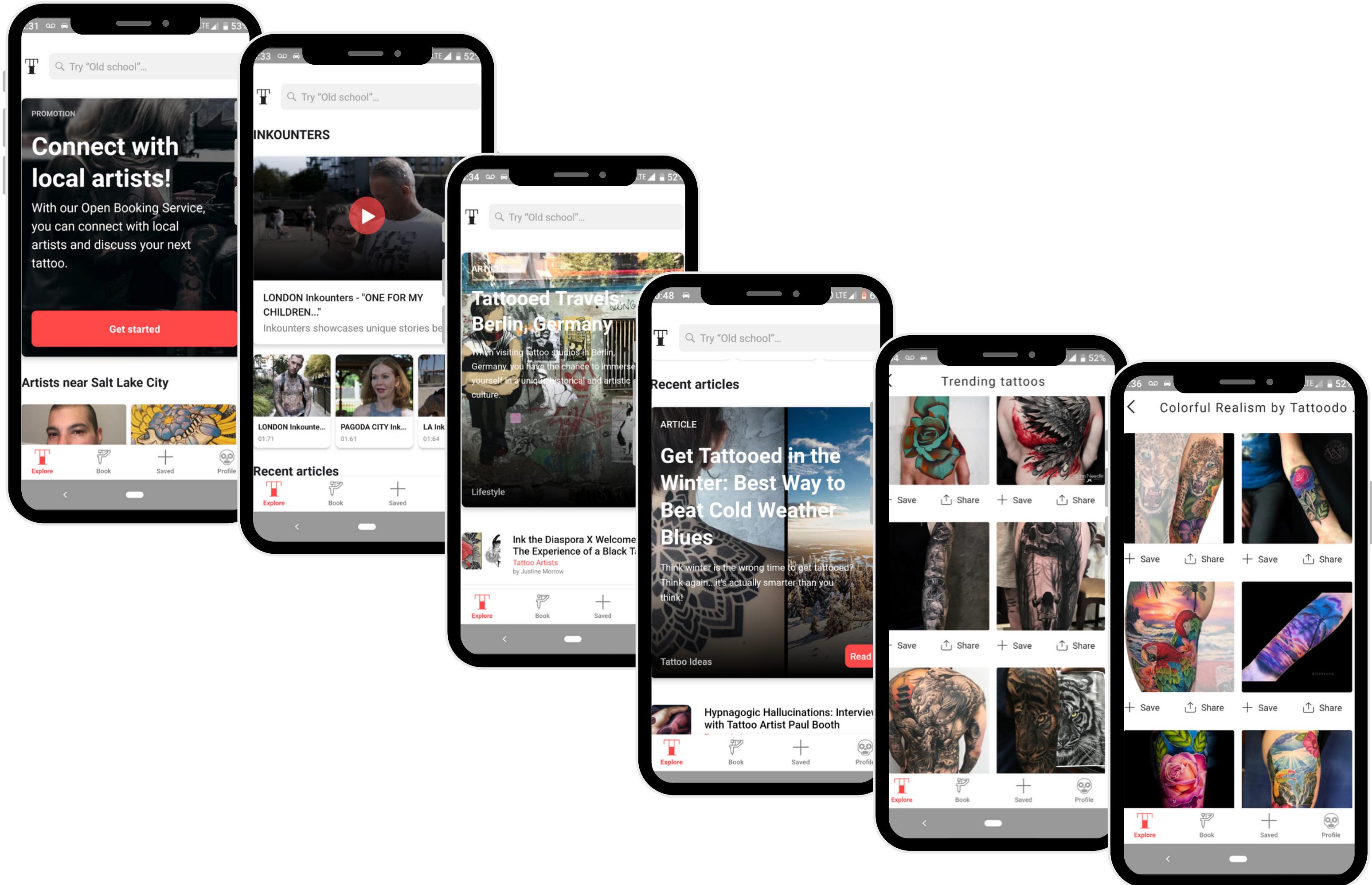
● OPPORTUNITIES

- Filter for tattoo, artists and shops
- Try on tattoo to make sure it's the right one for you

● THREATS

- A new app that offers all that they do and AR technology
- Design app with editing ability

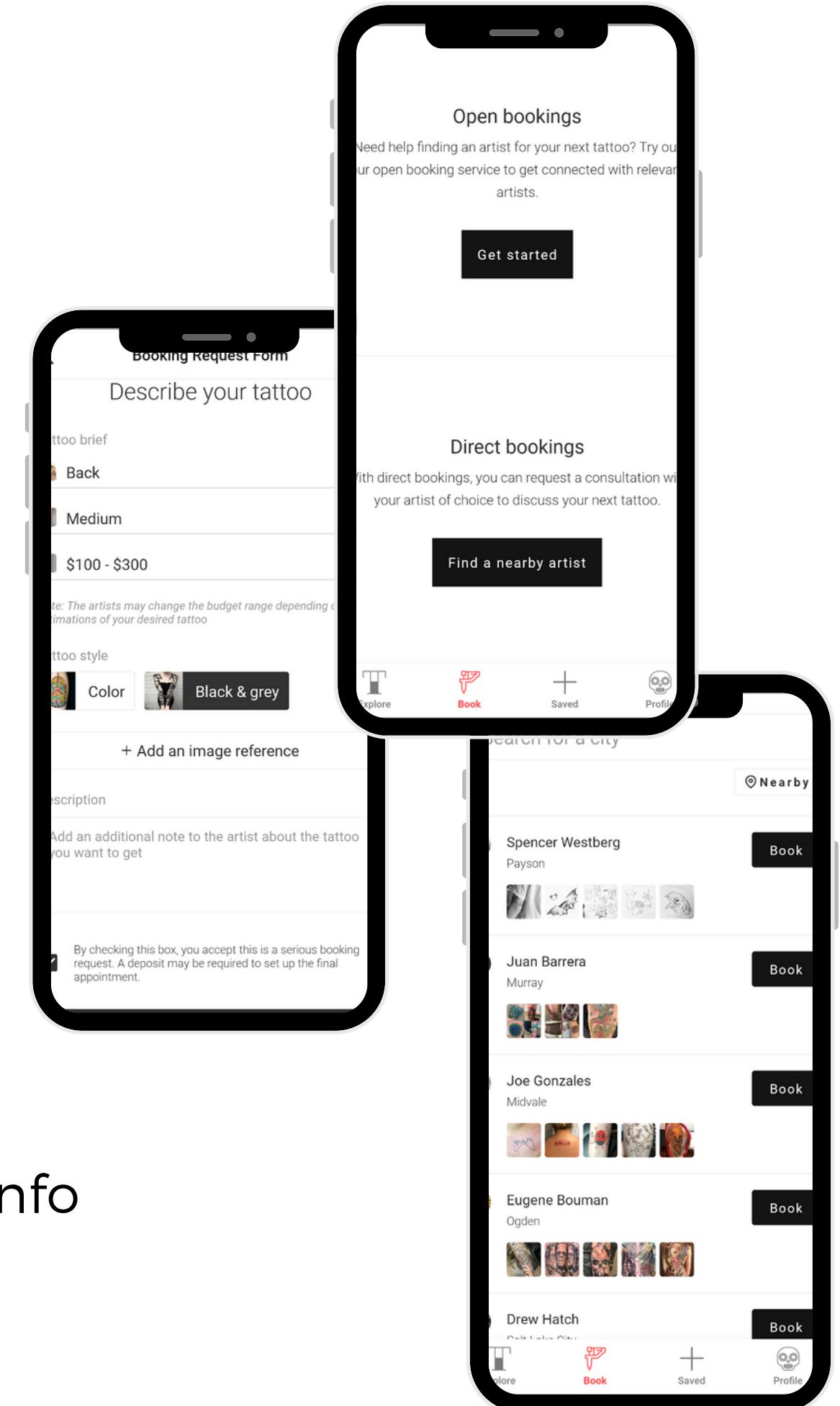
TATTOODO



UX ANALYSIS

USABILITY

Onboarding is clear, helps you set up your account and preferences preferred style, location, and reason for downloading the app. Viewing tattoos is easy but a filter option would be nice. If you want to learn more about an artist click on their photo to get more information about their style, tattoo work, experience, and links or even to book with them. Booking is a simple click book on the bottom button or in the artist's profile. Select date, placement, size and budget, style and any other info you'd like them to know, then submit.



LAYOUT

Overall Tattooodo feels clean and organized across all platforms. On the website the top bar navigation is great, clearly helps me find what I want. On the app, the bottom navigation is simple but leaves me wanting to know where the rest of the information is.

NAVIGATION STRUCTURE

The desktop site is very comprehensive. The app feels a bit overpowering, still clearly states sections and topics. The site home page is clean displaying recommendations tattoos of the day, local artist (I believe you need to be signed in for that to show), videos, etc. On the site, when you search it pulls up categories of what you searched, then you have to option to select tattoos, artists, studios, people or articles. In the app to search, you will search what you want then select it from the list. Once you search you get category options as well but it isn't as clear as it is on the site.

DIFFERENTIATION

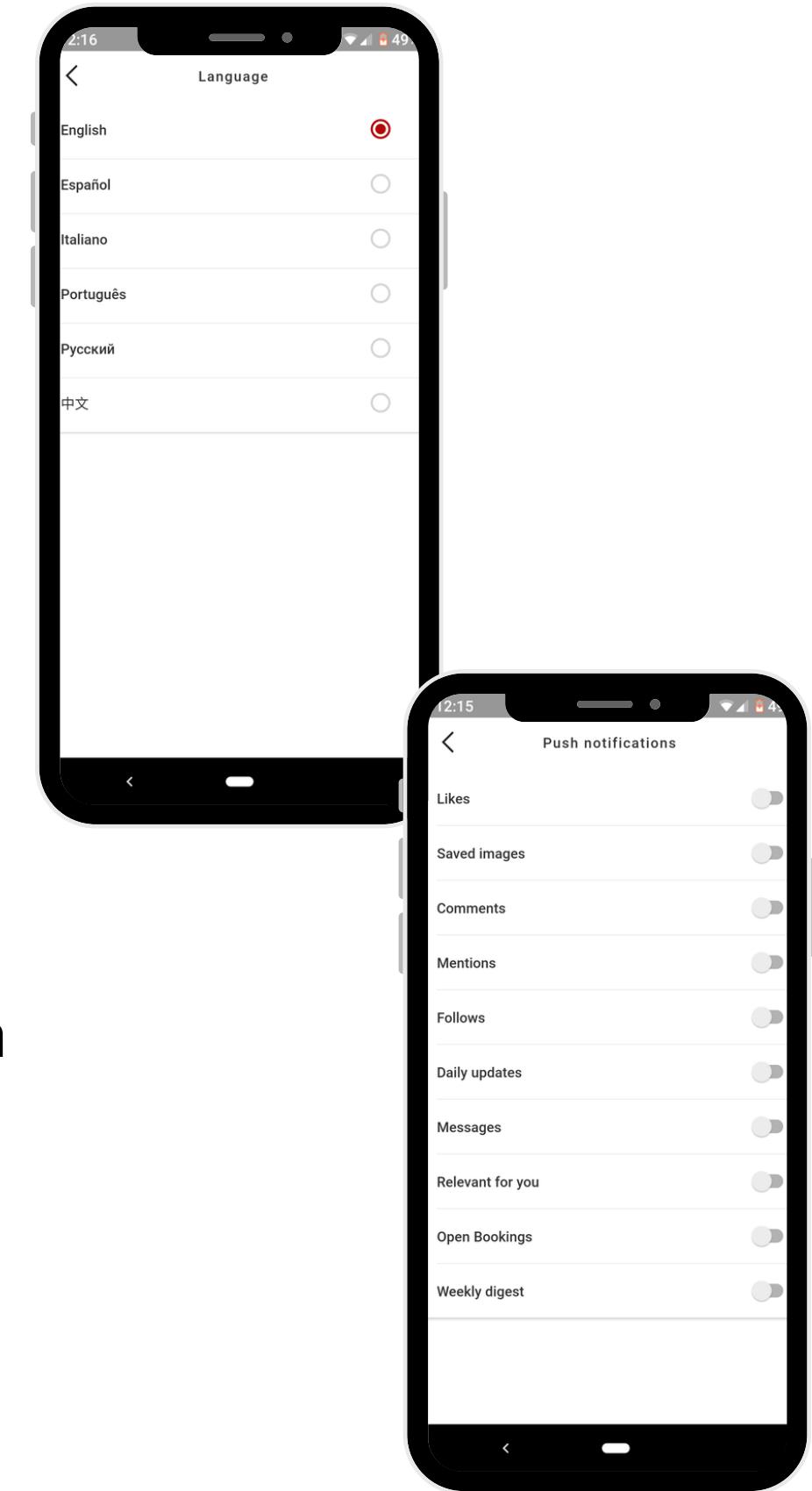
The inclusive information Tattoodo offers is fantastic, from the designs and booking to articles and videos there isn't much I would change. This content makes them more noticeable against other competitors, especially with the social aspect of the app.

One area we may be able to stand out is by offering an AR option for tattoo viewing. While this might be more complicated in the building of the app it will put our app a step ahead of the competition.

Creating a filter system to help the user feel they can easily find exactly what they want instead of searching and searching aimlessly.

COMPATIBILITY

Tattoodo supports iPad, iPhone, Android and website can be used in all major browsers on all devices. Language selection option as well.



CALL TO ACTION

Tattoodo app is free, you will need to sign up inputting basic information. I received a notification a few hours after signing up, so I simply changed the notifications in settings.