



KEENAN

• 38 •

• Music Teacher •

"I need to find a new artist who is as detailed and experienced as my last artist"

Scenario

Keenan has 75% of his sleeve finished and is looking for an experienced artist who has similar style to his previous artist. He wants to know as much as he can about them before he meets them.

Goals

1. Find a local artist
2. View artist profile
3. Contact artist

Phase 1

Search for local artist

- Filter artist location, style, experience

Phase 2

View artists

- View artists portfolios

Phase 3

Save artist profile

- Save artist profiles to Ink Board

Phase 4

Send artist message

- Send artist message
- Request phone call

Thoughts

"I can't wait to see what I can find."
"I'm surprised how easy it was to search."
"I like how many options there are to search for an artist."

"Wow, there are a lot of artists are near me."
"I am a bit nervous the artist won't be honest about skill level."

"Oh good there is a decent amount of profiles available."
I feel like most of the portfolios had sufficient info."

"I am surprised there are options when sending messages."
"I feel hesitant to contact artist instead of just going to the studio."
"I am glad I sent the message."

Opportunities

Give options to set up preferences later

Explain why they might want the Ink Board and folders during onboarding

Have option to see what they recently viewed

Give option for pro/con list or mark each design



TYLER

• 34 •

• U.S. Marine •

"When I am deployed every time I see my tattoo I want it to remind me of my family"

Scenario

Tyler is looking for a design that resembles the love and devotion he has for his son. Before he does this he wants to create an Ink Board to save all the designs he likes.

Goals

1. Create Ink Board
2. Create folders
3. Search for designs

Phase 1

Create new ink board

- Name ink board
- Select preferences

Phase 2

Create new folder

- Name first folder
- Name second folder

Phase 3

Find designs

- Search for design
- Save design

Thoughts

"Finally I have time to browse designs."

"Selecting preferences is a great option, hopefully it helps make this easier."

"I hope this doesn't take too long."

"The folders are easy to create. But not sure why I what I will do with them."

"I like looking through designs I actually like."

"There are too many to look at."

"Being able to tag favorite designs is great."

"Now I get why it had me create folders."

Opportunities

Give options to set up preferences later

Explain why they might want the Ink Board and folders during onboarding

Have option to see what they recently viewed

Give option for pro/con list or mark each design



Meghan

• 24 •

• Student •

"This is my first tattoo, I am really excited to get one. I don't want to regret it."

Scenario

Meghan is looking for her first tattoo. She isn't sure what she is looking for, she feels she will know it when she sees it.

Goals

1. Create account
2. Search for design
3. Create ink board
4. Try on design

Phase 1

Create account

- Select preferences
- Take app tour

Phase 2

View designs

- View designs on main page
- Filter designs

Phase 3

Create ink board

- Create ink board
- Save design

Phase 4

Try on design

- Use AR feature to try design
- Save and share photo

Thoughts

"Let's do this."

"I have no idea what to expect from this app."

"Seems simple enough to get started."

"Filters are amazing."

"Woah there are a ton of designs."

"So glad I can organize all the ones I like."

"How am I ever going to decide what to get."

"This photo thing is super cool."

"So glad I could see what that looked like on b/c I do not want that one."

"I'll have to try a few more on."

Opportunities

Keep onboarding short yet cover all the features

Organize main design page in a way that doesn't feel so overwhelming

Have rating system for the tattoos they like to help narrow down.

Have help option for AR incase they forget how to use it