

Ink Tank

Surveys and
Interviews



Research Goals

I chose to conduct an online survey before my interviews in hopes to gain insight about users and to be able to go more in-depth when conducting the in-person interviews.

I sent out surveys to 13 family members, clients, friends. I also posted on social media in hopes of getting more surveys filled out.

During these surveys and interviews I will be looking to understand;

- I want to know what users would want on an app that is designed to help them find the perfect tattoo.
- I want to know what behaviors they have while searching for an artist and what is important to them to learn about the artist.
- I want to know how users typically find the tattoo studio they use
- I would like to understand if they have used a tattoo design app before and what they liked or disliked about it.
- I want to know what users feel is the best way to find the design they want to have
- I want to know what fears they have about getting a tattoo
- I want to know what users feel are the most important features an app should have
- I want to know what keeps a user going back to the same app

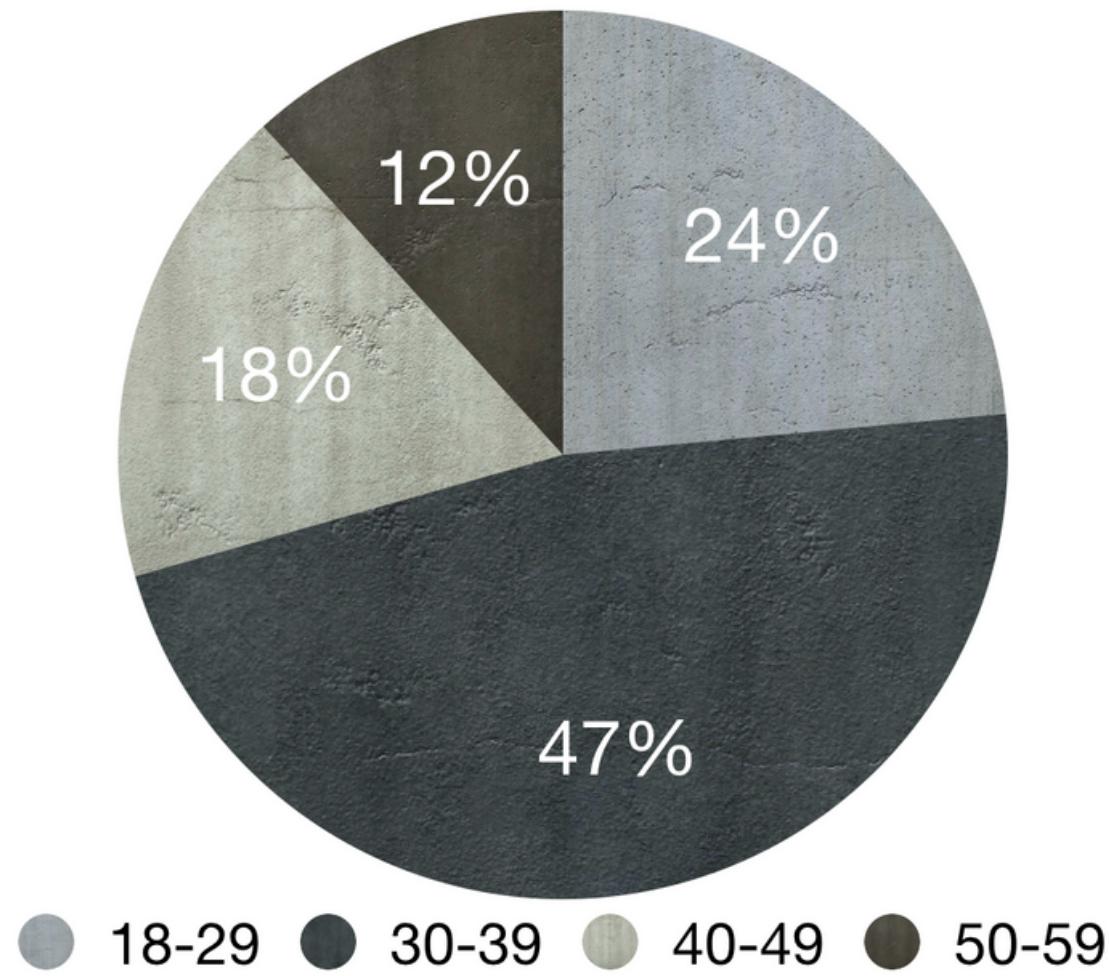


SURVEYS

Survey Questions

- 1 Name
2. Age range
3. Occupation
4. How many tattoos do you have?
0, 1-2, 3-4, 5-6, 7-8, 9-10, More than I can count
5. Where did you get your tattoo(s)?
Studio, My friend did it, I did it, prison, other
6. How did you find the artist who did your tattoo?
Studio walk-in, friend referral, tattooist referral, social media, tattoo app, other
7. What information is important for you to know about your artist before you get the tattoo?
Years of experience, how many tattoos they have done, how old they are, their specialty, hourly rate, other
Please mark all that apply and add any other information you would want to know about your artist.
8. What do you feel is the most important part of getting a tattoo?
9. How did you decide what tattoo to get?
10. Where do you find inspiration for your tattoos? Google search, Pinterest, Instagram, Tumblr, Facebook, InkHunter, Tattoolo, other tattoo app, books at tattoo studio, friends drew it, friend sent it to you, tattoo artist drew it, other (Please specify) Mark all that apply
11. Do you regret any of your tattoos?
Yes, no
12. If yes, Why do you regret it?
What would you do differently? If no please skip the question
13. Have you ever used a tattoo app before?
If yes, what was your experience? What were the positive and negative aspects of it?
14. How likely would you be to use a tattoo design app for your next tattoo?
0 Never - 10 Absolutely
15. How likely would you be to use a tattoo app to find a tattoo artist?
0 Never - 10 Absolutely
16. What features would you want to have on a tattoo design app?
Mark all that apply, please add any others you would want.

Age

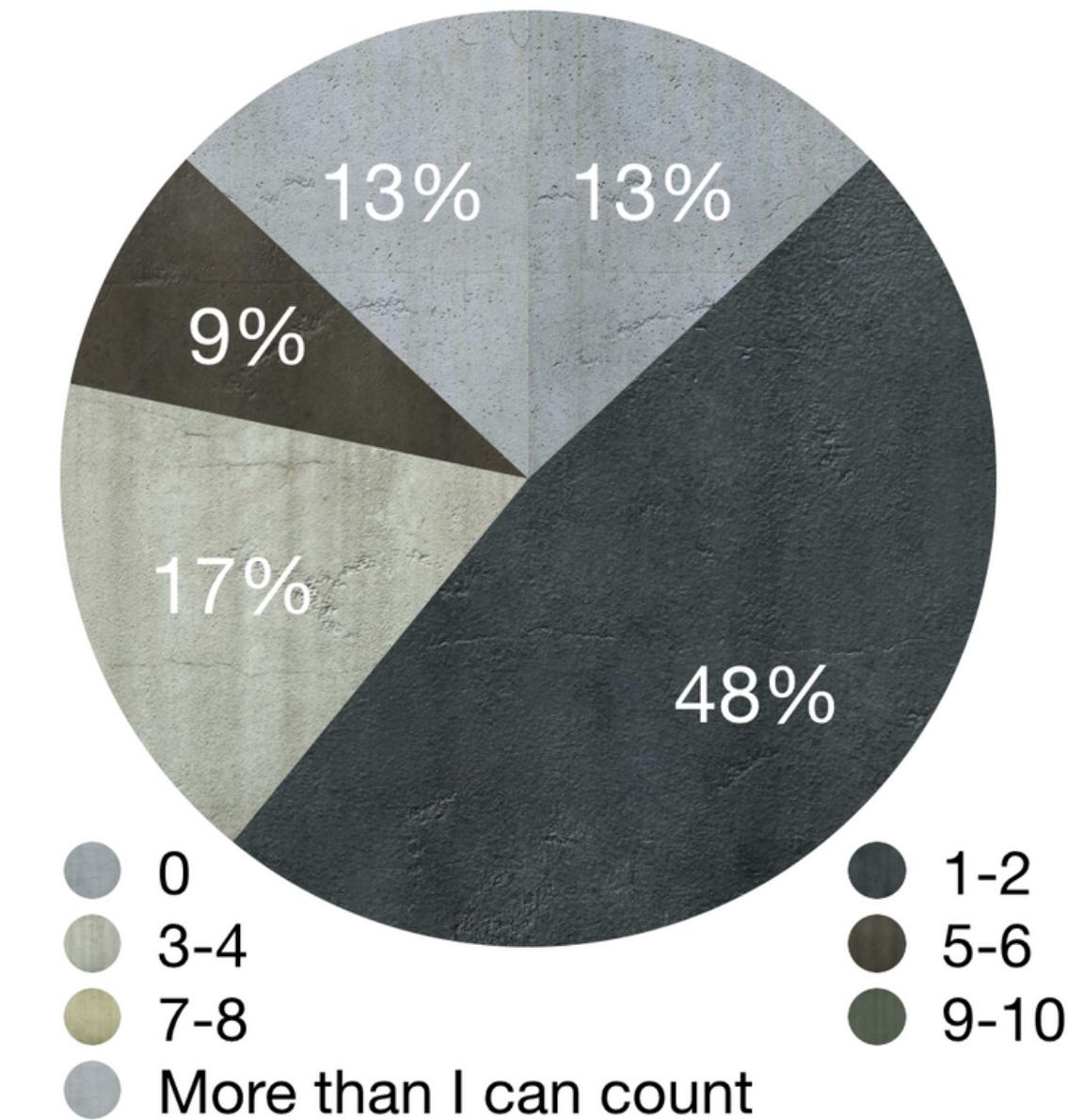


Where did you get your tattoo?

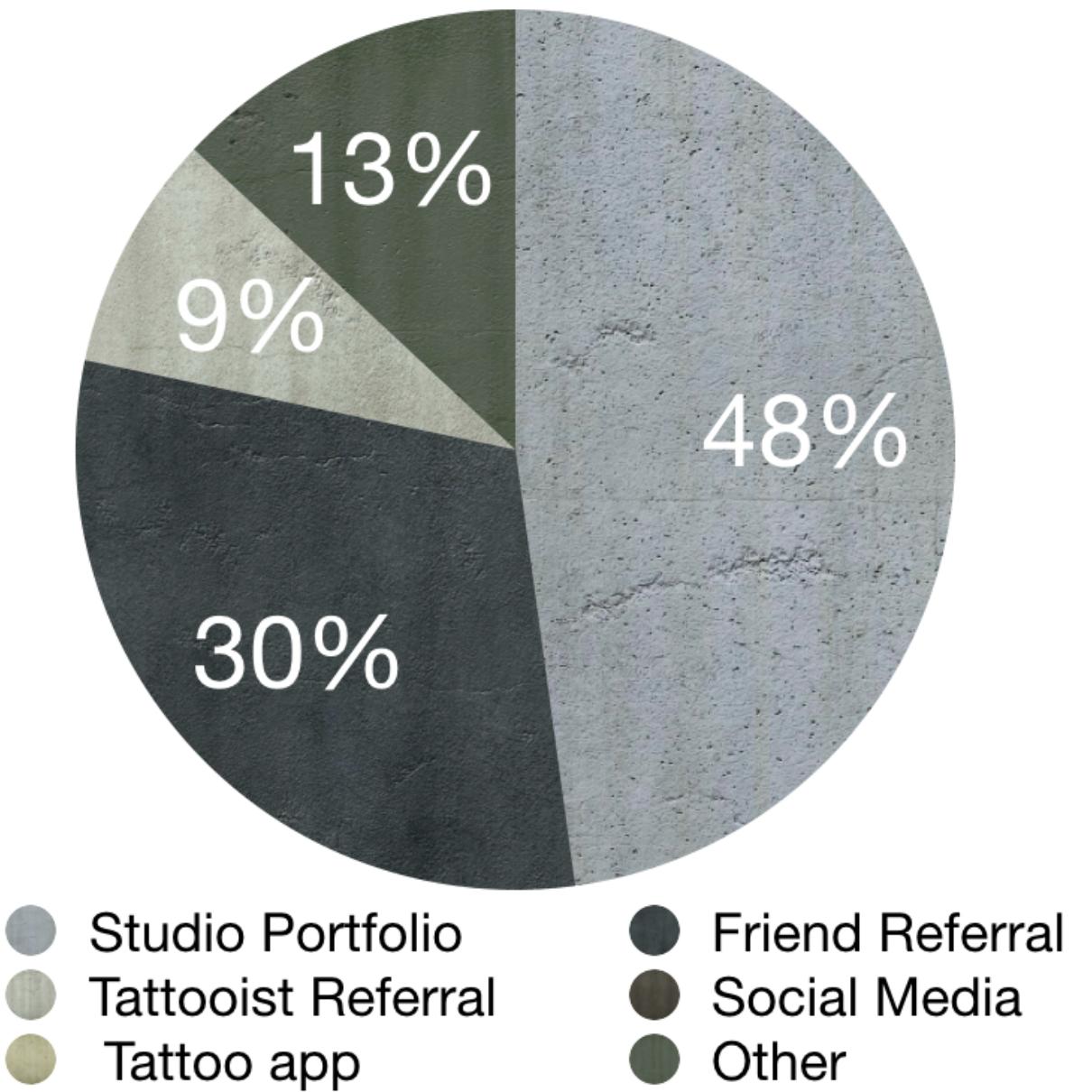


Studio My friend did it I did it
Prison Other

How many tattoos do you have



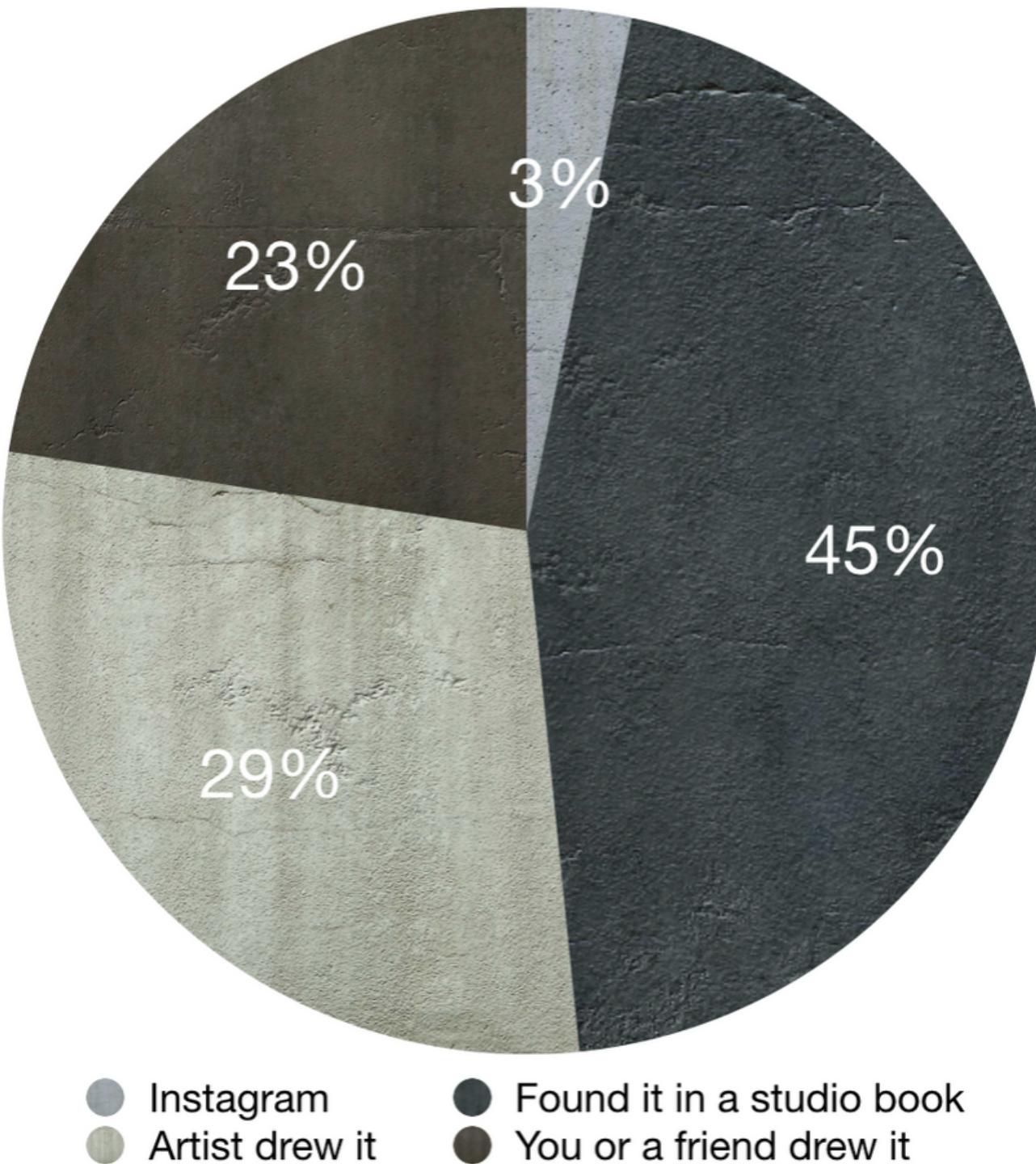
How did you find the artist who did your tattoo?



What information is important for you to know about your artist before you get the tattoo?



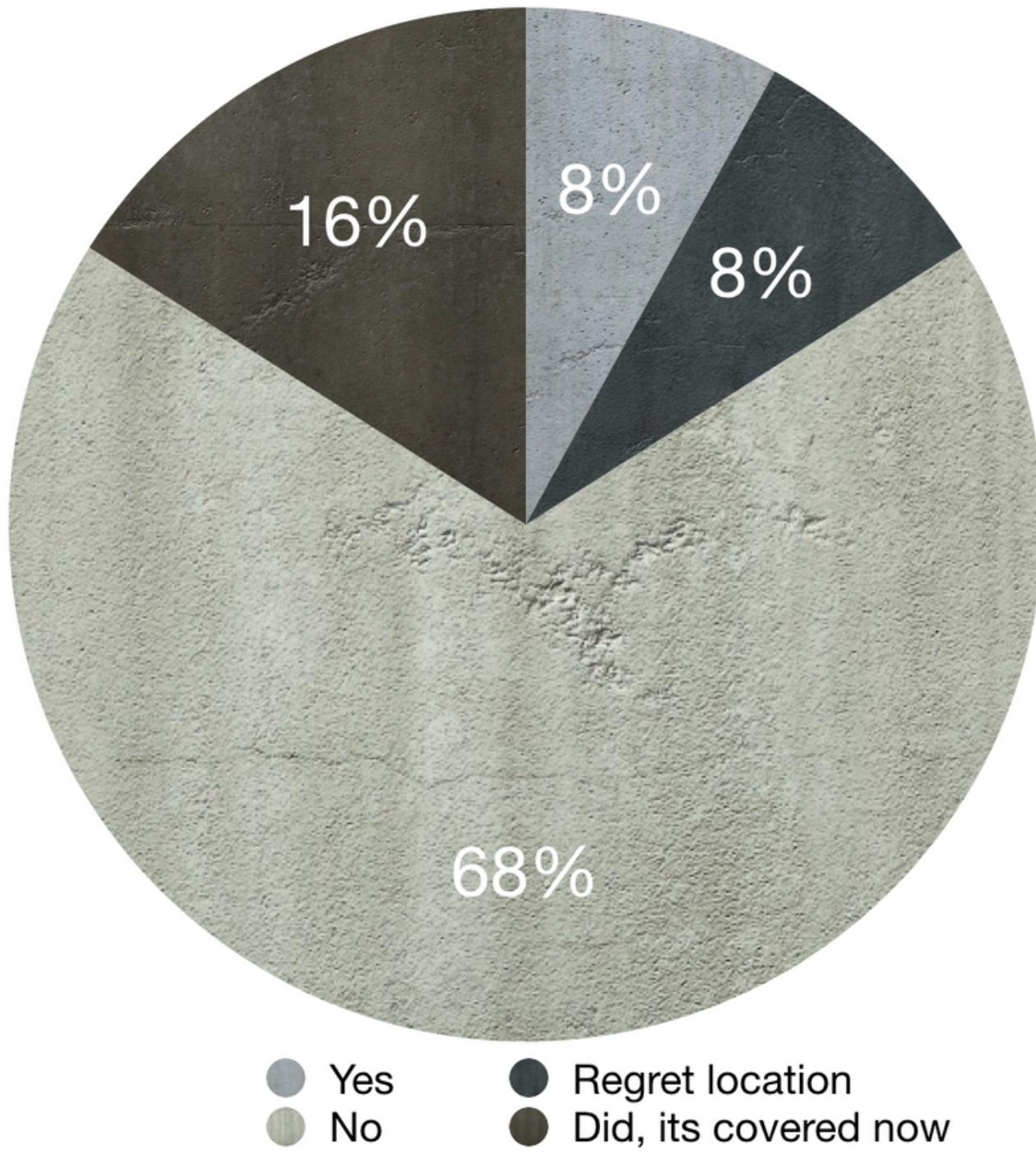
Where do you find inspiration for your tattoos?



How did you decide what tattoo to get?

- See different ideas and put them together to create my own
- I don't have it yet, but the meaning is a big part and how it will look where I want it.
- What the design means
- It looked cool
- It is a photo of my mother, so design I guess
- Military, that just what you do with your brothers, remembrance and honor to those we lost

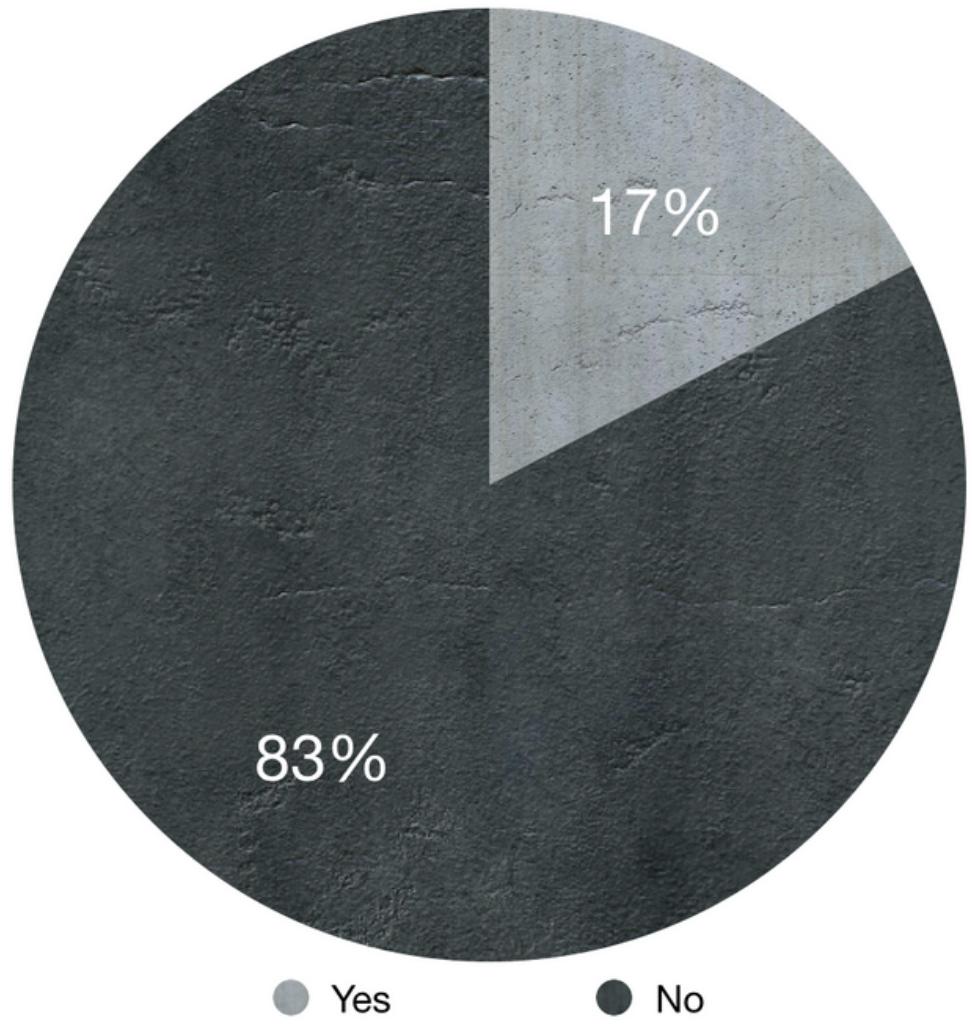
Do you regret any of your tattoos?



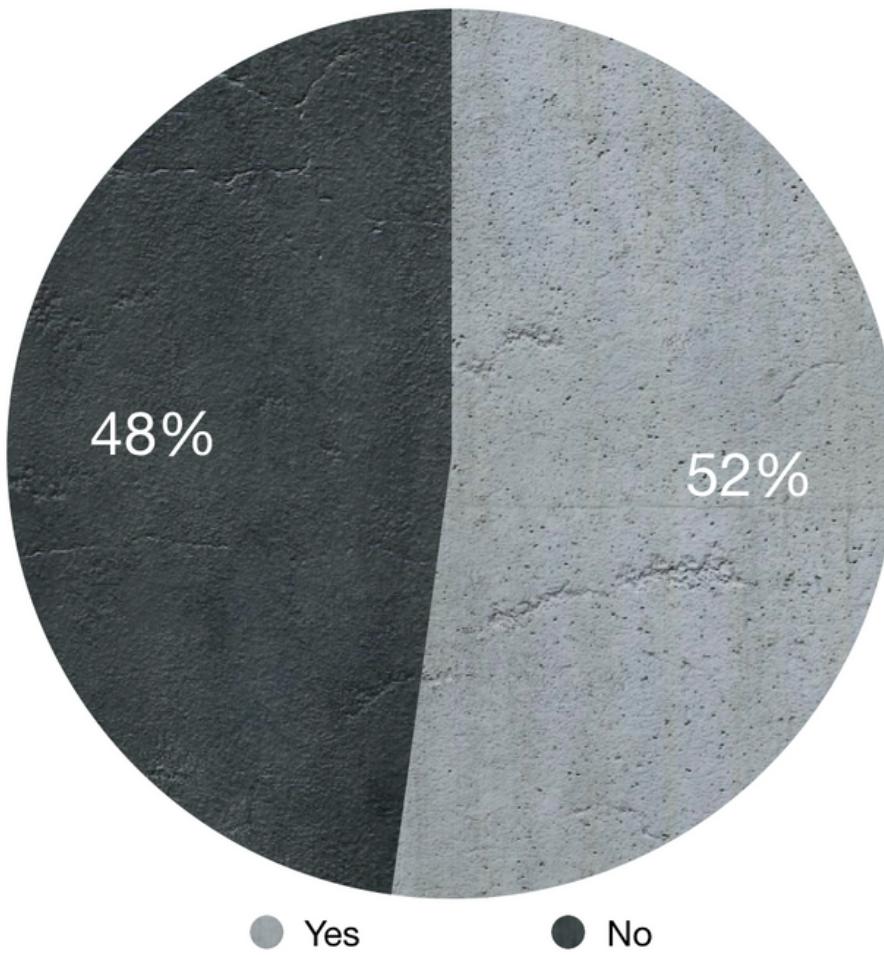
What do you feel is the most important part of getting a tattoo?



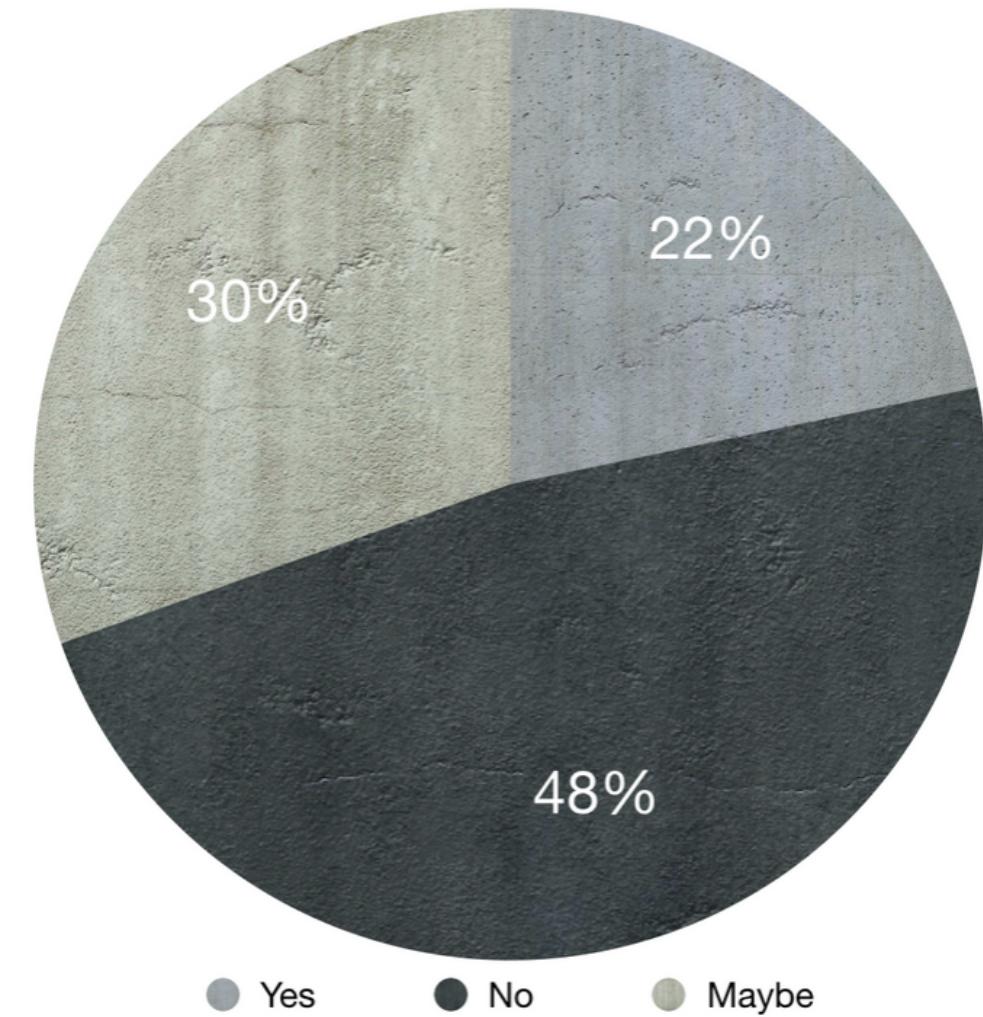
Have you ever used a tattoo design app?



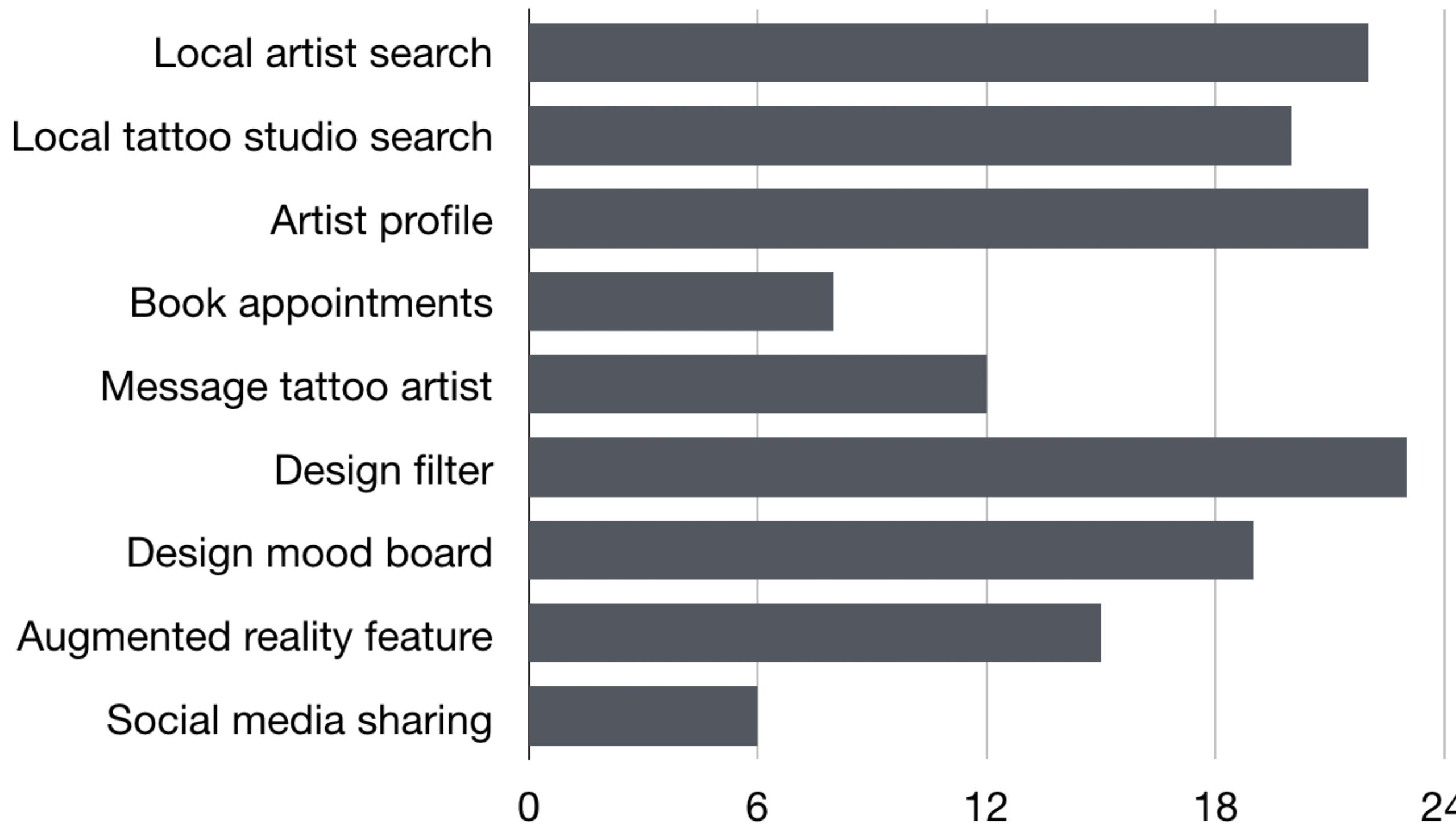
Would you ever use an app to design or find your next tattoo?



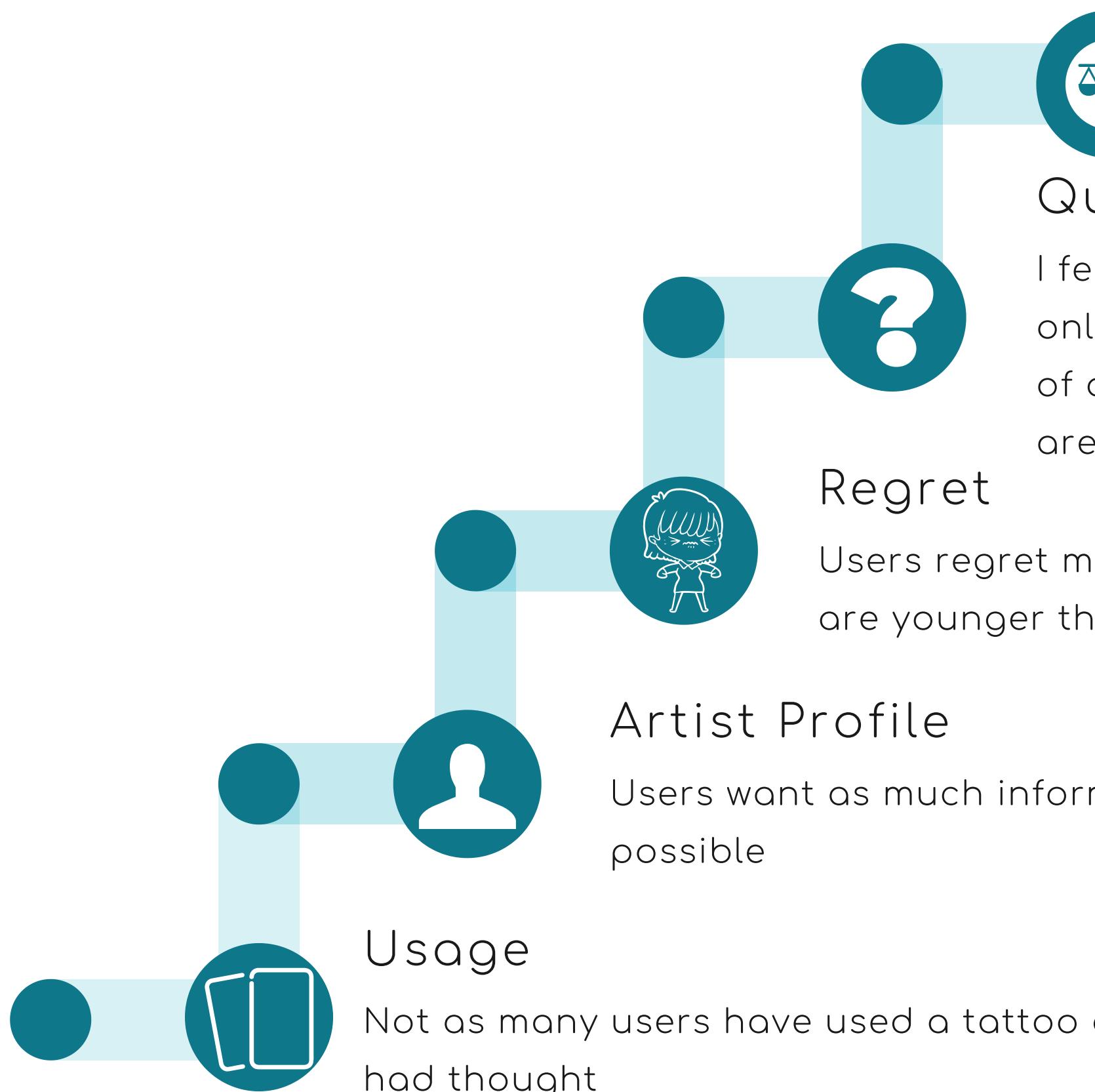
Would you use an app to find a tattoo artist for your next tattoo?



What features would you want to have in a tattoo design app?



Survey Insights





INTERVIEWS

Interview Script

"Thank you for taking the time for me to interview you today. You will be helping me understand what is important for someone to know when they are planning to get a tattoo. As well as what can help you find the perfect artist and studio.

There are no right or wrong answers, I really want to know what it is like for you when you are looking for a tattoo. If there is anything that you would like to see or have as an option for the app please let me know

This will take about 15 minutes, no more than 20. If at any time you would like to take a break please say".

User Interview Questions

1. Name
2. Age range
3. Occupation
4. How many tattoos do you have?
5. Where did you get your tattoo(s)?
6. How did you find the artist who did your tattoo?
7. What information is important for you to know about your artist before you get the tattoo?
8. What do you feel is the most important part of getting a tattoo?
9. How did you decide what tattoo to get?
10. Where do you find inspiration for your tattoos?
11. Do you regret any of your tattoos?
 - i. If yes,
 - a. Why do you regret it?
 - b. What would you do differently?
12. Have you ever used a tattoo app before?
 - a. If yes, what was your experience?
 - b. What were the positive and negative aspects of it?
13. How likely would you be to use a tattoo design app for your next tattoo?
14. How likely would you be to use a tattoo app to find a tattoo artist?
15. What features do you think you would want to have on a tattoo design app?

How many tattoos do you have?	1
Where did you get your tattoo(s)?	Studio
How did you find the artist who did your tattoo?	Walk-in
What information is important for you to know about your artist before you get the tattoo?	The experience, I looked at the books they had and gave him the picture. He drew it and showed me what it would look like. That was good enough for me.
What do you feel is the most important part of getting a tattoo?	The right design
How did you decide what tattoo to get?	I have always been told I look like superman and I like the idea that he is strong
Where do you find inspiration for your tattoos?	A friend showed it to me after I said what I wanted
Do you regret any of your tattoos?	No
What would you do differently?	I would put it somewhere I could see it
Have you ever used a tattoo app before?	No
How likely would you be to use a tattoo design app for your next tattoo?	Maybe, I would browse designs
How likely would you be to use a tattoo app to find a tattoo artist?	Yes, if I was going to get another one. It would be nice to have the help.
What features do you think you would want to have on a tattoo design app?	Designs, organization, artist search. The picture thing sounds cool. It would need to be easy to use in order for me to keep it.

How many tattoos do you have?	3
Where did you get your tattoo(s)?	Prison, just kidding a studio
How did you find the artist who did your tattoo?	A co-worker recommended him
What information is important for you to know about your artist before you get the tattoo?	Their name, how long they have been doing tattoos, where they work so I can research the shop, what type they usually do. One of mine is small letters I needed to make sure he could do it small enough without the letters bleeding.
What do you feel is the most important part of getting a tattoo?	Design, body location, how good the artist is
How did you decide what tattoo to get?	My first two are small words on my forearms that have special meaning. My third is a small paw print for my Burnese Mountain Dog who passed away last year.
Where do you find inspiration for your tattoos?	The paw print was easy to find, the other two I knew what words I wanted had to search for the font I wanted. When I found the first font I liked Dan (the artist) said it wouldn't look very good because it was too smal. He helped me find one that looked awesome, I love it.
Do you regret any of your tattoos?	No
What would you do differently?	Nothing. Maybe a little bigger letter but I am not sure
Have you ever used a tattoo app before?	No
How likely would you be to use a tattoo design app for your next tattoo?	Maybe if I wanted another one, but I think I am done. It would have been great to know there are apps that can help me find them.
How likely would you be to use a tattoo app to find a tattoo artist?	Probably not, I think I would want a refferal from someone I know.
What features do you think you would want to have on a tattoo design app?	Lots of photos, I think I would want to see the tattoo on someone instead of just the design. I would like to see what the tattoo would look like on me. I think a section for q&a would be really helpful for those of us who had no idea what we were doing.

How many tattoos do you have?	2 small (arm and upper back), 1 large on thigh
Where did you get your tattoo(s)?	Studio
How did you find the artist who did your tattoo?	First one I was in the Navy, second one I was in Washington state I found a local studio and made an appt., third and last a co worker recommended him. That is the largest and most detailed.
What information is important for you to know about your artist before you get the tattoo?	Experience and specialty.
What do you feel is the most important part of getting a tattoo?	Design, artists ability
How did you decide what tattoo to get?	First one was our Navy tattoo, second was resembling being a police officer. Most recent is from a video game I have been playing since I was a teen.
Where do you find inspiration for your tattoos?	I knew what I wanted for the thigh. I found a handful of pictures of a few things I wanted on it. I brought it to the artist he took a few days to draw it up, I met with him and we adjusted a few things.
Do you regret any of your tattoos?	yes, sort of. The one I got when I was an officer.
What would you do differently?	I like what it is but at this point in my life I would choose a different design that still represents the same thing
Have you ever used a tattoo app before?	Yes, Tattoos for men, Tattoo Design HD
What were the positive and negative aspects of it?	Positives - ample designs, search filter, art work and images. Negatives- sluggish, didn't save all the design I had liked
How likely would you be to use a tattoo design app for your next tattoo?	Yes I would try it
How likely would you be to use a tattoo app to find a tattoo artist?	Maybe, I really liked the artist who did my last one. If he ever moved I would
What features do you think you would want to have on a tattoo design app?	Responsive, intuitive, message with artist, social sharing, studio location search

Artist Interview Questions

1. How many tattoos do you have?
2. Who did your tattoos?
3. Do you ever do your own tattoos?
4. Is it hard to find clients?
5. How do you find new clients?
6. What information is important for you to know about your clients?
7. What do you feel is the most important part of getting a tattoo?
8. Do you ever use tattoo design apps for inspiration or to help clients find a design?
9. What do you feel is the best way for someone to choose an artist?
10. From an artists perspective what features do you think are the most important to have on a tattoo design app?
 - a. Why?
11. Do you think having the ability to schedule an appointment on the app would be a positive or negative feature?
 - a. Why?
12. What are your thoughts on AR for a tattoo design app?
13. What is the best advice you can give a newbie getting a tattoo?

Tattoo Artist

How many tattoos do you have?	14, I think
Who did your tattoos?	A couple different buddies
Do you ever do your own tattoos?	I did one on my left arm
Is it hard to find clients?	When I was starting out it was, I would do tattoos for friends and family. I got an apprenticeship at a place I had gotten a few tattoos. Then got my license and got hired in the same studio. Starting out you get small simple jobs. It took time to prove myself.
How do you find new clients?	Referrals is my main source. Social media helps, you get a lot of people browsing.
What information is important for you to know about your clients?	Why they want it, that they ate before they came in.
What do you feel is the most important part of getting a tattoo?	Know what you want and be clear when the artist shows you the final sketch
Do you ever use tattoo design apps for inspiration or to help clients find a design?	Ya, sometimes.
What do you feel is the best way for someone to choose an artist?	Talk to the artist, view their portfolio (look at the work they have done), what certifications they have.
From an artists perspective what features do you think are the most important to have on a tattoo design app?	Designs to inspire people, q & a section there is a lot of people don't seem to understand before they come in.
Do you think having the ability to schedule an appointment on the app would be a positive or negative feature?	Both
Why?	Could be a positive, it would simplify phone calls. It would be a negative if they could schedule and show up without talking to the artist first.
What are your thoughts on AR for a tattoo design app?	It can be cool, it can help decrease re-design that people have a tendency to want (which we don't do unlimited or for free), it might help to show them that certain tattoos don't work on specific body parts.
What is the best advice you can give a newbie getting a tattoo?	Listen to your artist, do your own research, large piece cost a lot of money and take many sessions, if you can't handle a longer session we will have to stop, dress for your appointment, do not come in drunk or with your kids.

Interview Summary

Users

I feel the interviews went well. I really enjoyed the emotions people had when talking about their tattoos, the excitement and emotional attachment. I learned that most people put in a lot of thought and effort to pick out the right tattoo. For most people finding the right artist is very important, they are most fearful of the design not turning out the way they had imagined it.

Tattoo Artists

The artist I interviewed said there is a mix of why people get tattoos. He expressed there are a lot of clients who regret the tattoos they have gotten. For many of those clients that is why they were there to get a coverup tattoo. He said most people don't expect to have to pay what it cost to get a good tattoo.

It sounds like it can be difficult to get started as a tattoo artist and make a name for themselves. An app to help get exposure might be very helpful for a new artist.

Interview Insight

User Interviews

- Referrals seem to be the most powerful way to find an artist
- Having an artist profile is of high priority, most tattoos have some sort of meaning
- The AR feature is a good option but needs some improvement as to how large the pictures are, it would be good to be able to get current tattoos in the picture so someone who is adding on.
- High volume of designs is important,
- Finding an artist who is specialize in portraits and other specific types of tattoos isn't as easy as one would think

Artists Interview

- The artist I interviewed had digital copies of the work he has done, drawings and a decent Instagram profile, but I spoke with a few other artist at the same studio who didn't have much digital work, only their books at the shop.
 - Therefore I think it would be a great opportunity for more artist to have an option to create a profile on our app for more exposure.
- Artist would like a booking tool, but prefer to connect with the client before they come in for their first session.