



KEENAN

Demographics

- Age: 38
- Location: Tacoma WA
- Family: wife & 3 boys
- Occupation: High school music teacher and Rugby coach
- Hobbies: playing music, motorcycles, road trips
- Current tattoos: back, arm, calf, sleeve

Quotes

"I need to find a new artist who is as good as my last one"

"I need to find a design that fits perfectly in to the spaces I have left on my sleeve"

Goals and Needs

- Keenan recently moved to a new city he needs to find a new artist, who is experienced
- Because Keenan is filling in places on his sleeve he needs a very specific tattoo design
- Keenan wants to find a studio that he will be able to go back to in the future
- He has a lot of tattoos, each means something to him. Creating his sleeve has taken him almost 10 years. Finishing it has been a long term goal.

Frustrations

- **Finding an inexperienced artist who acts like they have had years under their belt.**
- **Wasting time looking for something and never finding it**
- **Apps that have too many ads**
- **Apps that say they are free but the free option isn't good at all**

Activities

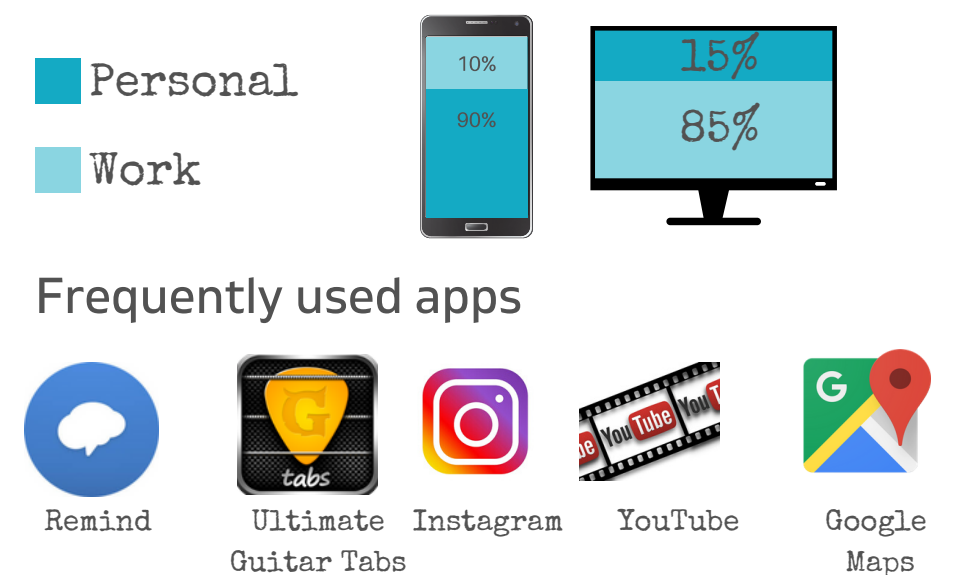
- Walks dog early every morning
- Takes kids to school
- Heads to high school for work
- 3 days per week has Rugby practice after school and a game on Fridays
- 3 days per week plays instruments of about an hour
- On weekends hangs out with wife and kids
- Once a month takes a motorcycle trip with friends

Motivations

Ease of use
Design volume
Artist Information



Devices Usage





TYLER

Demographics

- Age: 34
- Location: North Carolina
- Family: wife & son
- Occupation: United States Marines - Soldier
- Hobbies: Running, playing pool, bow hunting
- Current tattoos: 1 shoulder, 1 back

Quotes

"I am so excited to be a father, I want to find a tattoo that symbolizes my love for my boy"

"I want to be able to see it and add to it in the future"

Goals and Needs

- Needs help finding the right design
- Wants to find a tattoo design that shows his love for his son
- When I am deployed every time I see it I want to think of my family

Frustrations

- Apps that close unexpectedly and often
- Not being able to search or filter
- Clutter, disorganization
- Font is too small to read when using riding on a bumpy road

Activities

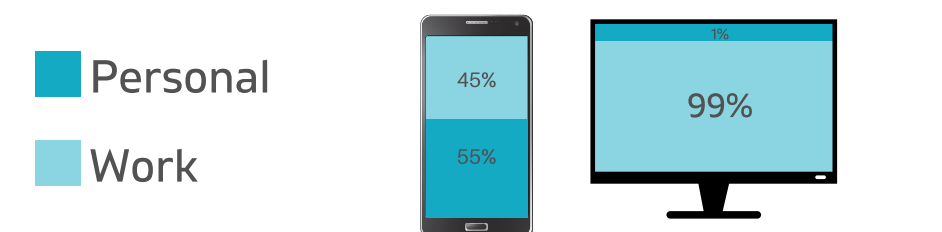
- Works early, sometimes long hours and can be very stressful
- Workouts on PT time, mid day
- Runs with wife when not at work
- Spends as much time as he can with son in evenings
- Bow shooting and gun range with buddies a few times a month

Motivations

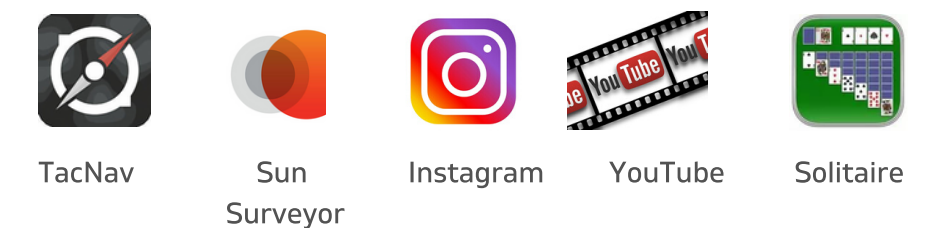
Ease of use
Personal Experience
AR feature
Amount of designs



Devices Usage



Frequently used apps





KERY

Demographics

- Age: 52
- Location: Sacramento CA
- Family: single, 3 daughters, 4 grand kids
- Hobbies: Zumba classes, Poker tournaments, loves visiting small towns
- Current tattoos: multiple on back, one on stomach, one on arm

Quotes

"My tattoo artist is very good but he does not do portraits. I want someone to do it who is as good as him"

" I have to click with the person who is doing it"

Goals and Needs

- Needs to find an artist who is very experienced in portraits
- Knows what and where she wants it
- Wants her tattoo to look exactly like her portrait of her mother

Frustrations

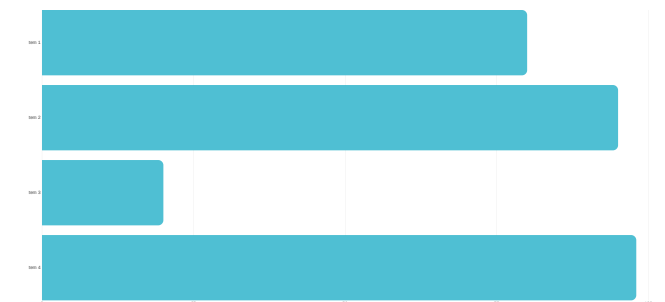
- Apps that don't work as expected
- Lack of information
- Hates when she finds something she likes and loses it

Activities

- Works early, sometimes long hours and can be very stressful
- Workouts on PT time, mid day
- Runs with wife when not at work
- Spends as much time as he can with son in evenings
- Bow shooting and gun range with buddies a few times a month

Motivations

Personal Experience
Artist profile
Amount of designs
Artist search



Devices Usage



Frequently used apps



Facebook



Tournament
Crusher



Skype



MEGHAN

Demographics

- Age: 24
- Location: Sacramento CA
- Occupation: Student, part time work
- Family: Single
- Hobbies: Hiking, paddle boarding, photography
- Current tattoos: none

Quotes

- "I am so excited to get my first tattoo, but I am nervous about picking the right design"
- " I am uneasy about which artist to go to"

Goals and Needs

- Wants to find a design that fits her personality and that she wont out grow
- Needs an artist who remembers what its like to get their first tattoo.
- Needs a way to filter out all the designs she doesn't like

Frustrations

- Overload of information
- Apps that only let you have a little bit of info then want you to upgrade

Activities

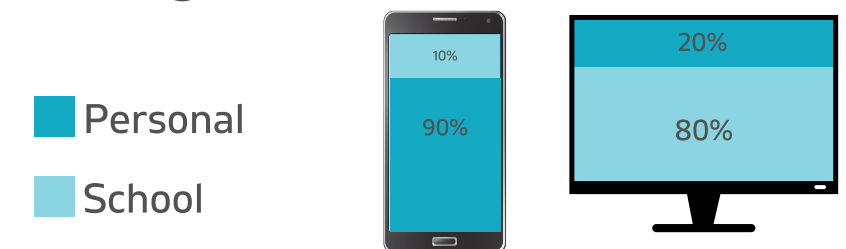
- School and study
- Work part time in the afternoons
- Hangs out with friends a times a week
- FaceTime with parents and siblings on Wednesdays and Sundays

Motivations

- Personal Experience
- Artist profile
- Amount of designs
- Artist search



Devices Usage



Frequently used apps



Instagram



Facebook



YouTube