**Consumer Design Brief**

**Name:**

tattoo thing

**About our company:**

Working as a tattoo artist in christhchurch, as well as traveling to various locations of comfreneces, exhibitions and festivals it has be meade time to push further and buy a self owed tattoo studio. Working with colours is a favorite design element, fittig artisially inspired elements from the fine partss backgound into beautifully inked tattos and desings. Alsong side my own work two other tatto artits will be sharing the space allowing for a diverse and robst totatto profsesional studio to produce high quality tattooed designs.

**What do we need:**

Publisity and getting the anme out is a major feature to allowing our new stuido to become sucessfull This emans presetning a hihg quality wesite so consumers can see what wrk we can offered and produce, see the clean firendly and well orinted enviroment and easy allow themselves to amke purcahses form one of the artists in coownership/practicing at the studio.  
  
Along side this main objective with the studio, we want o be abe to express our own styles in design and tattoing styles as an artistic portfilio, this allows for out work to be shared to propote our work individually to allow for return customers and a point of reference to generate consumer base and reputation for our produced works and what perosnality we presetn to our works and desings.   
  
**Why Do we need it:**Starting out with a new brand requires something to present as a point of contact, to make a good impression vo hte comprate image and allow people to easly access and share the studio to generate consumers and enqires to be secured by our artists. The website is t works as a business card, and portal from a buissness card or referal to allow for easy contact, excitement to be formed, through confidence and anticipation for the upcoming purchase. A key component of this website is to ensure that the consumers are fident in their choice, that they can with these feels make an enquiry/booking and that we have right artistic character to produced loved designs.  
  
**Our vision for the project:**

We want to product a comfortable, profitable and reputable tattoo design studio. To advertise and represent our studio we want a comfortable, clean fluent expressive web environment to present ourselves, our work and our personalities. We want to take enquires, present our work, our studio and awards to our consumers while treating the websites as a front for our business and first point of contact.  
  
**Where will the UX design be used:**

The designed UX is to be accessible through various advertising mediums. It will be featured on business cards, as social media links to be used at conferences, festivals and presented on signage and advertisement as a point of contact. To be accessible via QT codes for a quick reference, on resumes and in social environments or during in person consultations. What file types are required:  
  
We all use differnt booking techniques, acess and functionality of these booking interfaces between artsits is important. Planning out sessions and schedualing via mirosoft calacder, google calander is defiantely a reqired format. Ensuring that when traveling, i have a remote portal that translates the times to a familar and common timezone is alsom importatnt.  
  
We all use hiigh fidality images our of work, some of these are also gifs or videos we reuire the ability to prsent PNG, pJPEG, TIFF and GIF iage formats as well as MP4, WMA, MPG video formats to be viewed on the webpages.  
  
I wont t be able to show my clients when bookings are aviable to easly secure booking for tatoots, this means Colloborations from my schedual to the webpage as a calcander with working ours and text orinated enquiries are formts that need to be facilitated.  
  
Allowing presnation of events that we are attending liek expos and featavals or conferences even our itenary for travel is also importing allowing pdf, and images to be bannered for our upcomming and events when applicable. So we are able to get out of reigion consumers achead of time, keeping them well infomated and us acessable.

### Target audience:

Age ranges 18-90 looking for quality tattoos, with a normal budget for line, portrait, colour and black and white. Out of regions fans that are looking to get work from us done when we are travelling doing remote sessions or at expos.

**Our website:**

I have an i.ndepent artst domain thougt eh stuido is in need to purchasing a spefic domain to host ht website

our specific artist domains are:

1. artist1
2. artist2
3. artist3

**Deadline:**

The initial design phase, components and designed website structure /appeal are to be tested and finalised for develop by October 6th, 2024, GMT+12.

**Budget:**

1500 dollars the reasonable to consider.

**Point of Contact:**

The tattoo gal, phone, email and address of service. Contact hours between 9am-5pm GTM+12.