

# Spilled Ink Tattoo Studio



## Thesis Research Report

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# **Elevator Pitch**

Getting tattooed is a big commitment, and people need to be sure that they are choosing the right studio and tattoo artist. Seeing as most people do their research online, it is imperative to have a professional, attractive, usable, findable website to attract people to your studio. I plan to build a website for this tattoo studio, that not only has all the qualities listed above, but is also completely responsive, making it accessible across all major browsers and mobile devices.

It should also integrate and utilise social media as much as possible, making the website an extension of their already popular Facebook page, rather than a separate entity, promoting social sharing.

# **Company background**

Spilled Ink is a relatively new tattoo studio that opened in Dublin in June 2011. It is owned and managed by an acquaintance, Mario Coppola, who employs 2 full time tattoo artists, and an unpaid tattoo apprentice.

Mario's vision for the shop was to create a tattoo studio that people would not be intimidated to go into. People can be quite nervous about getting tattooed, especially first-timers, and the atmosphere Spilled Ink promotes is one of a friendly, non-threatening, professional and hygienic environment.

As of yet they don't have a website. They have a Facebook business page which they have really utilised, and have managed to get 5,900 'likes' in 6 months by promoting on Facebook alone.

# **The Problem**

The shop's location is not as central as most of the other major city centre tattoo studios and would therefore not get as much foot traffic/walk-ins. Also, having only been open for 6 months, it is still not very well known.

When searched for by name (Spilled Ink Tattoo) the Facebook page does return as the first result on major search engines (Google, Yahoo, Bing), however when more general search terms are entered such as "tattoos" "tattoo studios" combined with a location such as "Dublin" or "Ireland", the Facebook page does not show up on the first ten pages.

Most of the other tattoo studios have dated, unappealing websites, with only a handful of shops having a site even close to the standard I would expect from a business website. Spilled

Ink, however, has no website at all to compete with these other shops regardless of how hideous the majority of their websites are.

Spilled Ink will not take a booking without a deposit due to the high rate of cancellations, however the only way to pay a deposit is to come into the shop and do so. Therefore if a potential client is unable to make it to the shop before their proposed appointment date to pay a deposit, they can't have an appointment. This is very awkward for people who, for example, may be travelling to Dublin just to get tattooed. Having a way for people to pay a deposit online through the website would fix this problem.

## Value Proposition

A bigger web presence could prove to be invaluable in boosting potential customers awareness of the shop. Having a very accessible, well-made, professional looking website could give the shop the competitive edge they need over their adversaries.

In conjunction with increasing the amount of customers, the website will also have an online store, through which gift vouchers and other merchandise can be purchased.

A website is an inexpensive way to advertise, and gives the shop another platform to promote their unique deals, lower prices and tattooing styles.

The main goals are to promote the studio, to attract more clients in Ireland and overseas, to showcase the work of the tattoo artists.

One of the main ways tattoo studios gain popularity is through word of mouth - or through tweeting and facebook. The website will give a platform for users to easily share their work and promote them through social media.

## SWOT Analysis

### Strengths

- City centre location
- Passionate owners
- Great artists
- Lovely premises

### Weaknesses

- Brand visibility

Relatively new studio  
Not much foot traffic due to location. Although central, not on a very busy street. You would need to know about it.  
Staff complaining about everything

## Opportunities

To have a better internet presence than competitors  
To become well known as one of the best studios in Dublin

## Threats

Lots of well-established competition  
Economy slump

## Target demographic

Aged 18 to 35  
Male and Female

Tattoos are becoming the norm for this generation.

There are two types of customer, the “collector”, who is already tattooed and knows what they want.

The “novice”, possibly first-timer.

[http://www.bplans.com/tattoo\\_parlor\\_business\\_plan/market\\_analysis\\_summary\\_fc.php#.UGuop\\_nuW6A](http://www.bplans.com/tattoo_parlor_business_plan/market_analysis_summary_fc.php#.UGuop_nuW6A)

The first-timer is the customer that we are really pushing for, the potential client who is searching on google for what shop to go to, and asking for recommendations from friends. We want Spilled Ink to be the shop that is recommended. By having the social media functions on the website, it will be easily shared by people among their friends.

## What do they want from their tattoo studio?

Quality tattoos  
a friendly, unintimidating atmosphere  
high standards of hygiene  
friendly, knowledgeable staff  
an enjoyable experience

## What do we want to achieve??

Draw in new clients  
Encourage repeat clients & form relationships with them  
Encourage clients to recommend Spilled Ink to their friends

## What do we want the visitor to do?

To make contact either through the contact form or by telephone  
Share or like the site through the social media plugins

## USP

This website's unique selling point will be its responsiveness, and usability over a wide range of devices. As of yet, there is no website for a tattoo shop in Dublin than can offer a satisfactory user experience on a multitude of devices.

### Responsive Design

Andy Hume of Clearleft (2012) points out that the web was naturally responsive when originally created. It was the designers, in their need of absolute control over the layout of their websites, that broke this natural fluidity of websites by giving themselves constraints such as fixed widths etc.

We can no longer make assumptions on the average screen size, resolution etc due to the multitude of devices available today.

The method of designing responsively, combined with progressive enhancement enables accessibility to a broad range of device-specific functionality, such as Flash support or touch-screen navigation. (O'Regan, 2011)

It is not only important that the website function on all currently existing screen sizes, one must also take into account the various internet speeds, download times, data entry methods etc.

The benefits of embracing the method of progressive enhancement include:

Improved accessibility where the content is within reach to all visitors, cross-browser and cross-device support, and improvements in site performance and perceived load times.  
(Kappert, 2011)

There will also be a big focus on social media, and social sharing, for users to interact with the site.

# Competitor Analysis

There are quite a lot of tattoo studios in Dublin, and indeed Ireland, with websites but most of them are truly awful, in terms of aesthetic design, usability and functionality. Also, most of them just seem very old.

Below is a list of websites in Ireland ranging from bad to truly awful:

<http://www.zulutattoodublin.com/home>

<http://www.wildcat.ie/>

<http://www.snakebite.ie/>

<http://tattooenergynow.com/index.html>

<http://www.hydraulixtattoos.com/>

<http://www.tattooartcork.com/>

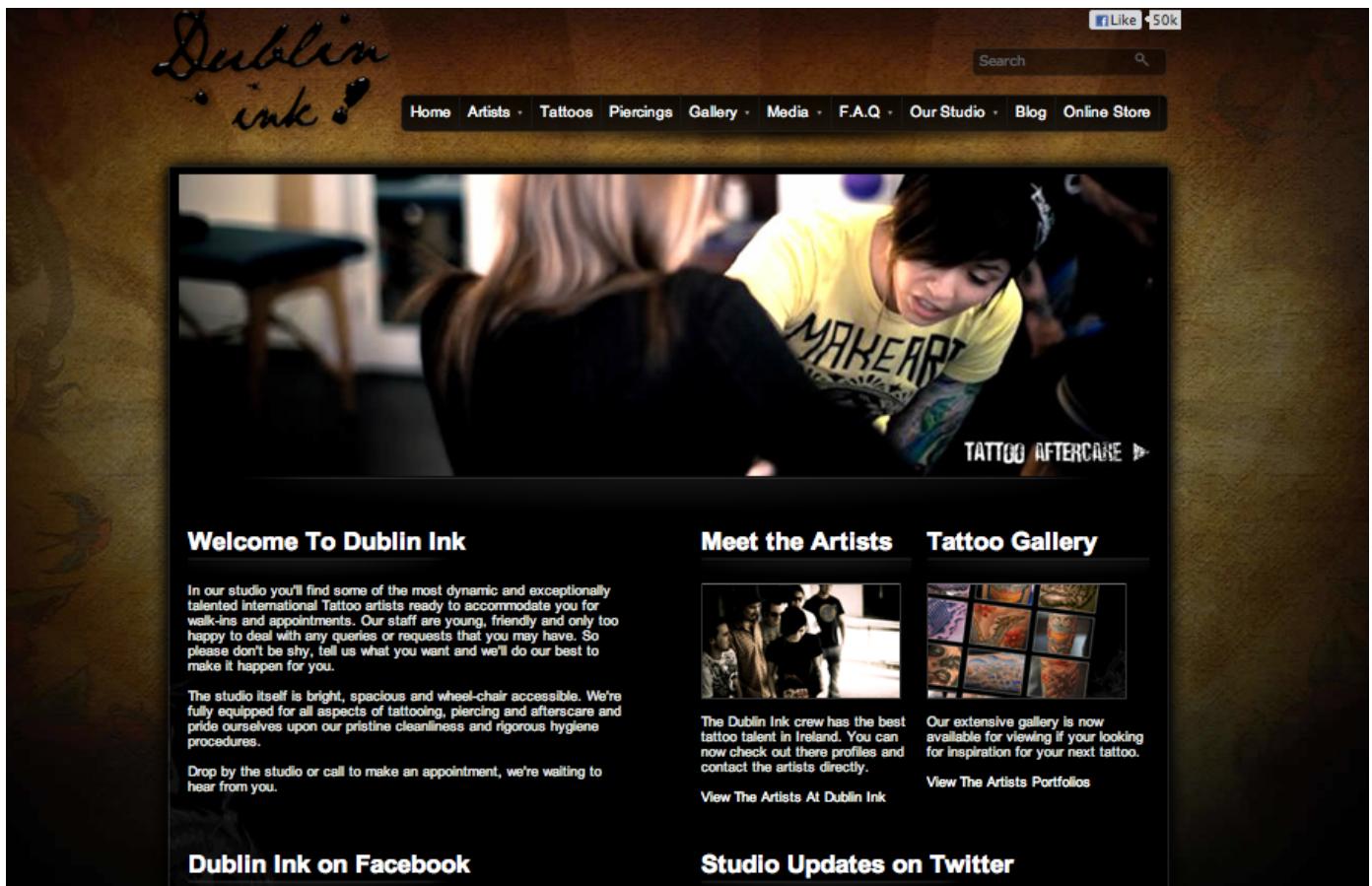
<http://www.magictattoo.com/>

## Cognate Websites

The following are the two best websites for tattoo studios in Dublin at present.

## Dublin Ink

<http://www.dublin-ink.ie/>

The screenshot shows the homepage of the Dublin Ink website. At the top left is the studio's logo, "Dublin ink". To the right is a Facebook "Like" button showing 50k likes. A search bar is also present. Below the header is a navigation menu with links to Home, Artists, Tattoos, Piercings, Gallery, Media, F.A.Q., Our Studio, Blog, and Online Store. The main content area features a large image of a tattoo artist working on a client. Below this image is a link labeled "TATTOO AFTERCARE ►". The page is divided into several sections: "Welcome To Dublin Ink" (with text about the studio's facilities and accessibility), "Meet the Artists" (with a thumbnail image of the crew), "Tattoo Gallery" (with a grid of tattoo samples), "Dublin Ink on Facebook" (with a link to their Facebook page), and "Studio Updates on Twitter" (with a Twitter feed).

**Welcome To Dublin Ink**

In our studio you'll find some of the most dynamic and exceptionally talented International Tattoo artists ready to accommodate you for walk-ins and appointments. Our staff are young, friendly and only too happy to deal with any queries or requests that you may have. So please don't be shy, tell us what you want and we'll do our best to make it happen for you.

The studio itself is bright, spacious and wheel-chair accessible. We're fully equipped for all aspects of tattooing, piercing and afterscare and pride ourselves upon our pristine cleanliness and rigorous hygiene procedures.

Drop by the studio or call to make an appointment, we're waiting to hear from you.

**Meet the Artists**

The Dublin Ink crew has the best tattoo talent in Ireland. You can now check out their profiles and contact the artists directly.

[View The Artists At Dublin Ink](#)

**Tattoo Gallery**

Our extensive gallery is now available for viewing if you're looking for inspiration for your next tattoo.

[View The Artists Portfolios](#)

**Dublin Ink on Facebook**

**Studio Updates on Twitter**

Dublin Ink is the only tattoo studio in Dublin that has a well designed website, and is the biggest online competition to Spilled Ink.

**Business:** This website exists to advertise Dublin Ink, show the artists portfolios, sell merchandise through the online store, and get people to book appointments. Dublin Ink were very aggressive with their marketing, promoting themselves as a spinoff to the 'Ink' television series (Miami Ink, London Ink etc.), despite no affiliation with those series at all. Having only opened in April 2010, Dublin Ink have been quite successful in creating a hype about their studio, and have gained 50,000 likes on facebook.

**Commodity:** It is not a responsive design and therefore is not easily viewed on mobile devices.

Also, the website seems to have not been updated since it was released and there are various bits of misinformation (gathered from studying the facebook page), mainly the fact that the tattoo artists listed on the website are not the same ones currently working there. It has a Twitter widget integrated into the home page, as a means of studio news/updates, and also a Facebook plugin for 'likes'.

**Firmness:** XHTML 1.0 transitional, CSS 2.1

Javascript image galleries & lightbox. Facebook and Twitter plugins. Custom CMS.

**Delight:** The visual design is quite strong, with great use of photos, especially the ones in the sepia tone. I do not think the logo is given enough visual weight, with the black text almost disappearing into the background, making the branding weak.

The colour scheme they have used is one of dark and neutral colours. Shades of brown can be associated with reliability and dependability, which is what someone would want from a tattoo studio, while black is associated with rebellion, which is how some people see tattoos.

**Usability issues:** The white headings certainly pop from the page and demand more attention, and is a good colour combination for readers skimming through the text. However, they have also used white body text on the black background. This is not a good idea for paragraph text as it is stressful on the users eye, especially at the small font size (Anthony, 2011), and also looks a bit garish with the otherwise neutral colour scheme.

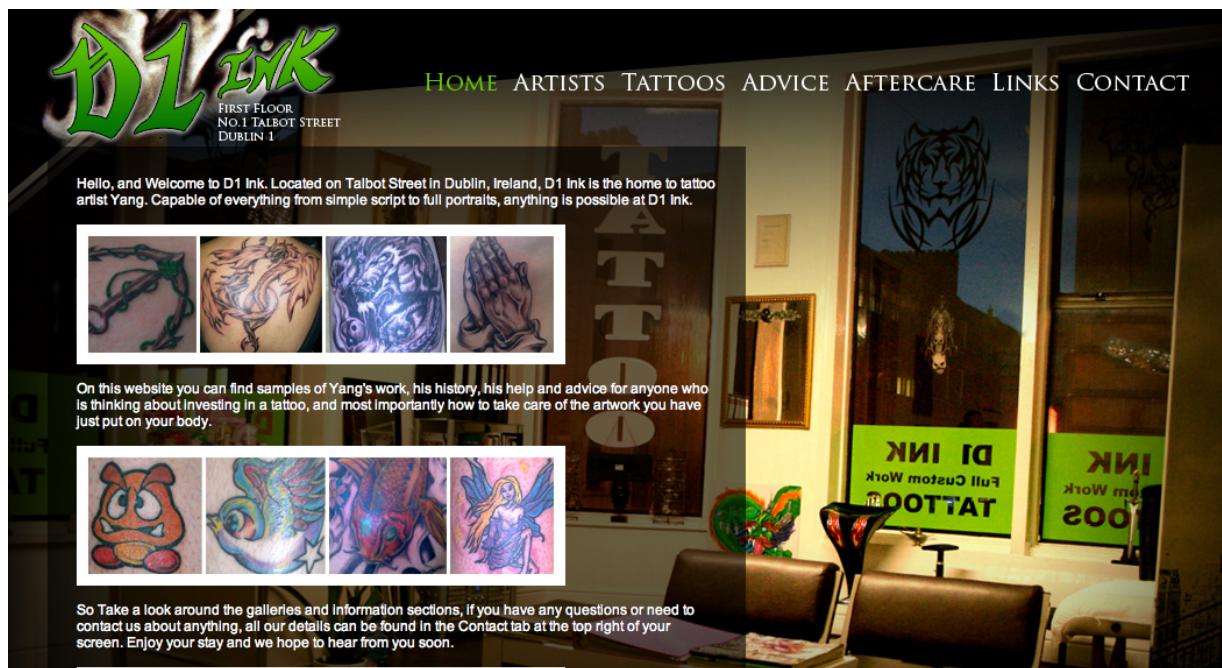
The links are not obvious enough, being the same colour and font as the rest of the text on the page. This is especially the case in the navigation bar, where unless that particular link has a dropdown menu, the visual feedback suggesting a link is minimal.

There is no immediately obvious link or call to action to the contact form, nor is the telephone number highlighted, but rather hidden away at the bottom of the page.

These are not huge issues, but as this website is the biggest competitor to Spilled Ink, I want to be sure not to make any of the same mistakes that they have.

## D1 Ink - Dublin

<http://www.d1inktattoo.com/index.html>



**Business:** To promote the business.

**Commodity:** Upon first entering the website, the layout seems user friendly, with clear and obvious navigation. However the eye is drawn to the images in the main content with the thick white borders. These look like thumbnails, but are however unclickable. They distract attention from the text, which makes it hard to read combined with the small font size and background image.

Upon further use, the words used for the navigation links are misleading. The “artists” page features only one artist, and the galleries are on a page named “tattoos” which is a bit vague. The galleries are created with flash which is problematic on mobile devices, due to lack of support.

There are some useful pages giving advice on getting tattooed and aftercare procedures. The links page seems pretty unnecessary, and the contact page has everything you’d expect, apart from a contact form.

**Firmness:** XHTML 1.0 Transitional

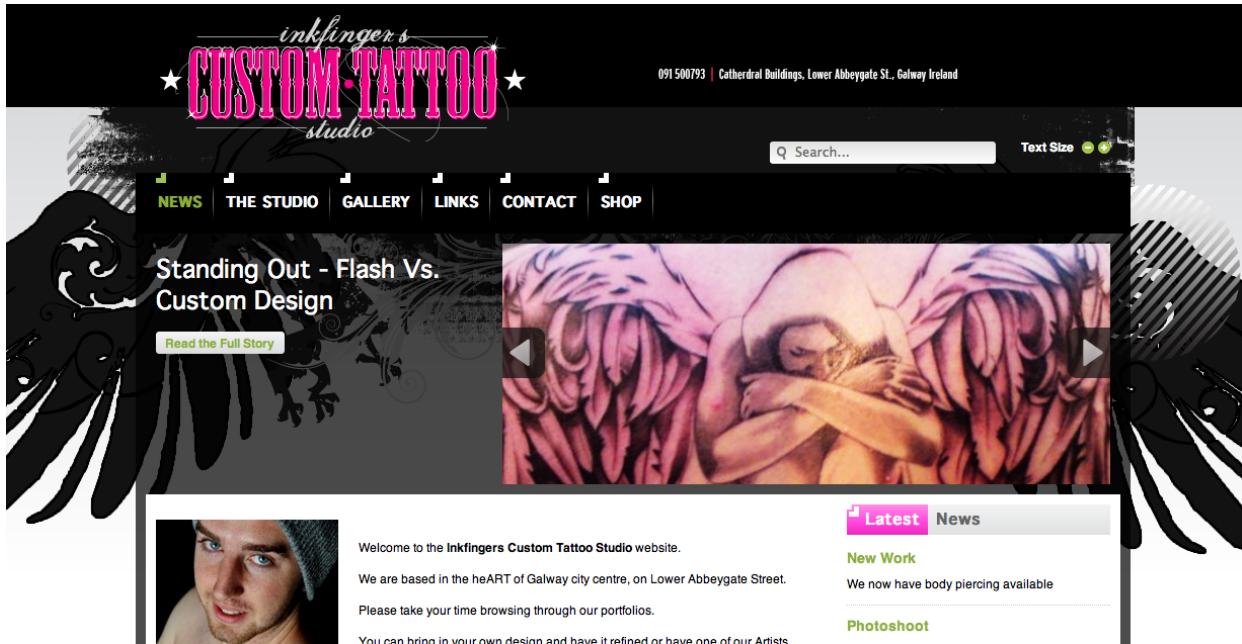
Flash galleries.

**Delight:** This is one of the more professional looking websites for a Dublin tattoo studio, which shows the low standard. Typography ok in the headings but weak in the body.

The full size background image showing the interior of the shop is a nice touch, although the transparent background for the content could be made more opaque to improve legibility.

## Ink Fingers - Galway

<http://www.inkfingers.ie/>



**Business:** To promote the tattoo shop. They have an online store, operated externally by Spreadshirt.ie which is an online company that will create merchandise customised with your logo, and handles production, customer service payment and shipping for a split of the profits.  
**Commodity:** Galleries, online store.

There is a nice Javascript carousel of featured pages, such as custom vs flash tattoos, aftercare advice etc. However, these pages cannot be found through the navigation, therefore if Javascript is turned off, these pages will not be seen at all. There is an option to make the font size smaller or bigger, but it unfortunately doesn't work.

Some of the images in section are causing horizontal scrollbars, and although it has some positive features, the site as a whole feels a little hacked together from various plugins.

**Firmness:** A bit glitchy in places. XHTML 1.0 transitional. Javascript carousel of features.

Powered by a Joomla! 1.5 content management system. The gallery is powered by a Joomla extension called Phoca gallery (<http://www.phoca.cz/>). The online store is powered by Spreadshirt (<http://www.spreadshirt.ie/>)

**Delight:** This website goes for a modern punk-rock sort of aesthetic, with its pink and black colour scheme and using the kind of graphic design associated with modern pop-punk or emo music. The graphic design is well done, and the page is visually interesting. Design is not responsive.

## Smith St. Tattoo - New York

<http://smithstreettattoo.com/>

STEVE BOLTZ  
BERT KRAK  
ELI QUINTERS  
DANIEL SANTORO

BLOG

718 643 0463      411 SMITH ST.  
BROOKLYN, NY 11231      12PM-9PM DAILY  
CLOSED MONDAYS

**SMITH STREET  
TATTOO PARLOUR**



**Business:** This website serves only to show the artists portfolios. It is more of a brochure website than anything else, offering no contact form, or even an email address, only the address and phone number.

**Commodity:** The website is very easy to use and intuitive, although this is unsurprising considering the lack of content. The galleries are really lovely, easy to use with thumbnails of the images.

There is a link to a blog, powered by wordpress.

**Firmness:** This website is entirely built using Flash, which has a lot of drawbacks. There is also very little opportunity for SEO when using Flash, and it inhibits use on mobile devices. It is also unresponsive.

**Delight:** This website has a very minimalist design, which I like. The logo has good impact despite being unconventionally on the right hand side. The pink is a nice change from the conventional dark colours that seem to be used on tattoo websites, a high energy pop of colour, on an otherwise neutral colour scheme.

One thing I love about the design of the site is the splash page, which consists of four different pin up girls, each one corresponding to one of the tattoo artists' portfolio. Immediately from this page you can get a sense of the style of tattoos the shop specialises in.

SMITH STREET  
TATTOO PARLOUR



## The Family Business - London

<http://www.thefamilybusinesstattoo.com/>

The Family Business Tattoo parlour is a shop with a different approach and a unique environment, established in 2003 in the heart of London.

*The Family Business is a custom and appointment based shop, but we always welcome walk-ins subject to availability*

and improve the high standards of creativity and customer service achieved in the last few years, which made The Family Business such a distinctive place.

*Read more about the studio*

**Business:** To promote the shop, the artists, to get people to contact them, to sell gift vouchers and their book.

### Commodity:

There is a fixed navigation bar, which scrolls beautifully.

The galleries can be filtered by artist or by tag (eg. skulls, roses) which is very handy.

The galleries are wonderful, and when an image is rolled over there is an option to share the image on Facebook or Twitter.

**Firmness:** Powered by Wordpress, coded with XHTML 1.0 strict.

This website has some elements of a responsive design, but unfortunately does not work throughout the website. The navigation bar is fluid and resizes itself down to mobile size, and the “tattoos” and “news & events” pages are also both fluid but have a maximum and minimum size so that they will not scale down far enough for mobile devices.

**Delight:** This website is absolutely beautiful to look at. The minimalist logo and grey on grey colour scheme with red accents is a delight.

The designer made great use of grids, with each page wonderfully balanced.

The “home” “studio” and “tattoos” are all designed using a 5 column layout on a 960 grid, and the other pages are split into two or three columns depending on content.

The typography is really beautiful, although the red underline on quotes is confusing, as conventionally an underline suggests a link.

The screenshot shows a website for a tattoo studio. At the top center is a stylized anchor logo. Below it is a horizontal navigation bar with links: HOME, ARTISTS, TATTOOS, NEWS & EVENTS, STUDIO, THE BOOK, and ONLINE SHOP. A thin horizontal line separates this from the main content area. In the center of the content area, the word "Artists" is written in a large, bold, serif font. Below this, there are three circular profile pictures of tattoo artists: Mo Coppoletta, Inma, and Stuart Archibald. Each profile picture is accompanied by the artist's name and a "View portfolio" link. The "View portfolio" links are underlined in red.

Artist	View portfolio
Mo Coppoletta	<a href="#">View portfolio</a>
Inma	<a href="#">View portfolio</a>
Stuart Archibald	<a href="#">View portfolio</a>

# Non-cognate

## Tattoo Snob

<http://tattoosnob.com/>

I looked at this website for its visual style, which I think is really lovely.



**Business:** This website does not have commercial value. It is a passion project. According to the 'About' page (<http://tattoosnob.com/about/>), the authors' only motive is to "spotlight quality work, and to attempt to pay homage to something [they] truly love".

**Commodity:** This is a blog style website. It has a simple magazine style theme. The designer's goal was "to create a theme that could present oodles of information to the visitor in a straight forward and non-threatening way." Its content is mainly pictures of well done tattoos, with the odd video and news update. It is good because it informs the user of the artist behind every tattoo, and also snippets of information about where the artist is located, what conventions they might be attending etc.

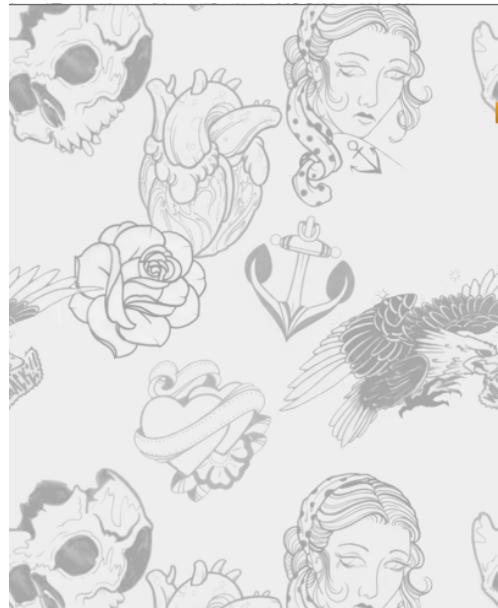
The site is very usable, very simply laid out. In the top right corner are the two actions they may wish the user to take ie. subscribe to the RSS feed, or email Tattoo Snob with photos.

**Firmness:** The website is powered by Wordpress. It uses a customised version of the free Zinepress theme (<http://wellmedicated.com/themes/zinepress/>), which is built using XHTML 1.0 Strict and CSS 2.1.

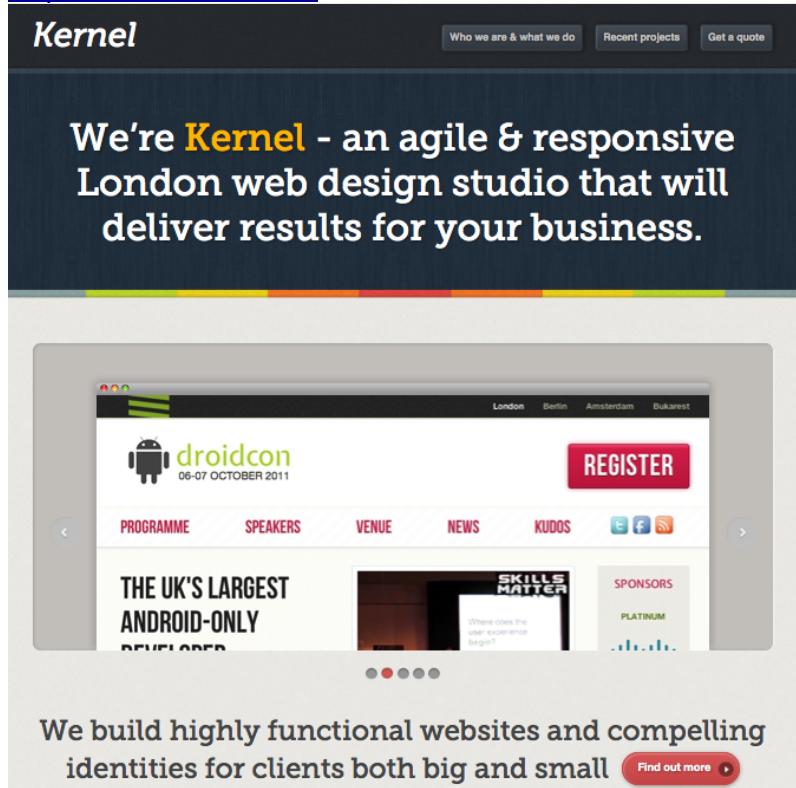
**Delight:** Aesthetically, I love this site. It is clean and simple to look at, but still visually interesting. The background is a hand-drawn seamlessly tiled background of common tattoo designs. These are reminiscent of the stencils that would be drawn up by a tattoo artist before tattooing.

The colour scheme is simple white and grey with orange. There is a good use of whitespace, which allows the page to breathe, and all focus is drawn to the photographs which are large enough so

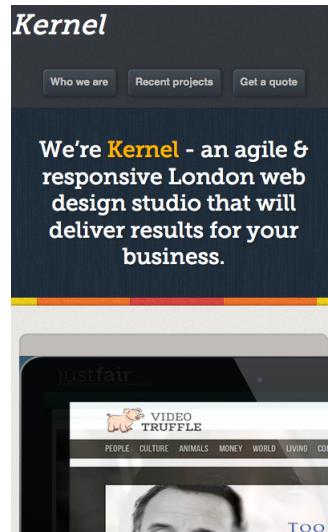
I think orange was a perfect choice as the accent colour. Orange represents enthusiasm and creativity (Beaird, 2010). Tattooing is an art form and the authors are promoting this. Also, orange doesn't often show up in nature. This is very symbolic of tattoos, as it is not a natural thing.



**Team Kernel - London**  
<http://teamkernel.com/>



The screenshot shows a dark-themed website for 'Kernel'. At the top, there's a navigation bar with links for 'Who we are & what we do', 'Recent projects', and 'Get a quote'. Below the header, a large bold headline reads: 'We're Kernel - an agile & responsive London web design studio that will deliver results for your business.' A central image slider displays a mobile phone screen showing the 'droidcon' website, which features an Android icon and the text 'THE UK'S LARGEST ANDROID-ONLY'. The main content area below the slider contains the text: 'We build highly functional websites and compelling identities for clients both big and small' followed by a 'Find out more' button.



**Business:** A London based web design agency - this website exists to showcase the agencies work and gain new clients.

**Commodity:** The user is met with a striking headline, a large image slider showcasing the work, and three simple options in the main navigation, an about page, a portfolio page, and a contact page.

The website is fully responsive, and looks great at any screen width, the content rearranging and resizing itself, to suit the window.

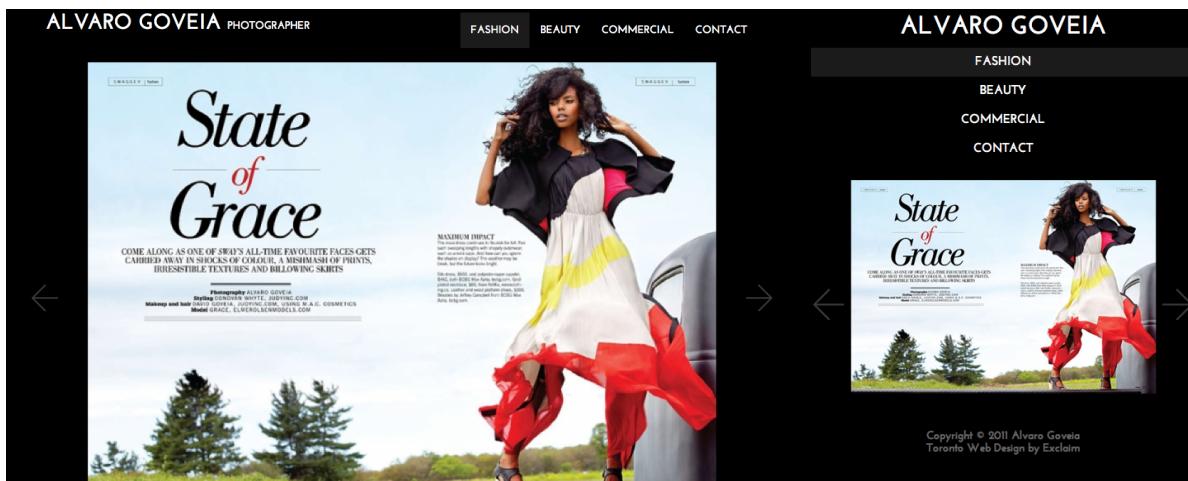
**Firmness:** Coded using HTML5, CSS3, AJAX, jQuery and Modernizr. Fully responsive site.

**Delight:** This website looks clean and professional, while still being bold and engaging through the visual detailing and impeccable typography. The visual impact of the various elements, such as the bold lines, splashes of colour and zig-zags, create drama, without alienating its more corporate clients.

Design studios websites have a lot of the same content that would be need on a tattoo studios website, mainly portfolios of work, with the similar end goal of getting a potential client to contact them about a project.

One thing that is very trendy in modern web design pages is a big tagline, or mission statement as the main focal point, summing up their business in a sentence. This bold, attention-grabbing statement could work well for tattoo studios also.

**Alvaro Goveia - Photographer**  
<http://www.alvarogoveia.com/>



**Business:** This website serves to showcase the photography of Alvaro Goveia and to provide his contact information for people to hire him.

**Commodity:** This is a simple website in the sense that it consists of just the galleries of images split into category, and the photographers contact details. I have to wonder how much SEO can be done on a site with little or no written content.

**Firmness:** Built with HTML5, CSS, jQuery, AJAX and Google webfonts. This is another example of a fully responsive website, with the navigation stacking up, and the slider resizing itself to fit the screen. This illustrates nicely how a gallery might function in my website for Spilled Ink.

**Delight:** This website is very minimal. Featuring white and light grey fonts on a black background, and discarding any unnecessary content, the users focus is drawn to the photographs.

# Non-web solutions

**Fliers** - Like on the websites, the general aim of the fliers is to showcase some of the work with photos, and give contact details for the shop.



**SECRET LAKE TATTOO**  
**GUEST ARTISTS**

(603)352-TAT2  
[secretlaketattoo.com](http://secretlaketattoo.com)    **TIMMY B**    [myspace.com/secretlaketattoo](http://myspace.com/secretlaketattoo)    Feb 5-7

This shop took a different approach by choosing to show the shop's young, fun and friendly looking staff, I am assuming so that a potential client wouldn't be intimidated.

JOHN GUZMAN | ISAAC DAVIS | JAMIE HALE | TRAVIS BROWN | DANA RAUSER | PHIL CARLUCCI

# ACES HIGH TATTOO SHOP

5946 OKEECHOBEE BLVD WEST PALM BEACH  
[WWW.ACESHIGHTATTOOSHOP.COM](http://WWW.ACESHIGHTATTOOSHOP.COM) *Call us Now!* 561.615.9444

## **Business cards:**

Most tattoo artists will have a business card that they use for self promotion.

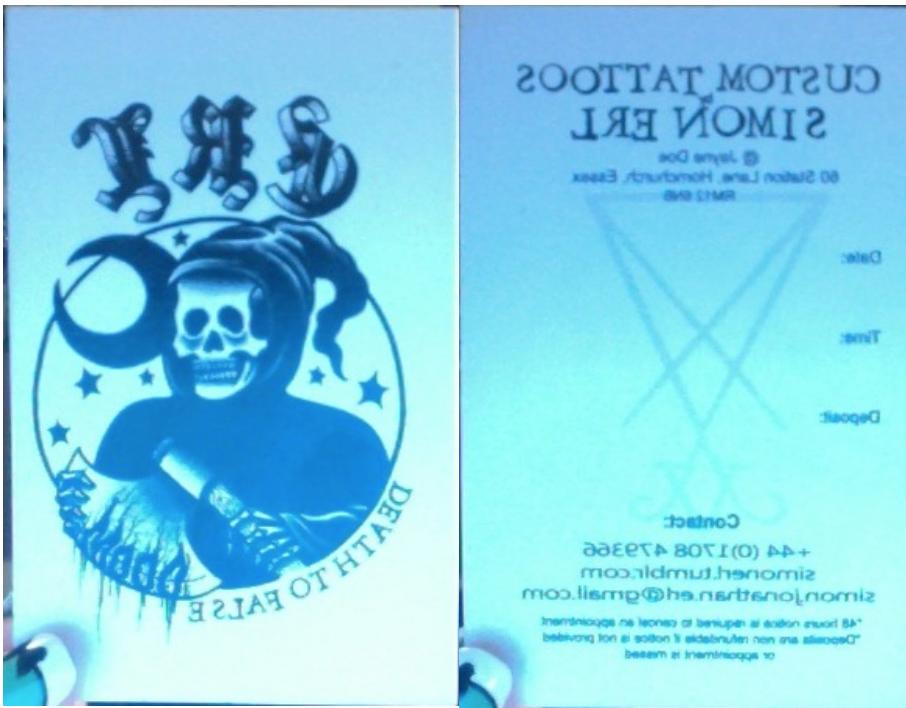
**Business:** Business cards are good for giving to people so that they have something to remember you by, and to give them your contact information so that they can contact you for future business. Phone number, location, email, website url.

**Commodity:** They usually have all contact details of either the artist themselves, or the studio that they work for. The business card quite often doubles as the appointment card.

There is a souvenir element, often people who have been tattooed by an artist will like to keep their business card.

**Delight:** The card will usually have a tattoo or piece of artwork from their portfolio that sums up their personal tattooing style. There is a collectable quality to tattoo artists cards, as it is a print of their work.





## Conclusions

Most tattoo studios seem to have gone for a dark grungy aesthetic, promoting the image of tattooing as something that only appeals to the "alternative" crowd. Seeing as it is no longer just the "alternative" people getting tattoos, I think it is a bad idea to appeal to only one audience. I think the more clean, minimal design work better, as they appeal to a much wider audience.

One of the most important functions of the website is to show the artists portfolios, and there shouldn't be too much distraction going on around the photos. Lighter backgrounds often work better against the images, as the darker grungy background colours can dominate the artwork on display, although plain black also works well. Galleries should have nice, big, good quality photos.

A good website can do a lot to improve the credibility of a studio.

Most of the comparable cognate websites I have looked at are lacking in CTAs which, when used correctly, can help greatly in getting the user to take the actions and use the site in the way you intend them to. (Gube, 2009)

A responsive design is very achievable for a small business site, with a focus on image galleries/portfolios.

**Things to emulate from competitor analysis:**

- Good photography
- Good FAQ section
- Staff profiles

**Things to do better:**

- Site design
- Excellent galleries
- Social media incorporation

**Things to avoid:**

- Broken links
- Outdated/incorrect information

# **Project Plan**

## **Business**

The main aims of the website will be to increase brand awareness, promote the talents of the tattoo artists working there, and ultimately gain new customers.

The main goals of the website will not be to create direct revenue, but to create brand awareness for the Spilled Ink Studio. It will be used as a marketing tool, a cost-effective method of advertising themselves as the coolest new studio around.

The website should increase the shop's credibility with customers, and also within the tattoo industry.

The website can also be a means of doing cheap market research, through analytics etc, to give the business owner an idea of the online audience.

Would consider putting Google Adsense advertisements on the website.

The business has some USPs of its own which need to be advertised, such as a lower minimum rate, a trendy style of tattooing.

To combat slow days in the studio, Mario sometimes announces short time discounts. These are best left to the social media sites, as they are more likely to be seen sooner, but through an integrated Facebook or Twitter stream, these could also be seen on the website.

One thing that is truly unique to the studio, as far as I am aware, is their "Artist's Specials" pieces, where one of the tattooers will draw a custom piece that they themselves would love to tattoo, and offer it for half the usual price to the public, first come, first served.

Aims:

Brand Awareness

New customers

More recognition for the artists

Promote their special offers

Promote their manifesto of being customer service oriented and unintimidating.

Possible revenue streams:

An online store.

Merchandise, prints etc.

Gift vouchers.

Online piggy bank where users could deposit money every week/month to save up for their tattoo.  
Adsense.

Business agreement/contract to be drawn up and signed by Mario (shop owner/manager).  
Mario's role will be to provide content and high quality images.

## Content Strategy

### *Tone of voice*

Mario has stressed the importance of the friendly environment in Spilled Ink. He likes to get to know the customers, and said its important for the staff to be approachable, unintimidating and have good attitudes.

Straightforward, informal, friendly, human, trustworthy.

### **Straightforward**

Does mean: To the point, enthusiastic, authoritative, Take pride in what we do.

Doesn't mean: abrasive

### **Trustworthy**

Does mean: authoritative, expert

Doesn't mean: Arrogant, Self-Important

### **Friendly**

Does mean: Welcoming, inviting, Responsive, warm.

Doesn't mean: Informal, colloquial, chummy.

eg. "Questions" rather than "enquiries"

"We're" instead of "we are"

Exclamation marks are ok (use in moderation!!!)

It will be the responsibility of whoever will be producing blog content to try to emulate the style and correct tone. Blogging can be a bit more casual in terms of tone of voice.

## Marketing Plan:

### Domain Name

I have recommended they purchase the domain name SpilledInkTattoo.com and SpilledInkTattoo.ie

This works well for SEO as it has the main keyword “tattoo” in it. SpilledInkTattooStudio.com seemed a bit too long, and it would be annoying for users to have to type.

## **SEO and keyword strategies**

Localised SEO will be a very important aspect of the site.

Mobile access has increased the number of location-based searches (Gorgone, 2012).

<http://blog.teamtreehouse.com/how-to-optimize-every-page-for-search-engines-robots-and-humans-alike>

The fact that the site is optimised for mobile use with its responsive design, will give Spilled Ink an edge over their competitors. According to Brian Wallace (2012) “Advertisers with mobile-optimized sites and targeted campaigns, have 11.5% higher clickthrough rates than non-mobile optimized. If you are a smart phone user you know how annoying it can be to search for a site only to find out they don’t have a mobile version”.

(<http://z6mag.com/technology/mobile/mobile-search-trend-statistics-show-its-on-the-rise-1612167.html>)

SEO will be performed using a number of keyword strategies.

Long-tail keyword strategies should be optimised for as much as possible.

As of October 9th, 2012, the Spilled Ink website is showing up on **PAGE 2** of Google when using the search term “Dublin Custom Tattoo Studio”, which has moved up from **PAGE 5** on October 3rd, 2012. I hope to improve this position with further work on SEO.

## **Examples of keywords to optimise for:**

Dublin tattoo studio - currently page 3 of Google search

dublin custom tattoo parlour - page 2

custom tattoo parlour dublin ireland - page 4

custom tattoos in dublin - page 4

tattoo studio in dublin - page 4

custom tattoo artists dublin - page 5

getting tattooed in dublin ireland

## **Google Places**

[www.google.com/placesforbusiness](http://www.google.com/placesforbusiness)

Putting a profile on Google Places is free of charge and will help the business to appear on Google search results. You get a profile where you can upload photos, highlight special offers and respond to reviews. Your guesthouse will also appear on Google maps and map search results.

A Google Places account has been set up for Spilled Ink, but we are still waiting for the confirmation postcard to arrive at the studio for it to be activated. This seems to have been delayed.

## **Groupon**

I suggested doing a Groupon advertisement. This would get new customers in the door straight away.

Advertising on Groupon means having to sell your services with a 50% (or more) discount, but I believe it would be invaluable in terms of getting new customers in the door, which will then begin the cycle of repeat customers, reviews, word-of-mouth etc.

Dublin Ink, one of the main competitors used this strategy.

Mario was very against this idea!

## **Facebook**

When I began this project, Spilled Ink already had 5,900 Facebook "likes". They now have almost 7,800. They already utilise this platform very well.

The website will take advantage of some of the Facebook Connect plugins, to integrate their website and facebook page. Any activity on the website will be shared on the users Facebook Wall with a link back to the website. There will also be a link for "liking" the Facebook page from the website, and a feed of the studios facebook business page wall posts on the homepage.

## **Online Promotion**

Initial online promotion of the website was done by sharing the link on the business' Facebook and Twitter pages.

We have also been sharing a link in these places:

forums eg. boards.ie, moshspace.com (irish forums)

tattoo forums

travel guides eg. tripadvisor.com

dublintown.ie

google places

## **Google Adwords**

I have recommended setting an initial budget for search engine advertising.

With Google adwords, you have a lot of control over how much you are spending. There is no minimum spend, you can choose your own daily spending limit and you can choose how much you want to spend on pay-per-click advertising.

This has not been actioned as of yet.

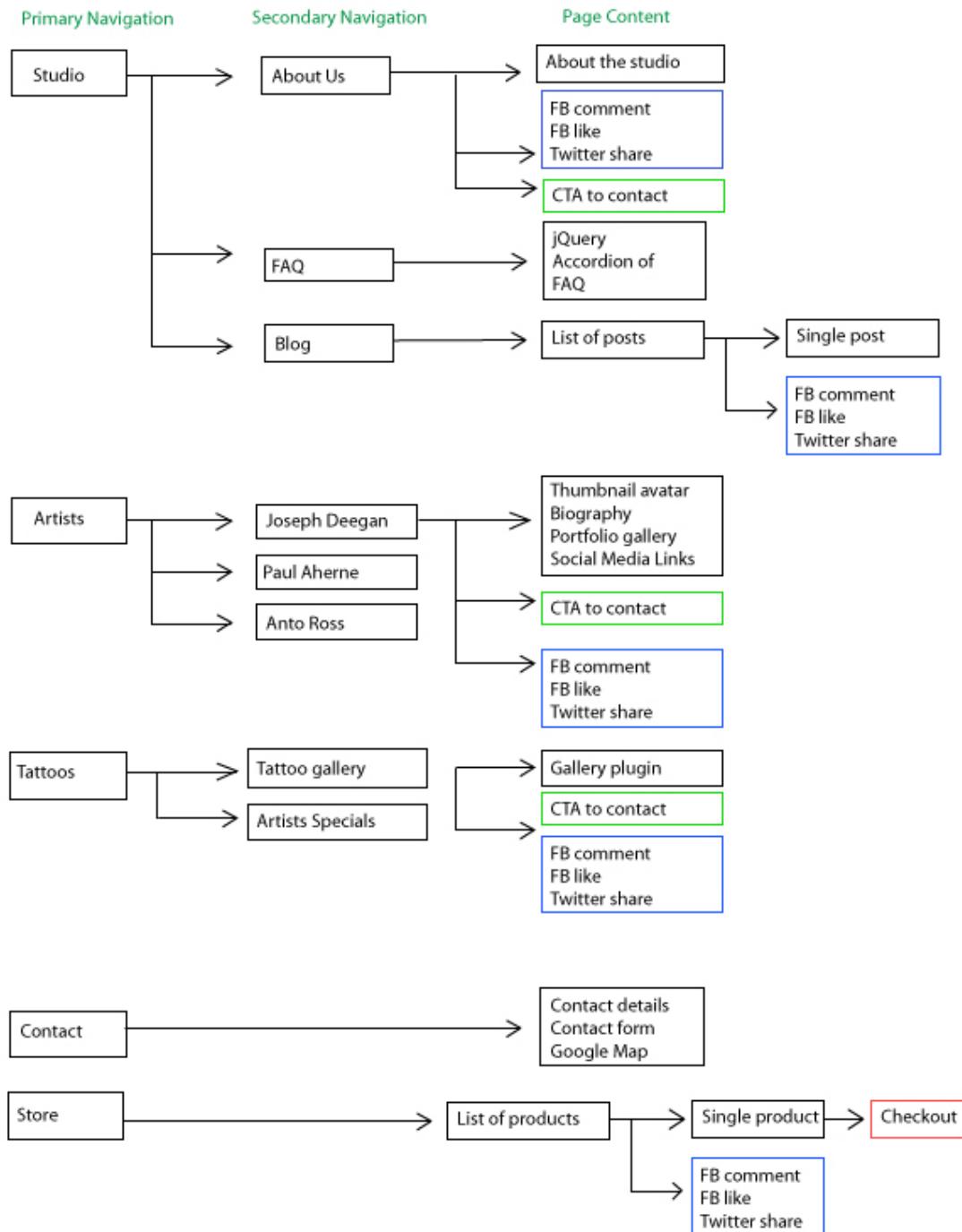
## **Offline Promotion**

To promote the website offline, spilled ink are getting new business cards and appointment cards made up with the URL printed on them. They are also going to make more of an effort to tell their customers about it, and to encourage them to check in on social media sites.

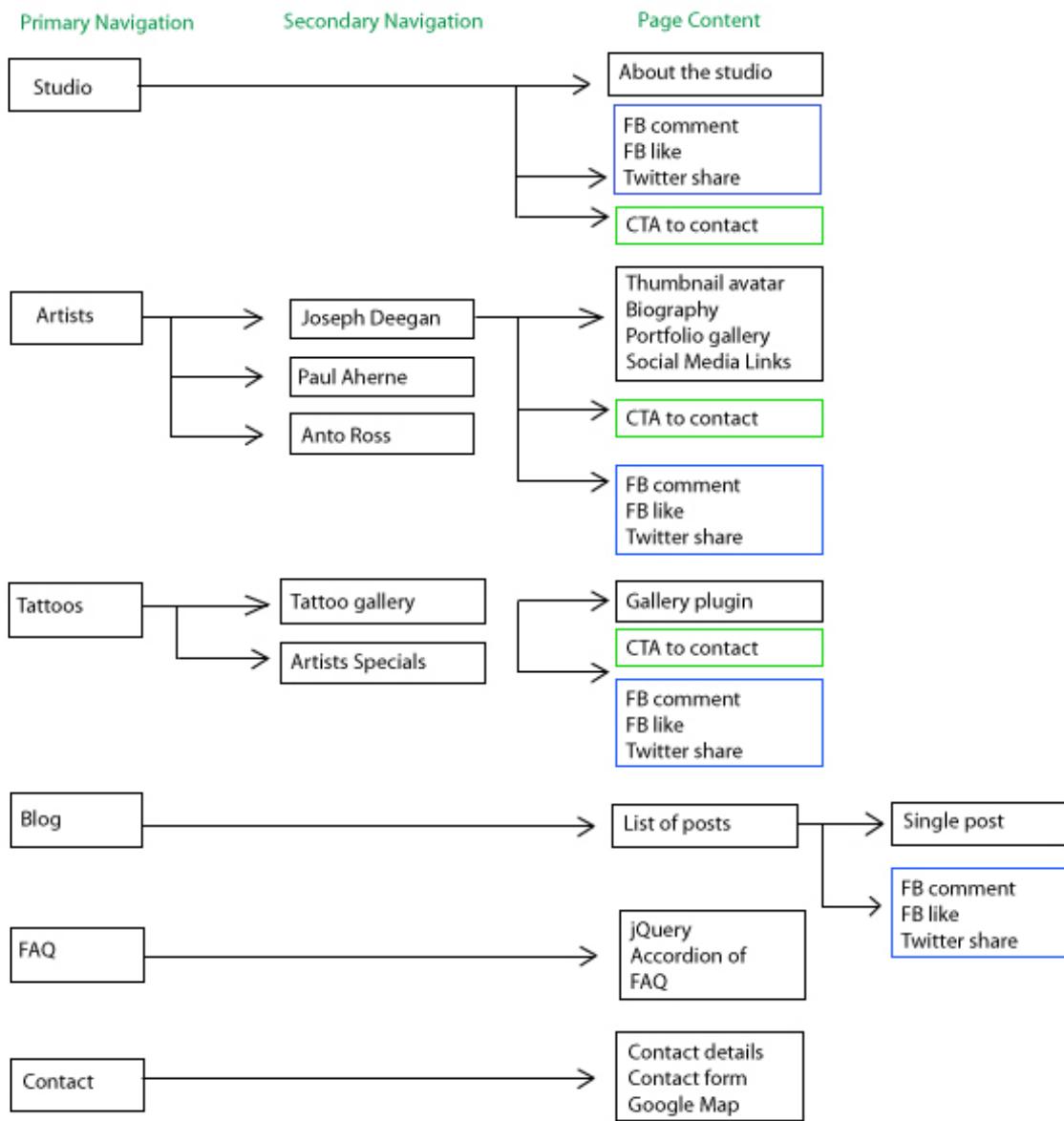


# Commodity

## Original Information Architecture



## Final Information Architecture



## **Home Page**

- There will be very obvious CTAs to both view the portfolios and contact the studio.
- There will be a slider with promotional images and CTA's for the user to navigate to different featured pages on the site. These can be changed very easily by the client. This will be a good way to easily update the homepage with different content.

## **Studio page**

This will be the “about us” section, which will tell a bit about the history of the studio, about Mario the owner, and give a mission statement of what the studio stands for. There will be a facebook comment box.

## **Artists individual page**

Each artist will have an individual profile page. On this page there will be a picture of the artist, a short biography or maybe a list of questions for the artist to answer, a gallery of their work, and a link to their personal twitter/instagram accounts. There will also be a facebook comment box for users to leave comments.

There needs to be a level of trust between a tattoo artist and the client. The artists profile page is a way for potential clients to get to know a bit about the artist. This ties in with the concept of the friendly, approachable, unintimidating environment that Mario wants for his studio.

**\* Revision** - unfortunately despite many discussions and planning with Mario, the artists point blank refused to most of this. From the beginning, they said they weren't keen on the idea of the biography/getting-to-know-you part. Then right at the end, one of the artists decided he didn't even want a photo of himself, absolutely no information and not even his surname. The other artists followed suit, despite my having had many discussions with them, and shown them mockups/development of their profiles, and they themselves having already submitted information for the biographies and participated in a photoshoot. I was baffled as to why they would not want to promote themselves and their work, and have not had a chance to speak with them properly about it due to the fact that they are based in Ireland and I communicate for the most part only with the studio manager, Mario. Artist's temperaments....

We have since come to a compromise where the artists will do self portraits to be used in place of photographs, so I am waiting on these. I also need an opportunity to talk to the artists in person to try and convince them otherwise. It makes no sense to me, as they use their surnames in their own social network sites where they promote themselves. TBC...

## **Tattoo Gallery**

The galleries are the most important part of the site and will need to look fantastic, function well and be very user friendly. They need to showcase the work of the artists in the best way possible, and be easy to browse and share.

Required functionality:

The user should be able to filter through photos using tags such as style, colour, subject matter etc.

The galleries need to be responsive and work across a range of devices

There needs to be multiple galleries

The images need to be easy to share across social media platforms

There needs to be a lightbox or slideshow that display the image beautifully, and that the user can navigate through

must be easy for the client to update

-There should be a call to action to contact the shop directly from the portfolio page.

## Frequently asked questions

-The website should offer a level of 24/7 customer service through FAQ , advice and aftercare guides (downloadable?). The client has yet to produce a lot of this content, and this section can really be improved upon as far as content is concerned.

Content still to be received includes full aftercare advice, advice for before coming in to get tattooed, information on the cover up process etc.

An example of a website with a really good FAQ section.

[http://www.sacredhearttattoo.ca/index.php?  
option=com\\_content&view=category&layout=blog&id=24&Itemid=89](http://www.sacredhearttattoo.ca/index.php?option=com_content&view=category&layout=blog&id=24&Itemid=89)

Mario decided that he would rather not discuss prices and deposits online as it is so dependent on the individual piece.

## Blog

Blogs are a great way to frequently update content, and also boost credibility with authoritative posts about tattooing.

Example blog content:

Expert opinions on the tattoo industry

Special offers

- Interesting news about the studio
- Seasonal promotions - Friday 13th, Zombie Walk flash, Valentines day etc.
- Best practice
- Custom tattoos -vs- flash
- How to choose an artist
- Magazine features
- Artists ongoing work - large pieces, cover ups, unfinished work, lined/coloured/healed
- Tattoo aging
- Apprentice stories - his development and experiences
- Client stories, experiences, interviews.

The blog section will be easy for the client to use. Can be written by staff members, and possibly outside contributors. Also maybe clients could do a guest blog post talking about their experience. Whichever staff member is writing the blog post can put up a photo of themselves as the featured image, that will be used as the post thumbnail, or if no featured image is set, it will automatically revert to the logo.

It is important to make sure that the blog is updated relatively frequently. I would recommend that at least one blog post be written per week. Time to do so should be scheduled. It is good to make a plan in advance of proposed blog posts and a rough date for publishing.

## Contact page

The contact page will provide a number of ways for the user to contact the studio. The phone number, address and email address (with a mailto: link) will be provided, also a contact form to email the studio directly, and an embedded google map.

## Footer

The footer will contain the secondary logo, contact information, links to each of the social media sites, and a list of recent blog posts.

## Responsive web design

-Fluid/responsive site so as to be accessible on any device. This is achieved using a combination of a stepped layout and a fluid grid, built upon the Skeleton framework. The media queries used in this boilerplate are mainly targeted at max and min widths, rather than device size and orientation, with 5 main breakpoints. This means that future devices will benefit from the styles, even though the skeleton is optimised for current Apple iOS devices.

- **Smaller than 960:** Smaller than the standard base grid
- **Tablet Portrait:** Between 768px and 959px
- **All Mobile Sizes:** Less than 767px
- **Just Mobile Landscape:** Between 480px and 767px
- **Just Mobile Portrait:** Less than 479px

## Photography

There needs to be high quality photography showcasing the studio itself, and the tattoos. I arranged for a photographer, Aoife Forrestal <http://aoifeforrestalphotog.wix.com/raphy> to come take photos of the studio and the staff for use in the design of the site. However, a lot of these were then unusable once the artists decided that they didn't want any pictures of themselves on the site, as they were in most of the images.

The tattoo photography is done by the staff themselves. Mario purchased a DSLR for the store so that they could take good pictures of their work.

## **Videos**

How to choose a tattoo  
What makes a good tattoo  
Video of people getting tattooed  
Staff talking about their tattoos  
Artist interviews - why/how did you get into tattooing?

\* Revision -

The client was very keen on the idea of videos but as yet has been uncooperative in the actual making of them, as far as setting dates etc.

## **Social Media**

As described in the business section, they have already utilised their Facebook quite well. I will use the Facebook developer tools to integrate as much facebook activity into the website as possible.

Wordpress commenting will be disallowed, and instead a facebook commenting system will be used, which will integrate with facebook.

There will be many “like” buttons on different pages which will automatically share the page on the users Facebook Wall when they click it.

There will be a Facebook “Like Box” on the homepage which will allow the user to like the actual Facebook Page without leaving the website, and will also show a stream of the Facebook Wall’s latest activity.

I considered incorporating these “like”, “follow” etc buttons into the footer so that they are present on every page, but decided to simply provide a link to the actual social media pages there instead, and use the interactive buttons on specific pages with calls to action.

There will also be Twitter and Instagram integration on the homepage and Twitter share buttons on specific pages. More info in the “Firmness” section.

The staff also need to remind their clients to check in on Facebook and Foursquare when they visit the studio.

<https://foursquare.com/v/spilled-ink-tattoo-studio/4e0f226352b1b27c1b8d6cb6>

## **Booking Form**

The should be an availability calendar and online booking form for the user to make appointments and pay deposits online so that they do not have to visit the studio. \*

### **Online Store**

There will be an online store where they can see various items, such as t-shirts and tote bags. They can also sell prints, flash sheets, and paintings. \*

**\*Revision** - The client has decided that he does not want a booking form, as he requires a cash deposit for all appointments. He also finds it is better to meet the client in person to discuss the potential tattoo, it is less problematic.

He also does not want to deal with payments over the internet, so there will not be a way for clients to pay the deposit online, nor will there be an online store. This will however be taken into consideration in the future, and possibly for a second version of the website.

## **Firmness**

The website is built using HTML5, CSS3, PHP, MySQL and jQuery. The site was developed locally, using MAMP. The database was dowloaded as a .sql file from PHPMyAdmin from the local server, and uploading to the live server.

### **Hosting**

Ecowebhosting - Linux Server, MySQL database.

### **Content Management System**

The website needed to be powered by a content management system, so that the webmaster can easily change and update the content. I have chosen to use Wordpress as the CMS for this website.

Reasons:

Open source

User friendly

Good community support

Client is familiar with this platform.

Has lots of available plugins for the functionality needed.

<http://www.wpbeginner.com/why-you-should-use-wordpress/>

### **Theme development -**

I wanted to design a custom theme for the site, but having limited experience with wordpress, I decided it would be best to build upon a pre-built foundation, such as a framework or starter theme.

Some of the options I looked at were:

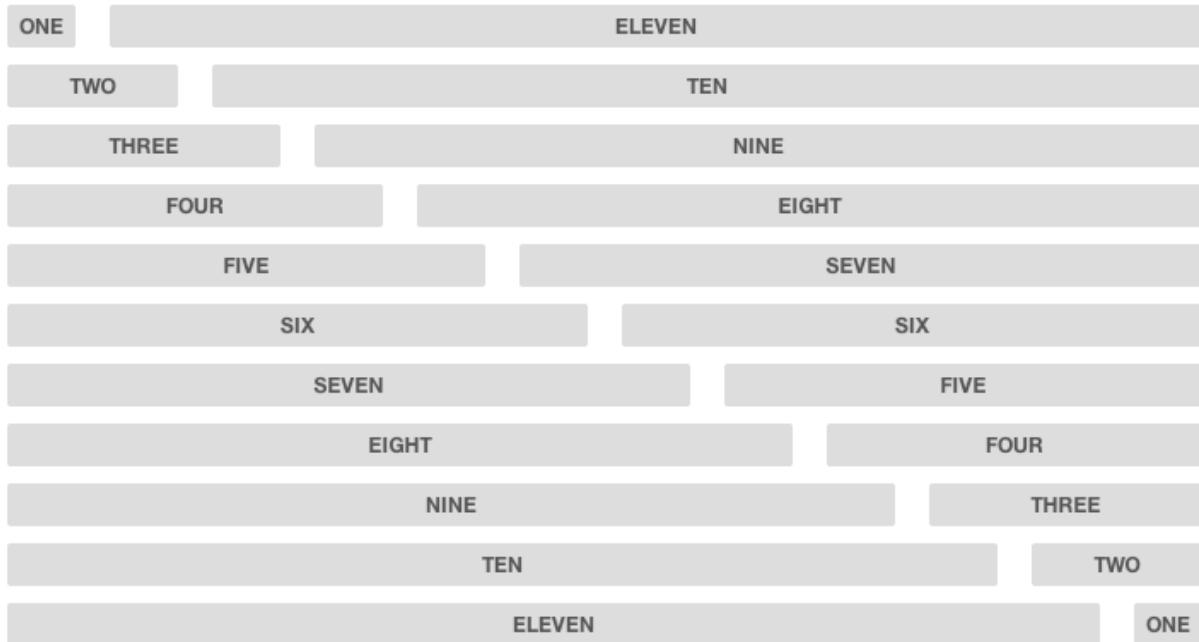
1. HTML5 boilerplate  
<http://html5boilerplate.com/>
2. Twitter Bootstrap 2  
<http://twitter.github.com/bootstrap/>
  - Front-end framework
  - Responsive
  - Lots of built-in reusable components and jQuery plugins
  - Seemed almost too feature-heavy
3. Boilerplate Wordpress Theme  
<http://wordpress.org/extend/themes/boilerplate>
  - A merger of the HTML5 boilerplate and the Starkers theme
  - Designed to serve as a parent theme
4. Bones - a wordpress theme for developers  
<http://themble.com/bones/>
  - Not a framework - no child theming
  - Bare/minimalistic starting point
  - Responsive
  - Open source
5. Starkers - a wordpress theme for developers  
<http://elliotjaystocks.com/blog/starkers-3/>
  - A completely stripped back, naked version of the default WP 2010 theme
  - Open source
  - Not responsive
  - HTML5 version was in production by Nathan Staines <http://nathanstaines.com/articles/starkers-html5/>, but not yet released at the beginning of S.I. development.

### Skeleton Boilerplate - <http://www.getskeleton.com/>

In the end I decided to build the website upon the Skeleton Boilerplate, due to it being less verbose than some of the other frameworks, with minimal styling and very basic UI elements. It seemed like a suitable starting point.

There was also the option of using the Skeleton Wordpress theme, but I really wanted to learn how to build a theme myself.

Skeleton is a collection of three CSS files. The first is skeleton.css that creates the base of a familiar 960px, sixteen column grid. Using media queries, it is responsive and flexible down to a single column layout for mobile devices. The grid is called to action by using certain class names to define the width of your columns.





The base.css file contains some basic styling for typography, scalable images, forms, lists and buttons.

Finally, the layout.css file is for your own styling, and is set up with media query selectors and the proper syntax for embedding @font-face files.

I built the the full homepage using this boilerplate first, before splitting it up in various .php files for wordpress, and inputting the php to pull the content.

## Typography

The fonts were embedded using the @font-face method. The @font-face kits were downloaded from <http://www.fontsquirrel.com/fontface>.

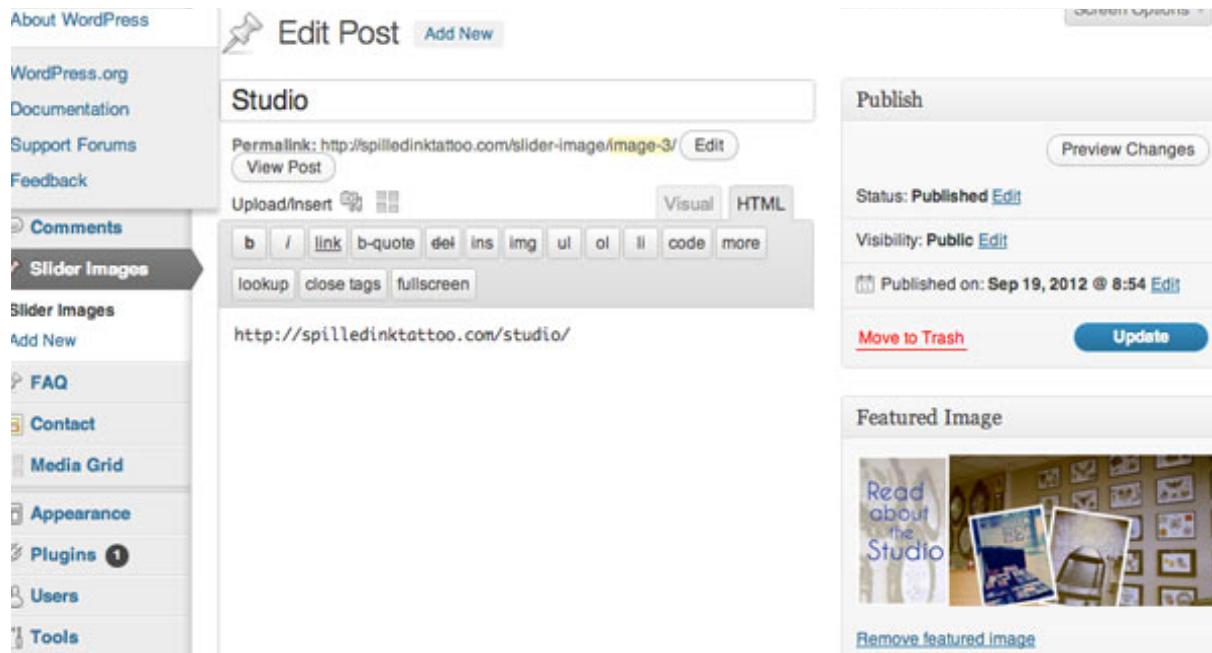
## Plugins/extensions

- Slider

I used the Envato Flexslider plugin for the slider on the homepage, which is a fully responsive jQuery slider plugin.

<http://flex.madebymuffin.com/>

The slides are custom posts, the featured image of which is displayed in the slider. This however was just a slideshow of images which didn't link to anything. I edited the php so that the images became a link, which pulls in the content of the post, so that the client can just easily change the slide by changing the featured image of the post, and pasting in the link of the target page.



The screenshot shows the WordPress admin dashboard with the 'Slider Images' post selected. The left sidebar has a red arrow pointing to the 'Slider Images' link. The main area shows the 'Edit Post' screen with the title 'Studio' and the URL 'http://spilledinktattoo.com/studio/'. The right sidebar includes a 'Publish' section with status, visibility, and publish date, and a 'Featured Image' section with a thumbnail and a 'Remove featured image' link.

## - Galleries

I had some very specific functionality in mind for the galleries. I began developing the galleries using the built in Wordpress Gallery shortcode, with customised styling, and the "Carousel without Jetpack" for a full page slide show, and Isotope jquery plugin for responsive filterable layout.

Problems - couldn't implement facebook commenting/linking etc into carousel.

-couldn't use the same images from the media library for more than one gallery.

Eventually I opted to go for a paid plugin. I found the Media Grid plugin in for wordpress, which is a responsive portfolio gallery. This had all the functionality I needed

- multiple galleries
- responsive
- lightbox slideshow
- Social media share buttons

For now, the galleries are just made up of single images, but supports all kinds of media in the grid, including slideshow galleries, videos and links. These can be utilised later when the studio produce video content.

The galleries are relatively easy to update. Each item in the grid is a single custom post. There are custom fields such as "artist" and "placement" to be filled in, and multiple categories can be ticked for the filter. They can also write some information about the tattoo that will show up in the lightbox.

Each item can also be used in multiple galleries, which are managed from the grid builder. Items can be made different sizes within the grid, so the client can put more visual emphasis on certain items, if he wishes. The grids layout can be customised by dragging and dropping.

The screenshot shows the Grid Builder interface. On the left, the 'Add Grid Items' section has 'Item Categories' set to 'All' and 'Select an Item' set to 'Business Time - Single Image'. In the center, the 'Grid Preview' section shows two items: 'Origami Crane Tattoo' and 'Wisdom', each with width and height settings of 1/4. On the right, the 'Grid List' section shows five grids: 'Anto' (selected), 'Artist Specials', 'Joe', 'Paul', and 'Tattoo Gallery'. A 'Save The Grid' button is at the bottom of the list.

<http://codecanyon.net/item/media-grid-wordpress-responsive-portfolio/2218545>

### - Select Menu

This is a plugin that automatically turns the wordpress navigation menu into a select menu on mobile devices, to save space and allow for easier touch screen navigation. I have used this for both the primary and footer navigation, and it is activated when the screenwidth is below 767px.

### - Facebook integration

I used a number of Facebook Connect plugins. The first of which is the **comment box**. To use this particular plugin, I had to create a Facebook app for Spilled Ink. It allows any user who is signed in to facebook to easily leave a comment.

The comment box has a mobile version which shows up automatically when a mobile device user agent is detected.

<https://developers.facebook.com/docs/reference/plugins/comments/>

The second plugin I used is the “like” button on various parts of the site, which allows the user to both “like” and share that actual page of the site. Clicking the like button creates a story on the users facebook wall with a linkback to the page.

<https://developers.facebook.com/docs/reference/plugins/like/>

The third is the **Like Box** which I placed on the homepage. The likebox allows the user to “like” the actual facebook business page, and it also shows a stream of recent facebook wall posts from the page.

<https://developers.facebook.com/docs/reference/plugins/like-box/>

I would also consider developing a Facebook tab for the business.

<http://smartblogs.com/social-media/2012/01/25/5-traitsofa-great-custom-built-facebook-tab/>  
<http://smallbusiness.foxbusiness.com/marketing-sales/2012/01/11/six-ways-small-businesses-can-use-facebook-tabs-to-generate-sales-followers/>

#### - Twitter integration

On the homepage I embedded 3 of the official Twitter buttons. One to follow Spilled Ink, another to tweet @ them, and another to tweet using the hashtag #spilledinktattoostudio.

<https://dev.twitter.com/docs/twitter-for-websites>

I also used the DP Twitter widget plugin to have a twitter feed on the homepage.

<http://wordpress.org/extend/plugins/dp-twitter-widget/>

#### - Instagram integration

Instagram is not available for full use in a web browser, so I have utilised an application called <http://web.stagram.com/> which is an instagram viewer. I have used their gallery function to set up a feed on the homepage that displays all photos that have been tagged #spilledinktattoostudio.

#### FAQ

For the FAQ section, I created a custom post type for the questions and answers, and then used jQuery UI to display them in an accordian. I used the “smoothness” jQuery UI theme as it fit in well with the aesthetic of the website.

To update this section, the client just needs to add a new post in the FAQs section in the wordpress admin area, and it will automatically be added to the accordian.

## CROSS BROWSER COMPATIBILITY

So far the website has been optimised for modern browsers, IE9+, Firefox  
The HTML search field in webkit browsers takes on default browser styles instead of CSS defined ones. This is remedied by using a CSS reset by Glenn Mooney:  
<http://www.skidoosh.co.uk/html/how-to-reset-the-webkit-html5search-field-style-with-css/>

```
input[type=search]::-webkit-search-decoration,  
input[type=search]::-webkit-search-cancel-button,  
input[type=search]::-webkit-search-results-button,  
input[type=search]::-webkit-search-results-decoration {  
    display: none;  
}  
  
input[type=search] {  
    /* the webkit overrides need to stay at the top */  
    -webkit-appearance: textfield;  
    -webkit-box-sizing: content-box;  
    /* your styles here */  
}
```

## Delight

A clean, yet inspiring design, that uses big bold images to present the artists portfolios in the best way possible. A colour scheme that incorporates and develops on the shop's existing identity.

### CLEAN ELEGANT PROFESSIONAL

The client used the term "fancy" a lot. Through our discussions, we translated this to "sophisticated"

Symmetrical balance

Colours - grey blue

Typography - Caviar Dreams vintage/retro



-Spilled Ink have already done some work on their branding, and have an existing logo consisting of their name written in a custom cursive typeface.

-The colours they use are blue and white. These design elements will be developed and incorporated into the websites theme.

- Mario spoke to me about when he was designing the interior, the look and feel he was trying to achieve. He consistently used the adjectives "elegant", "fancy", "sterile", "clean" and "professional"

## Conclusions

-We would want to go for a look and feel that says professional and hygienic, without being stilted or boring. It would still need to be visually engaging, beautiful to look at and inspiring to the user, but also clean, minimal and not overpowering, so as to distract from the photos of the tattoos.

- One thing I very much want to avoid is the dark, grungey aesthetic that is emulated on so many of the competitor website. The pros of a grungey design would be to promote the image of tattoos being edgey, cool and a bit "badass". This has been overdone, and would not reflect the atmosphere of Spilled Ink. The goal is to make tattooing seem accessible and unintimidating to the general public.

-It will most likely be designed using a fluid grid-based design.

## Colour scheme

Spilled Ink already have a colour scheme of blue, black and white for the branding. They had not been consistent with the shade of blue that they use, but it is usually a navy blue, or a

royal blue. The client said that he would be happy for me to make some suggestions regarding the branding. Although he had not chosen the colour blue for any reason other than he liked it, blue was a perfect choice. For the same reasons that blue is a common choice for banks, healthcare providers etc, it works for the shop. Due to the permanent nature of tattoos, the studio needs to convey a serious level of trustworthiness and reliability. Blue is also a calming colour, which helps to put people at ease.

I looked to the interior design of the store for inspiration. The walls are all painted a grey, with black leather furniture, and lots of framed artwork. I wanted the website to reflect the shop. I chose to use a palette of greys as the main colour for the website's background.

Although the colour scheme is designed upon the shade of blue, it itself is used as an accent colour rather than the main focus.

**Blue colour meanings:** Trust, stability, calmness

## #2A4FA3

I chose this shade of blue by colour picking from their logo, and tweaking saturation levels slightly to find a shade that I felt worked well within the palette.

## #5D80D1

This shade was chosen from a monochromatic scheme of the previous blue, using a colorschemedesigner.

Grey is a neutral colour which serves well as a backdrop, but can also be very sophisticated when used on its own.

**Grey:** neutral, modern, sophisticated, professional.

I considered a monochromatic palette using shades of grey with blue hues mixed in. This made the site feel a bit too cold.

Using the colour scheme designer, I found the complimentary colour to the main shade of blue, which was a yellow, which I then desaturated and turned the brightness down on, until I had a palette of greys with brown hues, or taupe. This is much warmer than the blue-greys, or pure greys.

Another reason for choosing such a muted colour palette of greys, was because of the galleries being the main feature of the site. I wanted the photos of the tattoos to stand out. The artists make very good use of colour in their work, and I wanted this to be shown with no visual distractions in the background.

<http://colorschemedesigner.com/#0X21S1y8EQuQX>  
<http://colorschemedesigner.com/#0K21S007DNiNK>

## Symmetry

The majority of the site is designed with symmetrical balance, and evenly distributed visual weight. This creates a sense of balance and harmony, and is pleasing to the eye. It also aids the sense of flow from the top to the bottom of the page.

(<http://www.webdesignerdepot.com/2011/07/25-examples-of-symmetry-in-web-design/>)

## Hierarchy

There is a lot of deliberately constructed whitespace to allow the design to breath, and create a visual heirarchy.

On the homepage there is a hierarchy as you travel down the page.

The header and jQuery slider are full width, then the next sections are one third each and finally the footer is split into four horizontal sections. The narrowing of the sections as you travel down the page indicates the importance of each section.

There is also a stepped colour scheme as you navigate down the page, going from a light grey at the top to a dark grey at the bottom. This again contributes to the flow of the page, and the dark grey at the bottom is almost like a visual full stop, signifying the end of the page.

## Graphics

I wanted to incorporate some custom designed graphics by the artists into the design of the site, and gave them a list of what I need for CTAs, background and various pages. Although they seemed very excited about this at the time, I have yet to receive any. I ended up using some of their flash artwork which I edited in photoshop to make suitable.

### The Header

The header is the one area that remains consistent through the website; visually unifying all the pages on the site (Miller, 2011). Introduced here is the branding, and the look and feel of the overall design is established. The logo is hand-drawn by one of the artists in the shop, and I have optimised it for the web making it a PNG 24 with a transparent background.

There were two versions of the logo that had been designed. I used the flat and more cursive version of the logo. This worked better for the header as it was the more elegant of the two, looked better as a masthead, and was more in keeping with the visual symmetry. The other logo is used throughout the site such as in the footer and as a thumbnail for the blog posts.

The snake behind the logo is added to give more weight to the header, and also for visual interest.

### The navigation

The navigation is placed prominently under the logo. This is following web design conventions, and is where a user would expect to see it.

# Typography

For the headings and navigation I used a font called **Caviar Dreams** by designed by Nymphont (<http://www.nymfont.com/2009/06/new-caviar-dreams-font.html>).

It is a geometric sans-serif font, with an art deco feeling to it. It fit well with the sophisticated aesthetic of the website.

Open-sans - this is used for the body font at 14px. It is a humanist sans-serif typeface designed by Steve Matteson. It has a neutral and friendly appearance, and has been optimised for mobile and web interfaces, making it very readable on all screen types. Although both typefaces are sans serif, the unconventional letter shapes and round counters of Caviar Dreams provide enough contrast for an interesting pairing.

Websymbols font used for scalable icons

<http://www.justbenicestudio.com/studio/websymbols/>

## Accessibility

Image replacement on the logo

Image replacements were initially done using the “text-indent: -9999px” technique, but this has been updated with a technique as described by Nicholas Gallagher which ensures that the content is still legible to screenreaders.

(<http://nicolasgallagher.com/another-css-image-replacement-technique/>)

```
.ir {  
    font: 0/0 a;  
    text-shadow: none;  
    color: transparent;  
}
```

# **Analysis**

Tracking the statistics using Google Analytics, from September 10th 2012 - October 10th 2012, the Spilled Ink site has had:

827 visits  
638 unique visits  
3449 page views

77.51% are new visitors, and 22.49% returning visitors. The bounce rate is 31.32%.

The average duration on the site is 00:04:27, and pages viewed per visit is 4.17.

## **Country/Territory**

Ireland	67.96%
United Kingdom	22.37%
Canada	2.06%
United States	1.81%
Australia	0.97%

### **City**

Dublin (ire)	55.26%
London (uk)	17.65%
Dundrum (ire)	3.14%
Leixlip (ire)	2.9%
Dun Laoghaire (ire)	1.45%

## **Traffic Sources**

Direct Traffic 21.40%  
Search engine traffic 5.20%  
Referral traffic 73.40%

## **Operating System**

Windows	45.71%
Mac OS	30.23%
iOS	16.08%
Android	6.65%

## **Conclusions**

A hefty 20% are visiting the site using mobile devices, justifying the responsive design.

Almost 70% of visitors from dublin, suggesting that for location based SEO and online promotion are working.



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