

Proximity Tat

Short pitch

Have you ever had to get a tattoo, but had a hard time finding artists you like nearby? With Proximity Tat, you can see all the nearest tattoo artists and select one you like.

Long Pitch

With Proximity Tat, users can see tattoo artists sorted by distance. When viewing nearby artists you can see samples of their work and links to their instagram. They can also see their rater prominently displayed, and filter to find someone within their price range. Select artists can pay to be sponsored and moved to the top of the list after we vet them for quality and trustworthiness.

Personas

1. Suspicious Sara. Sara is nervous about getting her first tattoo and wants to make sure she'll find somewhere that's safe, and where she'll be able to get a tattoo she won't regret.
2. Bargain Bob. Bob's had a few tattoos and isn't worried about his next one, but he's tight on cash and wants to get a good deal from a reputable artist.

Comparatives

1. [Tattoodo](#) - This site claims that they are "the home of global tattoo culture". They try to "facilitate your tattoo journey" by providing inspiration and advice.
2. [WorldTattooGallery](#) - This shows you tattoo ideas, but doesn't give you any guidance to finding artists near you.