



CAREER FOUNDRY UX IMMERSION

User Personas | By: Sergio Capozzi



Jaclyn

The Millennial

Age: 24

Gender: Female

Occupation: Customer Service

Age of First Tattoo: 21

"Tattoos are kind of like dressing yourself, but permanent. I like cute things and loud colors, so that's what I get for tattoos, it's a projection of my style on my skin."

Impulsiveness

Shyness

Social Media Use

Technical Savvy

NEEDS & GOALS

- Stay up to date on the latest trends.
- Strong search and related image recommendations.
- A way to share her tattoos and ideas with other enthusiasts.

BEHAVIORS

- Heavy user of Social Media.
- Has gotten impulsive "Pinterest" tattoos she regrets.
- Loves to share everything about her life and herself.
- Comfortable with modern apps.

FRUSTRATIONS

- Cocky and arrogant people, especially if it's a tattoo artist.
- How difficult it is to search through tattoos for certain styles/subjects.
- How long the process for getting a tattoo takes.
- Always on the go and needs a mobile solution, doesn't like desktop only solutions.

"There's so many great artists and emerging styles out there nowadays. I'm always worried I am missing out on the next great style or subject matter."



Shane

The Tattoo Collector

Age: 32

Gender: Male

Occupation: Art Director

Age of First Tattoo: 17

"Every one of my tattoos has sentimental value. They either symbolize who I was with or where I was in life when I got them."

"Getting tattooed is another form of therapy for me. It allows me to reflect on previous times, write them down and move on or keeping a memory lasting."

Impulsiveness

Shyness

Social Media Use

Technical Savvy

NEEDS & GOALS

- Being comfortable with an artist before getting tattooed by them.
- Collaborate with the artist on a tattoo before the day of the appointment.
- An easier process for finding artists and knowing their availability.

BEHAVIORS

- Wants to “connect” with an artist before working with them.
- Likes to design his own tattoos.
- Considers the artist’s attitude as important as their portfolio.
- Spends months planning out his tattoo ideas.

FRUSTRATIONS

- Not any good tools for finding reputable artists and getting to know them.
- How long it takes to book good artists (their schedules and response time).
- Not seeing a tattoo design until day of appointment.
- Communicating and sharing ideas with artists.



Skye

The Tattoo Artist

Age: 44

Gender: Male

Occupation: Tattoo Artist

Age of First Tattoo: 15

"I have difficulty managing and communicating with clients between appointments."

"I am so lucky to be able to make a living by sharing my love for art with my clients."

Impulsiveness

Shyness

Social Media Use

Technical Savvy

NEEDS & GOALS

- Build client base with customers he likes working with.
- Stay fully booked without being stressed by admin work.
- Share his portfolio with the world.

BEHAVIORS

- Travels a lot and does guest spots at other shops/conventions.
- Doesn't own a computer (Tablet and Phone only).
- Doesn't start working on new client designs until a couple days to appointment.

FRUSTRATIONS

- Can't keep up with new client inquiries.
- Struggles with maintaining a schedule.
- Dealing with clients he doesn't get along with, "needs to get better at turning people away".
- Difficult technology drives him nuts, he's not a "tech guy".

Revisting The Problem Statement

| ORIGINAL | UPDATED | HYPOTHESIS STATEMENTS |
|--|---|--|
| <p>Our tattoo seekers need a way to feel comfortable sharing their idea with a community of other tattoo seekers and tattoo artists because they want to collaborate and be inspired when deciding on their tattoo.</p> <p>We will know this to be true when we see how many tattoos and designs are being shared compared to the number of active users we have.</p> | <p>Tattoo seekers need a way to find the right tattoo artist for their idea and to comfortably communicate with them because getting a tattoo invokes a lot of anxiety and it is important that the customer is comfortable to share their ideas and provide constructive feedback to the artist during the design process.</p> <p>We will know this to be true by the volume of artist bookings happening and communication between artist and customers through our application.</p> | <p>We believe that by creating a mobile application that helps customers share tattoo ideas and feedback with tattoo artists, we will achieve Shane being able to see his tattoo designs before the day of his appointment.</p> <p>We believe that by creating a scheduling feature, we will achieve making scheduling and communicating with clients easier for Skye.</p> |