

Career Foundry UX Immersion

Competitive Analysis
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The Competition



TATTOODO

“Find the right artist for your next tattoo”



INKTD

“Simple cloud-based platform to reach clients, manage appointments, and view financial insights without any garbage.”



Key Objectives

Tattoodo's key objectives are to showcase tattoos and to help users find a tattoo artist and book a consultation with them through the application.

Their tagline is "Find the right artist for your next tattoo" which is accompanied by a quick start tool that is essentially a booking request form. The form includes city, dates, budget, tattoo idea and reference photos. Once completed, the promise is you will get contacted by interested artists and you can consult with them for free.

Bottom Line

- Over 2,000 "Pro Artists" including 60 "Tattoodo Ambassadors"
- Over 2b monthly content views
- Over 20m followers on Social Media
- Hundreds of thousands of tattoos to view with some intelligence behind what is shown



Overall Strategy

Their website includes a Press page that contains 14 articles from 2013 forward. The majority of them are dated, but there are four articles for 2018, all within a 4 day window in late September. This looks to be when the booking platform was released and could be an indication of a clear pivot in their focus and strategy.

Bottom Line

- They have a very attractive website that includes frequent blog posts from Tattoodo and artists using the platform.
- An “Essential Tattoo Guides” section is available, covering a lot of commonly asked questions for new tattoo seekers. A nice touch to increase new user’s comfort with tattoos



Market Advantage

They have a lot of good publicity and the backing of some big names in the industry, including their co-found Ami James (from Miami Ink) and a user base of 30 million.

Their SEO for Google is lacking, only 1 out of my 5 searches returned a first page result. My searches were: “Tattoo Artist Finder” “Tattoo Inspiration”, “Tattoo Booking”, “Tattoo Appointment” and “Tattoo App”.

Bottom Line

- Strong and consistently growing user base
- 17 million followers on Facebook / 2.6m on Instagram
- 4.7 star rating with 2.57k reviews on iTunes and 4.6 with 14k reviews on Google Play



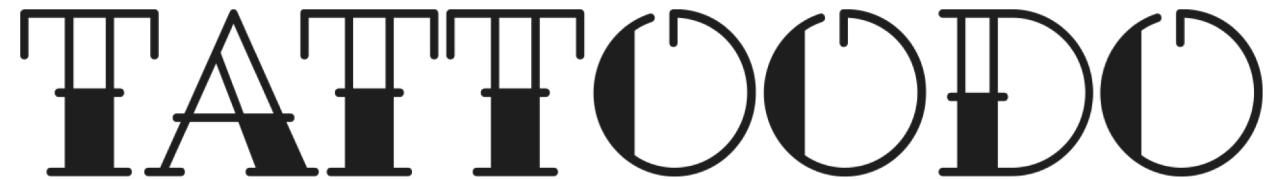
Marketing Profile

The app launched in 2013 and their initial pitch was a bidding platform for artists to pitch designs based on the user's budget and idea.

That functionality still exists, but it has since expanded to facilitate the first steps in a user's tattoo journey by providing the most important information in one place. Then in 2018, they added a booking platform for consultations "bringing the industry into the digital age".

Bottom Line

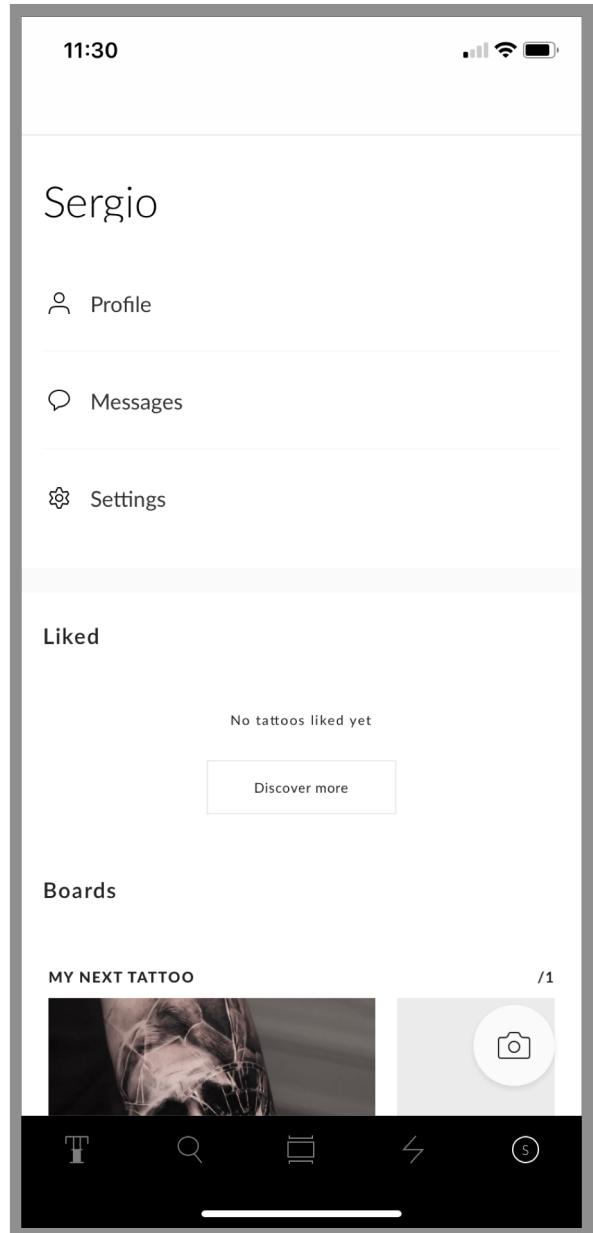
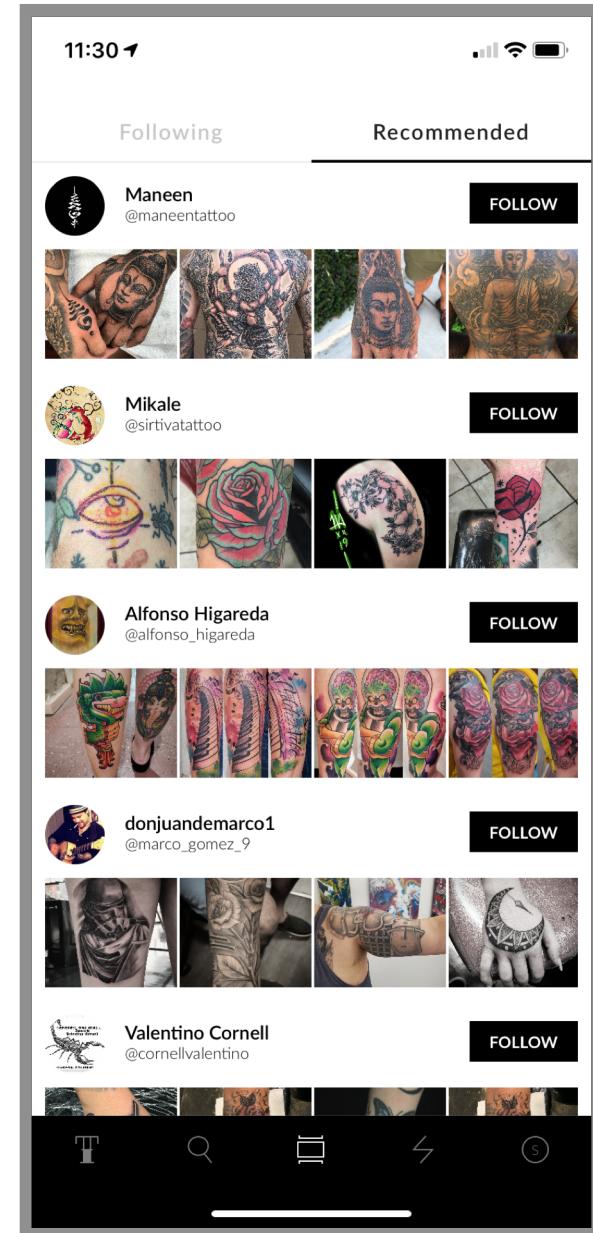
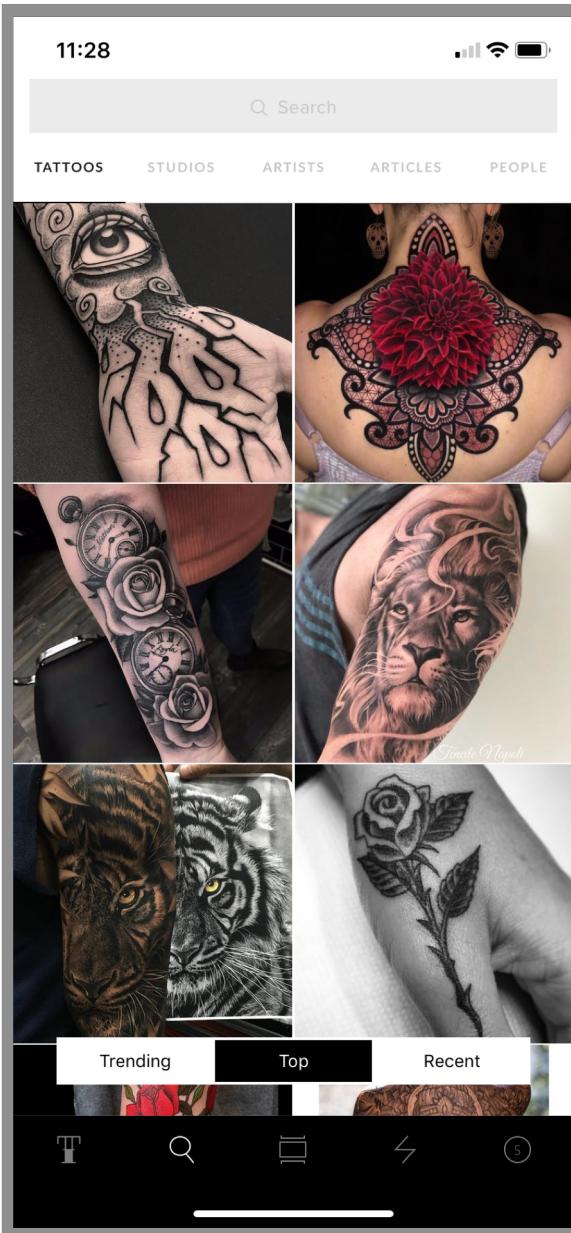
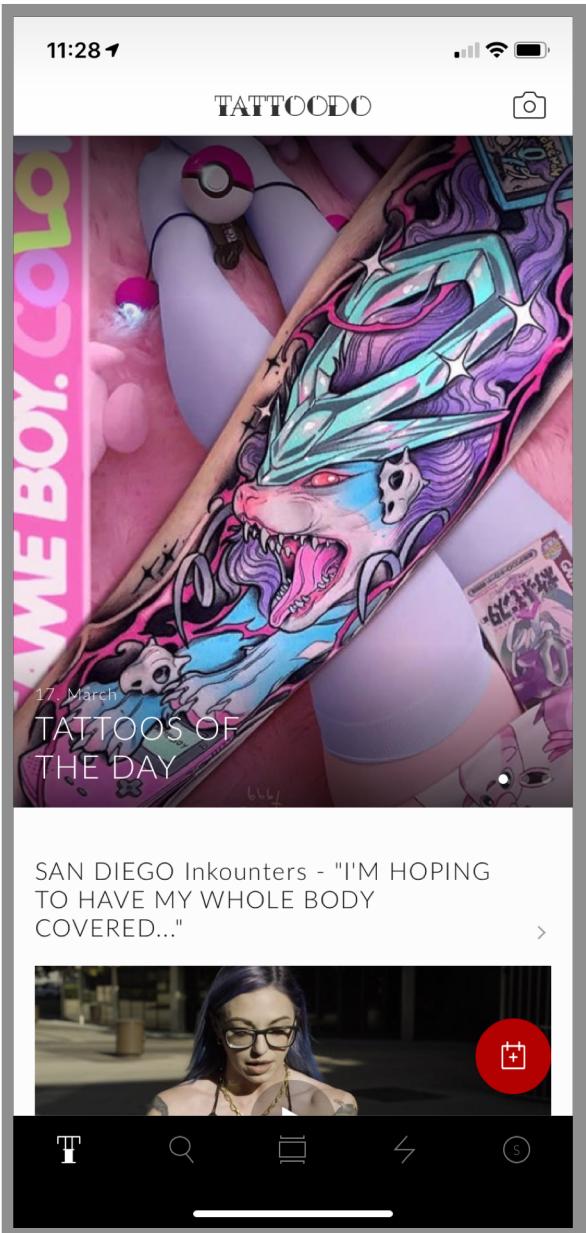
- Big Industry Name co-founder
- Raised 2.5m in funding in 2016
- They utilize AI to understand and categorize tattoos



SWOT Profile

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none">• Large Userbase and Tattoo Content• Backed by industry leaders• Massive online presence	<ul style="list-style-type: none">• A better guided experience for connecting the user with the right artist• Functionality to send direct messages to other users• Support other appointments beside consultations
WEAKNESSES	THREATS
<ul style="list-style-type: none">• Onboarding process is lacking• Initial login is overwhelming• Room for improvement in UX, primarily navigation and information architecture	<ul style="list-style-type: none">• Instagram and Pinterest have larger userbases and have a potentially better experience for browsing content• Decision fatigue / information overload when using the app

UX Analysis



UX Analysis

USABILITY

The application is very quick, making navigation smooth and easy to interact with. Icons used in the bottom bar are confusing and some information is difficult to find initially.

LAYOUT

The app is trying to present too much information, which makes the layout confusing. Several of the pages have several sub-tabs, each with different layout styles, further complicating the experience.

NAVIGATION

Navigation is a bit confusing, and the overall layout isn't very intuitive. The homepage is a "handpicked feed", consisting of articles, tattoo studios and artist highlights. This isn't traditionally what a user would expect to see on their homepage.

Some key functionality like messaging and your saved boards are nested under the user menu. This isn't very intuitive, but the user can most likely adapt to it after some initial friction points that could be avoided.

UX Analysis

COMPATABILITY

Their website is responsive, supporting multiple mobile device types. When viewing from a computer, the site scales very well to different resolutions and window sizes.

The app is supported on both Android and Apple Operating systems and is highly reviewed on both platforms.

DIFFERENTIATION

Tattoodo offers a lot of information, inspiration and value to its users and artists. They are unique due to its large support by tattoo studios and ability to book consultations from the application.

A way to differentiate ourselves from Tattoodo would be to focus on ideation and collaboration stages of getting a tattoo. This could be accomplished by giving users the ability to collaborate on ideas and communicate with each other both publicly and privately.

NAVIGATION

Users are required to create an account before they're able to use the phone application. On the website, users are able to browse galleries and articles without signing up.

Call to actions to start a bidding for consultation is clear on the website, but not on the phone application. The call to actions to book a consultation is clear to begin ,but it is not clear what will happen after completing it. For example the copy reads "Fill in the information below and your artist/shop will...".



Key Objectives

Inktd's key objectives are to provide a booking platform to help with scheduling and managing appointments. Additional functionality to embed with social media tools to make sharing their work with potential clients easier.

Bottom Line

- A no frills back-office product
- Focused on shop owners and tattoo artists
- Leverages existing Social Media platforms to share the artists work



Overall Strategy

Their website includes a blog page with very dated posts. The most recent post is from 2014 and the copyright stamp on the site reads 2016. There are social media posts for their Twitter account from January 2019, so it looks that they are still active.

Bottom Line

- Their website provides limited information
- Their blog is dated
- Press or community engagement do not look to be of interest for them
- They don't have a phone application



Market Advantage

There is not a publicity for the product. Their SEO for Google is lacking, but better than Tattoodo's. 2 of my 5 searches returned a first page result: "Tattoo Artist Finder" "Tattoo Inspiration", "**Tattoo Booking**", "**Tattoo Appointment**" and "Tattoo App".

They appear to be content with being a no-frills appointment booking offering.

Bottom Line

- Emphasis is on the booking and reminding customers of appointments
- Small social following: 1k Twitter Followers, 400 Facebook followers
- No phone application or reviews available online



Marketing Profile

The app launched in 2013 and their initial pitch was a simple, mobile scheduling platform for tattoo artists, shops, and their clients.

Inktd strengthens relationships between artists and clients by proactively and socially managing the scheduled appointment. Inktd organizes appointments for tattoo artists, minimizing no-shows with rescheduling and text message reminders for clients.

Bottom Line

- Raised 25k in funding in 2014
- Small team (1-10 employees)
- Testimonials provided on site from lesser known artists



SWOT Profile

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none">• Easy sign-up process• Affordable (\$9/m for a single artist)• Automated booking and reminders	<ul style="list-style-type: none">• A more robust back-office offering• Deeper integration with Social Media• Wait list functionality• Customer scheduling portal
WEAKNESSES	THREATS
<ul style="list-style-type: none">• No mobile application• Dated website and web presence• No client facing functionality	<ul style="list-style-type: none">• Tattoodo's growing user base and consultation booking product• Newer and more modern applications that provide more than appointment scheduling