

CAREER FOUNDRY UX IMMERSION





As a **new user**, I want an engaging onboarding experience that focuses on my needs, so that when I am finished, my initial interaction with the application will be catered to my interests and needs.



As a **tattoo collector**:

- I want a profile page that I can enter more information about myself, so that other users can see more information about me.
- I want my profile page to include my collaboration score, so that other users can see how much I collaborate with others and want to collaborate with me.
- I want my profile page to include a portfolio feature, so I can display my own tattoos, my favorite tattoos or my tattoo designs.



As a **tattoo artist**:

- I want a profile page that identifies and separates me as a tattoo artist, so that other users can easily tell I'm an artist and can get more information about me.
- I want my profile page to include a tattoo artist portfolio feature, so I can display my work on my profile page and in user searches and inspiration feeds.



As a **the owner of a tattoo studio**:

- I want a profile page for my tattoo studio, so that other users can get more information about my shop and inquire.
- I want my profile page to include a artist spotlight feature, so I can spotlight artists from my shop to get them additional exposure.



As a **collaborative user**, I want to be able to spend the points I earn from collaborating with others, so that my efforts are rewarded.



As a **user ready to book an appointment**, I want to be able to see an artist's availability and book an appointment within the app, so that I can easily schedule an appointment without having to call/email/direct-message them.



As a **user about to get his first tattoo**, I want to be able to share my ideas with other users, so that they can let me know if they like the idea and can give me feedback to ensure I get the best tattoo.



As a **tattoo artist**, I want to be able to send direct messages to users, so that I can have a private conversation with them without needing to use a separate application.



As a **user looking for inspiration**, I want to be able to save tattoos that I like to a "board", so that I can look back at these photos later and use them as examples when talking to an artist about the tattoo I want.



As a **daily user of the application**, I want to see a daily feed of recommended tattoos, artists and studios, so that I see fresh and relevant information every day I use the app.