

CAREER FOUNDRY UX IMMERSION

2.9: Portfolio Review | By: Sergio Capozzi

User Research Analysis

Goals and Learnings

🏁 To better understand people's process for deciding on a tattoo idea and artist and identify any pain points in that process.

The planning and inspiration phase of a tattoo idea is highly visual and based on existing work that is similar to the idea. When that idea doesn't exist or they cannot find examples of it, it's completely up to the artist's interpretation and abilities to bring the idea to life. This can lead to designs that customers don't like and may be uncomfortable in providing critiques, resulting in getting a tattoo that didn't match their vision.

🏁 To determine if people would be interested in sharing their tattoo ideas and getting feedback from others during the process

Ideas are often shared, but only with close friends or family members. The process of sharing ideas tends to be more of a conversation topic than looking for feedback or collaboration. There does seem to be a lot of interest and need in having more time and a better process for collaborating with artists and agreeing on a design before the actual appointment.

🏁 To understand why people may regret tattoos and identify how this application could help solve that.

A lot of tattoo regret is rooted in spur of the moment decisions. The biggest cause of spur of the moment decisions is that oftentimes that tattoo designs are not unveiled until very close to the tattoo appointment (day before or even day of). When customers don't have much time to provide critiques, they feel pressured to get a tattoo because they have an appointment (that they oftentimes waited months for) and they may get a tattoo they're not happy with.

🏁 To understand what getting tattoos means to people and what amount of sentimental value they carry.

Getting and having tattoos has a lot of different meanings for people. Getting tattooed can be therapeutic and having tattoos can be an expression of past experiences, personal character and creativity, a reminder of good or bad times, and so much more. In essence tattoos are a permanent choice with a lot of meaning to the collector and they deserve to be completely happy with the design and comfortable throughout the process.

🏁 To identify what software applications they use today regarding tattoos.

Google, Pinterest and Instagram are the biggest platforms being used. Some of the interview feedback on how technology could help the tattoo industry was regarding augmented reality and visualizing how tattoos would exist on body. This technology does exist, but it's an indication that users are either unaware of the technology or don't pursue it. Additional feedback was on a better platform to index, search and view tattoos across styles and subject matter.

Revisting The Problem Statement

Summary

User research indicated that people are less interested in collaborating with each other on tattoo ideas and more interested in collaborating with their artist. The tattoo industry is unique in that a lot of common courtesies and standards are not adapted in this industry. Most participants identified common frustrations when it comes to communicating with an artist, booking tattoo appointments and seeing tattoo designs before the day of the appointment. Based on these findings, our problem statement was revisited and the focus of the application has pivoted to emphasize working with a tattoo artist.

ORIGINAL

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.

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.

UPDATED

Tattoo seekers **need** a way to find the right tattoo artist for their idea and to comfortably communicate with them **because** getting a tattoo involves a lot of anxiety and it is important that the customer is comfortable to share their ideas and provide constructive feedback to the artist through the process.

We will know this to be true by the volume of artist bookings and communication between artist and customers through our application.

HYPOTHESIS STATEMENTS

We believe that by creating a mobile application that helps customers share tattoo ideas and feedback with tattoo artists, **we will achieve** tattoo designs being available for Shane to see before the day of his appointment.

We believe that by creating a scheduling feature, **we will achieve** making scheduling and communicating with clients easier for Skye.



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 functionality 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 now 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 of 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."



Jaclyn

Age: 24

Gender: Female

Occupation: Customer Service

SCENARIO

Jaclyn wants to get a new tattoo, but she doesn't know what she wants yet. She plans to start looking at tattoo examples for inspiration and come up with an idea.

GOALS / EXPECTATIONS

Jaclyn expects to be able to use our app to search for specific styles and subjects of tattoos and have recommendations provided to her to check out. She also expects to be able to save the tattoos to a board.

SEARCH

Jaclyn starts searching for photos of tattoos in the "discovery" section.

TASKS

- Enters keyword(s).
- Selects criteria.
- Initiates search.

It's so difficult to find what I am looking for when searching for tattoos on Google and Instagram. I sure hope I have better luck finding good ideas with this app.



EXPLORE

Jaclyn starts scrolling through tattoos that matched her search criteria.

TASKS

- Scans through photos of tattoos.
- Identifies photos that she likes.
- Clicks "explore" to see more photos based on what she has liked from the initial search.

I like that by identifying what tattoos I like, the app is bringing me more examples to explore that are similar. This is helping me find all sorts of new styles!



SAVE

Jaclyn saves photos to inspiration boards so that she can refer back to these later.

TASKS

- Creates an inspiration board.
- Saves photos to board(s).
- Adds comments about the photos she's saving,

I'm finding so many photos that I like. I should start saving them to different boards and add notes so I remember why I saved the photos and what I liked about them.



DECIDE

Jaclyn decides what her next tattoo will be and wants to share.

TASKS

- Cleans up / "finalizes" her board.
- Adds additional details/comments to the board and/or individual photos.
- Shares the board.

That was a lot, but I think I've got a good idea on what my next tattoo will be. Time to find an artist.



OPPORTUNITIES

Have search functionality that is catered towards searching for tattoos, increasing the accuracy of returned results. Include the ability to define tattoo specific criteria (style, subject, body placement, etc.)

OPPORTUNITIES

As the user is identifying what photos she likes, include other photos that match the criteria or "more like this" when returning more results for them to review.

OPPORTUNITIES

In addition to the traditional "Pinterest"-esque inspiration board, give the boards functionality that lets the user to add more personal reference to the photos saved. E.g., the ability to add notes and visual alterations to pictures.

OPPORTUNITIES

Similar to photos, give the user the ability to add a description and notes to the board itself. Once a board has been saved, allow it to be shared with other users and tattoo artists. Boards could be presented to local artists and they could "bid" on the board.



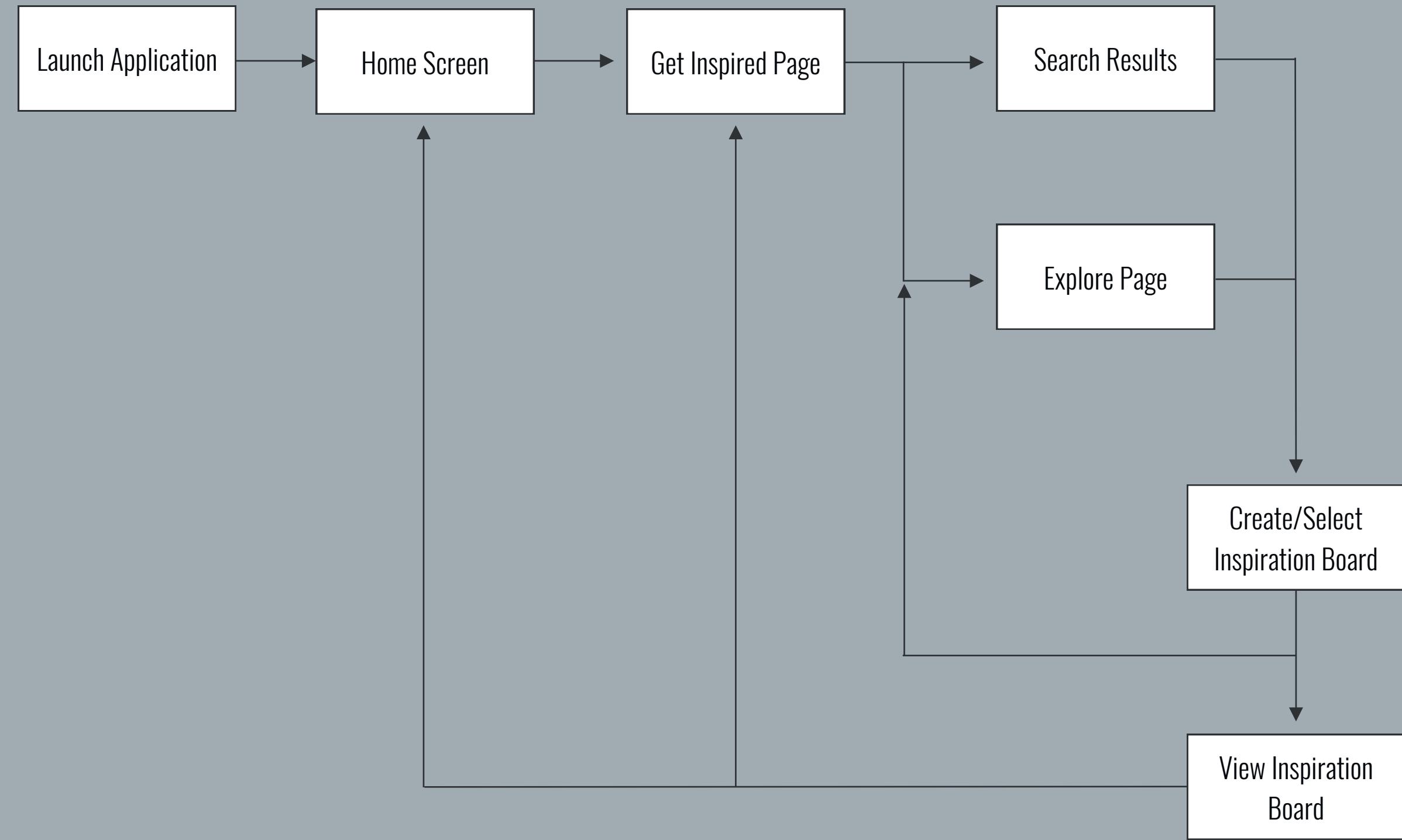
Jaclyn

OBJECTIVE

As a young and technical savvy user looking to get a new tattoo, I want to look at other people's tattoos, so that I can come up with an idea for my next tattoo.

TASK FLOW

1. Log into app.
2. Find a way to search for tattoo ideas.
3. Search for tattoos that match your style or subject.
4. Review results.
5. Create board(s) to save ideas to.
6. Save the tattoos you like to board(s).





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."

Impulsiveness

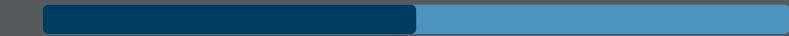


Shyness



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

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

- Likes 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.



Shane

Age: 32

Gender: Male

Occupation: Art Director

SCENARIO

Shane is ready to start his next tattoo project. He has his idea and initial designs ready, but he doesn't have an artist yet. He plans to use our application to find an artist that's a good fit for him and his idea.

GOALS / EXPECTATIONS

Shane's goal is to find an artist for his next tattoo project. He expects to be able to use our app to search for local artists, see their portfolios and be able to communicate with them and schedule a consultation.

SEARCH

Shane starts searching for artists, looking for artists within a 50 mile radius of his home.

TASKS

- Enters the style and subjects specialties of artists.
- Selects location and availability criteria.
- Initiates search

So much time is wasted looking for artists to only find out they aren't taking any new clients or they're not available for 6+ months.



OPPORTUNITIES

Allow the user to define how soon they want to get started / how long they're willing to wait for an artist's availability to open up.

Allow the user to define the style and subject specialties they're looking for to ensure better recommendations.

CHOOSE

Shane chooses an artist that he thinks is a good fit for his next tattoo project.

TASKS

- Scans through recommended artists.
- Review's their portfolios, bios and reviews.
- Chooses the artist he wants to work with.

I like that I was able to focus on artists that are available within the next 3 months. I felt my time was much better spent when choosing an artist.



OPPORTUNITIES

For each suggested artist, providing a page that includes their portfolio, artist bio and reviews will give our users more confidence in their decision and will help reduce the anxiety around picking the wrong artist or not being sure if they will be a good fit.

COMMUNICATE

Shane reaches out to the artist through our application, sharing what his tattoo idea is with the artist.

TASKS

- Sends the artist a private message.
- Shares his idea for his next tattoo which consists of a board he created of reference tattoos and his drawings.
- Waits to hear back from the artist.

Communicating with artists can be so frustrating (and I am one!). I really hope he gets back to me quickly, I really want to get this tattoo started.



OPPORTUNITIES

Let users know what the average response time is for the artist they are messaging, to help set expectations on a response time.

Send read receipts for private messages, so the user knows if the message has been seen (this could also give the artist incentive to respond).

SCHEDULE

Shane and the artist want to work together and Shane books a consultation through our application.

TASKS

- Pick a date for the consultation.
- Schedule consultation.
- Provide any additional information/references the artist needs before the consultation.

That actually wasn't so bad, I was even able to see the artist's calendar and schedule an appointment right through the app!



OPPORTUNITIES

Allow artists to organize the calendars through the app. Include integrations with key calendar applications like Google calendars.

Allow customers to make bookings directly through the application for consultations (and future tattoo appointments).



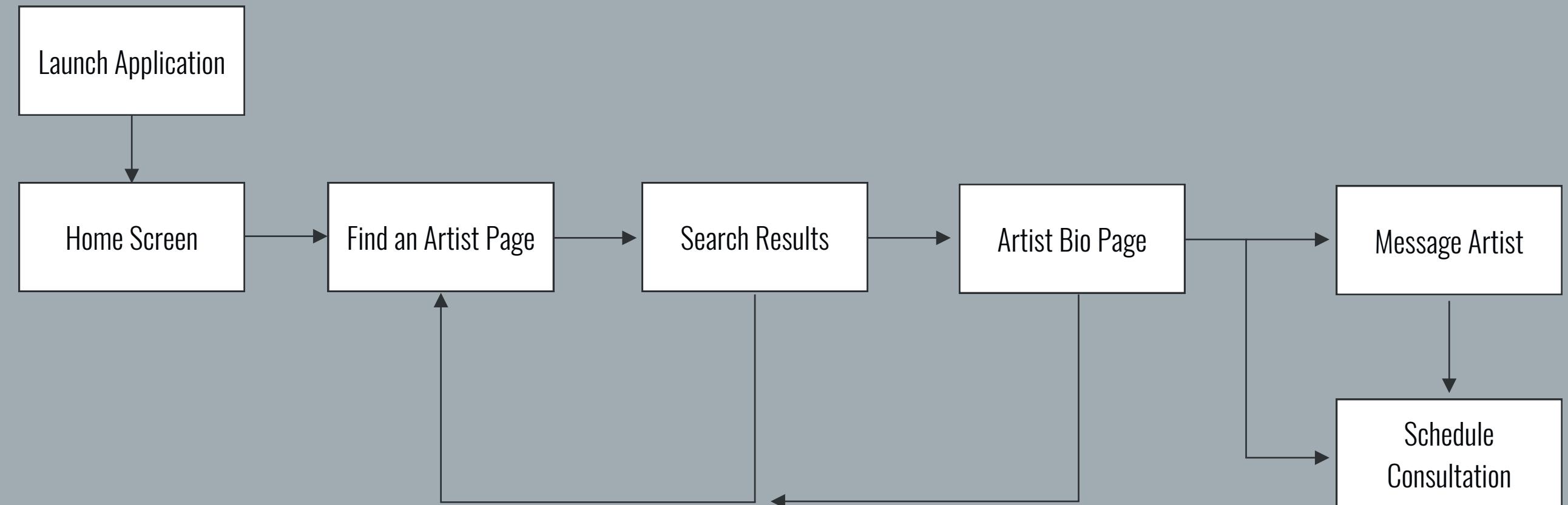
Shane

OBJECTIVE

As someone with a lot of experience getting tattoos, I want to find a tattoo artist with a strong portfolio and connect with him, so that I can decide if he's the right artist for me.

TASK FLOW

1. Log into app
2. Find a way to search for tattoo artists
3. Search for tattoo artists that match your criteria
4. Review artist details (portfolios, bios, schedules, etc.)
5. Message with artist
6. Schedule a consultation with artist





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 of customers he likes working with.
- Stay fully booked without being stressed by admin work.
- Have his portfolio seen across 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 before an 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".



Skye

Age: 44

Gender: Male

Occupation: Tattoo Artist

SCENARIO

Skye just found out that he was able to get a booth at an international tattoo convention in Italy. This is great news, but he now needs to manage rescheduling appointments and booking clients at the convention.

GOALS / EXPECTATIONS

Skye's goal is to cause as little frustration as possible for his existing bookings and to quickly fill up his slots at the convention. He expects to be able to easily use our app to manage both scenarios.

RESCHEDULE

Skye starts by letting his existing bookings know that he needs to reschedule their appointments.

TASKS

- Message customers and let them know about the situation.
- Cancel appointments in his calendar.
- Have customers book new appointments.

I hate to have to bail on my customers like this, but it's too good of an opportunity to pass up! I hope this app makes the reschedule process easy for my clients.



OPPORTUNITIES

Reduce the logistics needed to coordinate and reschedule appointments, by allowing the customer to rebook based on Skye's availability in calendar.

Give the customer the convenience of picking a time that works best for them.

PROMOTE

Skye promotes that he is going to be taking bookings at the upcoming convention in Italy.

TASKS

- Creates a promote post on the upcomming convention page.
- Identifies the types of projects/competions he's competing in at the convention.
- Sets his availability.

It would be cool if this app would help me find customers that are looking for tattoos in the genres I want to compete in at the convention.



OPPORTUNITIES

Supporting "event" pages/posts will help artists get bookings when traveling and help categorize what type(s) of work they're looking to do.

Allow users to "follow" artists so they're notified of guest spots/conventions.

COMMUNICATE

Skye manages incoming messages from interested convention attendees, responding and reviewing their ideas.

TASKS

- Changes his availability to booked to stop further incoming inquiries.
- Reviews message and ideas from interested clients.
- Messages clients.

Wow, I got way more messages than I was expecting, but this app made it much easier to manage responding and updating my availability to stop further inquiries.



OPPORTUNITIES

Automatic responses to turn away clients.

Central inbox and tool to manage all incoming messages and review tattoo ideas.

SCHEDULE

Skye picks the customers he wants to work with during the convention and schedules their appointments in his calendar.

TASKS

- Pick customers.
- Schedule appointments.
- Send initial designs to customers.

I'm fully booked for this convention and it's all with customers and work I'm stoked on!



OPPORTUNITIES

Booking platform that allows customer to pick, artist to pick. Allow suggest a time from customer or artist.

Allowing the artist ot manage the bookings will be extra important when time is limited, like during a convention.



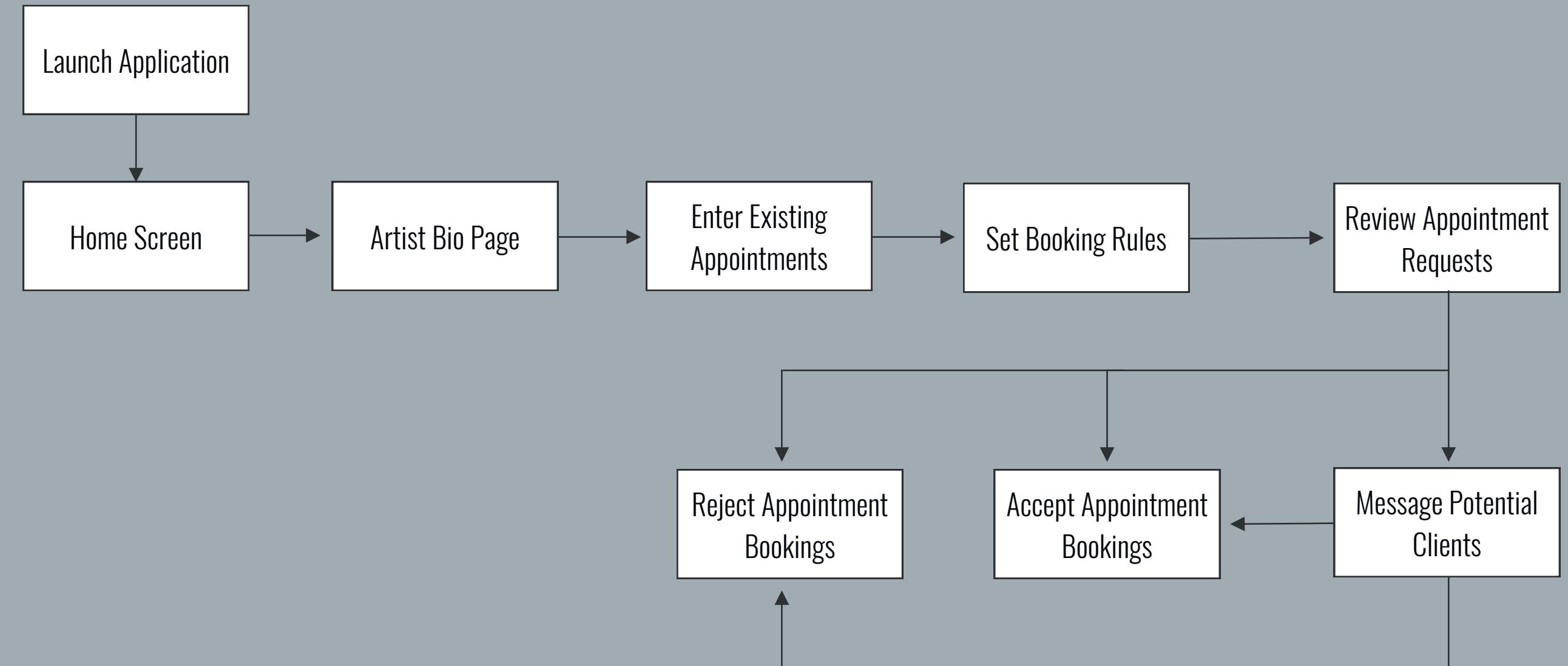
Skye

OBJECTIVE

As a tattoo artist, I want to allow customers to see my availability and schedule appointments, so that I can spend my time focusing on drawing and tattooing for my clients.

TASK FLOW

1. Log into app
2. Find way to access your bio
3. Set your schedule
4. Set appointment booking rules
5. Review Incoming Appointment Requests
6. Accept/Reject Appointments



MOBILE



FUNCTION	CONTENT	PERSONA(S)	NOTES
Navigation	Text		Navigation for mobile will be limited to flat navigation. This should dictate what functionality is included in the mobile version.
Home Screen Content	Photos & Text		Home screen will contain a user curated feed of tattoos, artists & customers. Each feed item will be limited to single images with carosel to see additional images.
Search	Photos & Text		Search functionality will be available for mobile, but search criteria will be limited.
Save Photos	Photos & Text		Photos found while searching can be saved on mobile. Functionality for organizing and categorizing will be limited on mobile.
Find an Artist	Photos & Text		Mobile will include the ability to use GPS location to find local artists.
Artist Profile Pages	Photos & Text		The amount of photos that can be displayed on the artist profile pages and CTA's will be limited on mobile.
Direct Messaging	Photos & Text		Full messaging functionality will be included in the mobile version.

TABLET

FUNCTION	CONTENT	PERSONA(S)	NOTES
Navigation	Text	  	Navigation for mobile will be limited to flat navigation. On tablet, an additional navigation tile will be available, increasing the available functionality.
Home Screen Content	Photos & Text	  	Home screen will contain a user curated feed of tattoos, artists & customers. Each feed item will be a hero image with carosel to see additional images.
Search	Photos & Text	  	Search functionality will be available for tablet with advanced search functionality.
Save Photos	Photos & Text	  	Photos found while searching can be saved on tablet. When saving photos, functionality for creating and editing inspiration boards will be available on tablet.
Inspiration Boards	Photos & Text	  	Saved photos can be organized into inspiration boards on tablet. Inspiration boards will include functionality to add comments and reorganize photos within a board.
Find an Artist	Photos & Text	 	Functionality to find an artist will value to Jaclyn and Shane. GPS functionality will not be available on tablet.
Artist Profile Pages	Photos & Text	  	Artist profile pages will have a different layout on tablet. Artist's availability will also be available on tablet.
Direct Messaging	Photos & Text	  	Full messaging functionality will be included in the tablet version.
Scheduling	Text	  	Scheduling appointments between artists and customers will be available on tablet.

DESKTOP



FUNCTION	CONTENT	PERSONA(S)	NOTES
Navigation	Text		Navigation for desktop will include sub-menus for each area, allowing a much more robust set of features and functionality by area.
Home Screen Content	Photos & Text		Home screen will contain a user curated feed of tattoos, artists & customers. Image display limitations will be removed on desktop.
Search	Photos & Text		Search functionality will be available for desktop with advanced search functionality.
Save Photos	Photos & Text		Photos found while searching can be saved on tablet. When saving photos, functionality for creating and editing inspiration boards will be available on desktop.
Inspiration Boards	Photos & Text		Saved photos can be organized into inspiration boards on desktop. Inspiration boards will include functionality to add comments and reorganize photos within a board.
Find an Artist	Photos & Text		Functionality to find an artist will value to Jacyln and Shane. GPS functionality will not be available on desktop.
Artist Profile Pages	Photos & Text		Artist profile pages will have a different layout on desktop. Artist's availability will also be available on desktop.
Direct Messaging	Photos & Text		Full messaging functionality will be included in the desktop version.
Scheduling	Text		Scheduling appointments between artists and customers will be available on desktop.
Artist Promotions	Photos & Text		Functionality to create promote posts will be available on desktop only. These posts will be displayed to users on other devices through the home screen.