

Business Requirements Document

TatThat

Overview

This document is meant to align all stakeholders on what the Ink Tank App is, the audience and the steps it will take to construct it.

Executive Summary

Target Audience

The minimum age for this app is 18 due to minimum age requirements in various parts of the world. There is not an age cap for individuals that would like to get a tattoo.

Our target audience is someone who values decorating their body, but wants to explore their options prior to making a design permanent. They want to be able to do research on local artists prior to jumping into communication with an artist.

Competition

There are a couple primary competitors such as Tattoodo and Ink Hunters. Tattoodo makes it easy for people to find a variety of tattoo artists from around the world. While Ink Hunters uses AR to superimpose tattoo designs to people's skin. The goal of the Ink Tank app is to combine the two main elements from each of those apps into a convenient package, which will provide ease in finding that perfect design for users.

Risk/Opportunity

The main risk is that our app is biting more than it can chew. It will be important that the AR and tattoo finding components work smoothly with one another.

With all that in mind, if the layout and the tool functionality for the two components function well, then an app such as Ink Tank could become a go-to space for people in search of new ink.

Conclusions

It is possible to offer a highly competitive tattoo designing app that offers both an AR tool as well as local tattoo artist locator component. It is imperative that the two components function smoothly with each other. Marketing will be another important aspect for placing the app in the sight of users that can benefit from such an app.

S.M.A.R.T. Business Objectives

- Construct a competitive tattoo artist locator and design application that can be a space for tattoo enthusiasts and newcomers to feel at ease.
 - **Measured by:** User testing conducted after soft- release (MVP)
 - **Deliverable by:** 2 months before the official release date
- Obtain 2,000 downloads within the first month of release.
 - **Measured by:** account signup count in the first month of release
 - **Delivered by:** 1 month after release
- Find and recruit popular local tattoo artists in person and online to promote the app on various social media platforms. Collect 100+ tattoo artists in the San Francisco bay area. It will be necessary to generate hype around the app via Instagram prior to app release because it is a primary platform where tattoo artists already market themselves.
 - **Measured by:** tattoo artist count upon release
 - **Delivered by:** 3 months prior to app release date

Scope

Basic components of the project:

- **The application:** The Ink Tank tattoo app itself with the corresponding designs and developer engineering.
- **The user:** Meeting all the users needs while keeping the process of using the app clean and simple.
- **Marketing plan:** Our method for obtaining users over the first month.
- **Product Website:** This will be the location where users will be introduced to the Ink Tank app components as well why this app is the best place to find and try the tattoo design of their dreams.

Functional Requirements

These are the high-level requirements for the app itself:

- App is free to download and use
- Login and sign up flow, but creating an account is not necessary to browse
- System for researching local tattoo artists and their designs
- System for the AR tool, for skin colors of all types
- Clean and simple UI design
- Browsing tattoo artists based on location
- Report an issue, and share feedback within the app

Delivery Schedule

Month 1

- User stories, user flows, app wireframing

Month 3

- Mid to high-fidelity user interface mockups followed by user testing
- Basic application framework in place such as AR and mapping

Month 4

- Finalize user interface
- Brainstorm website design and user flow

Month 8

- Begin back and front end development of website
- Generate usable application prototype
- Begin user testing

Month 11

- App finished
- Final app testing
- Website completed

Month 12

- App launched
- Website launched