

Competitive Analysis



Overview



I have chosen to perform a competitive analysis for Tattoodo and InkHunter. The two apps are competitors in the tattoo design and artist finding market. Both apps provide two separate tattoo design and artist location aspects. For my app I would like to combine the two aspects into one single app.

TATTOODO



Tattoodo Overview

Tattoodo offers a space for tattoo finders to look up artists and their designs in major cities; as well as providing insight into the world of the tattoo industry around the world.

Key Objectives

Tagline: "The world's largest tattoo community with the greatest collection of tattoos designs, shops and artists." The platform is available via an app or website.

Bottom Line

- Feature major tattoo destinations and artists
- Over 60 thousand artists connected to Tattoodo
- 20 million monthly users

Overall Strategy

Appeals to both tattoo finders and artists. Tattoodo cleanly breaks down tattoo types into styles, artists or shops for its users. For artist the app provides an additional means for an artist and/or tattoo shop to market their own skills and work. Maintains a 4.7 star rating with 1.9K reviews in the Apple store, and a 4.6 star rating with 12.4K reviews in the Google Play store.

Bottom Line

- Incredible ratings on Apple Store
- Studio and artist spotlight provides tattoo artists incentives
- Blog posts on app as well as instagram posts

Market Advantage

Tattoodo appears among the top 5 apps when searching for tattoo apps in the Apple store and the first app to appear in the Google Play store; but does not appear in google searches. Forbes published an online article praising the online booking capabilities of Tattoodo. In a world where people used to find out about artist by word of mouth, this is huge!

Bottom Line

- Tattoodo has sustained high ratings in both iOS and Apple platforms
- The PR seems to be banking on their app getting noticed through media platforms like Instagram and Facebook



Tattoodo Marketing Profile



Tattoodo is a crowdsourced platform originally intended for users to browse and purchase designs from tattoo artists around the world. Threadless invested in the tattoo platform in 2013. Tattoodo now includes videos and blog posts, highlighting high profile tattoo artists.

Bottom Line

- As of this month Tattoodo has 45 million in their social following with 300K tattoo artists
- By February 2017 they had raised \$2.5 million for Content and Commerce Tattoo Lifestyle Hub
- Upon release in 2013 Tattoodo drew a 100k Facebook following in just 7 weeks



Tattooedo SWOT Profile

Strengths

- Large user base- both tattoo artists and tattoo finders
- Founders of app are well known in the tattooing community
- Google mapping is directly correlated to app

Opportunities

- Web format has Instagram connection while the app does not
- Does not have AR for superimposing designs
- Get more local shops and artists onboard

Weaknesses

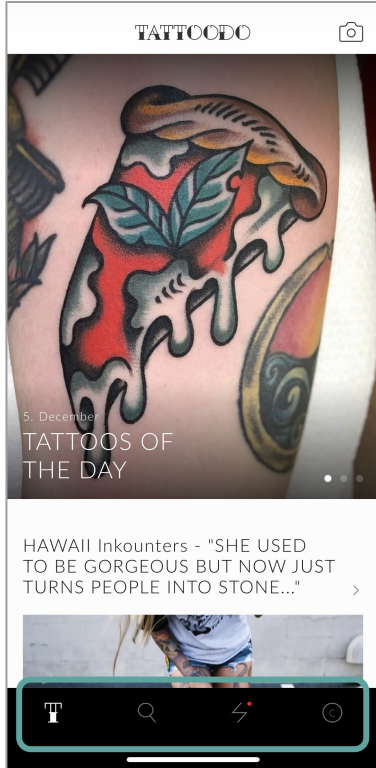
- No local shops are listed
- No tattoo finder feedback
- Only well established artists are highlighted, no space for amateur artists
- No stick-and-poke artists
- Does not address artist integrity, asking for artist's permissions to use designs

Threats

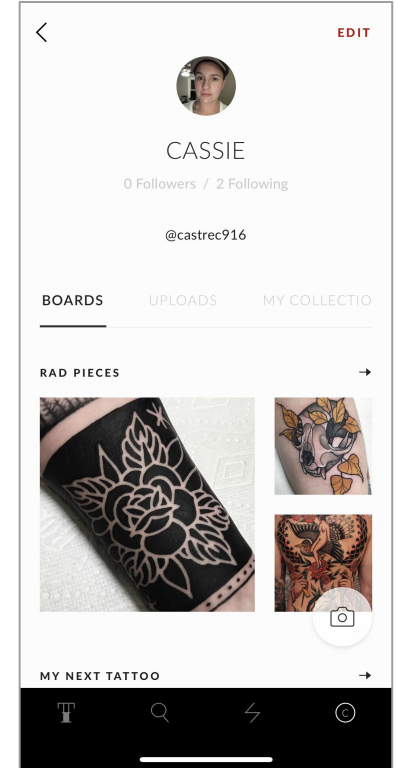
- AR tattoo design apps bring on a component that Tattooedo does not have
- Clean design, but lacks color and brightness
- Could include "what to expect" when getting a tattoo, user aim



UX Analysis: Usability

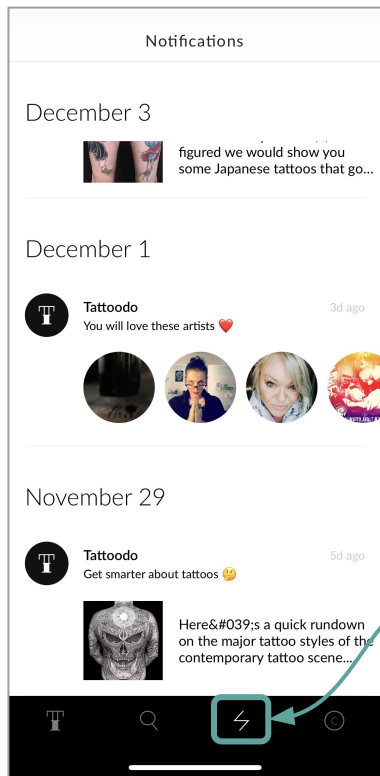


Entry into the app requires signing up via email, facebook or twitter account. The home page contains articles that highlight tattoos, tattoo artists, and Inkounters (tattoo collectors). The menu bar remains the same across the app, but figuring out what the icons represented took some investigation. As a user I can edit my personal profile by adding tattoos I like, upload my own designs or my current ink. If the app is unable to locate my artist the image will not be saved to "My Collection." Searching for tattoo studios near me is a simple task, but I am not able to search for artist based on their locations. I have to go into an artist's profile or into a studio profile to find out the location of an artist. Booking an artist is found on individual artists' pages.



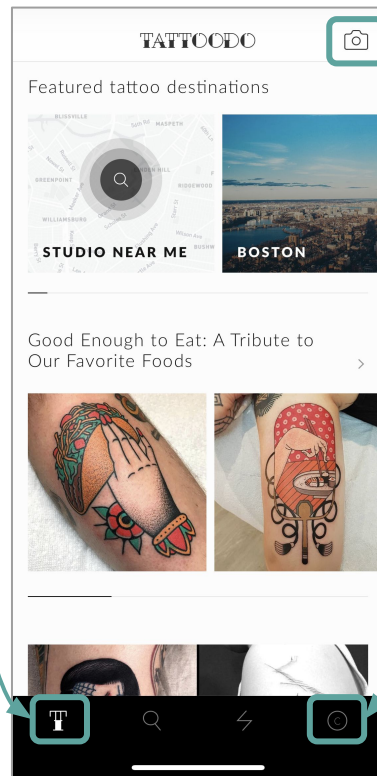


UX Analysis: Navigation Structure



Can easily access the
Tattoodo main menu

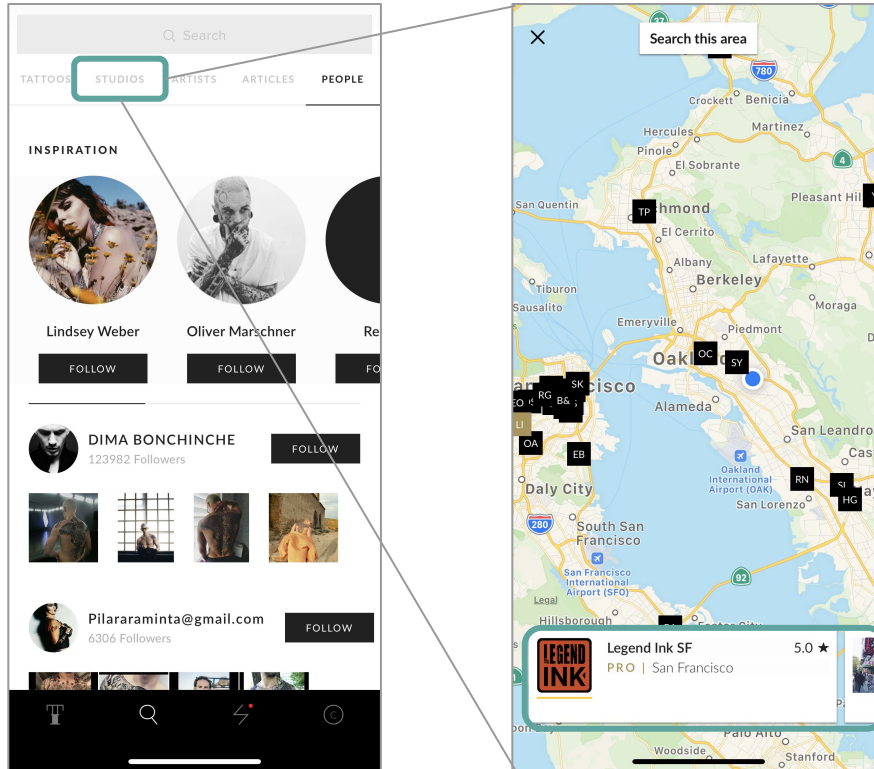
It seems unclear as to why
these are the notification I
am receiving. I would
guess that the notifications
would become more
specific to my own
interests as I use the app
more.



Clear flow for adding
images, directly on the
home page as well within
the personal profile.



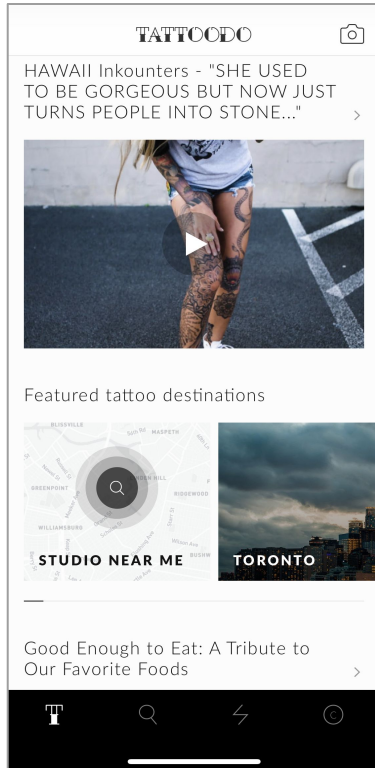
UX Analysis: Layout



The layout has a clean black and white color scheme, which allows profile images and designs to bring the pages to life. Consistency is upheld with the profile and studio presentation being uniform. The app includes commonly used smartphone movements to navigate through pages, such as swiping to move through tattoo shops and artists. This prevents informational clutter from being present on the pages.



UX Analysis: Compatibility & Differentiation



Compatibility

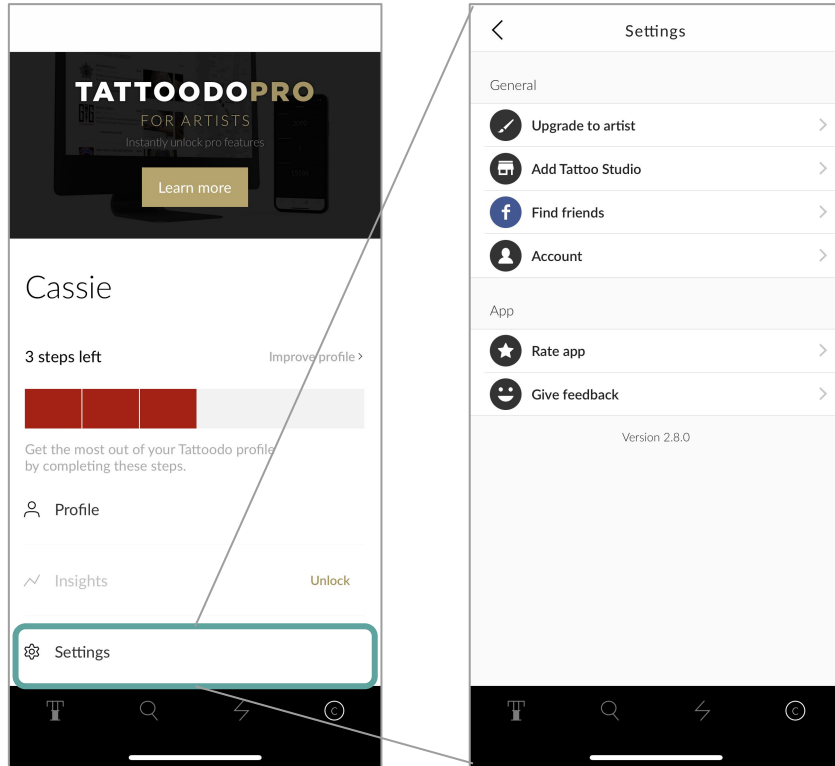
InkHunter is available for both Android and iPhone

Differentiation

Tattoodo is considered the number one tattoo app. Tattoodo highlights tattoo finders themselves, Inkhunters, as well as major cities, tattoo artists and styles all in one home screen. The highlighted people, places and things are updated daily.



UX Analysis: Call to Action



It is not easy to find ways to contact the Tattooodo team or to upgrade to artist. The settings is imbedded in the user profile page. It would be helpful to add the settings to the home page, simply by adding the gear icon. In order to upgrade to an artist a user has to pay \$5.99 a month, but can receive a free 14 day trial.



INKHUNTER



InkHunter Overview

"We're building InkHunter to help tattoo artists and enthusiasts visualize the exact size and placement of any design anywhere on your body. We've made it fun, easy and totally painless to try on as many designs as often as you like - without any regrets."

Key Objectives

The InkHunter team of three is composed of 1 CTO, 1 CEO and 1 engineer out of Ukraine. Can simply try out and share tattoo designs with friends as well as tattoo artists. Tagline "try any tattoo in real time."

Bottom Line

- Best of 2017 on the Apple Store
- The team took what they learned post 2016 release and brought in outside assistant from ARTKAI

Overall Strategy

InkHunter is focused on the user experience as well as getting local tattoo artists names and designs out on their platform. The means of editing designs in the AR is intuitive and clean. InkHunter maintains a 4.8 star rating with nearly 5K reviews in the Apple store; in the Google Play store the app has a 4.6 star rating with nearly 30K reviews.

Bottom Line

- High ratings in both the Apple and Google Play store
- Try out custom or pre-designed tattoo in AR

Market Advantage

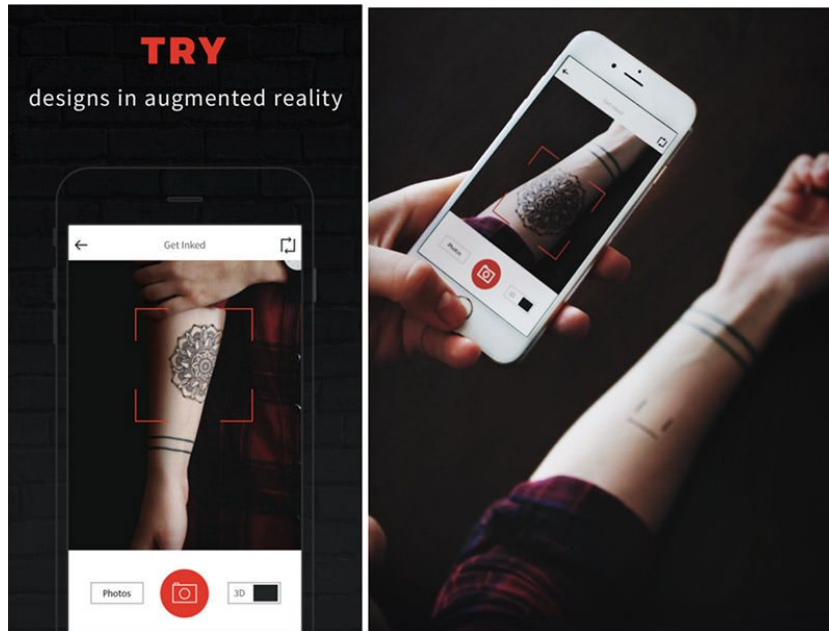
When searching for tattoo apps in the Apple Store InkHunter is the first app that appears, While in the Google Play store it is among the top five results. TechCrunch published an online article, acknowledging the InkHunter team's accomplishments in AR. The app has become popular in 40 countries.

Bottom Line

- Allowing users to share saved AR designs, aka word of mouth
- Small InkHunter team predominantly relies on word of mouth as well as top search choices in app stores
- InkHunter has profiles on popular social media sites (Facebook, Instagram and Twitter)



InkHunter Marketing Profile



InkHunter was born from a 48-hour hackathon back in 2014. InkHunter was launched in iOS platforms in 2016, then just a few months later they launched the Android version. After InkHunter's initial launch there were a number of UX and UI issues, so they brought on ARTKAI to revamp the design. By 2018 the InkHunter team's main focus was "try before you buy" tattoo app, by using AR to assist tattoo finders in booking with tattoo artists.

Bottom Line

- Within just a few months of their iOS release the app was downloaded 2.5 million times
- By 2018 InkHunter had over 8 million users, and relocated to Mountain View, CA
- As the app continues to grow the InkHunter team is focusing on US tattoo artists
- Direct booking with US tattoo artists is in the works

EDIT: AR tool has been taken off of app as of June 2019



InkHunter SWOT Profile

Strengths

- Clean and simple layout
- Can save and share AR images via multiple platforms
- User can easily change out design
- Direct booking with artists is in the works

Opportunities

- Provide the user with more color tones other than black for tattoo designs (e.g. white and grey)
- Show a large map of all local artists instead of just one by one locations of artists
- Indicate what shop the artists are working at and/or if they travel

Weaknesses

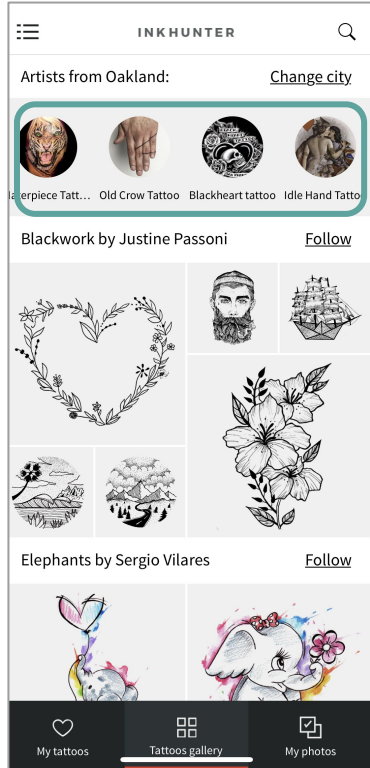
- Primarily artist located in large cities are highlighted
- Hard to find out artist location without jumping into instagram
- Designs do not appear on people with dark pigmented skin
- Changing of tattoo design in AR does not show the specific artist who designed the tattoo
- Most often cannot find artist by searching
- Does not address artist integrity, e.g. asking for artist's permissions to use designs

Threats

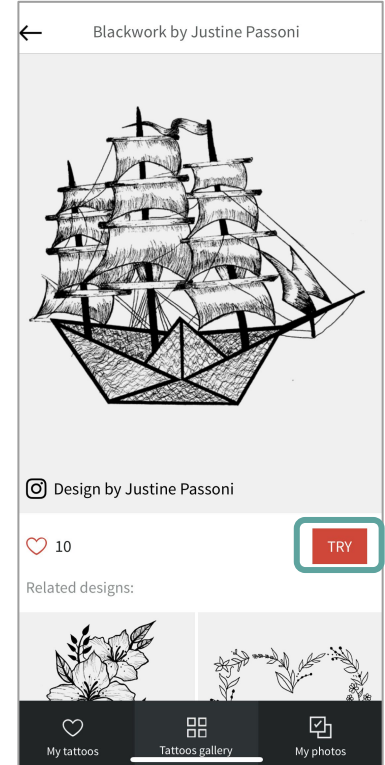
- Could include "what to expect" when getting a tattoo, user aim
- Other tattoo finder apps, like Tattoodo, have a heavy social media backing
- Little media coverage



UX Analysis: Usability

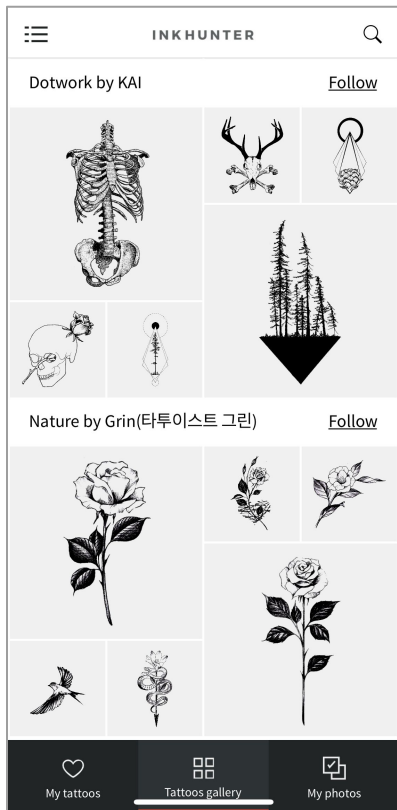


Upon entering the app a short two screen tutorial is launched which covers how to use the AR to project tattoo designs onto a user's skin and scheduling appointments with local shops. The flow from one part of the app to the next is intuitive. There are minimal buttons and no distracting ads. The app locates the user based on location permissions. Local tattoo shops are at the top of the home page and by clicking any design the user can select and image to try in the AR. In order to get the AR to work the user has to draw a smiley face on your body where they would like to see the design. There are multiple ways to save and share a design via social media platforms (e.g. Instagram, Snapchat, Facebook Messenger). Editing a design can be done before or after sharing it with others. The searching function needs some work, as it does not work properly when searching for artists or shops.





UX Analysis: Layout



Uniform layout, which allows the tattoo designs to bring life to the home page. A calming pastel color could help with bringing a sense of ease to the process.

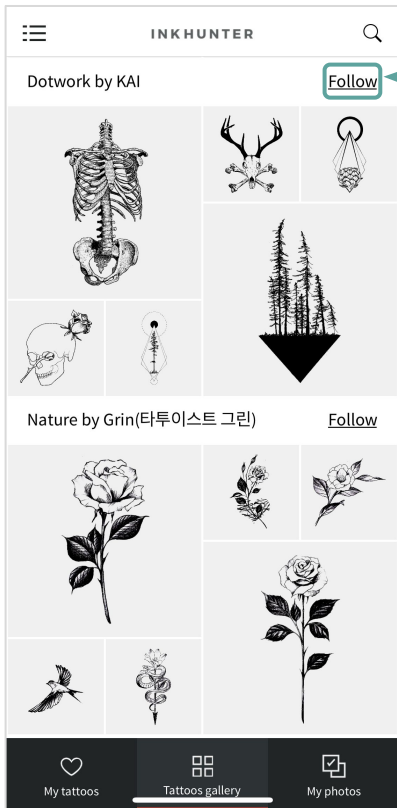
Easy access to editing features,. The user can easily move around the design and resize, by using common smartphone gestures such as pinching to make a design smaller.



Clean introduction of images but there is no indication of who the artist is or where they are from. The ability for the user to change out the design could be provided on another page as to cleanly be able to provide additional information about the tattoo artist of interest.

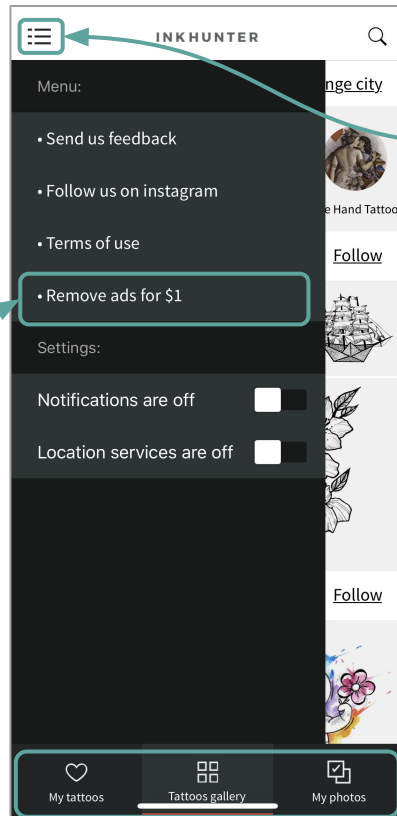


UX Analysis: Navigation Structure



Not all artists have an instagram to follow . There is no indication that that is the case on the page.

A request to remove ads seems strange to me when I haven't seen any ads in the app.



The location of the menu is constant and makes sense it is clear and simple.

The location of additional options is also constant, clean and simple.

UX Analysis: Compatibility & Differentiation



Compatibility

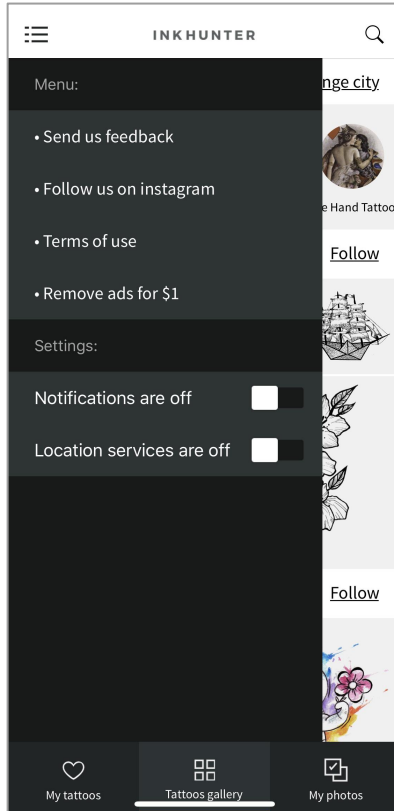
InkHunter is available for both Android and iPhone

Differentiation

InkHunter is considered to be the world's leading virtual reality tattoo app. Users can try out a variety of designs as well as their own designs before making the permanent leap of getting a real tattoo. The ingeniousness lies in asking the user to draw an ink based point of reference on their own skin in order to allow the AR to superimpose designs on themselves. Tattoo finders can then send those images to friends and tattoo artists over a variety of social media platforms. A tattoo find can also look up local tattoo shops.



UX Analysis: Call to Action



The drop down menu located on the home screen provides a simple means of contacting the InkHunter team. InkHunter Pro is ad free, this does not seem to be necessary when no ads have appeared in the free version. There is also a single offer to upgrade imbedded into the menu.