

A person with extensive, colorful tattoos on their arms and shoulder is holding a large bouquet of bright yellow sunflowers. The tattoos include a large circular design on the shoulder, a heart with a swan on the upper arm, and various floral and butterfly patterns on the forearm. The person is wearing a light-colored, possibly white, t-shirt. The background is a plain, light gray.

# Persona User Flow

J  
Tattoo  
Artist



Pronouns: They/Them  
Ethnicity: Latino  
Location: Oakland, CA  
Status: partner of 3 years  
Age: 29

About:  
J promotes their own  
tattoo work on Instagram,  
and works out of Diving  
Swallow Tattoo Shop.

# J- The Tattoo Artist

## Objective #1

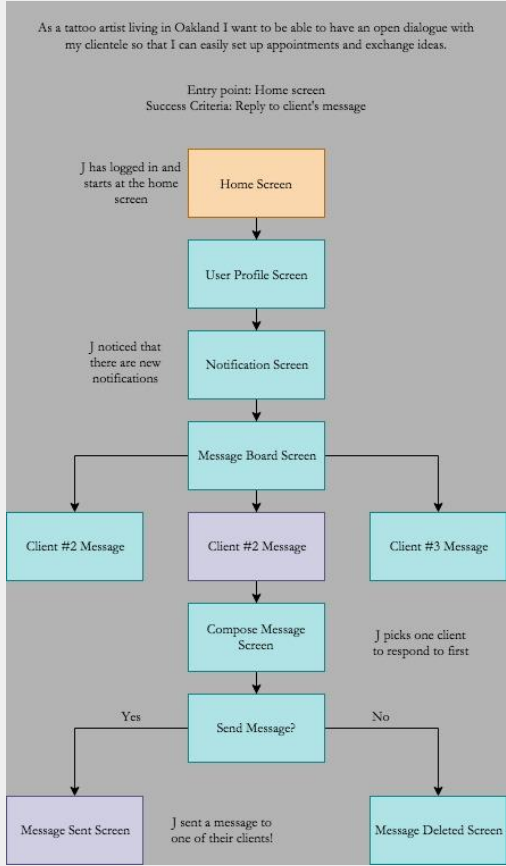
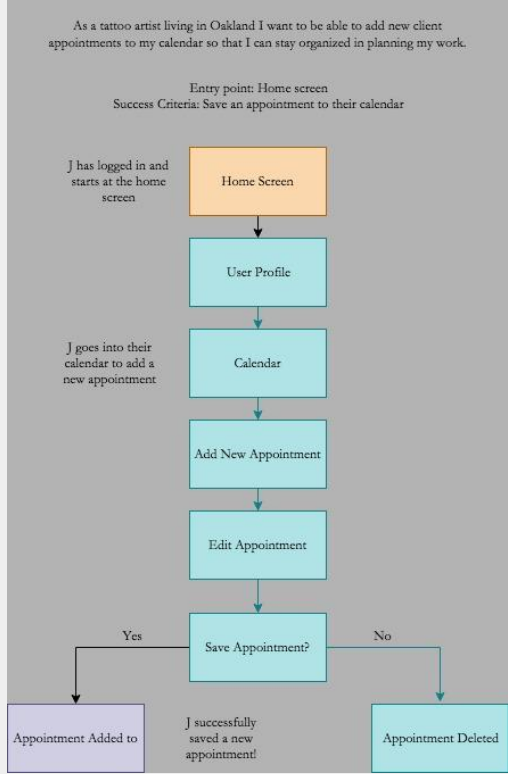
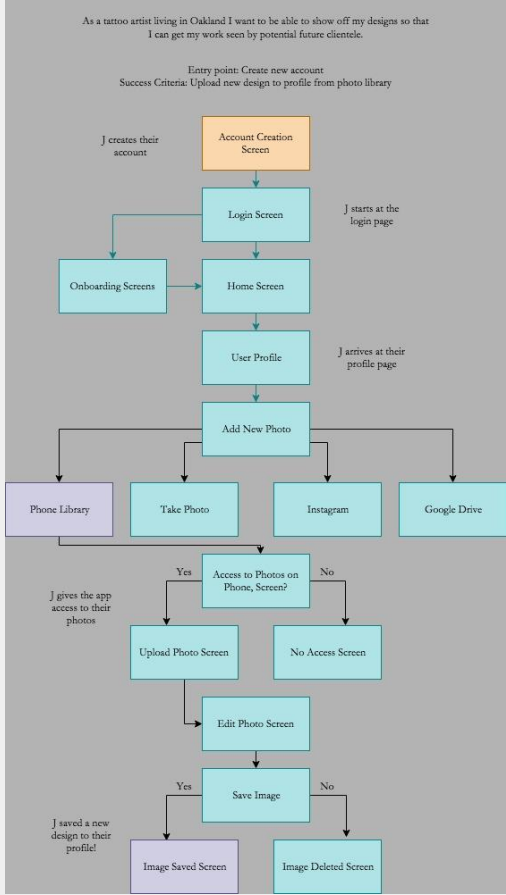
As a tattoo artist living in Oakland I want to be able to show off my designs so that I can get my work seen by potential future clientele.

## Objective #2

As a tattoo artist living in Oakland I want to be able to add new client appointments to my calendar so that I can stay organized in planning my work.

## Objective #3

As a tattoo artist living in Oakland I want to be able to have an open dialogue with my clientele so that I can easily set up appointments and exchange ideas.





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# J- The Tattoo Artist

*"I love it when my clients are open-minded and willing to have a conversation about a piece."*

## Goals/Needs

- I like working with clients that will collaborate well with me
- I like to know what kind of person I will be working with
- I like to be respectful of my clients needs and comfort levels

## Motivations

- I enjoy keeping up on other tattoo artists' work
- I like to be able to collaborate with not just my clients, but also others in the tattoo community
- Hashtags have been important for my self promotion, so friends of friends can find my work

## Favorite Apps



## Frustrations

- It's so hard to keep up with the locations of traveling artists
- Client reviews and other tattoo artist reviews are near impossible to find

## Tattoo History

- I got my first tattoo when I was 18, it was a stick-and-poke cactus
- I like to give my friends tattoo in exchange for tattoos
- I am cool with either stick-and-poke tattoos, I just want a type of tattoo to do a design justice

## Device and Internet Usage



J - 29

Tattoo Artist  
Partnered  
Oakland, CA



J self-promotes their work and has some availability this coming weekend. Their goal is to use our app to fill their weekend with appointments with local clientele at the tattoo shop they work out of, Diving Swallow.

	Check messages from clientele	Organize clientele into schedule	Contact clientele and get appointments set-up
Tasks	1. Record projects that seem doable	2. check client profile and availability 3. Exchange design ideas with clientele 4. Save project details 5. Determine possible timing of project	6. Schedule in person consultation 7. Schedule appointment for tattoo and record calendar
Thoughts	<i>"I like to know what kind of person I will be working with."</i>	<i>"I like to be respectful of my clients' needs and comfort levels."</i>	<i>"I love it when my clients are open-minded and are willing to have a conversation about a piece."</i>
Emotions	J will be excited to start a new project and make money  1	J can feel overwhelmed by all the details that go into scheduling work  3 4 2 5	J will be almost done with planning and communication  6 7
Opportunities	- project "want to do" list that can be edited	- create tattoo artist and collector profiles - Google calendar integration	- Google calendar integration - Internal messaging/ Instagram integration

# Esnire Tattoo Collector



Pronouns: She and They  
Ethnicity: Italian  
Location: Oakland, CA  
Status: single  
Age: 26

About: Works as a data scientist in the city. Has a full life. Work, travel, dating and living life to the fullest. Already has 15 tattoos.

# Esnire- The Tattoo Collector

## Objective #1

As a tattoo collector living in Oakland, I want to find a local tattoo artist that specializes in traditional style tattooing so that I can begin planning what tattoo I will get next.

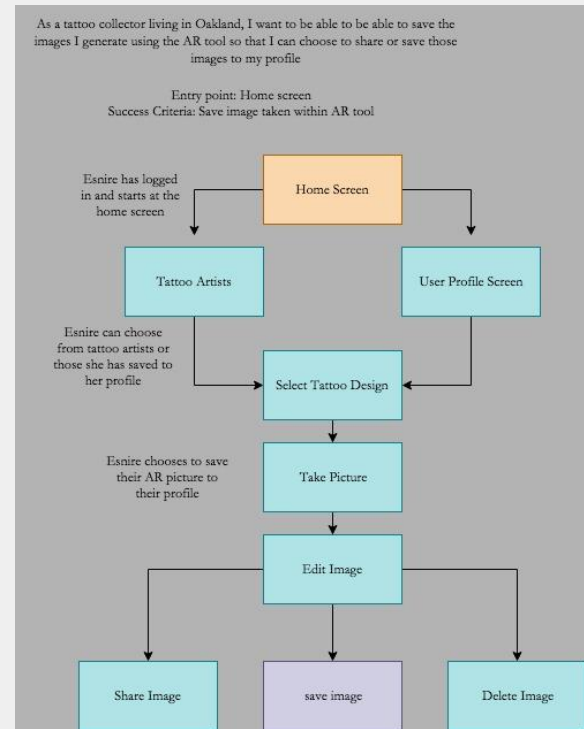
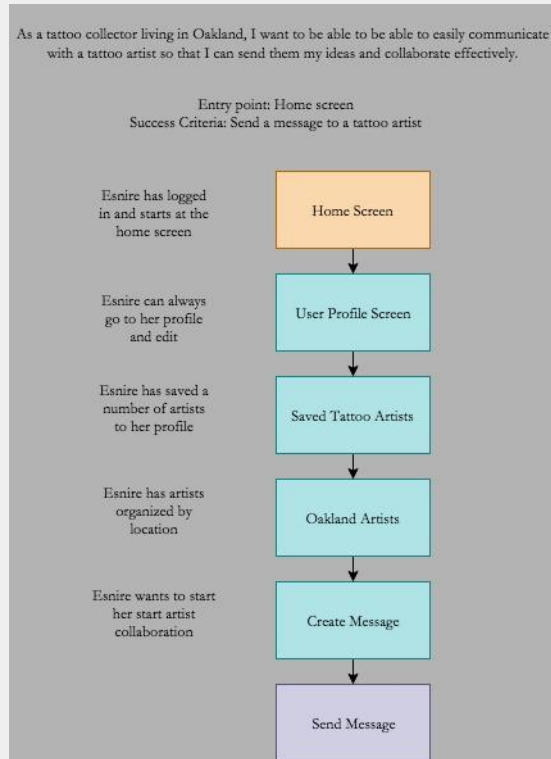
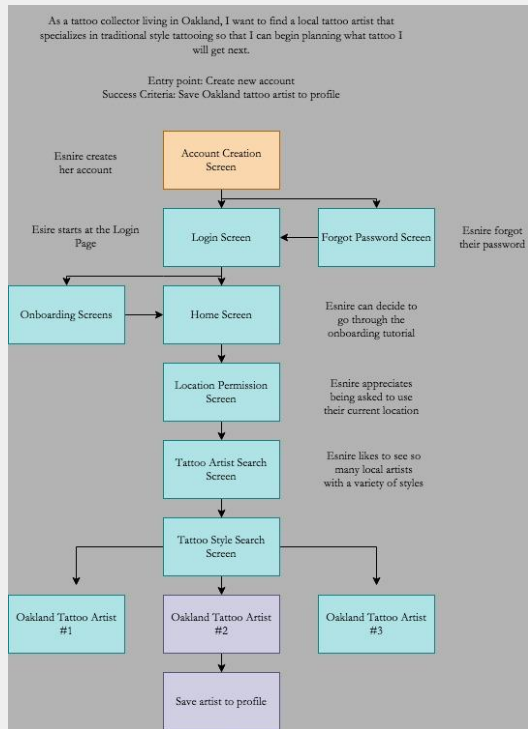
## Objective #2

As a tattoo collector living in Oakland, I want to be able to be able to easily communicate with a tattoo artist so that I can send them my ideas and collaborate effectively.

## Objective #3

As a tattoo collector living in Oakland, I want to be able to be able to save the images I generate using the AR tool so that I can choose to share or save those images to my profile







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# Esnire- The Tattoo Collector

(want to feel safe and heard by any tattoo artist I go to)

## Goals/Needs

- I eventually want to get a full sleeve, and to work with one tattoo artist
- I have to get my finances in order prior to getting a new tattoo, so having price estimates is important to me

## Motivations

- I enjoying following traveling tattoo artists, since some of them roll through the bay area
- I save the designs I like on my boards, profiles and I even have a google doc filled with ideas
- I do a lot of the foot work when finding a new artist, so a solid online portfolio is a must!
- I really appreciate my friends tattoo artist recommendations

## Favorite Apps



## Frustrations

- I had no idea what to expect when I got my first tattoo, the pain, the potential side-effects
- It takes so much research to finally start a conversation with a tattoo artist.

## Tattoo History

- I got my first tattoo when I was 16 in Hawaii, I could tell that the artist was nervous, even though I had my mom's consent. I think he may have been nervous about my age and tattoo placement on my hip.
- All my tattoos have been done with a tattoo gun. I like the idea of getting a stick-and-poke someday.

## Device and Internet Usage



Esnire - 26  
Tattoo Collector  
Single  
Oakland, CA  
Data Scientist



Esnire has a serious case of tattoo itch and wants to get a new tattoo. Ensire's goal is to use our app to find a local tattoo artist that has a style that suits the new kind of tattoo she has in mind.

	Find local tattoo artists	Find artist and start communication	Contact artist to schedule an appointment
Tasks	1. Find designs that fits her style 2. Narrow in on designs and artist that are local 3. Saving designs that they like to their profile	4. Check tattoo artist profiles 5. Begin communication with chosen artist(s) 6. Exchange images and ideas with artist	7. Schedule an appointment/ consultations based on artist availability 8. Finalize design with artist 9. Get the tattoo
Thoughts	<i>"There are so many awesome local and traveling tattoo artists."</i>	<i>"I want to feel safe and heard by any tattoo artist I go to."</i>	<i>"I have a full life, but want to make time to decorate my temple."</i>
Emotions	Esnire is excited to get a new tattoo 	Esnire starts to feel overwhelmed by number of local artist and cost 	Esnire is nervous about meeting and working with a new artist, but has an appointment to add to their art collection 
Opportunities	<ul style="list-style-type: none"> <li>- Google maps integration</li> <li>- travel and local statuses for tattoo artists</li> </ul>	<ul style="list-style-type: none"> <li>- tattoo artists and collector profile</li> <li>- tattoo artists organized by style</li> <li>- ability to save tattoo artists and designs to profile</li> </ul>	<ul style="list-style-type: none"> <li>- Google calendar integration</li> </ul>