

User Research Analysis



wants to feel
heard by an
artist

Ray Stubblefield-Tave

Tattoo Collector: 9 years

Preferred Pronouns: She/Her and They/Them

Age: 27

Needs & Goals

- Wants to feel safe
- Wants to feel heard by an artist
- Hopes to get a full sleeve by one artist

Frustrations

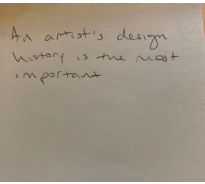
- Doesn't always feel heard by the artists she has communicated with

Behaviors

- Looks for artist that appeal to certain styles
- Uses Instagram, Google searches and personal recommendations to find artists
- Likes getting tattoos that relate to stories and songs she likes

Quotes & Facts

- "I like the results that come by using hashtags searches on Instagram"
- "A huge thing for me is price, because getting a tattoo involves getting my finances in order"



Allie Castrejon

Tattoo Collector: 10 years

Preferred Pronouns: She/Her

Age: 25

Needs & Goals

- An artist's design history is the most important
- Likes the idea of having a sense of community with tattoo collectors
- Finds artists via hashtags

Frustrations

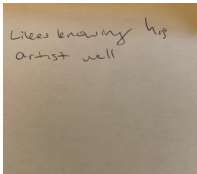
- Annoyed by the additional digital chatter in Instagram, such as inappropriate results to her searches
- Doesn't want to feel judged by other tattoo collectors

Behaviors

- Getting tattoos alleviates her anxiety
- Gets her tattoo ideas from Instagram and Pinterest
- Saves her ideas on her boards

Quotes & Facts

- "I wish there was a tattoo specific Instagram or Pinterest"
- "I feared the pain I would experience while getting my first tattoo"



Luke Nelsen

Tattoo Collector: 14 years

Preferred Pronouns: He/Him

Age: 32

Needs & Goals

- Likes knowing his artists well
- Uses word of mouth

Frustrations

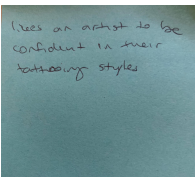
- Was not given any warning about potential effects could occur (e.g. infection, irritation)
- His artist did an awful job on his first tattoo

Behaviors

- Since his first tattoo issues, he goes back to the same artist that fixed his first few tattoos
- Likes talking through an idea he has and having his artist generate a digital version in front of him

Quotes & Facts

- "I was so pissed that I wasn't given a heads up of what to expect after getting my first tattoo, all the things that could have gone wrong went wrong."
- "I was worried about a kid fixing my tattoos, he was only 17 when he went into fix my messed up tattoos."



Tommy Scelby

Tattoo Collector: 4 years & Tattoo Artist: 2 years

Preferred Pronouns: He/Him

Age: 25

Needs & Goals

- Fresh and healed tattoo images are a must
- Likes artists to be confident in their tattooing style
- Location and hashtags are important for his self promotion and finding other tattoo artists

Frustrations

- There is no one place for people to see artist or client reviews

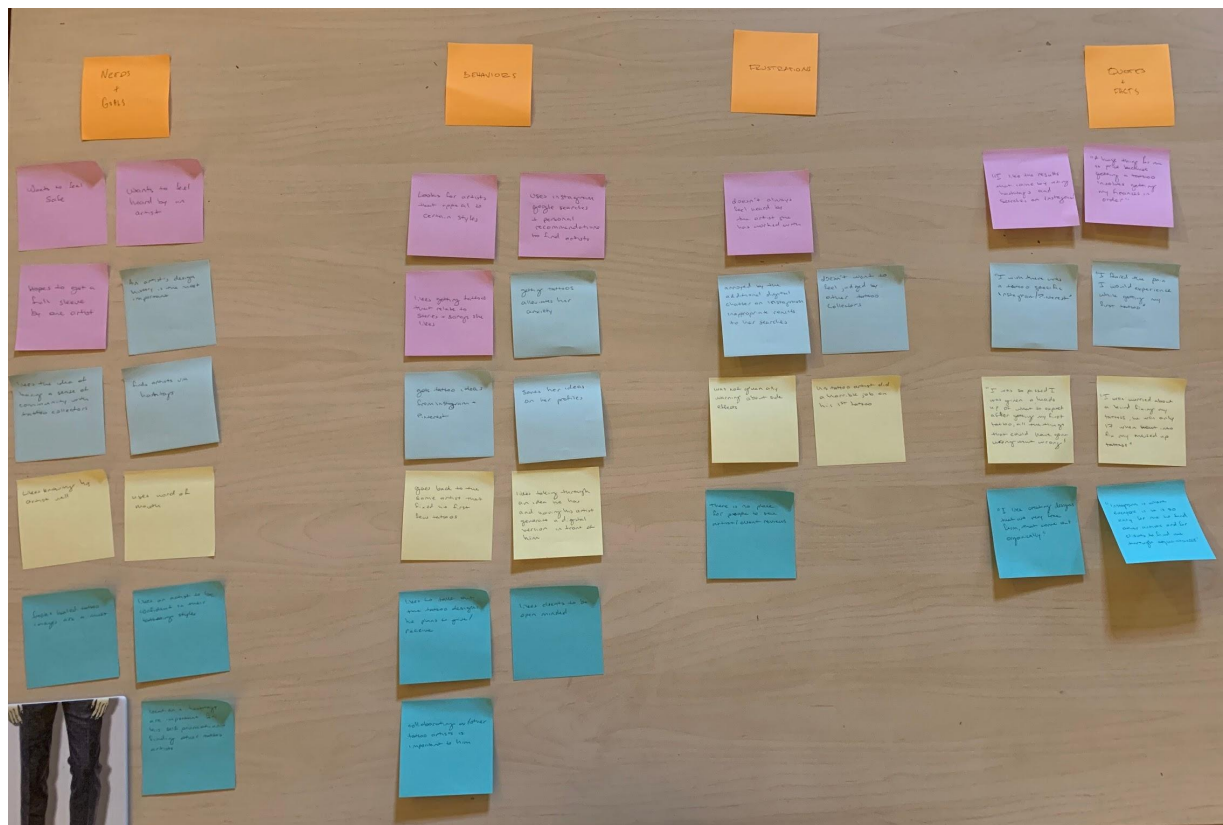
Behaviors

- Likes to talk out the tattoo designs he plans to give or receive
- Likes clients to be open-minded
- Collaborating with other tattoo artists is really important to him

Quotes & Facts

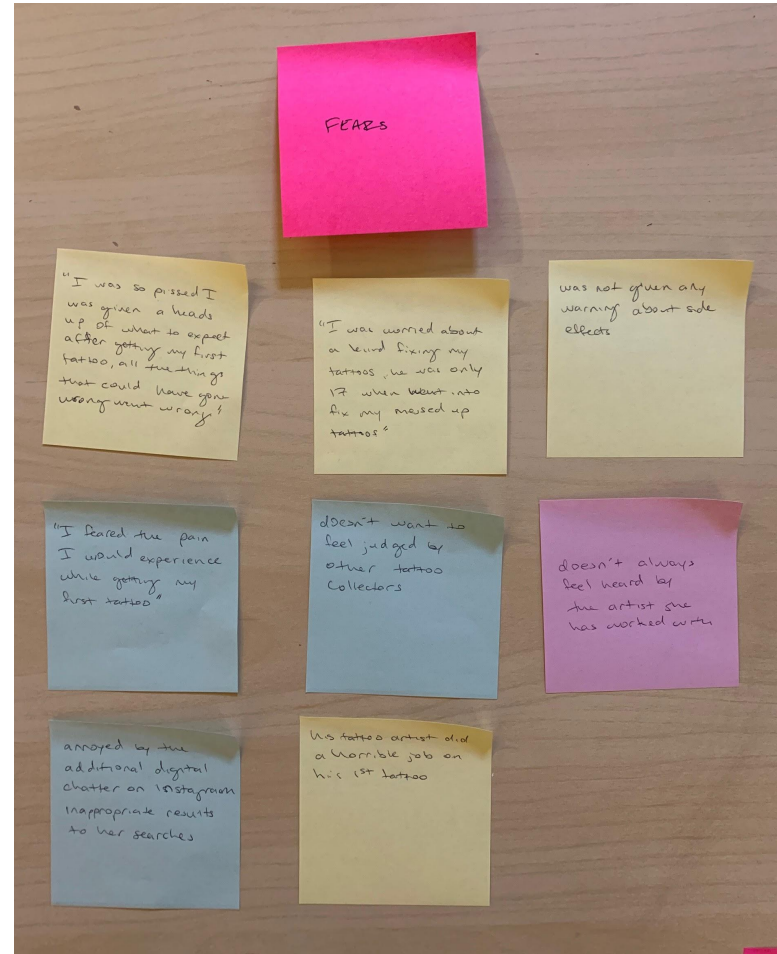
- "I like creating designs that are very free form, that come out organically"
- "Instagram is where everyone is. It is so easy for me to find other artists and for clients to find me through acquaintances."

Affinity Mapping



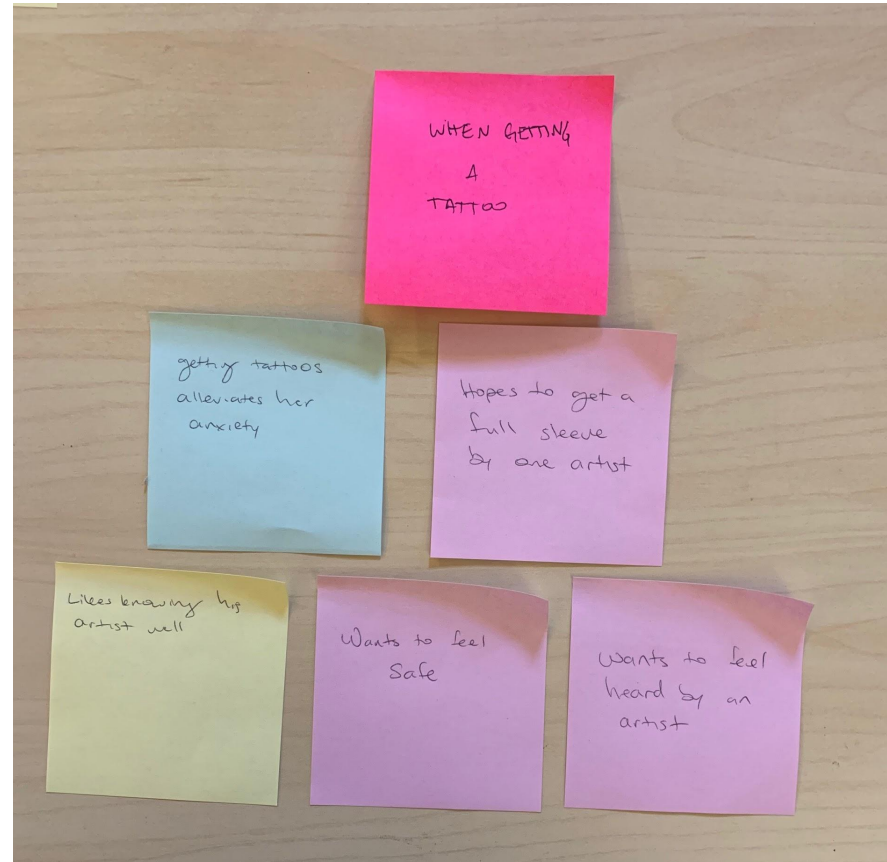
Fears

Fears users have had during the tattooing process.



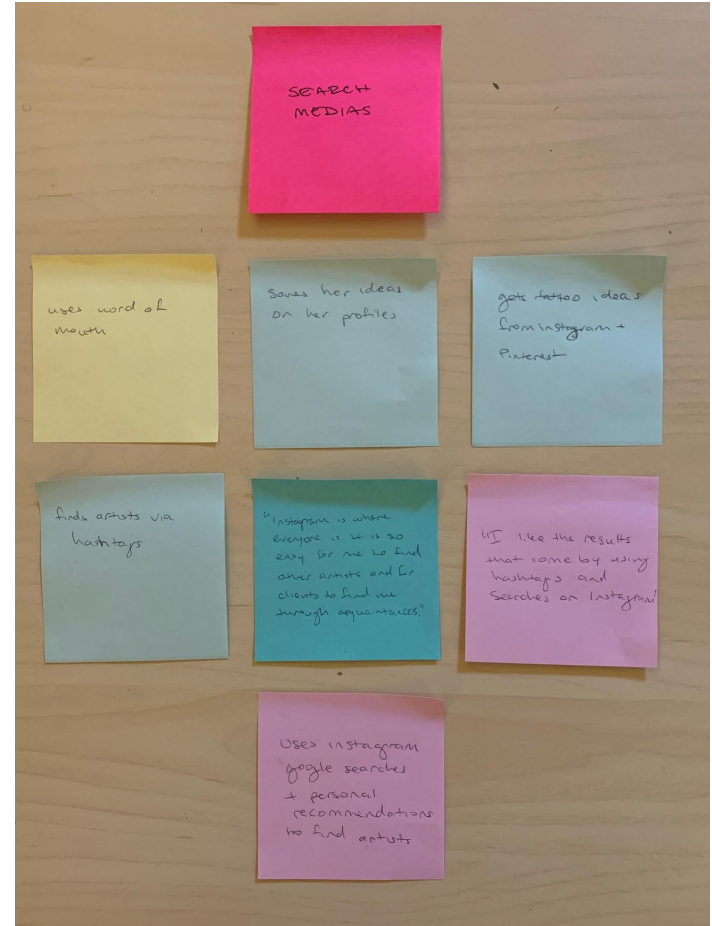
When Getting a Tattoo

What users would like to feel and what they want for their future tattoo.



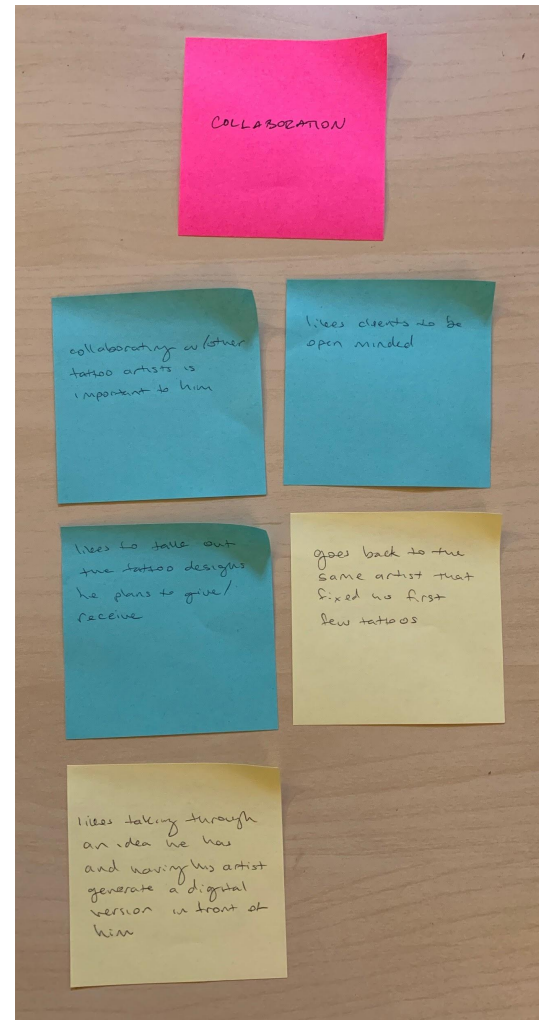
Social Media

The primary social media platforms that users take advantage of.



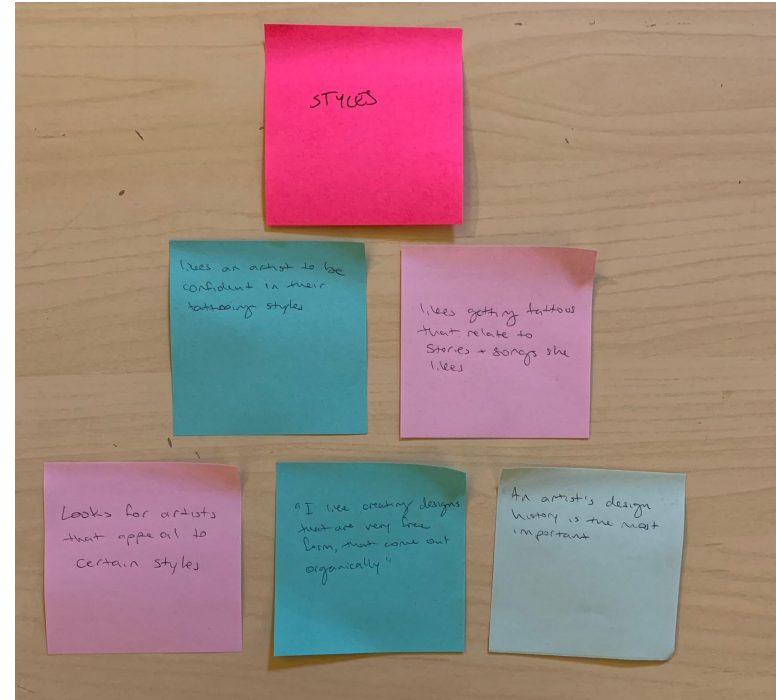
Collaboration

Ways users have and would like to collaborate with each other.



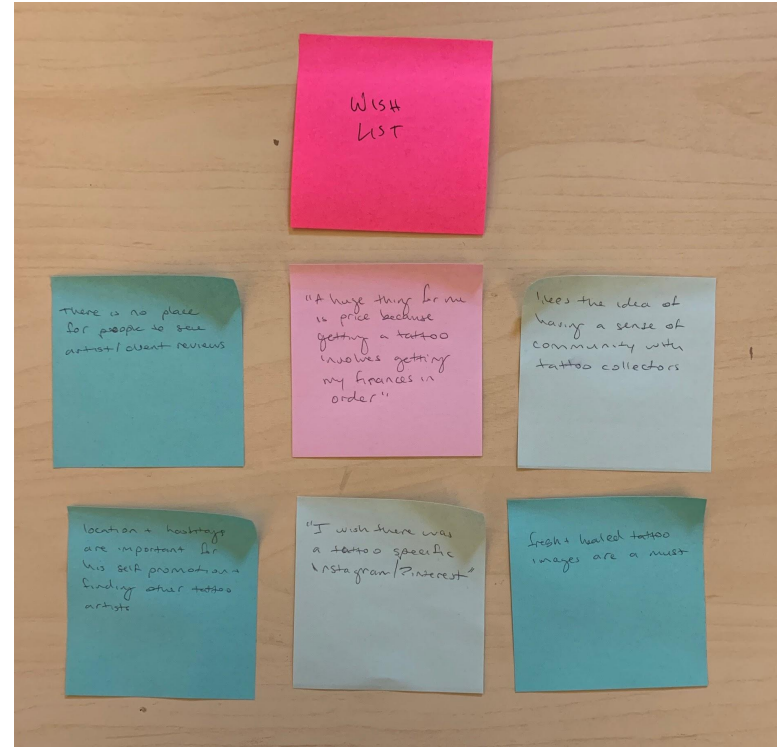
Styles

Tattoo design style is important to users for a variety of reasons.



Wish List

The features users would like to see from a tattoo app.



Findings & Insights

Findings:

- When people first get a tattoo there are a lot of fears
- Users tend to use Instagram, Pinterest and Google searches for design ideas and to find tattoo artists
- Design styles are important to users
- Being able to access a tattoo artist's portfolio is a must
- Users like having an idea of how a design could look on them
- Tattoo artist recommendations play a big role in users an artist
- Users find comfort in having a community for both tattoo collectors and artists

Insights:

- Users concerns did not always seem to be addressed
- Providing a summary of the general tattoo process and potential side-effects would help alleviate fears
- Users have to go through a variety of platforms in order to find design ideas and the right tattoo artist for them
- Being able to effectively collaborate with a tattoo artist makes the process enjoyable
- User find a sense of comfort in knowing what to expect from an artist
- Users want to trust their tattoo artists and user collectors