

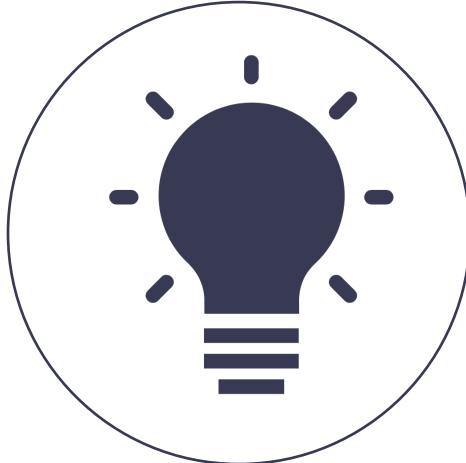
# MISSION INK TATTOO & PIERCING

## Website Redesign

DES 327  
*Final Presentation*  
Alisa Leo, Jiamin Xu, Li Jin

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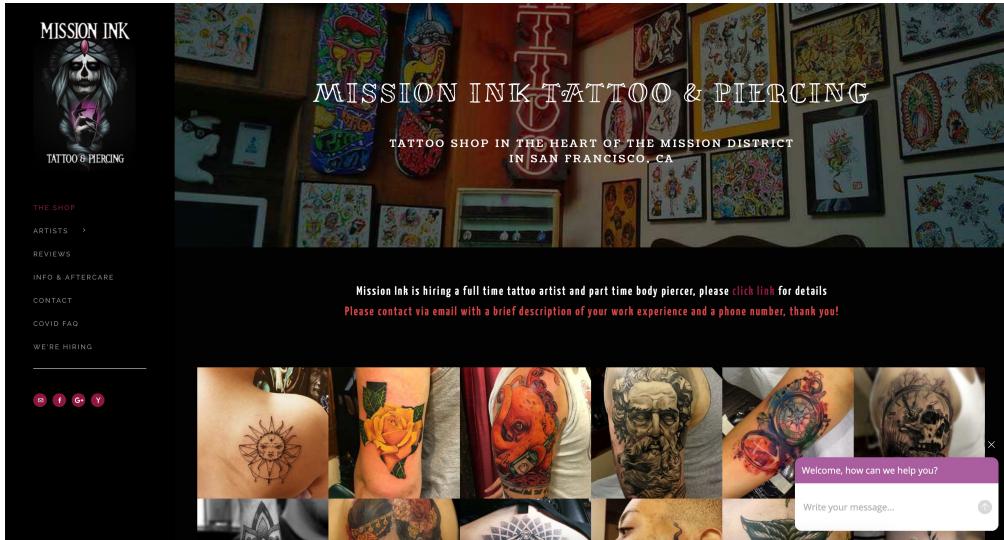
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# Design Brief

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# Mission Ink Tattoo & Piercing



## Features of the business

General tattoos, cosmetic tattoos and piercings

## Pain Points of the business

- Web pages lack organization and hierarchy of information. Artists personal headshots should be more up to date, clients would like to know who they are getting tattooed by.
- Simplify nav bar of website for easier navigation for user. Lessen the visuals around the website to create a more minimalistic feel.

## Website Features

- Well variety of pass work from all artists located at the shop.
- Offers many services such as tattoos, permanent makeup, and piercings.
- Provides a clear way for customers to contact the shop.

## Goal

To redesign Mission Ink tattoo shop website for reaching the business owner's requirements to improve user friendly and expand customers.

## Brief History of the company

Mission ink was established in 2010 by Carl K. Although the founder of mission ink himself is not a tattoo artist, his ability to recognize great art and talent is what helps build the foundation for his shop. The idea of being able to turn client's abstract idea to meaningful artwork is what helps this business thrive. Excellent client service is there number one priority no matter how big or small the task may be. Whether you are looking for a sleeve or a full back piece or just a small small tattoo on the wrist, mission ink will be able to deliver.

## Target Audience

Age: 18+ all genders/ under age 18 years old need the consent of a parent or guardian. Anyone who likes to tattoo and piercings are welcomed.

## What will be delivered

A sequence of web pages.

## Final product

It will be a commercial tattoo shop website.



# Competitive Analysis

## Lucky Van's Tattoo



### Features of the business

General tattoos, cosmetic tattoos and piercings

### Pain Points of the business

Homepage:

- Using motion graphics to show the streets and neighborhood and the exterior of the tattoo shop grabbing the user's attention than other websites. However, it does not have any function to help the website and it is not necessary.
- The halftone background distracts users to read texts and the type

### Brief History of the company

In 2008, three close friends found Lucky Van's tattoo shop and they call it Streep shop, not the typical tattoo shop. They run the shop with zero business loans and no banks involved. As a family-ran shop, Van has often tattooed four generations deep in the family line. They always try their best to satisfy the customers and provide the best services.

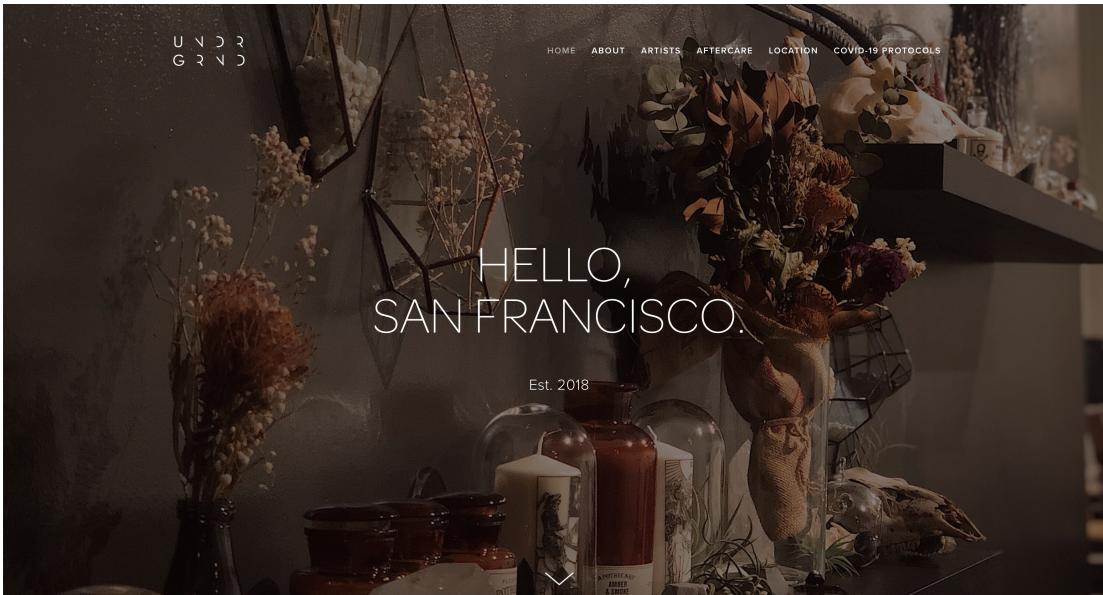
### Website Features

- Artist's page:
- The hero shot of the page stands out because they use group pictures for the tattoo artists.
- They differentiate the owner's biography picture with other artists and for each artist containing 5 pictures which capture their working moments.

Overall:

- They have the button of book appointment on the homepage which is helpful.
- Gray background is very calm and clean to support black texts.
- The website is responsive. When users all the way narrow down the size of the website, it shows the button of book appointment and hamburger menu bar.

## UNDERGRND



### Features of the business

General tattoos

### Pain Points of the business

UNDERGRND SF is kind of a new shop in 2018 Compared to Mission Ink tattoo which has opened over 10 years, UNDERGRND SF has limited old customers and is not familiar with people. Additionally, Mission Ink has different services besides tattooing such as piercing and permanent cosmetics, but the UNDERGRND SF is not.

### Brief History of the company

UNDERGRND was founded in 2018 in a new shop in Mission street, the owner Mille is growing up in Singapore. She knows the tattoo industry is populated by male, but she keeps her belief to seek and create the tattoo place where gender is null. She says that "A space where no one should feel less than what they are, and should walk out with more than what they were". She emphasize her unique team of straight, gay, bisexuals and she believes the that tattoo is special art form making all people equally and providing each client with various styles, top quality of design.

### Website Features

- They have six tattoo artists which provide more style options for the customer.
- Also, making appointments will be easier than Mission Ink tattoo because Mission Ink has only three tattoo artists.
- Their website is simple and clearly organized, it is easy to read, and customers can find the information directly.
- UNDERGRND SF's websites provide a better user experience.

## Thousand stroke tattoo



### Features of the business

Illustrative and East Asian Art style of tattoo

### Pain Points of the business

Although it looks very clean to use white text with black background, the artist page has long and heavy text about biography which the layout distracts the reader's readability. One of the links in the store page doesn't work which gives users the feeling of unprofessional. The recent post in the FAQ page, the color of gray for texts is too light and it is hard to read what is going on.

### Brief History of the company

The shop was founded by artist Oliver Wong, a San Francisco native in 2011 in Mission street. He left his career in the financial services passionating about tattooing and pursuing to create his own impacted tattoo planet. He met his master in Shanghai to build his own unique style which was heavily influenced by East Asian Art. He has his philosophy which takes each client's idea and customs unique illustrative tattooing to create the flow with the human body to carry the visual message intended by the client.

### Website Features

- The shop has slide shows in the homepage which are better to promote who they are, what they do to grab the user's attention.
- They have consistent photography for the art works which look very organized. They also have additional artworks in other mediums page that conveys the shop's unique voice than other shops.



# Research

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### User Research

According to the online survey, more than 61% of the responders are between 24-29. Only 33% of people already have at least one tattoo and 25% of them are planning /want to get a new tattoo. The most common way that responders look for tattoo shops and tattoo artists is by asking friends. The second way is using apps such as Yelp, Instagram, etc. People prefer to ask friends because they can get reliable information about a tattoo artist. And they will choose the same shop/ artist as their friends if they like the tattooing style. People care about reviews and this is also the biggest factor that they pay attention to. The second factor that will affect their choice is the prices. Most of them like to see the previous work on the website. One of the responders hopes to know the ink that an artist uses for tattooing on the website as well.

<https://www.wjx.cn/vj/OteoYr9.aspx?v=56>



# Persona

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# Jaycob



**Age:** 18 years old

**Gender:** male

**Work:** full-time student

**Education:** freshman college student at San Jose State University (SJSU)

**Location:** San Jose, California

## Devices

Personal Laptop : MacBook Pro

Personal Cell Phone: iPhone 11 Pro Max

At Homework Station: iMac Desktop

## Biography

Jaycob is originally from Anaheim in Southern California. He just turned 18 and has moved out of his parents' home to attend university at San Jose State University. For his 18th birthday he decided to celebrate his entrance to adulthood by getting his first tattoo without parents. He is a person who likes to be very organized and plan everything to the perfect moment. With great responsibility, he has been researching for a tattoo shop that fits his needs. He likes to explore Chicano tattoo art styles and has settled for a shop in the mission district in San Francisco.

## Potential Frustrations

Although Jaycob is a very organized and precise person he does have a few frustrations that trigger his mold OCD. When presented with many images and choices he tends to get choice paralysis that can lead to frustrations. Also unorganized visuals tend to be a frustration as it makes it hard for him to navigate through certain sites and galleries.

## Visual Style

Jaycob enjoys art with a lot of bold colors and dark outlines. He is a very organized person himself, so he does not like visuals that are too crowded and busy. He enjoys minimalistic designs with loud colors and bold black outlines.

## Goals

Jaycob's goals is to find a tattoo shop that fits his artistic style. He would also like to find a tattoo artist that is specialized in Chicano style art as he wants a tattoo piece that helps represent his Latinx culture. He is specifically looking at tattoo shops in the city of San Francisco, specifically in the Mission district as this place is filled with culture that he represents himself by.

## Interest

**Video Games:** Shooter games, Virtual reality, Puzzle games

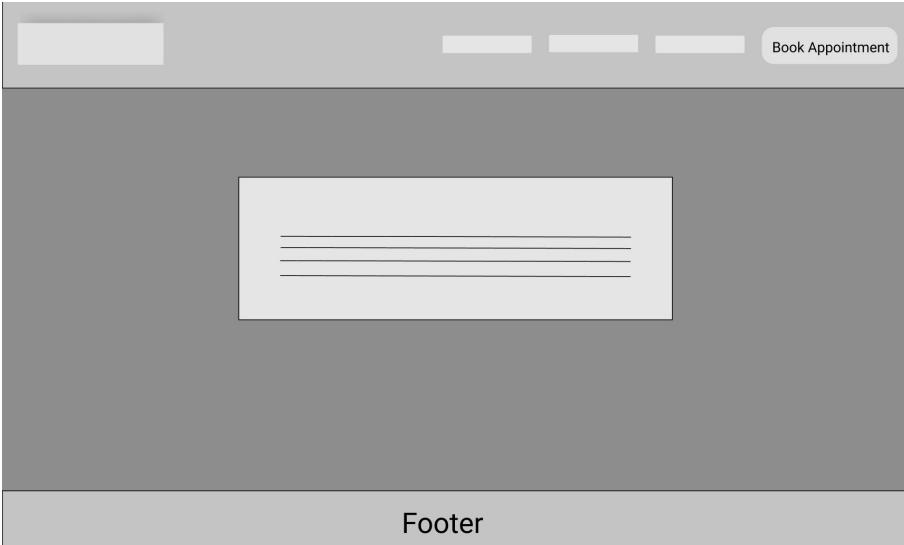
**Watching TV:** Criminal Minds, The Good Doctor, The Office Reading Mangas/ Comic Books LatinX Studies, Rap Music, African American Studies



# Wireframe

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# Mission Ink Tattoo & Piercing



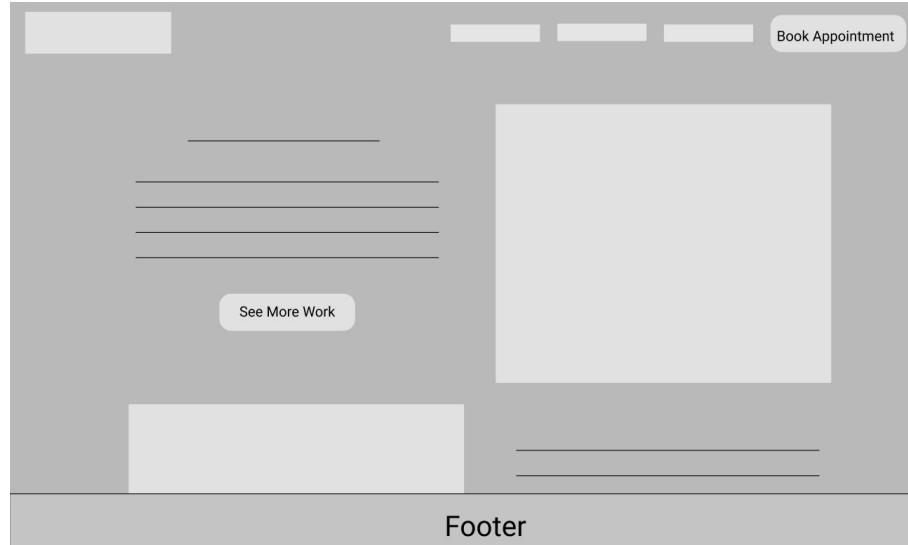
Footer

Home page



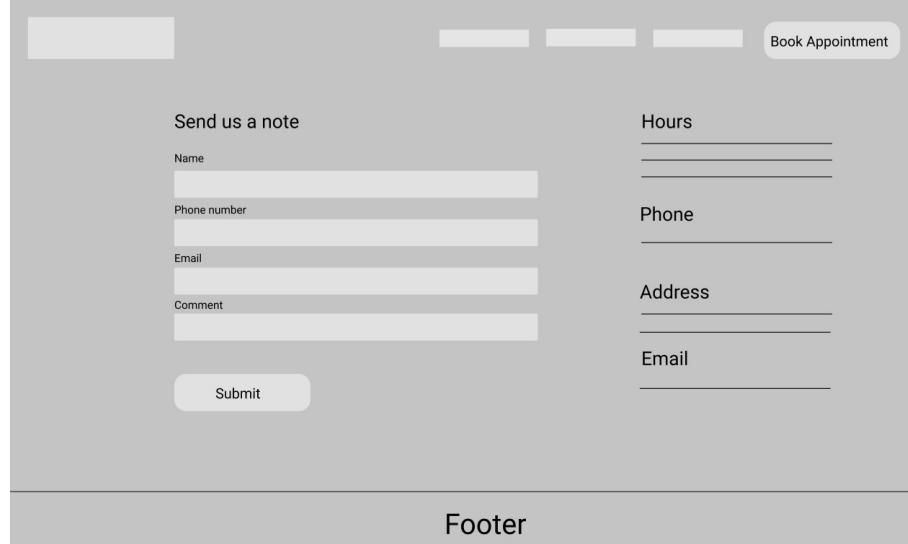
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Aftercare page



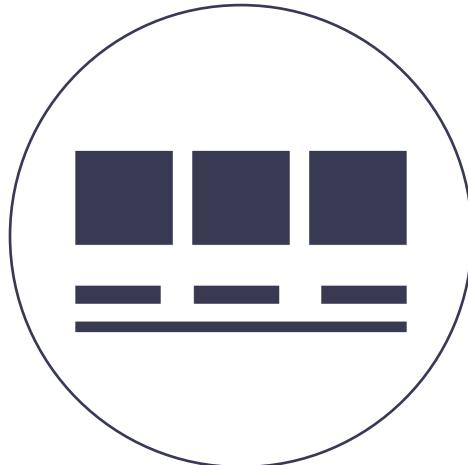
Footer

Artist page



Footer

Contact page



# Style tile

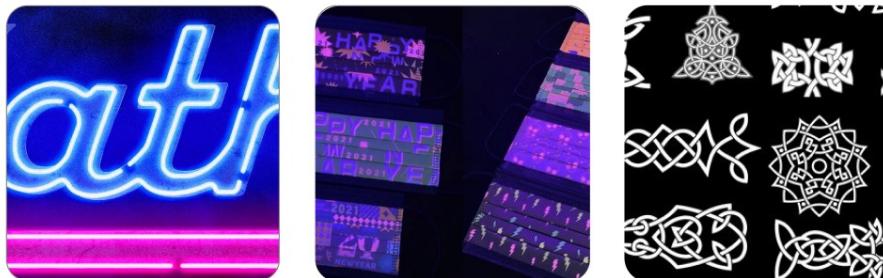
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# Mission Ink Tattoo & Piercing

## Possible Colors



## Possible Textures



## Company Images



Button

Button



Header Zilla Slab Header Teko

Body Text Overpass 18/20

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## Adjectives

Gothic

Chicano

West coast

Neon

Night Life

Handwork



# Mockup

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## About the store....

Mission ink was established in 2010 by Carl K. Although the founder of mission ink himself is not a tattoo artist, his ability to recognize great art and talent is what helps build the foundation for his shop. The idea of being able to turn clients abstract idea to meaningful art work is what helps this business thrive. Excellent client service is there.

**Hours**

Monday 12-8PM  
Tuesday 12-8PM  
Wednesday 12-8PM  
Thursday 12-8PM

Friday 12-8PM  
Saturday 12-8PM  
Sunday 12-8PM



**Mission Ink Tattoo & Piercing**  
2440 Mission St.  
San Francisco, CA 94110

# Mission Ink Tattoo & Piercing

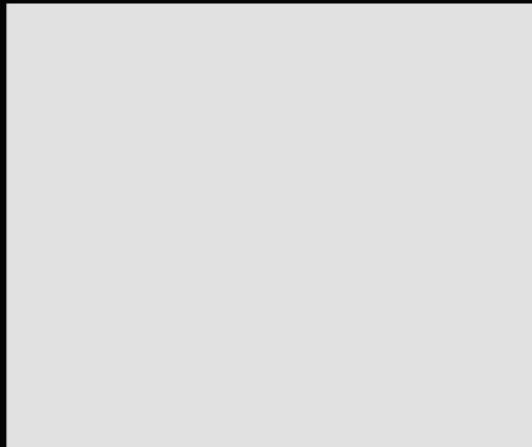
MISSION INK  
TATTOO & PIERCING

Aftercare   Artists   Contact

[Book Appointment](#)

My name is Bruno G. Corvalan, I was born in Mendoza, Argentina in the year of 1988. Since a very young age I have always been attracted to art. Drawing, painting, digital art, and many other types of medium have always kept me interested and inspired. I was introduced to tattooing and immediately fell in love with it. It is the ultimate canvas where no mistakes are allowed. I am always looking forward to learn new things, and challenge myself to improve every day. I hope that one day, I too can inspire other young artists. You'll find Bruno at Mission Ink Tuesday-Saturday.

[View more from Bruno](#)



Bruno

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[Artists page](#)

# Thank You

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