

COMPETITIVE ANALYSIS

By Fatema Malam

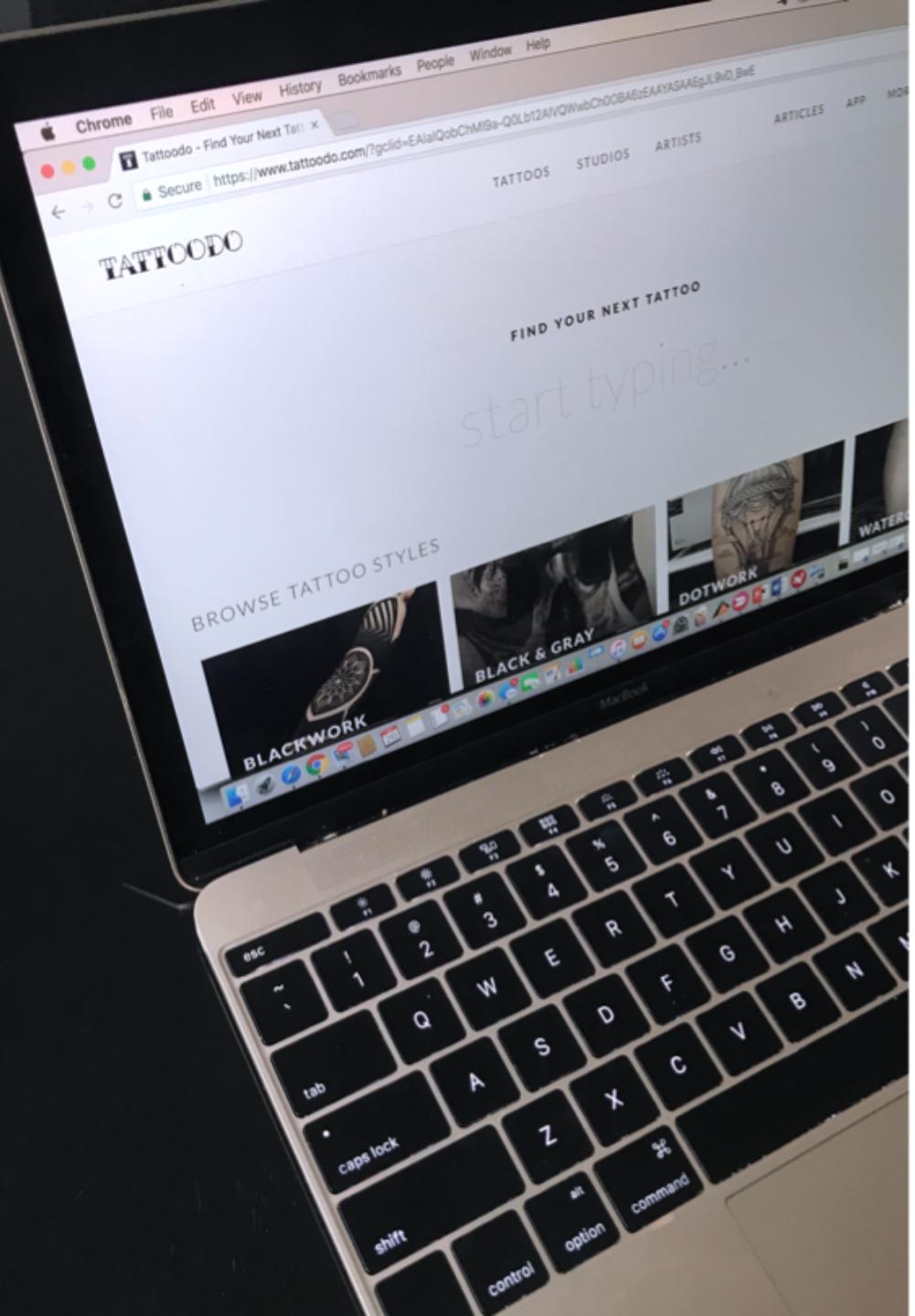




www.tattoodo.com

I will be analyzing a potential competitor called Tattoodo, which focuses on helping people find Tattoo's. They offer Tattoo information, list of registered artists, collection of designs, and wide range of inspirations.





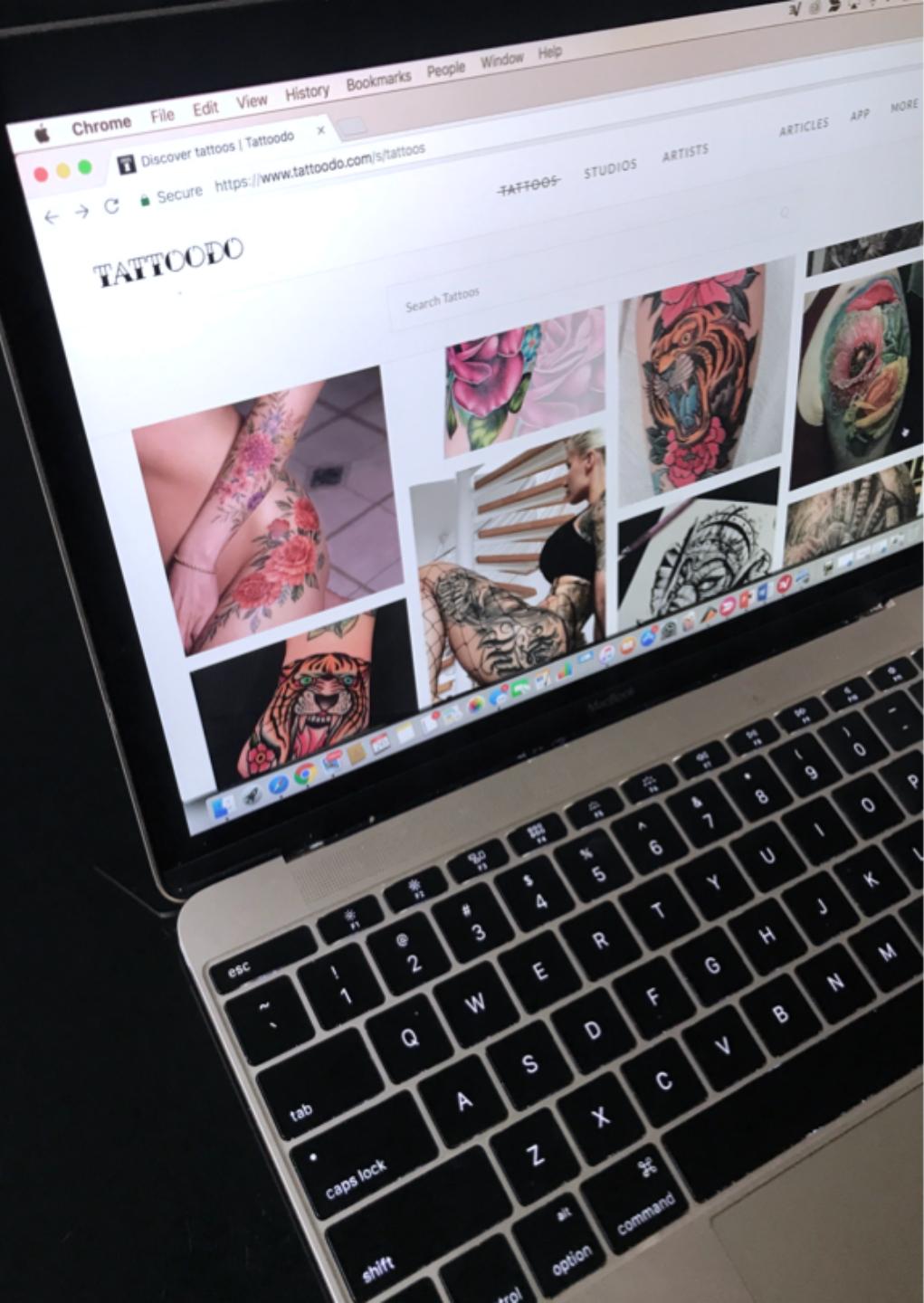
TATTOODO

KEY OBJECTIVES

Tattoodo focuses on being a one-stop place to find a perfect Tattoo design. On that note, their tagline is '*Find your next Tattoo*'. They provide a significant information, with huge extensive selection of designs and portfolios for inspiration. They attempt to stand out from their competition by offering users an experience personal consultant to help them find and choose a design that they are looking for, overall helping them through the whole Tattoo process. Tattoodo also allows users and artists to interact with each other by collaborating designs and sharing ideas, in order for users to find their perfect Tattoo. Once users have found their design, they have the option to take the next step and book a Tattoo session with their chosen artist.

Bottom line:

- One-stop place for Tattoo lovers and Tattoo seekers
- Focuses on providing Tattoo information, selection of designs and inspirations.
- Allows interaction between registered artists and users.
- 41,000 registered artists, 20 million monthly users and 1.5 billion monthly content views.



TATTOODO

OVERALL STRATEGY

The Tattoodo have many viewable platforms making it more accessible for users. This is from web app to mobile apps which are available on both, App store and Google play, with high rating of 4.5. Tatoodo have many social media accounts, including Instagram, Facebook, Pinterest, Twitter. The social media platform can be used as a reference for users to get an idea about their App and the services they offer. However, social media accounts do not educate users about the Tattoo process or provide any reviews and ratings for the artist. Despite their limitations, they managed to raise \$2.5million in 2016 to improve their app and position themselves as the 'No.1 Tattoo destination in the world'. Also, the interface is clean and designs are unique and high quality, which stands out in the public eye. It shows professionalism, especially in an industry that has been overlooked by many.

Bottom line:

- High ratings on both App store and Google Play
- Wide range of social media platform
- High quality content
- Huge funds
- Limited information



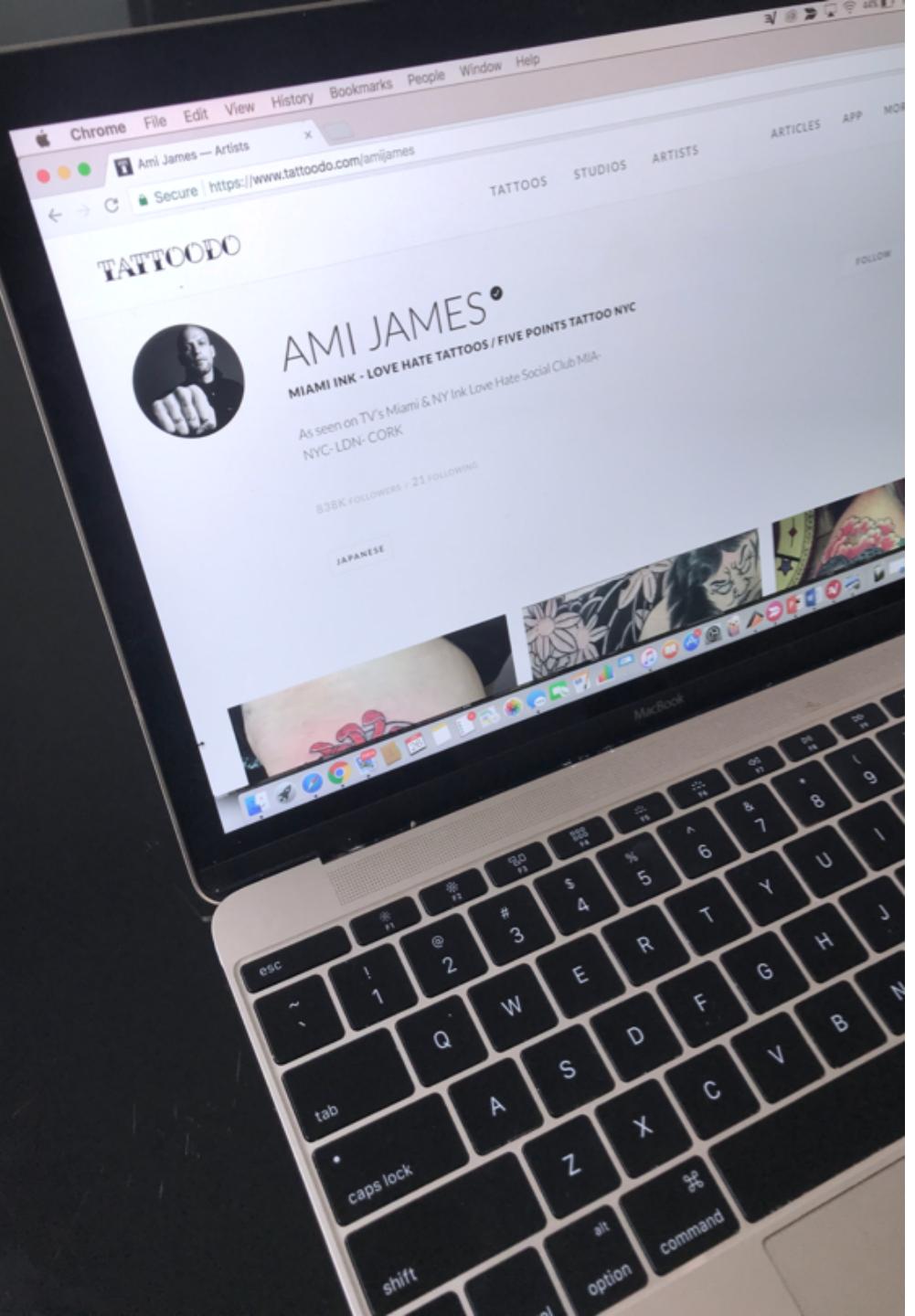
TATTOODO

MARKET ADVANTAGE

One thing Tattoodo has which other competitors are missing is a celebrity face. Tattoodo was founded by two Danish entrepreneurs, but later the app was co-founded by a famous celebrity, Ami James, who was the star lead in an American reality TV show called 'Miami Ink'. The app has been marketed with images of his face, representing the app. The celebrity face appears to make the app more reliable source for accessing other Tattoo artists and designs. Which overall increases the visibility of the app, providing an advantage over other competitors.

Bottom Line:

- They have used celebrities to promote their app, making it more attractive as a way of driving more users to the app.
- They have a co-founder who is a famous Tattoo artist, providing the content to be more reliable.



TATTOODO

MARKET PROFILE

Tattoodo doesn't appear in the first 10 results of 'Tattoo apps' on google search, claiming a poor marketing strategy. However, Tattoodo does appears twice in the first 10 results of 'Tattoo web app' on google search. The first shows the high user rating in Google Play and the second shows the web displaying 'Join millions of artists and fans from across the world'. This immediately markets a large amount of quality content and large number of users, which makes it more likely for other users to check out the app. This is extremely effective way of driving relevant, qualified traffic to their app exactly when people are searching for Tattoo artists and design inspirations. However, it does not display ratings of the App store or have any social media marketing which is unwise because they have over 17.9 million likes on Facebook and 1.9 million followers on Instagram, which they can use to advertise their app as a source of revenue. Also hard to tell what people would search on google. Some may search for tattoo app or tattoo web app or will they search for tattoo artists in a particular style or popular tattoo designs or tattoo trends... hard to determine if Tattoodo would come up.

Nevertheless, their marketing campaign is quite strong and bold, declaring to be 'The worlds Best Tattoo App' and 'The number 1 Tattoo destination in the world' for Tattoo lovers and artists, with millions of followers on social media. Also, they display images and articles of famous football player, David Agger being Tattooed by Ami James, who is the co-founder of Tattoodo and world famous artist who was a lead on a successful TV show called 'Miami INK'. The high celebrity clients, makes the app more attractive, reliable and supports their campaign to be true. This markets their app to be more visible in the public eye.

Bottom Line:

- No Facebook or other social media advertisement
- Shows up well in Google search results in the first 10 results, with the query tattoo app as well with their site, which is a useful marketing tool that's likely to drive traffic to the web app and increase revenue.
- High celebrity clients and co-founder being a famous artist, used as a marketing strategy to support its campaign as being 'the world best Tattoo app'.

TATTOODO

SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">• Updated content• Promoted by celebrities• Strong and well known across all social media platform• Highly quality content and valued proposition	<ul style="list-style-type: none">• Limited Information• Lack of consistency between categorization of tattoo styles and tattoo artist styles
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Provide a personal consultation by an experienced tattoo artist• Improve google and social media advertisement• Possible new features such as video content across all platforms	<ul style="list-style-type: none">• Sites like InkStinct• Other ink companies that have been around longer than Tattoodo who also uses Social media platform such as Instagram, Facebook and Pinterest, who updated regularly and reach and engage with users• Tattoo Apps features similar services that can be downloaded and use offline.

TATTOODO

UX ANALYSIS

- **Usability:** Tattoodo interface allows me to easily navigate throughout the entire application, through all platforms. I have a quick and easy access to all content. The visual interface is clean, neat and clear, making it easy to find registered artists, information, designs, articles, and inspirations. I can directly get more information about the artist by one simple click on their profile picture. As I start typing on the search bar, it automatically starts filtering irrelevant artist. This helps me quickly find the artist that I am looking for. Overall, provides a good user experience. However, it's not the best experience. I had few problems. Firstly, I was unable to find my account settings and details. Well, I still don't know where it is on the page. Secondly, I couldn't directly get access to artist information and their portfolio after viewing a particular tattoo design that I liked. I had to search and type for the artist name, which is quiet a hassle and inconvenient.
- **Layout:** General layout of Tattoodo is simple, clean and intuitive on all platforms but on the web app, its quite difficult to find account settings. Nevertheless, the layout of home page is great, displaying recommendations of artists to follow, as well as displaying new content, allowing users to discover more content.
- **Navigation Structure:** On the web app, the title bar is located at the top with options to select Tattoos, Studios, Artist and Articles, which makes it easy to navigate and find the information I am looking for. On the mobile browser, however, it is not clear and intuitive as I had to select the search icon to get access to the title bar categories, which is the main categories users would want access to.
- **Compatibility:** Tattoodo app currently supports iOS app (iPhone/iPad), Android app, and a web app which is responsive and can be used in all major browsers on all devices.

TATTOODO

UX ANALYSIS CONTINUED..

- **Differentiation:** Tattoodo is a one-stop App where you can get every information needed for Tattoo planning. This is from basic features such as designs, registered artists and location of studios, to more extensive features such as booking sessions with artists and showcasing their work, as well as being able to upload designs and interact with artists. The high value content offered by Tattoodo makes them more noticeable against other competitors, especially with their editorial features that displays well known experienced artist. This allows users to get an idea of who the artist is, their style of work and a way to connect with them. To make them more different with other competitors, Tattoodo should add a video content on social media platform such as Facebook and Instagram accounts. These are easy way to upload and engage with users and artists more.
- **Calls to Action:** Straight from the main home page, users can start searching for designs and artists straight away as they have a big “start typing here” search bar in the center of page. Users can access the information on the web app without having to log in or sign up. But when a user wants to sign up, its hidden in a ‘More’ tab at the top, which is not clear if that’s the place to go to log in or sign up. In addition, there needs to be a clear and quick access to account settings to allows users to receive more information. Also, on Tattoodo mobile browser, main categories need to be noticeable, in order for users to access and find information easily.

INKHUNTER

<http://inkhunter.tattoo>

I will be analyzing another potential competitor called ‘Inkhunter’, which focuses on helping people decide on what designs they would want and where they would like to ink the designs, without having to regret it later. The app features a selection of Tattoo design inspirations by range of artists that users can try virtually via smartphone-powered Augmented Reality (AR) placing pixels on flesh in real-time.





INKHUNTER

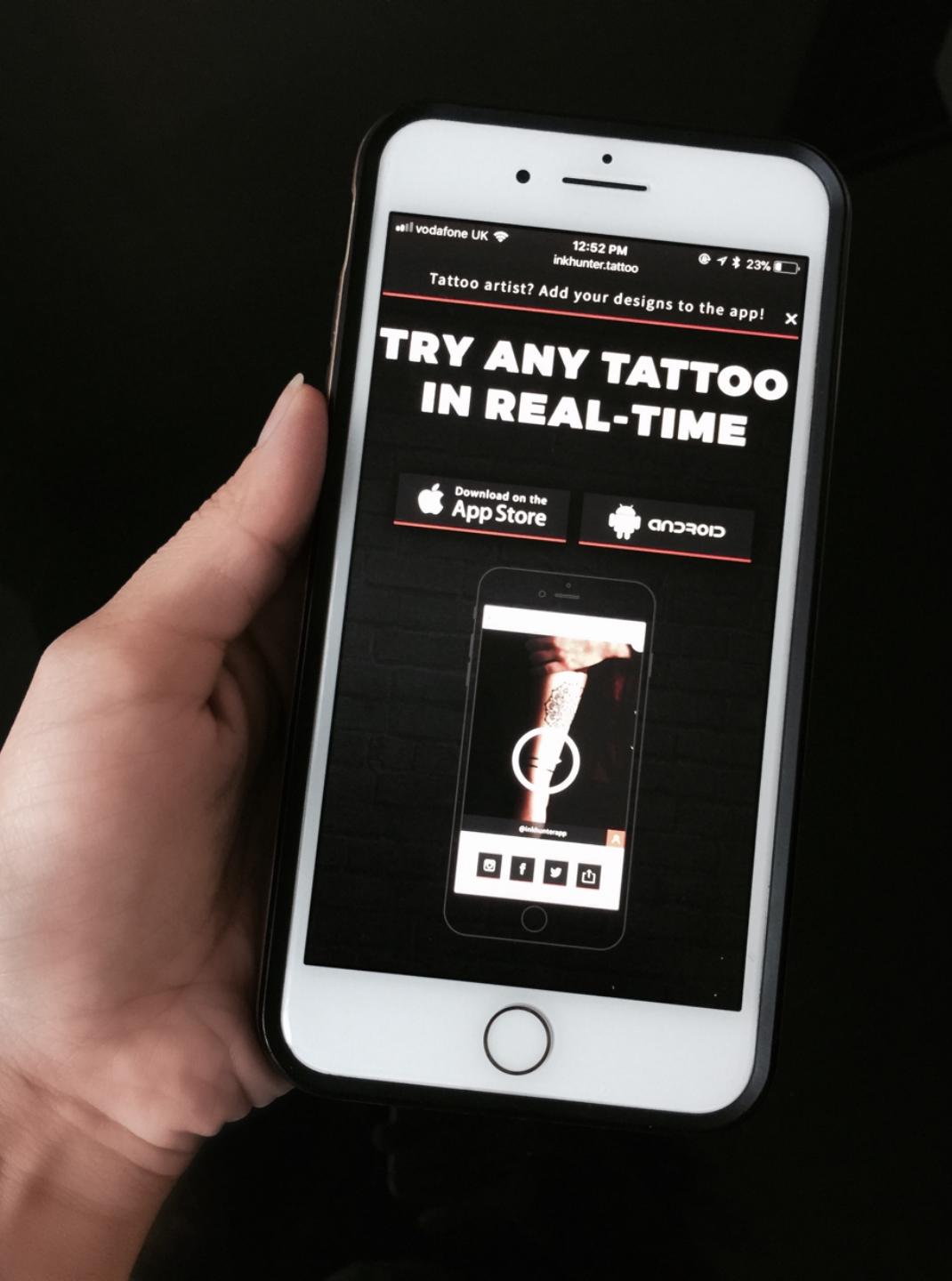
KEY OBJECTIVE

Inkhunter is an Augmented Reality (AR) app where users are able to find design inspirations, personalize the Tattoo designs and virtually try the Tattoo designs on parts of their body through their smartphone. It is an enjoyable way for users to choose and decide their Tattoo on how it looks, before it is inked permanently on their body. They attempt to stand out from their competition by having a photo feature that includes filters for editing and personalizing their choice of Tattoo design, for example they have a blur effect that can be used to see how the tattoo would look after few years. They can also reshape and move the design perfectly, where they want it. Users are offered to share with their friends and family on social media to get a second opinion and see people's reaction, whether they love it or hate it.

Bottom Line:

- Provides a visual image of a Tattoo design on the users body to see how it looks before they permanently get inked, thus focusing on preventing regrets.
- Allows to interact, connect and share with friends.

INKHUNTER OVERALL STRATEGY



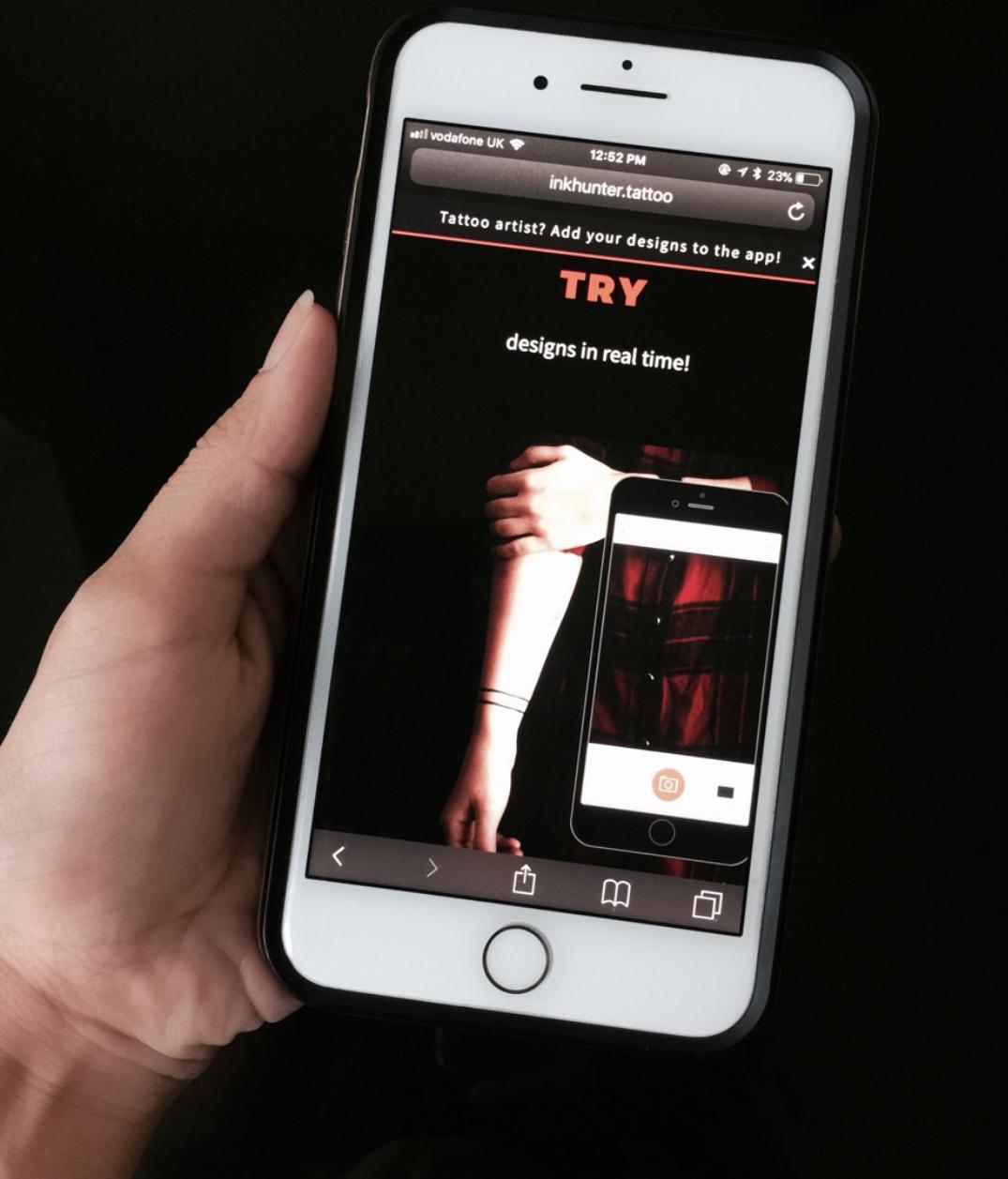
Inkhunter's uses technology of Augmented Reality (AR) to allow users to get a visual tattoo design on their body to see how it looks before actually getting a tattoo. The AR has become very popular, that they are available on both App store, with high rating of 4.5 and Google play, with high rating of 4.7. Inkhunter have many social media accounts, including Instagram, Facebook and also YouTube that provides a video content to show users how to use the app in different angles. However, the technology only works when the phone is held close to the skin. Users are unaware of how the Tattoo design would look from a distance. Also, too much focus on AR, moves away from the main objective of helping users plan a Tattoo, as they provide limited information about the process of Tattoo, and lack of access to artists. Nevertheless, the AR technology feature stands out in the public eye. It shows a start of a new generation in the Tattoo industry.

Bottom Line:

- Augmented Reality technology used to see how the Tattoo design would look on users body, before permanently getting inked.
- High ratings on both App store and Google Play
- Wide range of social media platform
- Limited information of Artist and

INKHUNTER

MARKET ADVANTAGE



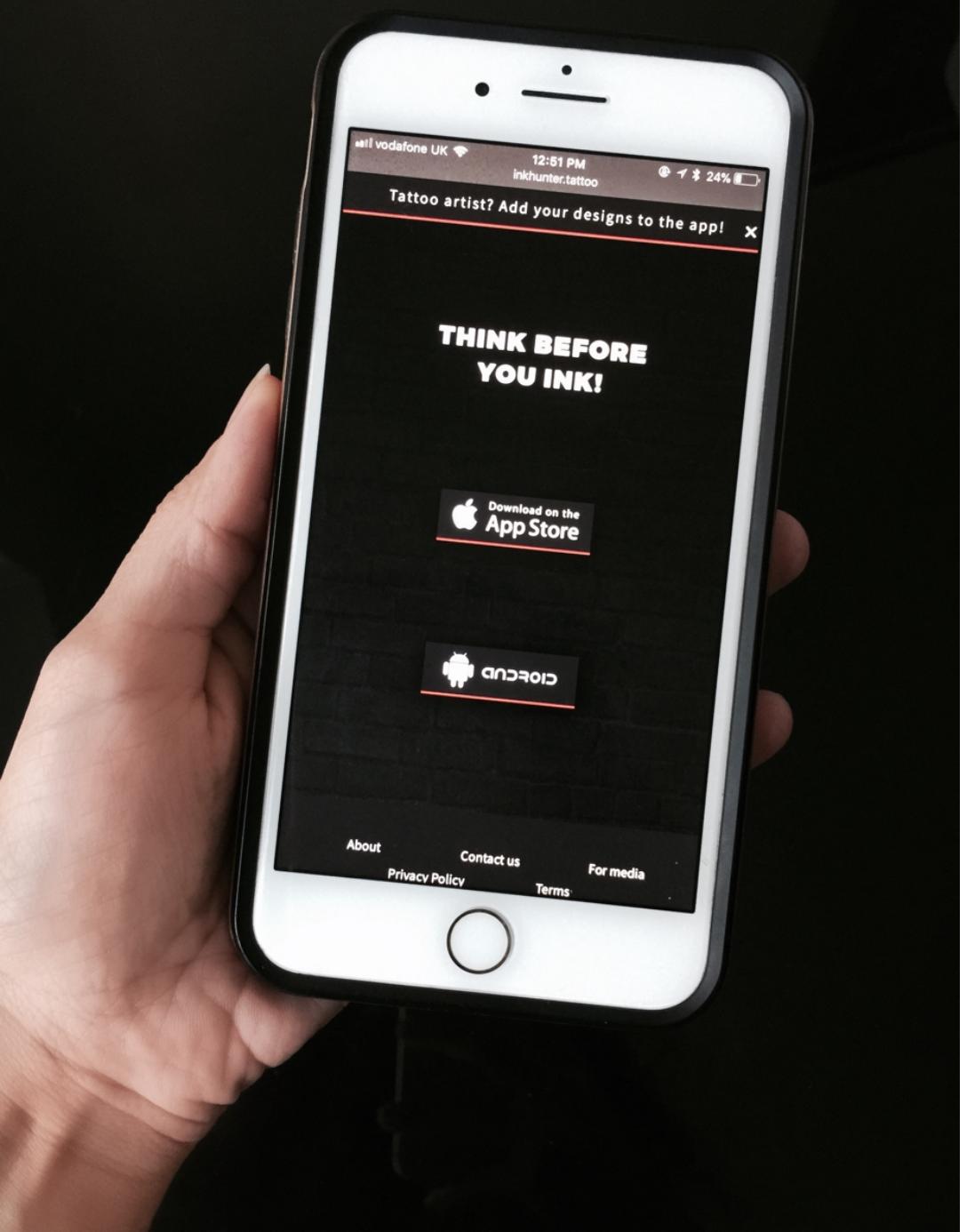
The use of Augmented Reality (AR) technology prevents users from feeling any 'Regret', which is often found in people who has a Tattoo. This use of AR helps not only save users time, but it also helps them make a logical decision before getting inked permanently. There is no other Tattoo app in the market that uses this technology to address the 'regret feeling' and 'time consuming' effect that commonly occurs during or after a Tattoo process. In having said that, it is a great advantage against other competitors.

Bottom Line:

- The use of AR prevents users from having any regret of getting their Tattoo.
- The use of AR helps users save their time and money from going through a whole Tattoo process, which they may end up not liking once inked on their body

INKHUNTER

MARKET PROFILE



Inkhunter appears 8 times in the first 10 results of 'Tattoo App' on Google search. The first few shows the web page and the high ratings in the App store and Google Play. The rest is marketed with videos on YouTube and articles, with one from Tech Crunch stating 'InkHunter is an AR App for trying tattoos before you ink indelibly'. On that note, Inkhunters' tagline is '*Think before you ink*', which speaks for itself. They focus on their goal by helping users make a Tattoo decision, without them having any sort of regret later. By marketing their app in an empathetic way, reaches out to more users, especially those who are looking for a new Tattoo but are quite indecisive. This differentiates them from other competitors as they provide a service that users can relate to on an emotional level. Overall, markets their AR App as a fun and enjoyable experience.

Inkhunter redesigned their app by changing their user interface and improved their user experience. By April 2016, Inkhunter received a massive media coverage on high end media such as Tech Crunch, Vogue and Cosmopolitan. This was a great marketing advantage that stood out to potential users, making the app seem reliable place to go when planning to get a Tattoo. From the new design, InkHunter has reached 4700 Facebook followers and 13.300 followers on Instagram. However, they have failed to advertise on social media, which is a shame because of of high amount of followers.

Bottom Line:

- Appeared 8 times on the first 10 results of 'Tattoo App' on Google search
- High ratings on both App Store and Google Play.
- Large media coverage with countless articles from range of high end media such as Vogue, cosmopolitan and Tech Crunch.
- Provide a service that users can relate to on an emotional level.
- No social media advertisement

INKHUNTER

SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">• Use of great Augmented Reality Technology• Help users make decision during a Tattoo process• Help remove users feeling of regret• Strong media presence• Enjoyable experience• Service that can be downloaded	<ul style="list-style-type: none">• Users cannot see how the Tattoo looks like on their body from a distance.• Hard for users to use the app by themselves if they are looking for a Tattoo on a lower back, back of the neck or any other place that's hard to reach.• Good for displaying smaller Tattoos than Larger Tattoos.• Lack of information on the next step of the Tattoo process, such as how and where to get the Tattoo from.• Limited amount of designs and styles.• It is only available as a native app (download in app stores) and not as web app (used in browser)
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Provide a personal consultation by an experienced tattoo artist to guide users to the next step of the Tattoo process.• Create a social platform between artists and users such as adding an interactive feature where users can connect with other Tattoo artists and possibly collaborate with them to get a custom design.	<ul style="list-style-type: none">• Other Tattoo Apps that have more information on the Tattoo process, more design inspiration and have access to artist profile and information.• Users may have fun for a while but may get bored and eventually move away from the AR.