

INTERVIEW SCRIPT

Hi ———, my name is Niharika and I'm going to ask you some questions today. This interview will last between 15 to 20 minutes. Our goal by doing these interviews is to have a better understanding pain points of the user getting a tattoo and there by making better design decision. I will record this interview for note-taking purpose only, is that fine with you? Before starting I would like to emphasis that there is no good or wrong answers to these questions.

INTERVIEW QUESTIONS

Following introduction and casual conversations

Do you work or live close by ? (just to see how far they have travelled)
Where do you look to find inspirations for your tattoo ? How do use that inspiration as your tattoo?
How do you decide on the tattoo artist ?
Which is favorite tattoo and can you tell me why ?
I want to learn about pricing and tips . Can you tell me how it works please.
Can you tell me a positive experience you had when you had your tattoo?
Now opposite, can you tell any negative experience that faced.
Do you use any social media apps to find inspirations? (if not why?)
Are you involved in any community or forums related to tattoos?
Did you ever face a situation, where you wanted hide a particular tattoo?
What's the difficult part in this entire process of getting a tattoo?
Do you have any questions or comments for me?

INTERVIEW TRANSCRIPT

PRADEEP THIYAGARAJAN 38 CLIENT PARTNER GERMANY

1. How far are you willing to get a tattoo?

Distance didn't matter to me. The idea for me is I get a tattoo in every place I live. I have a tattoo from India, Malaysia, Vietnam, UK and yet to get a tattoo here in Germany.

2. Where do you look to find inspirations for your tattoo ?

The other thing about me is that the design also didn't matter. Of course, when I have it on my skin it matters, like in I am not going to put something that I don't like. It was never like I wanted to do this design. For example in Vietnam, Only after I went to the tattoo shop, I decided that I would get a wing on my ankle. I enjoyed running during that time, I still do. So when I went to the tattoo shop, the artist showed his catalogue of works, I didn't like many, then I came across this wing tattoo and though it was a good idea. Even in Malaysia, I had not decided o the tattoo until I went to the shop.

3. How do you decide on the tattoo artist ?

For me it goes in this order, I decide where I wanted to have this tattoo, the artist gives suggestions like maybe you could get sun or something, if there is something I like then I get it done. Vietnam, I went looking around in a couple of tattoo shops. I just when with my guts, decided on the place I thought I would make me feel comfortable getting a tattoo. It should be clean Hygenic well light up and not tacky, then I'll decide that this place is genuine. In Malaysia, I asked a few people and receptionist in the hotel I stayed, was a Tamilian (My participant is Tamilian too). "He took me to a tattoo shop. "

4. Which is favorite tattoo and can you tell me why ?

It's very hard to say as every tattoo I have is my favorite. I would choose a tattoo with my daughter's name because of emotional reasons.

5. How do you decide on pricing and tipping ?

Price is again not the main factor. If the price is low but the place looks shady, I wouldn't go there. I would go to a couple of places and then I will get an idea. About tipping, it's only in few countries, If it's in India they wouldn't expect you to tip them, except in Goa, tattoo artist expects you to tip them.

6. Describe your previous experience, how did you feel ?

It's always been a great experience. All the tattoo artist were good except for the first one. We were young, wanted to get tattoos, all of us were drunk including the artist. Is only after a few years I realized that he did a bad job as a tattoo started bulging. But I don't regret it was it's the experience and reminds me of who I am.

7. When you think of tattoos what's comes to your mind? Or why do you like tattoos?

I always felt it's a good experience. It makes a statement. It's not for showing off, most of my tattoos are not visible in my office wear. It's a feel-good factor.

8. Have you thought of getting another tattoo?

Currently, in Germany, I have seen this shop, 20 mins away, I go there and decide on the idea.

9. Are you involved in any community /forums for tattoo?

No.

10. Do use any tattoo apps or social media apps?

No, My approach is a traditional way.

11. Is there anything difficult in this entire process of getting a tattoo?

The difficult part for me is the first time needle pricks into the skin. Pain for me stays for some days. You don't bother about after-pain as you can see the tattoo on my hand.

12. Do you have any comments or suggestions for me?

One suggestion I would like to make is, virtual to see how the tattoo would look. They make a sketch and how it will look in an approximate way. They won't fill and show how it will look. Also, For an artist, they feel frustrated, if we ask them to change the design as he has already put so much efforts and time into drawing that sketch.

REMON 28 FABRICATOR GEORGIA

1. Do you work or live close by ? (as I asked this question in a tattoo shop)

I live up north in a place called north Georgia. It's about 2 hours from here. The artist who is currently working with me on this piece previously lived closer to me. As he started this art, I am moving with him to finish this piece. I don't want anybody else to work on it. He (artist) this idea in his head, I don't want to go to somebody else and who doesn't get it right.

2. Where do you look to find inspirations for your tattoo ?

This was a cover-up, originally I wanted something smaller to cover one side of my chest. Previously I jumped a gun on that tattoo and it didn't come out as I wanted to be. I came to him asking for my design, I guess my design wasn't going to cover the whole thing. So he asked me can I come up with my design and you can see if you like it. He went ahead and sketched it, sent me a picture. We got together to see how it's going to look. He drew the stencil and it looked good.

3. How do you decide on the tattoo artist ?

Ah, With him (tattoo artist), I saw his work on others and I just went to his shop. I liked his work on others and I talked to him and decided to get it done by him.

4. Which is favorite tattoo and can you tell me why ?

Oh this one (referring to a big tattoo on his chest), because it's the biggest and have been with most, you know. Its costly, I have put a lot in it.

5. How do you decide on pricing and tipping ?

He (tattoo artist) is charging me by hour, I can only take so much, so I do 3 hours a session. The outline is something is else, he goes all over the place and does coloring and all.

6. Describe your previous experience, how did you feel ?

My current tattoo artist is chill, the knows what he is doing and makes you feel good and doesn't make you nervous. He just goes with it. I think that creates a good experience. But my previously I had a bad experience. They took so long and I figured that they didn't know what they were doing. I kind of noticed it but it's too late. anyways I am getting that covered so that's all good.

7. When you think of tattoos what's comes to your mind? Or why do you like tattoos?

I like how they look on me. I like waking up every day and I like the way this looks on me.

8. Have you thought of getting another tattoo?

We are doing this tattoo from a year, I haven't thought of anything for next.

9. Are you involved in any community /forums for tattoo?

No.

10. Do use any tattoo apps or social media apps?

I use this app called Pinterest, I know its a bit girly, but I go in there a lot to find ideas for my tattoos.

11. Is there anything difficult in this entire process of getting a tattoo?

I would say the difficult would be that it's taking a lot time, lot of sittings but the end will make me happy. I am happy with the way that it's starting to look, waiting for it to be completed.

12. Do you have any comments or suggestions for me?

One suggestion I would like to make is, virtual to see how the tattoo would look. They make a sketch and how it will look in an approximate way. They won't fill and show how it will look. Also, For an artist, they feel frustrated, if we ask them to change the design as he has already put so much efforts and time into drawing that sketch.

KIRTHANA MUTHAIYA 27 PRODUCT LEAD LONDON

1. How far are you willing to get a tattoo?

We almost travelled around 15-20 km. It was quite far from home. In terms of distance, It wasn't far but because of traffic but it felt like we travelled a lot to get to that tattoo shop.

2. Where do you look to find inspirations for your tattoo ?

My best friend and I decided to get a matching tattoo. It was at the spur of the moment. We looked on google and in the Pinterest app. I knew I wanted like a girly tattoo. My friend and I searched on the spot for tattoo ideas.

3. How do you decide on the tattoo artist ?

The tattoo artist was through word of mouth, not through any websites or anything. We had less idea or information about it. We thought we will look on the internet but our common friend suggested that we go to this tattoo artist, he was creative and hygiene.

4. Which is favorite tattoo and can you tell me why ?

It's very hard to say as every tattoo I have is my favorite. I would choose a tattoo with my daughter's name because of emotional reasons.

5. How do you decide on pricing and tipping ?

They w.r.t to blocks in India. Say for 1 block each tattoo artist charge different rate. I don't how they charge now as I got my last tattoo 5 years back. So we thought we will check online what was the block rate for different tattoo artist but sadly there is no information about that on the internet. As I said previously, we were desperate to get it done so we didn't care about the price. We got it done.

6. When you think of tattoos what comes to your mind? Or why do you like tattoos?

I like the way they make me feel. It is very positive, when you are low, you look at it and you feel that there is something to look forward to and remind you to not give up. Like my sister has put inspirational tattoo saying "I refuse to sink", because of all the difficulties that she has been through.

She says it reminds her to stay strong and move forward. She says it's such a motivational thing.

7. Describe your previous experience, how did you feel ?

What I can tell about the experience is that, once I had my tattoo, I had the urge to get another tattoo. I heard that it's an addiction. But it is true, you looking for next tattoo ideas. You start thinking, which body part to get it in or different tattoo design ideas. But it is such a nice feeling, especially if it has a nice meaning to it, every time you look at it you get a good feeling. Personally, we had a good experience as it was hygiene like he opened a new needle in front of us, that was very important as we young and getting it for the first time.

8. Have you thought of getting another tattoo?

I keep looking for ideas or If I come across any nice tattoo idea I think that I should get something similar. But currently I have so much on my plate right now, I don't think I'll get a tattoo anytime soon.

9. Are you involved in any community /forums for tattoo?

I did follow some Instagram tattoo accounts before. Its very nice motivational worded tattoo. I used to like looking at it. I don't know if I have I have unfollowed it now.

10. Do use any tattoo apps or social media apps?

Yes Pinterest and Instagram I would say.

11. Is there anything difficult in this entire process of getting a tattoo?

I think, deciding on what to get as it's such a difficult task. It going to be for a lifetime so you cannot make a mistake at that part. When they started outline (inking), the initial pain is severe and scary. Rest of inking doesn't pain much as you get used to it.

12. Do you have any comments or suggestions for me?

Nothing.