

# User Survey Results

‘Ink Tank’

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# Problem Statement

Our users need a way to easily search, filter and organise tattoo inspiration, access tattoo artist profiles, locations and reviews conveniently, and have access to a community of tattoo artists and enthusiasts, because getting a tattoo is a lengthy and potentially daunting task with many elements to consider (especially for first time tattoo customers).

We will know this to be true when we see a pool of 10,000 potential tattoo customers accessing the app regularly as their go-to resource for all elements involved in the planning, preparation and execution of their tattoo and are confident in their decisions.

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## Research Goals

- To better understand user behaviour and attitudes towards the process of getting a tattoo
- Documenting existing user preferences in use of tattoo related resources and any points of friction in existing tattoo related resources available to users
- To determine what tasks a user would like to complete using a tattoo related app

# Survey Questions

**Time Active:** 4 Days

**No. of participants:** 23

1. What is your gender
2. What is your age group?
3. How many tattoos do you currently have?
4. On average, how much time planning and researching do you do before committing to a design/idea?
5. What online platform(s) or resource(s) do you currently use when looking for tattoo inspiration and why?
6. If you were to change or add one feature of your preferred online tattoo resource, what would it be and why?
7. What are your top 3 considerations when planning a tattoo? (Select 3 from options below)
8. When finding a tattoo artist for your tattoos, how much are you influenced by personal recommendations from friends & family?
9. When using an app for planning your next tattoo, how important would the following be to you?

*Image gallery of tattoos / Ability to search and filter for specific images / Tattoo artist profiles / Visible customer feedback/ ratings for tattoo artists / Ability to directly contact tattoo artists / Ability to book with artists directly through the app / Ability to 'preview' tattoo placement and size / Ability to save and organise tattoo inspiration images / A map showing tattoo studios & artists in my area / Community board with ability to ask & answer tattoo related questions*

Distributed on Facebook via SurveyMonkey

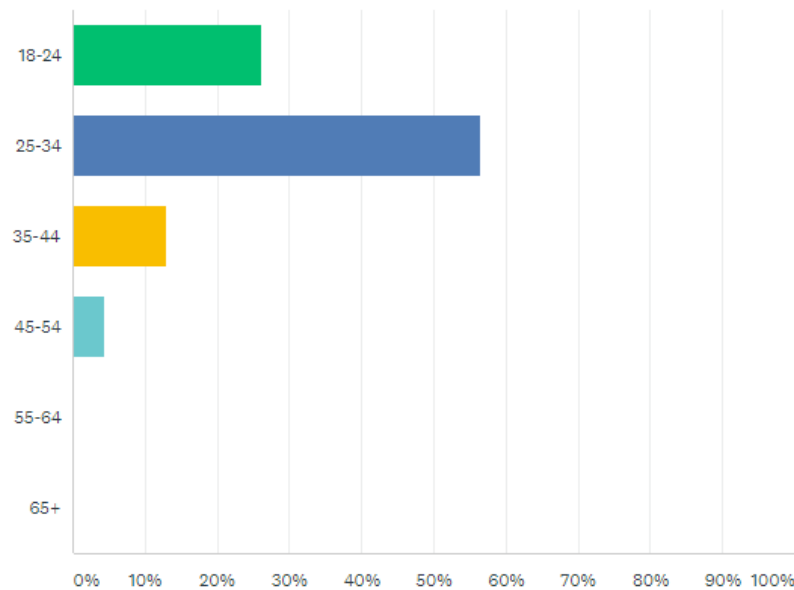
# Survey Results

## Question 1 :

Survey respondents were predominantly female, at 78% (n.b. This is likely to be representative of the demographics on Facebook rather than the demographics of tattoo users.)

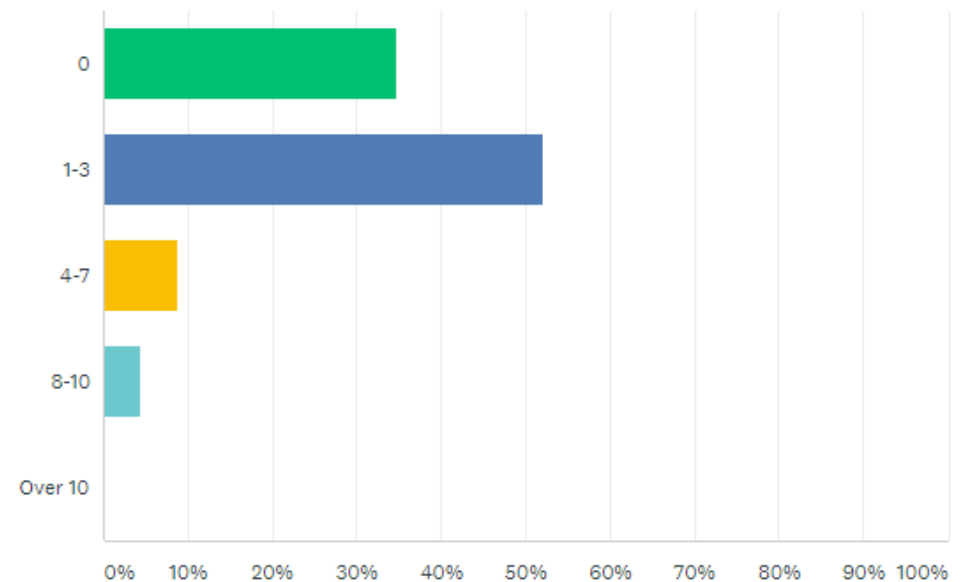
## Question 2 :

The majority of respondents were between 18 - 34 years old.



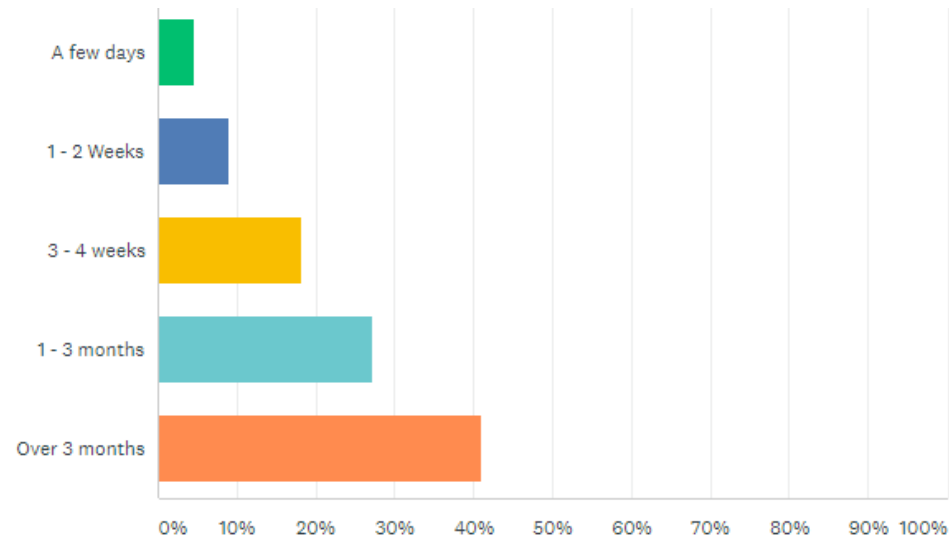
## Question 3 :

52% of respondents had 1 - 3 tattoos already, while 35% of respondents did not have a tattoo.



#### Question 4 :

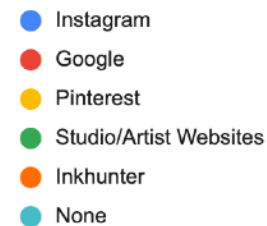
The majority of respondents (40%) noted that on average they spent over 3 months planning and researching for their tattoos. 27% spent between 1 - 3 months planning, while the remaining respondents spent less than a month planning for their tattoos.



#### Question 5 :

The majority of respondents use Instagram as their main source of tattoo inspiration because;

- Quantity of content on the platform
- Ability to research where the inspiration has come from / what tattoo artist created it
- Users can follow tattoo artists profiles & find inspiration from what they share
- Easily find collective images, wide variety of styles and artists



### Question 6 :

Respondents gave the below when asked what features they would change or add to their preferred online tattoo resource (eg Instagram, Pinterest);

- Communication between users within the app
- Ability to give / receive advice and recommend tattoo artists or studios
- 3D augmented reality to see how tattoos would look on various positions on their body. “Try before you buy” concept.
- Easy access for bookings
- Easier to search for tattoos - not simply relying on user generated hashtags
- Clear pricing guidelines for tattoos and outline for what info was required to get an accurate tattoo pricing quote
- Being able to easily find tattoo artists by location rather than specific name
- Specific info about tattoo artists - what technique they do, what ink they use, are they vegan friendly
- Filter image galleries by design/style eg ‘Black & White’, ‘Contemporary American’, ‘Traditional Japanese’.

### Question 7 :

Respondents top considerations when planning a tattoo are (in order);

1. Design / Concept
  2. Style of tattoo
  3. Size & position of tattoo
  4. Tattoo artist
  5. Cost
  6. Location of tattoo artist / studio
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### Question 8 :

When asked how much they are influence by family and friend recommendations when finding a tattoo artist, the majority of respondents (30%) said they were only slightly influenced by recommendations.

8.7% - Not at all

30% - Slightly

17% - Moderately

26% - Considerably

17% - Highly

### Question 9 :

“When using an app for planning your next tattoo, how important would the following be to you?”

Overall ranking:

1. Image gallery of tattoos
2. Ability to search and filter for specific images
3. Tattoo artist profiles
4. Visible customer feedback/ratings for tattoo artists
5. Ability to directly contact tattoo artists
6. Ability to book with artists directly through the app
7. Ability to ‘preview’ tattoo placement and size
8. Ability to save and organise tattoo inspiration images
9. A map showing tattoo studios & artists in my area
10. Community board with ability to ask & answer tattoo related questions

Individual average: (1 - lowest, 5 - highest)

- Image gallery of tattoos - 5
- Ability to save and organise tattoo inspiration images - 4
- Ability to search and filter for specific images - 4
- Tattoo artist profiles - 5
- Visible customer feedback/ratings for tattoo artists - 5
- Ability to directly contact tattoo artists - 4
- Ability to book with artists directly through the app - 4
- A map showing tattoo studios & artists in my area - 4
- Ability to ‘preview’ tattoo placement and size - 4/5
- Community board with ability to ask & answer tattoo related questions - 3