



Amy
Female, 23 years old
Digital Marketing Assistant

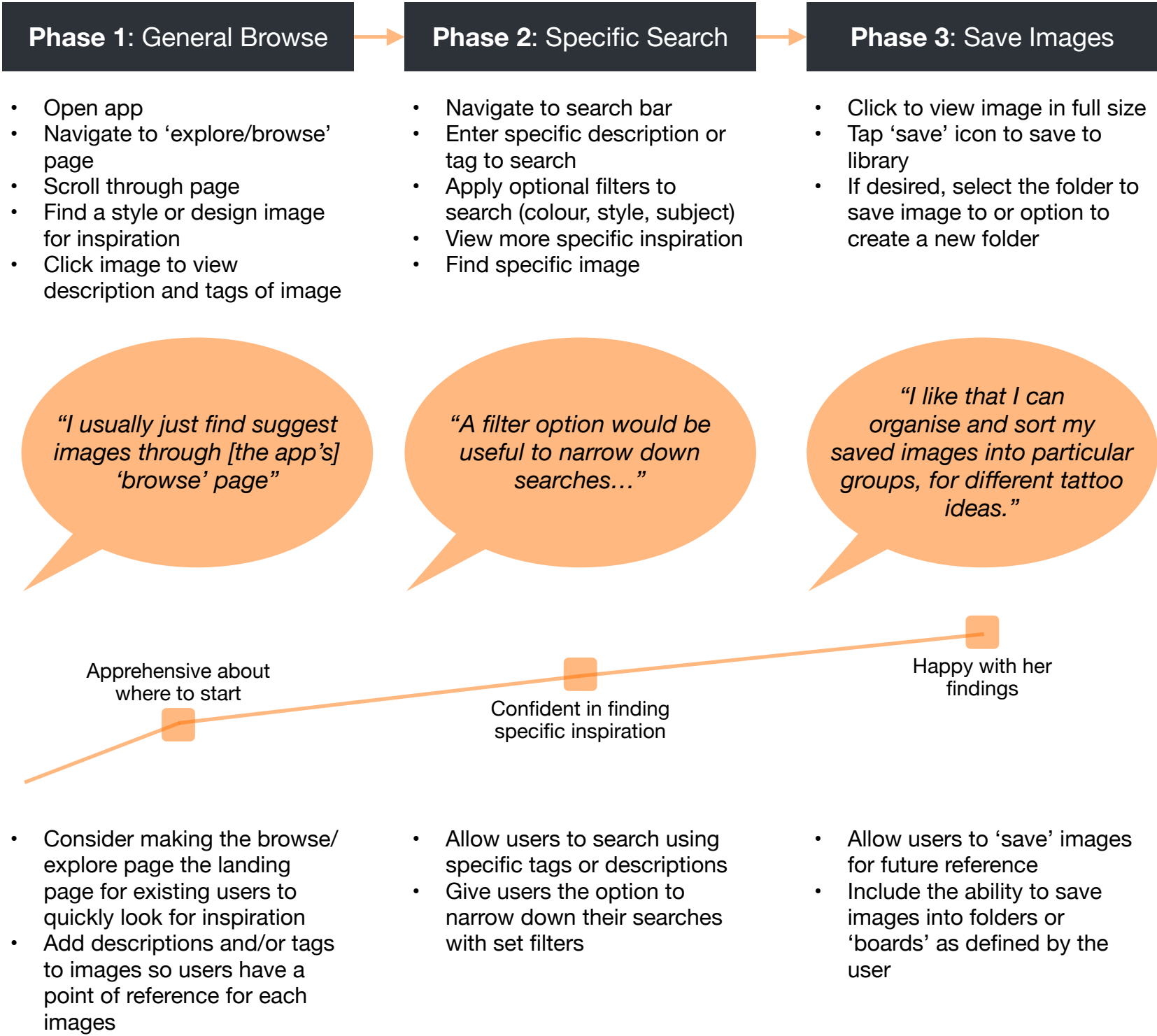
Amy has been considering getting her first tattoo for some time, and has decided to start researching into different styles of tattoos and how to get one. She has no idea where to get started, and needs a thorough go-to source to get all the inspiration and info she needs in one place. She is busy, so wants to be able to easily browse and search while on the go, and save images in categories for future reference.

TASKS

THOUGHTS

EMOTIONS

OPPORTUNITIES





Jackson
Male, 32 years old
Bar Owner/Manager

Jackson has a large collection of tattoos already, and is looking to add more. He likes to find and support new and upcoming artists in his city, but has to make sure their style fits with this view for his tattoos so new additions are unique but cohesive to his overall tattoo collection. He needs a way to both find new artists nearby his location, and quickly get an overview of their work to easily find the right tattoo artist and make contact with them.

TASKS

Phase 1: Search for artists

- Navigate to ‘Artists’ section
- Filter search option to location
- Enter location to view list of artist nearby

Phase 2: View artists’ work

- Select artist from list to view their profile
- Navigate to their ‘portfolio’ to view overview of their work
- Click individual images for more detail
- View review and ratings from other users on their profile

Phase 3: Contact artist

- Select artist
- Navigate to ‘Contact’ section of their profile
- Message artist direct through the app and view alternative contact details if desired

THOUGHTS

“If I was travelling to another and looking to get a tattoo at the time I may seek them out, but otherwise I’d likely just look for tattoo artists near me”

“[The Tattoo] is going on your body at the end of the day so it’s important to find someone you like.”

“I just messaged [the tattoo artists]... it was a back and forth conversation through direct message [to book].”

EMOTIONS

Looking forward to finding a new artist

Judgemental of artists’ profiles and work

Excited to get in touch with a new artist

OPPORTUNITIES

- Develop a searchable map or location filter to populate results of tattoo artists in certain areas
- Develop ‘Tattoo Artist’ specific profiles

- Develop a comprehensive artist profile for artists to post their work
- Include the option for users to leave rating and reviews of artists

- Create a ‘Contact’ section of artist profiles with links to their contact details/website/studio
- Develop a chat feature for users to direct message artists within the app