

Amy, The Newbie



Female, 23 years old

Location:

Brisbane, Australia

Education:

Recently graduated from university with a degree in Communications

Demographics:

She is Caucasian, single and living in a share house with friends.

Profession:

Digital Marketing Assistant Full-Time

Goals & Needs

- Amy is interested in getting her first tattoo, but having not been through the process before is unsure where to start
- She wants a tattoo that she will like long-term, something that won't go "out of style" and she'll get bored of
- Amy needs to help understanding where to start with tattooing, finding a design & style she likes and an artist she feels comfortable going to for her first tattoo

Motivations

- Amy would like a tattoo that is timeless, interesting and something she will enjoy for a long time
- She has a burgeoning interest in tattoos and considers them a nice way to express individuality and creativity
- Her friends are starting to get tattoos and this has raised her interest in getting one

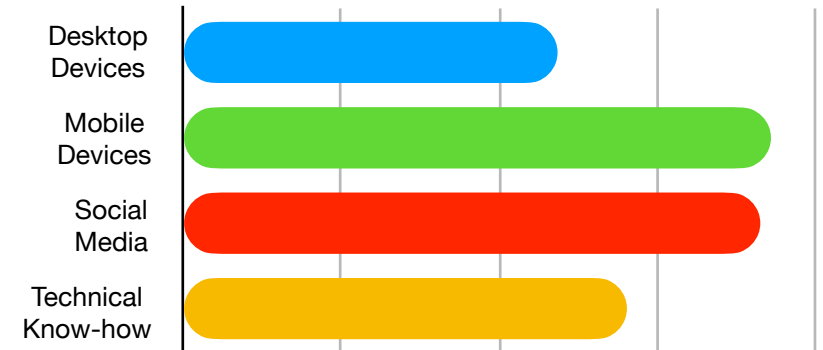
Frustrations

- As a newbie to tattooing, Amy doesn't really know where to start
- There is a lot of information out there but it is hard to find things specific for newbies who don't know that much to start with
- The quantity of tattoo 'inspiration' online is so scattered and vast she just get lost and overwhelmed when trying to look for ideas
- She often finds inspiration while on the go and needs a way to easily keep track of inspiration she finds and save it to come back to later.
- She is finding it hard to find reliable reviews on tattoo studios and artists

Everyday Activities

- Full-time work 9am-5pm
- Meets with friends for after work drinks some days during the weeks
- On weekends meets with friends to go out, have brunch and enjoy her free time
- Enjoys going to the beach as much as she can
- Live an active lifestyle and goes to the gym 3-4 times a week before work

Device & Internet Usage



Notable Quotes

- *"Recommendations for tattoo artists are important, and 'word of mouth' is probably the best way to get an idea of what they are like"*
- *"I want a tattoo that is timeless, that I won't get bored of in a few months time"*
- *"Searching online for tattoo information is time consuming, it would be good to have it all in one place to easily plan my tattoo and get the info I need"*

Jackson, The Enthusiast



Male, 32 years old

Location:

Bristol, England

Education:

Has completed a number of apprenticeships in Hospitality

Demographics:

Caucasian, engaged to be married and living with his partner.

Profession:

Bar Owner/Manager
Full-Time

Goals & Needs

- Jackson has a number of tattoos already, so is very specific about the style of tattoo inspiration he is looking for. He needs to find results on very specific searches.
- The tattoo artist is just as important to Jackson as the tattoo itself, and wants to find a tattoo artist who's tattoo style fits perfectly with what he wants.
- As a small business owner himself, it's important to Jackson to support local businesses

Motivations

- Jackson is a tattoo enthusiast and would like to add to his collection of tattoos
- While not necessarily a creative himself, he enjoys the tattoo culture and creativity behind the scenes
- He enjoys finding & supporting upcoming tattoo artists, but still likes to keep within a general style of his existing tattoos

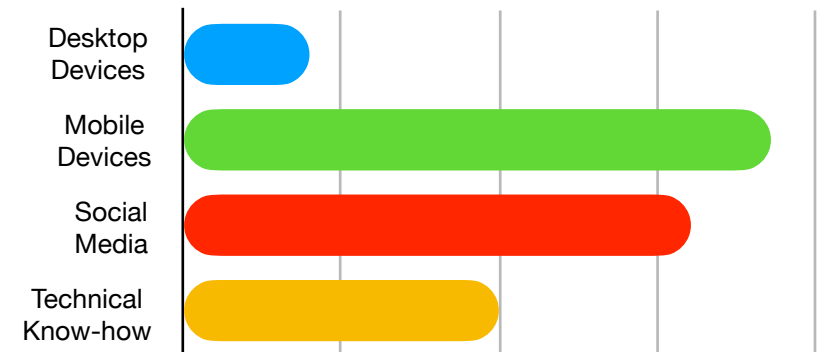
Frustrations

- As he is very specific about what he wants to his tattoos, Jackson can find it difficult to navigate through the wealth of online tattoo inspiration
- Due to his growing collection of tattoos, Jackson finds it difficult to figure out & visualise where to place new tattoos so they fit with his existing collection
- He likes to support local artists but can find it difficult to find them due to lack of exposure

Everyday Activities

- Irregular working hours depending on the needs of the bar
- Mostly socialises while he is at work
- On his days off likes to go and explore around the city and check out new areas.
- Likes to attend art/cultural festivals and events around town

Device & Internet Usage



Notable Quotes

- *"I spend time researching different styles and finding the right tattoo artist for each piece"*
- *"I follow tattoo artists on social media because I like to see the whole creative process from start to finish, and it can be a good way to find new artists"*
- *"I'm quite a visual person, so having the ability to visualise where a new tattoo will go and how it sits with my other tattoos would be helpful"*