



Amy
Female, 23 years old
Digital Marketing Assistant

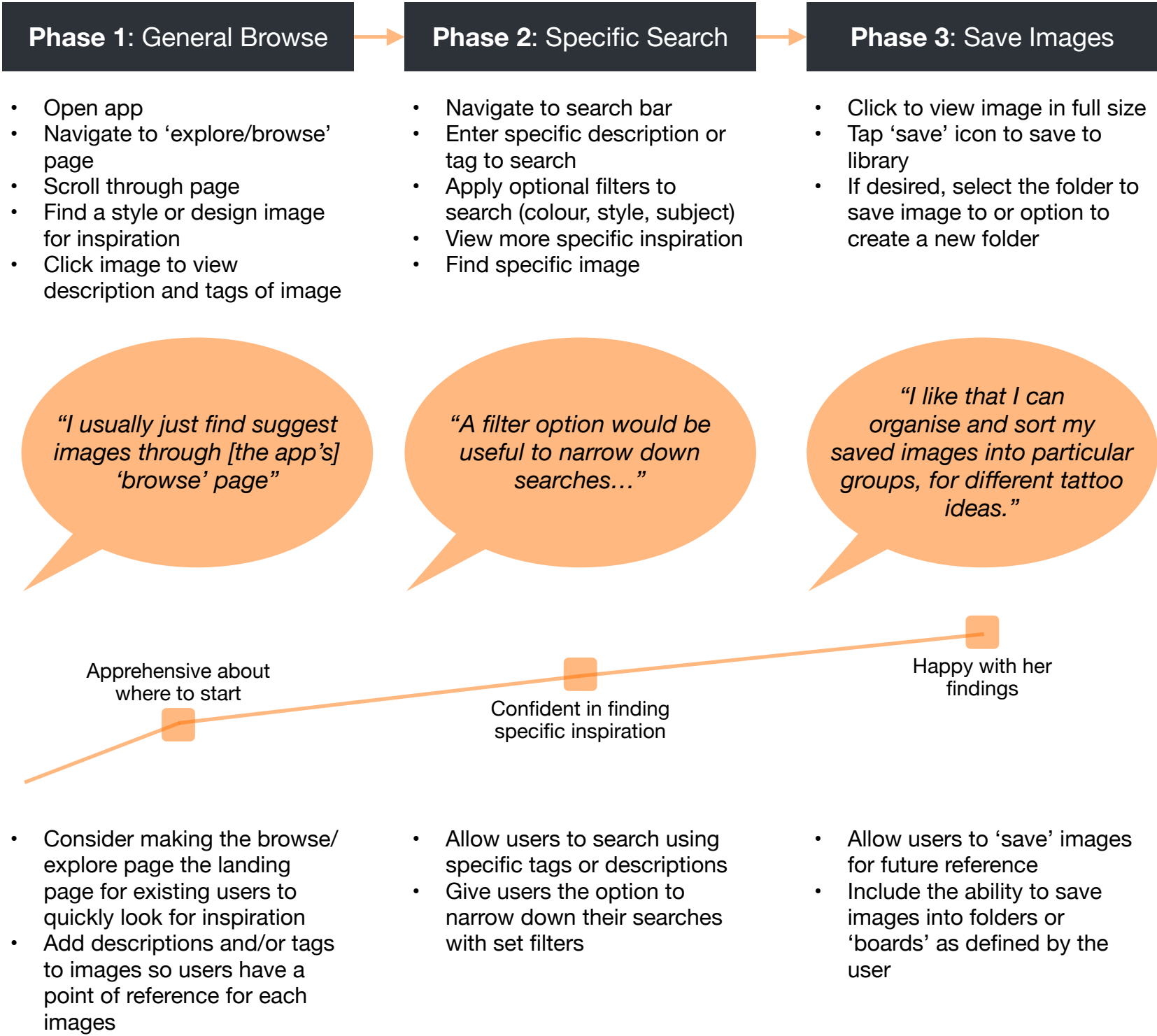
Amy has been considering getting her first tattoo for some time, and has decided to start researching into different styles of tattoos and how to get one. She has no idea where to get started, and needs a thorough go-to source to get all the inspiration and info she needs in one place. She is busy, so 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

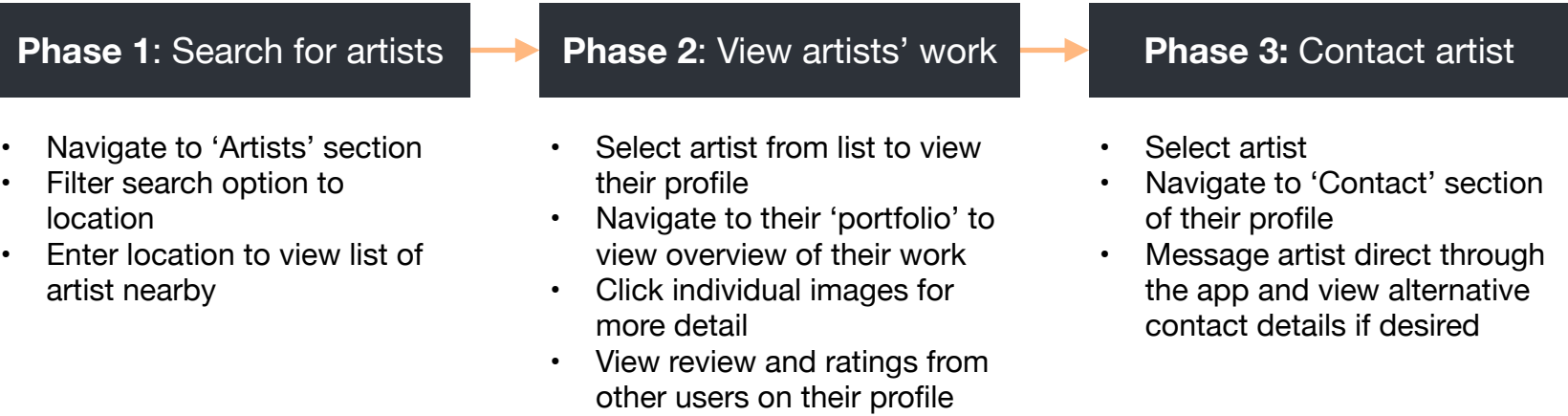




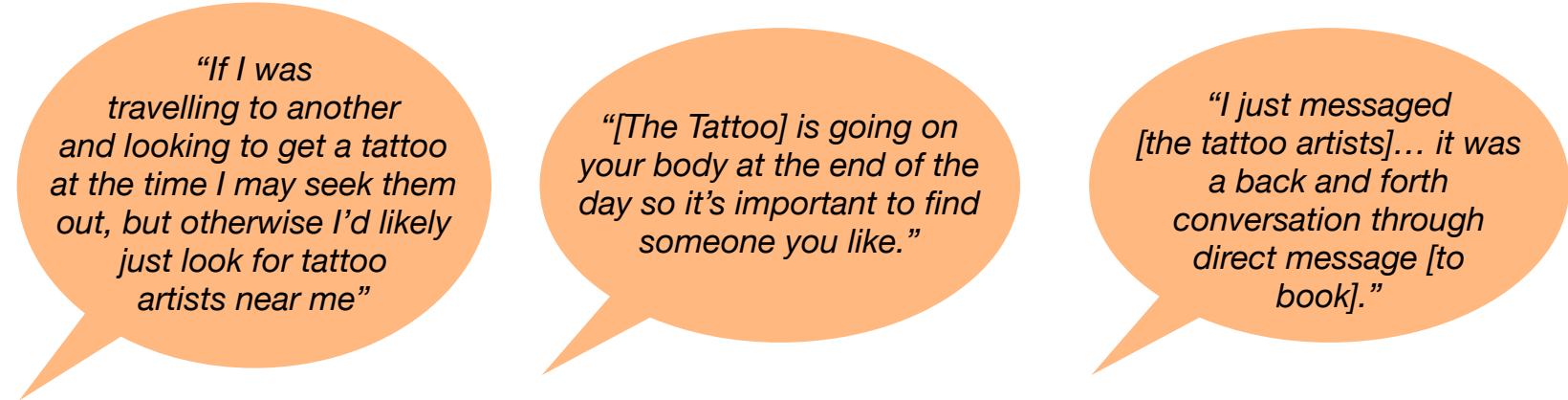
Jackson
Male, 32 years old
Bar Owner/Manager

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.

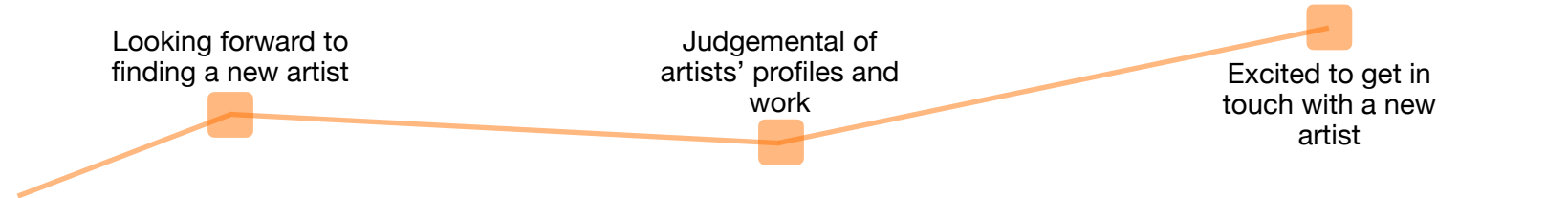
TASKS



THOUGHTS



EMOTIONS



OPPORTUNITIES

