

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.

Phase 1: General Browse

- Open app
- Navigate to 'explore/browse' page
- Scroll through page
- Find a style or design image for inspiration
- Click image to view description and tags of image

Navigate to search bar

Phase 2: Specific Search

- Enter specific description or tag to search
- Apply optional filters to search (colour, style, subject)
- View more specific inspiration
- Find specific image

- Phase 3: Save Images
- Click to view image in full size Tap 'save' icon to save to
- library
- If desired, select the folder to save image to or option to create a new folder

THOUGHTS

"I usually just find suggest images through [the app's] 'browse' page"

"A filter option would be useful to narrow down searches..."

"I like that I can organise and sort my saved images into particular groups, for different tattoo ideas."

EMOTIONS

OPPORTUNITITES

Apprehensive about where to start

Confident in finding specific inspiration

Happy with her findings

- Consider making the browse/ explore page the landing page for existing users to quickly look for inspiration
- Add descriptions and/or tags to images so users have a point of reference for each images
- Allow users to search using specific tags or descriptions
- Give users the option to narrow down their searches with set filters
- Allow users to 'save' images for future reference
- Include the ability to save images into folders or 'boards' as defined by the user



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, of their work to easily find the right tattoo artist and make contact with them.

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

and quickly get an overview

"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 vou like."

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

Looking forward to finding a new artist

Judgemental of artists' profiles and work



Excited to get in touch with a new artist

- 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

OPPORTUNITIES

THOUGHTS

EMOTIONS