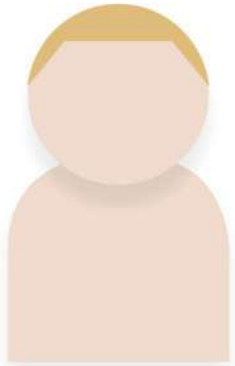


ALEX

the tenderfoot



22 years old

male

student in economics

London, United Kingdom

0 tattoos

Desktop devices



Mobile devices



Social media



Technical skills



BACKGROUND

Alex appreciates good design and art and likes to surround himself with creative people, but considers himself to not have a creative bone in his body. He has always had an interest for tattoos, yet he has decided to play it safe, because he feels he does not know enough to make a decision he will not regret. He doesn't really know where to start.

NEEDS

- Alex needs help putting his idea on to paper.
- He wants to find an artist with the right style.
- He wants to go to one place for all the information about tattoos.
- He wants to look for artists/studios by style + location.
- Wants to know an artist's personal rules.

FRUSTRATIONS

- When searching for an appropriate artist in his area Alex finds it difficult to find reputable studios that actually do the style he is looking for. And he ends up abandoning his search.
- He doesn't want to be that customer that asks too many questions and annoys the artist. He doesn't want to feel stupid.

MOTIVATIONS

- Alex wants a meaningful tattoo that represents his family.
- Wants a memorable experience of getting his first tattoo.

BEHAVIOUR

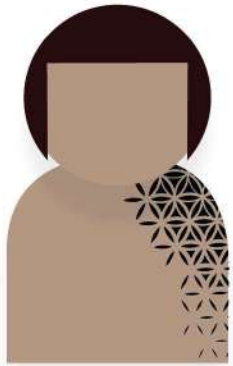
- Alex is usually busy studying which involves his laptop most of the time.
- He looks at Instagram during his lectures or before going to bed. Usually he ends up on tattoo related profiles looking for inspiration.

QUOTES

- "It would be great if there was somewhere I could look up artists by style and location."
- "I just don't know what questions to ask."
- "It would be good to know everything that can happen. Like a guide — Everything You Need To Know About Tattoos."

JESSIE

the one with
regrets



35 years old

female

artist

Paris, France

7 tattoos

Desktop devices



Mobile devices



Social media



Technical skills



BACKGROUND

Jessie spends most of her time in her studio creating new work. Tattoos are just another art form to her and she enjoys collecting different styles on her body. She regrets her first tattoo, which she believes is due to the fact that she didn't know enough about the artist and their work. Since then she will not get a tattoo by an artist she doesn't feel a bond with and whose work she hasn't sufficiently researched.

NEEDS

- Jessie needs a personal connection to the artist. It's not just about a transaction.
- She wants to see photos of an artist's work.
- She is looking for an artist with the skills to cover up her first tattoo.

FRUSTRATIONS

- A tattoo on her hand faded very quickly. She has to have it touched up frequently. This was an investment she hadn't expected.
- Jessie is annoyed by seeing photos of freshly done tattoos. Only healed tattoos are representative of good work.
- She finds it difficult to find an artist she can trust to cover up her tattoo.

MOTIVATIONS

- Jessie likes to collect tattoos by different artists like works of art.
- She enjoys capturing spontaneous creative moments and ideas she shares with tattoo artists.

BEHAVIOUR

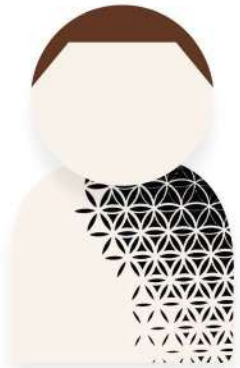
- Jessie goes through periods where she is highly focused on her work and will go days without seeing a person.
- She mainly uses her phone and laptop for communication or research. She rarely looks at any social media.
- She gets her inspiration for her art or tattoos from books and her outings.

QUOTES

- "I don't really use Instagram. I just stumble across inspiration in my day to day life."
- "Sometimes I just meet a tattoo artist, we get along, I like their style and I ask them to do something for me. Or they have something they want to try out on me. For me it's all about the process."
- "You need to understand who you're working with or you might end up with a tattoo you don't like."

MATT

the collector



30 years old

male

accountant

Berlin, Germany

25 tattoos

Desktop devices



Mobile devices



Social media



Technical skills



BACKGROUND

Matt has been a tattoo fan for years. For every new tattoo he gets he likes to think of a meaning and how to symbolise it. He will then pass this information on to an artist who's work he likes and let them make a custom design for him. He always sticks to a specific style — minimal line drawings.

NEEDS

- Matt needs an easy way to communicate with the artist to see if they are the right fit.
- He wants to be able to look at reviews. Other people's experiences are important.
- He wants to look up an artist's travel dates.
- When searching for inspiration he wants to choose filters like style, size and placement.

FRUSTRATIONS

- Matt wishes he had known before that the artist that did his first tattoo had a difficult personality. He didn't feel completely at ease.
- When googling for studios he finds it difficult to find artists with the style he likes in the location he's looking at.

MOTIVATIONS

- Matthias likes having meaningful tattoos to remind him of what is important to him.
- He considers his body an empty canvas to be creative with.

BEHAVIOUR

- During his commute Matt is usually on his phone looking at Reddit or scrolling through Instagram.
- If he's not out with friends he'll be watching Netflix while browsing the internet on his computer.
- He likes to travel and has more than once combined a trip with getting a new tattoo.

QUOTES

- "It's kind of like going to the doctor."
- "Communication is so important and feeling comfortable."
- "Reviews aren't always accurate, but you can get a good idea from them."