



Amber's Story

Amber is a 29-year-old full-time professional, working as a fashion designer for a nationally known women's apparel company. Often described as the "life of the party," she leads a bustling social life and loves going out with friends after work and on weekends. A tattoo enthusiast, she has amassed almost 20 of them since the time she was 18. She sees tattoos as an outward and public expression of who she is, and relishes their ability to spark interesting conversations.

Device & Social Media Usage

Laptop ●●●●○ Social Media ●●●●●
Mobile ●●●●●

Quotes

"I don't worry so much about whether or not I should get a certain tattoo; my bigger problem is figuring out where to put it and making sure it goes well with the ones I already have."

"Tattoos are a huge social experience for me. I love talking about mine, telling the stories behind them, and hearing from others on the stories behind theirs."

Activities

- Begins most mornings with yoga and a cup of coffee.
- Works 40 hours per week for an apparel company.
- Goes out with friends several nights a week and doesn't spend much time at home.
- Enjoys going out for various social activities, wine tasting, blogging on fashion and design trends, and chatting with other tattoo enthusiasts.
- Looks for opportunities to show off her tattoos and enjoys discussing the stories behind them with others.

Needs & Goals

- Wants to continue getting tattoos as often as a good idea comes along.
- Wants to complete a tattoo sleeve with interconnected designs.
- Wants her tattoos to adhere to a certain style and not deviate from it.
- Needs the reliability of a dedicated tattoo artist who she trusts.
- Needs an active community to engage with in order to be fulfilled socially.
- Wants to be a resource for others looking for tattoo advice and inspiration.

Concerns & Frustrations

- Financial constraints often delay the next big tattoo idea she has.
- Her go-to tattoo artist is in high demand, so she may have to wait a long time for an appointment.
- A few of her earliest tattoos don't match her current style.
- With a limited amount of unmarked skin remaining, she must choose wisely with the placement of each new tattoo.
- A lack of available friends on certain nights can mean a boring evening.

Amber

Relationship with tattoos:
"Social and stylish"

Number of tattoos: 18