

Kiara's Story

Kiara is a 21-year-old full-time student at the University of Georgia, a junior majoring in Human Development and Family Science. She leads a busy life, juggling school, work and an active social calendar. She's always been intrigued with tattoos, but lacks industry knowledge and has never been invested enough to take the plunge to get one. The loss of a family member has motivated her to get a tattoo in memoriam.

Device & Social Media Usage

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

Quotes

“For years I’ve wanted a tattoo to honor my cousin’s memory, but I’ve never been able to find just the right design — I also keep changing my mind on some of the details, so sometimes it feels impossible to make a decision.”

“I don’t take the decision to get a tattoo lightly — to permanently mark yourself is a big step. I also want it to be really meaningful since the one I want is to honor my cousin. So it’s definitely very personal.”

Activities

- Attends college classes five days a week.
- Spends several nights a week in the library studying and working on projects.
- Works part time on weekends as a barista at a local coffee shop.
- Enjoys hanging out with her boyfriend and friends, jogging, dancing, drawing, shopping, and trying out the latest new flavor of coffee.

Needs & Goals

- Wants a small and private tattoo on her thigh, dedicated to the memory of her cousin.
- Needs to find out the best way to view tattoo design inspiration.
- Wants to learn more about how getting a tattoo works and what to expect.
- Needs a high level of trust and confidence in knowing that getting her tattoo is safe, sanitary, professional, and something she won't regret.
- Needs apps that are quick and easy to use amidst her busy schedule.

Concerns & Frustrations

- As a student her finances are limited, so she can't spend too much on tattoos.
- She has never gotten a tattoo, and feels a bit intimidated and overwhelmed with how to go about the process.
- She's concerned about the safety and cleanliness of getting a tattoo.
- She's thought about a tattoo for years, but can't seem to find just the right design that she wants.
- Her time is limited, so apps and websites that are confusing or require too much time investment aren't useful.



Kiara

Relationship with tattoos:
“Pensive and profound”

Number of tattoos: 0