



## Travis' Story

Travis is a 33-year-old full-time professional, working as a product manager for a tech company. He keeps busy at home with his wife and two children, and enjoys working out and playing sports in his free time. He developed an interest in tattoos as a teenager, seeing them as a unique and exciting way to express individual passions. He got his first one in his early 20's, and a second several years later. He's very strategic with what he gets tattooed and where they go on his body.

### Device & Social Media Usage

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

### Quotes

“There are so many things I'd love to get tattooed, but I want to carefully choose the ones I get. I don't want to become so obsessed that I cover myself in them.”

“I love the versatility of being able to show off my tattoos when I want to, but also hide them when I need to. It's the best of both worlds.”

### Activities

- Works out in the morning before work at least three days per week.
- Has a 30-minute commute to work and likes to listen to podcasts.
- Works an 8:00 – 5:00 schedule in the office doing product management for a mid-size tech company.
- Spends most evenings at home with his wife and two children.
- Enjoys sports, exercise, hiking, traveling, and keeping up with the latest technology.

### Needs & Goals

- Wants several more tattoos in addition to the two he has, but wants to take his time and not force a decision.
- Wants his tattoos to have flexible visibility — when desired he loves to show them off, but at work and other formal situations he most often wants them hidden.
- Needs to spend a significant amount of time deciding on a tattoo idea and design before getting it done.
- Needs to find a good local tattoo artist since he is fairly new to the area.
- Wants platform options for either mobile or desktop since he uses his laptop as much or more than his smartphone.

### Concerns & Frustrations

- His previous tattoos were done in his hometown, and he and his family now live in a new area. Without recommendations from friends, he isn't sure how to find the best tattoo artist in town.
- He changes his mind a lot about potential tattoo ideas, which leads to hesitation about the next one he should get.
- He isn't sure whether getting a tattoo in a more visible body location might be problematic for his job, or limit future opportunities.

# Travis

**Relationship with tattoos:**  
“Casual and cautious”

**Number of tattoos: 2**