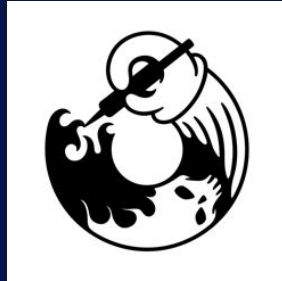


# Think Ink Tattoo App

## Competitor Analysis

# Competitor Profile: Inkstinct





# Key Objectives

Ink Instinct does not have a specific tagline or slogan, but they claim to have the most complete tattoo studio directory, and tattoo trends in every city in the world (quite a claim) in a custom feed. They also boast custom tattoo uploads to a user's profile and "ask an expert" features. Additionally, their appeal extends to tattoo artists, offering space for artists to showcase their best work.

The claims of having the most complete tattoo studio directory and showing tattoo trends in every world city are their primary stamps of superiority over the competition.



# Overall Strategy

Social media appears to be the key to Inkstinct's customer acquisition. A Google search for their name returns their website in the first position, followed by their Pinterest and Instagram pages. Their Pinterest has over 396,000 followers, while Instagram boasts over 624,000. There doesn't seem to be much press coverage or outside chatter about them, based on the first few pages of organic search results.

Inkstinct has a 4.9 rating on the App Store, though curiously it lists only 108 ratings despite being in existence since 2014. It looks as though the app has seen significant overhauls over the years, with most of the early reviews being 1 star, and the ones in the past few years averaging 5 stars. However, on Google Play the rating sits at only 2.7.



# Market Advantage

Ink Instinct does not have a strong SEO presence — searches for terms such as “tattoo apps”, “tattoo designs” and “tattoo inspiration” do not surface it anywhere near the top of search results. It also shows up rather far down the search results in the App Store — this would explain the low number of ratings, as it seems the app doesn’t have much exposure.

Indeed, it appears that its main market advantage is in its tattoo studio directory, which is really what the entire app experience is built around. According to an article on medium.com, Ink Instinct is the only app in the world to feature such a collection of tattoo artists, images and studios, built on a database that is synced with Facebook so that information is always kept up to date.



# Marketing Profile

InkStinct launched in 2014 with a large collection of tattoo studios represented, but quickly developed a database connecting to hundreds of thousands of studios all over the world. This feature is their main bread and butter, geared toward tattoo lovers around the world who are looking for design inspiration and/or to find specific studios and review work from artists. Apart from this, it doesn't offer much else in the way of content.

InkStinct is a smaller player on the tattoo app market, and doesn't appear to invest much into paid advertising. As already mentioned, its SEO is lacking as well. The app makes itself known primarily through social media, with a presence on Facebook, Instagram, Pinterest and Tumblr. Despite a limited following, they do post frequently on Facebook (multiple times a day most days), which certainly helps keep them relevant to their audience.



# SWOT Profile

## Strengths

- Vast database of tattoo studios all over the world, integrated with a searchable map and kept up-to-date through sync with Facebook.
- Easy to quickly view tattoo designs and get inspiration by viewing photos from studios around the world.

## Weaknesses

- Limited potential, with few features beyond its database of studios and gallery of tattoo designs.
- Small audience; lacking in marketing opportunities, SEO, and downloads.
- Some UX/UI elements that aren't very intuitive.

## Opportunities

- Increased features and content to provide a comprehensive solution to all things tattoo related that a user may be interested in.
- Better marketing strategy and SEO to increase exposure, downloads and consumption of the app.

## Threats

- Other tattoo apps with more features and a larger community.
- Competitors in the tattoo industry with superior marketing.
- Minimal budget and resources could limit further development.

# Competitor Profile: Tattoodo







# Key Objectives

Tattooodo's website displays several prominent taglines such as "The World's Largest Tattoo Community" and "Make your mark". Their purpose statement says, "Tattooodo is the home of global tattoo culture. We facilitate your tattoo journey with individualized inspiration and guidance finding the right artist for a tattoo you love."

In addition to an extensive gallery of tattoo designs, tattoo artists, and tattoo studios, their website features a blog, videos, tattoo guides, and a booking process. The app is sleeker on content, focusing on just the designs, artists and a few of the community features.

They set themselves apart from the competition with a robust and beautifully designed app/website featuring a rather comprehensive package of content. Their claimed title of being the world's largest tattoo community clearly speaks to this as well.



# Overall Strategy

Tattoodo's claim of being the largest tattoo community is backed by their position in search rankings – queries for “tattoos” and “tattoo apps” return Tattoodo pages at the top of the results. They have a social media presence on most of the major platforms – Instagram (3.5m followers), Facebook (17m likes), Pinterest (459,890 followers), and Twitter (14,142 followers). The iOS app has a 4.7 rating from over 3,500 reviews, and a 4.1 from over 22,000 reviews on Google Play.

Digging deeper into organic search results reveal a number of articles and press material related to the company. It was co-founded by Ami James, a very famous tattoo artist, which also helps explain the exposure and following they have.

Clearly, Tattoodo has positioned itself well to attract customers with a prominent spokesman, strong SEO, social media and a vibrant community of existing users.



# Market Advantage

Tattoodo appears to have a rather significant market advantage due to a strong showing in pretty much all the major areas – they were co-founded and sponsored by a tattoo celebrity, their app and website are well designed and feature a variety of content, they have a large existing community, millions of social media followers, and their SEO is strong.

Notably, Tattoodo does lack some key features that other competitors have, such as Inkhunter, which focuses on augmented reality to allow users to visualize what tattoo designs will look like on their body.



# Marketing Profile

Tattoodo launched in 2013 as “the world’s premiere destination for tattoo culture and lifestyle.” The company was co-founded by well-known media personality Ami James, and is supported by other big names in the industry. It seems they have followed through with their mission, as the site and app contain most of the information and features that a tattoo enthusiast would be interested in. Aside from the tattoo design/artist/studio galleries, the in-depth articles and guides would be particularly helpful for newcomers and those interested in a deeper dive.

Tattoodo is one of the biggest names on the market, which is reflected by their number of active users, social media presence, and high SEO. Of course, none of this would be relevant without a well-designed, functional and enjoyable-to-use product, which it checks most of the boxes on as well. Both the app and website are quality products, though as mentioned previously, the app is more limited in terms of content and guest-accessible features.



# SWOT Profile

## Strengths

- Well-designed and functional website/app.
- Worldwide galleries of tattoo designs, artists, and studios.
- Large, active community of users and strong social presence.

## Weaknesses

- Lacking some key features that other competitors have (such as Inkhunter).
- Mobile app has limited features, even more so if used as a guest.
- Some minor UX/UI issues with the app that could be improved.

## Opportunities

- Several key features that could fill a significant user need (such as AR tech, language translations, hygiene grades, preventing regret, etc).
- Enhancing existing features with more robust/interactive functions.

## Threats

- Other tattoo apps with unique features or more features.
- Some app users may be turned off by the limited guest features and use other resources instead.

# Competitor UX Analysis: Tattoodo



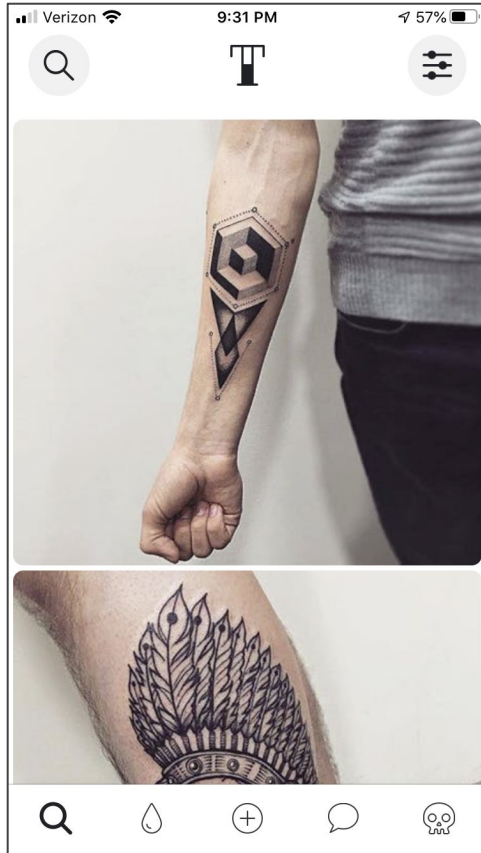
# Usability

Tattoodo's overall user experience is solid. It cuts out many of the features found on their website, and sticks primarily to showcasing tattoo designs and searching for artists and studios.

It is easy to navigate through the different sections of the app, and the controls and screens are responsive. Two handy options for searching and filtering tattoo design results allow for easy access to what kind of inspiration you are looking for.



# Layout

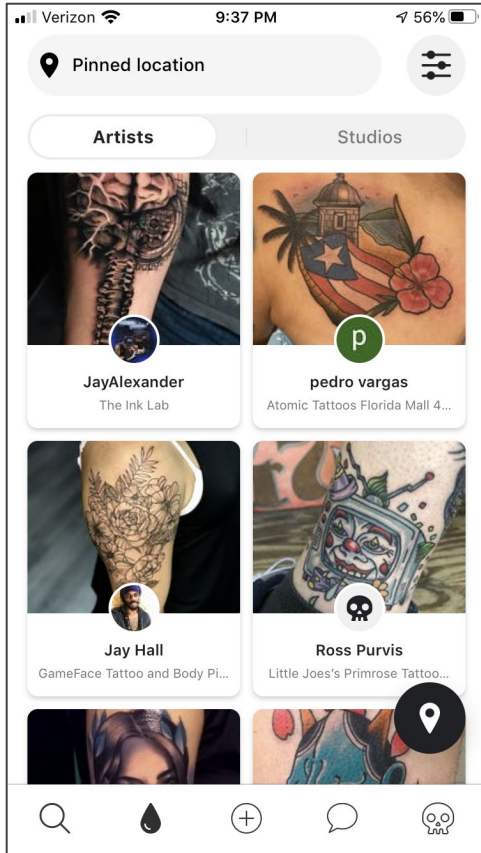


The gallery of tattoo designs are front and center within the app, as they should be. The endless scrolling ability through each image is the type of functionality you would expect for a visual gallery such as this.

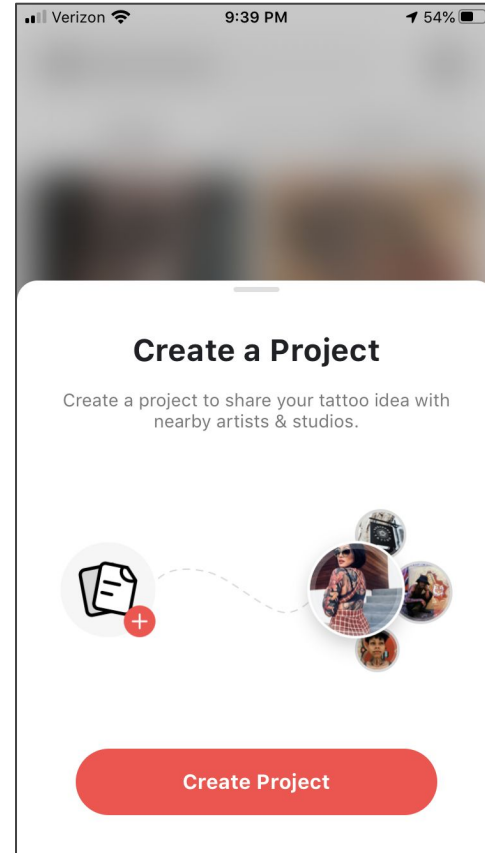
The main navigation menu sits at the bottom and each item is nicely spaced. The top of the screen features the Tattoodo logo in the center, with the search and filter options on either side.



# Layout



The artists and studios page also features a tile image layout for quickly scrolling through results, with an interactive map you can pull up to pin a location.



The “Create a Project” page loads a prompt that must be followed to continue. The last two page options selectable from the navigation menu are not accessible for guests, and prompt a sign up screen.

The overall layout is simple and easy to use.

# Navigation Structure



Tattoodo's navigation menu is easy to find, looks crisp, and is uncluttered. However, a few of the icons have unclear meanings.

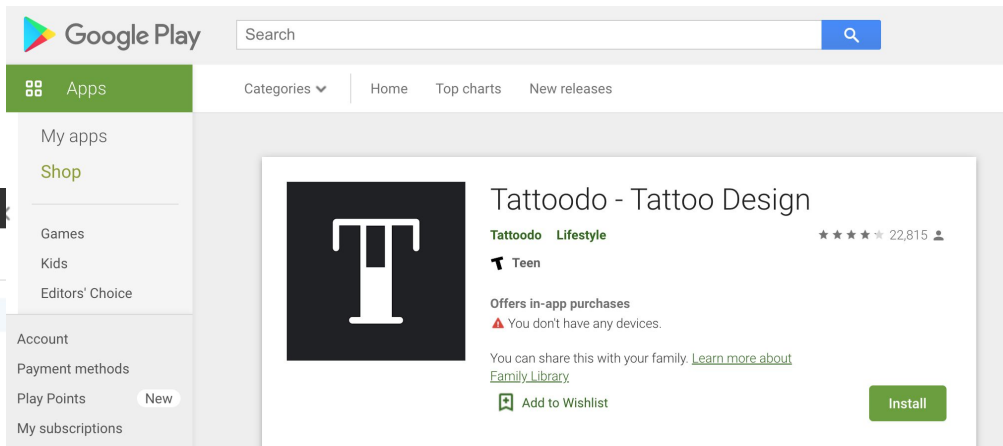
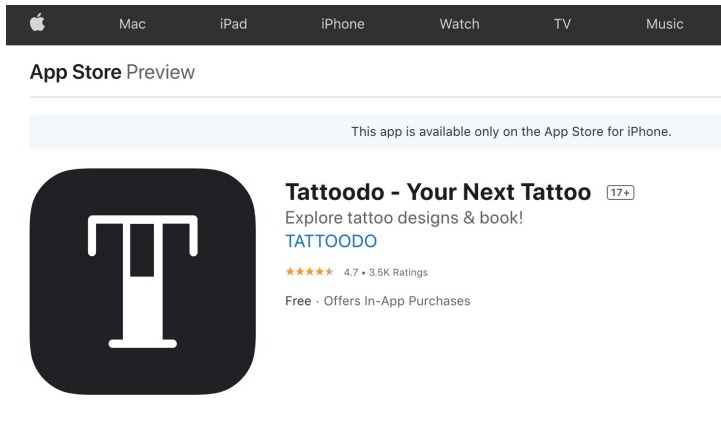
The magnifying glass is instantly recognizable as a search page (it's also the page the app loads on), and presumably the ink drop leads to a page with more info on tattoos.

The trouble starts on the third icon. The plus sign indicates it is to add or create something, but intuitively it is not clear what would be created. The fourth icon of a speech bubble appears to be some sort of chat or community page, but it is not accessible as a guest. The final skull icon is likely to leave a user clueless, and it also is not accessible as a guest, so there's really no way of knowing what it is for.

The app could benefit from an explanation or some more signifiers of what the nav icons mean — perhaps either a brief onboarding tutorial, or text labels on each one.

# Compatibility

The Tattoodo app is available on iPhone and Android. The Tattoodo website is mobile-responsive, and compatible across multiple browsers for both Mac and PC.



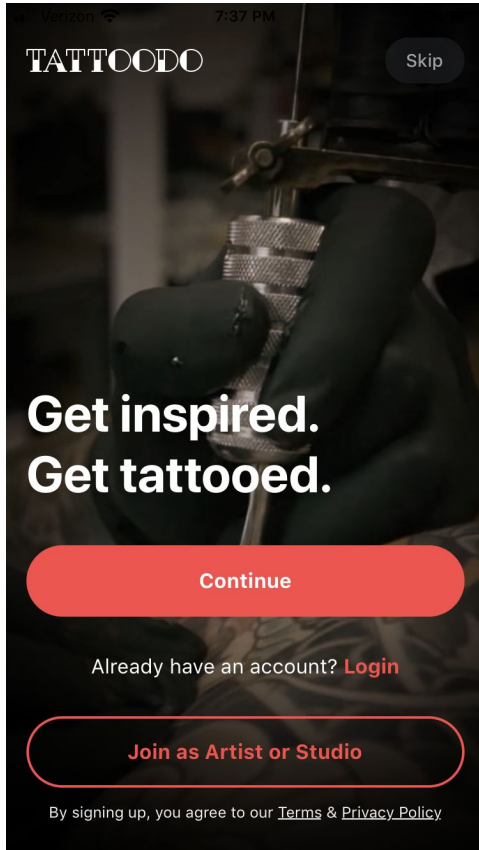
# Differentiation

The app shines in its clean and attractive UI, responsive touch controls, and near-endless gallery of design inspiration and artist/studio listings. Combined with its dedicated user base, Tattoodo is a powerful player on the market.

However, the app has several vulnerabilities:

- It lacks the depth of content its website counterpart has. An up and coming product could add additional, in-depth content to fill the gap, such as articles, hygiene reviews, the “price meter”, the “regret preventer”, and so forth.
- Two of the five main sections of the app require sign up to access — in fact, you must sign up to even know what these sections are for, as there is no explanation given.
- There is no onboarding process or instructions to orient the user and explain the app features, or some of the potentially confusing aspects, such as the ambiguous navigation icons.

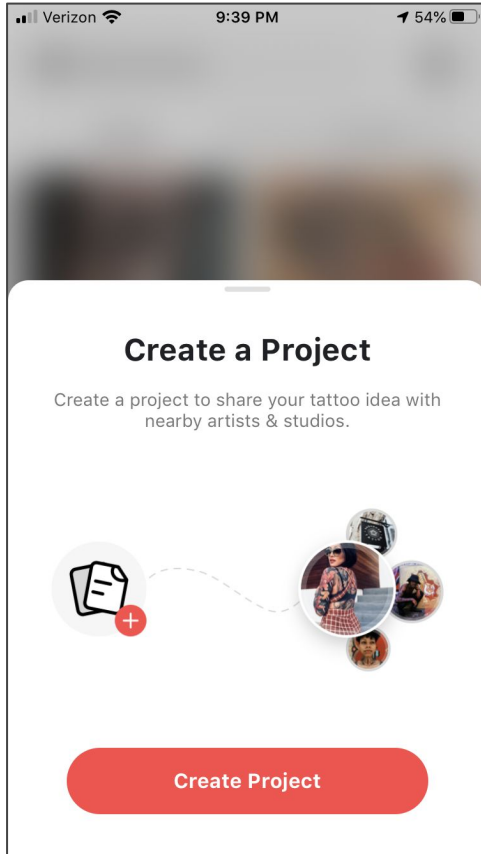
# Calls to Action



The sign-up option is presented upon loading the app for the first time. Thankfully, it has a “Skip” option in the top right corner that allows for guest access to the main services. As mentioned previously, the last two options in the main nav load this same sign-up screen.

Though it’s annoying you can’t access these options or even know what they’re for without signing up, at least the sign-up process is straightforward.

# Calls to Action

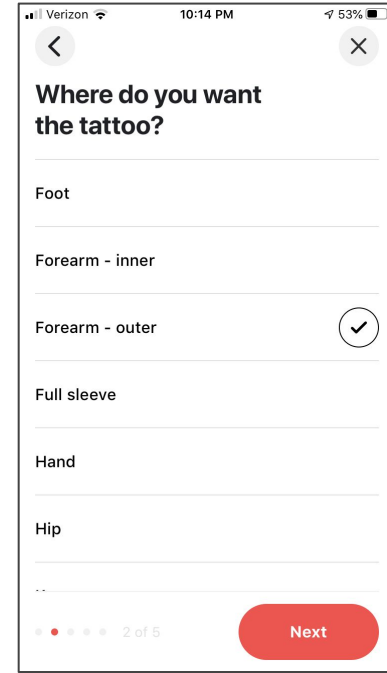
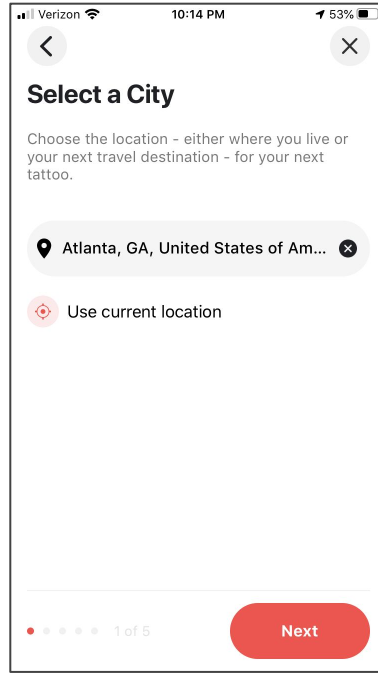
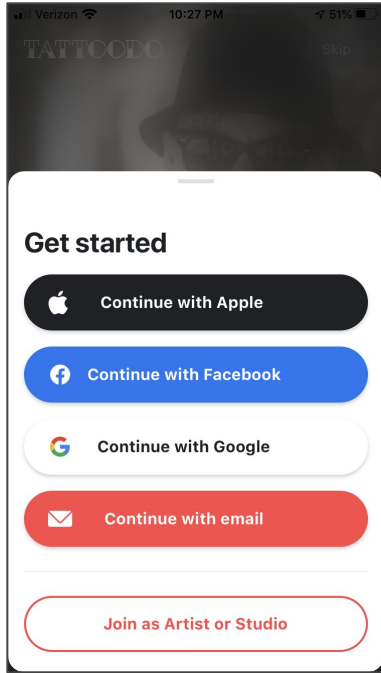


The middle option in the nav menu loads a “Create a Project” CTA.

Though there is a very brief description included, it is still unclear what exactly a “project” is in this instance, or what the process looks like — how long will it take and how involved is it? Does the user have to be able to draw well to do it? How does the user distribute it when it’s done? Does the user have to share any personal info?

Presumably these answers would be revealed upon continuing, but it would be nice to have a little more info to have an idea of what to expect.

# Calls to Action



Although a few aspects create some friction, overall, Tattoodo's calls to action are rather easy to follow once you get started. They also effectively utilize progressive disclosure, and benefit from a clean and simple UI.