

# Think Ink Tattoo App

## User Research Analysis

# Interview Data

# Interview #1



Christina

## Behaviors & Attitudes

I like reading and writing, going on walks, making artwork, playing piano, and going to the beach.

I'm afraid that body changes from pregnancy would distort the tattoo I'd like to have.

I like online forums of groups to discuss certain topics with.

I have a saved Pinterest board where I look at tattoo designs.

## Needs & Goals

I've always wanted a tattoo on the front of my hip.

I want to think about a tattoo for a long time (1 year+) to avoid having regret later.

I would like a way to get a semi-permanent tattoo as a trial run before making a commitment.

## Frustrations

I don't know what all options exist for exploring tattoo designs.

I haven't been able to find the exact design I want for a tattoo.

## Quotes

"Getting a tattoo is very personal and private because it's a permanent change to your body. You're permanently marking yourself."

"I'm not in the tattoo world, so I don't know who to go to, who to avoid, who's great and who's not great..."

# Interview #2



Amanda

## Behaviors & Attitudes

I like to hang out with friends and family, go to the beach or pool, go shopping, or activities outdoors.

I have a dedicated tattoo artist. If something interests me, I'll tell him and he'll draw it up.

Finances are most likely to delay the decision to get a new tattoo.

I would like reading posts from an online tattoo community, but probably wouldn't post myself.

I have 13 tattoos, and am most proud of the lioness tattoo on my shoulder.

## Needs & Goals

Proper sanitation and health safety are important and need to be carefully considered when getting a tattoo.

I want to think through the decision on a tattoo and make sure I'll still like it in a few years.

## Frustrations

I've regretted a tattoo decision in the past.

The healing stage can be frustrating; it can leave scarring if you mess it up.

## Quotes

"For me, getting a tattoo is a more open experience. I like it because it's a big conversation starter."

"I have an okay time describing what I want [in a tattoo], or what I'm picturing in my mind."

# Interview #3



Matt

## Behaviors & Attitudes

I like to go to the gym after work, go to the beach, travel, and see new places.

I have a shoulder-to-wrist tattoo sleeve. I made the decision for a sleeve and went that direction.

For tattoo inspiration, I'll come up with a general idea and then look at image searches online for specifics.

An online community including tattoo artists could be valuable, but just random people could be annoying.

If I start flip-flopping or second guessing a tattoo idea, that would give me pause and I'd wait longer to make sure.

## Frustrations

For in-demand artists, it can be frustrating having to wait months to book an appointment.

It can be hard to properly convey to the artist a tattoo design concept that's in your head.

## Needs & Goals

I want to take time picking the tattoo I want so that I don't make a rash decision I later regret.

I want to see only the certain styles of tattoos that I'm interested in when looking at design ideas.

## Quotes

"Being able to explain and convey what you want to an artist - if there's a way to make that better, that's the million-dollar question."

[On a question to ask to help prevent tattoo regret]  
"Is this something I'm going to be embarrassed that my mom sees?"

[On the private or open nature of tattoos] "A little of both. I wanted the artwork to be specific and unique, but they didn't have a major deep meaning."

# Affinity Map

## Lifestyle & Leisure

I like reading and writing, going on walks, making artwork, playing piano, and going to the beach.

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## Tattoo Community

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"For me, getting a tattoo is a more open experience. I like it because it's a big conversation starter."

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## My Tattoos

I've always wanted a tattoo on the front of my hip.

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I have 13 tattoos, and am most proud of the lioness tattoo on my shoulder.

## Tattoo Deterrents

I'm afraid that body changes from pregnancy would distort the tattoo I'd like to have.

Finances are most likely to delay the decision to get a new tattoo.

If I start flip-flopping or second-guessing a tattoo idea, that would give me pause and I'd wait longer to make sure.

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## Design Inspiration

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It can be hard to properly convey to the artist a tattoo design concept that's in your head.

I want to see only the certain styles of tattoos that I'm interested in when looking at design ideas.

I have a dedicated tattoo artist. If something interests me, I'll tell him and he'll draw it up.

## Tattoo Considerations

I would like a way to get a semi-permanent tattoo as a trial run before making a commitment.

Proper sanitation and health safety are important and need to be carefully considered when getting a tattoo.

The healing stage can be frustrating; it can leave scarring if you mess it up.

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## Tattoo Regret

I want to think about a tattoo for a long time (1 year+) to avoid having regret later.

I've regretted a tattoo decision in the past.

I want to take time picking the tattoo I want so that I don't make a rash decision I later regret.

[On a question to ask to help prevent tattoo regret]  
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## Working with an Artist

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## The Tattoo Experience

"Getting a tattoo is very personal and private because it's a permanent change to your body. You're permanently marking yourself."

"For me, getting a tattoo is a more open experience. I like it because it's a big conversation starter."

[On the private or open nature of tattoos] "A little of both. I wanted the artwork to be specific and unique, but they didn't have a major deep meaning."

# Findings & Insights



# Lifestyle & Leisure

I like reading and writing, going on walks, making artwork, playing piano, and going to the beach.

I like to hang out with friends and family, go to the beach or pool, go shopping, or activities outdoors.

I like to go to the gym after work, go to the beach, travel, and see new places.

## Finding

- People who have/are interested in tattoos come from a wide demographic – they have a variety of lifestyles and enjoy many types of activities.

## Insight

- The stereotypical tattoo demographic being limited to those such as sailors, bikers and rappers is a thing of the past. Tattoos are much more common and acceptable in society today, so product design needs to reflect the diverse spectrum of users.

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## Findings

- People enjoy a community to discuss topics they are interested in.
- There is greater value in hearing from and engaging with tattoo artists and individuals who are more committed and serious about the topic.
- People may be more likely to browse and read existing discussions than to create new topics and post themselves.

## Insights

- Hobbies are more fun when you can share them with others, but there are also limitations to how much a person wants to be involved. Also, random participants who think they know more than they do could be annoying instead of helpful.
- The app should have community features, but provide ways to follow along without direct engagement, as well as customization options (who to follow, muting certain threads or users, etc.) to enhance the community experience.

# My Tattoos

I've always wanted a tattoo on the front of my hip.

I have a shoulder-to-wrist tattoo sleeve. I made the decision for a sleeve and went that direction.

I have 13 tattoos, and am most proud of the lioness tattoo on my shoulder.

## Findings

- People are usually very strategic with the exact style and placement of their tattoos.
- When people get additional tattoos, they often use specific design choices to tie the new artwork to their existing tattoos.
- Unless it's one they regret, people are prideful of what their tattoos represent.

## Insights

- Whether private and emotional or open and casual, tattoos are powerful symbols of individual taste and expression. As a permanent alteration to your body, they truly do become a part of you.
- App content should be sensitive to this reality by emphasizing the significance and ramifications of tattoos, as well as providing suggestions on ways new tattoo designs/locations could be strategically linked to existing ones.

# Tattoo Deterrents

I'm afraid that body changes from pregnancy would distort the tattoo I'd like to have.

Finances are most likely to delay the decision to get a new tattoo.

If I start flip-flopping or second guessing a tattoo idea, that would give me pause and I'd wait longer to make sure.

Proper sanitation and health safety are important and need to be carefully considered when getting a tattoo.

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## Finding

- There are a variety of reasons someone may be deterred from getting a tattoo. Health, finances, and fear of regret are among the top considerations.

## Insights

- The implications of a misstep in one of these areas could prove extremely detrimental:
  - An unsanitary tattoo procedure could result in a life-changing infection.
  - Pregnancy could distort and ruin a design.
  - Overspending on expensive tattoos could put you into debt.
  - Regretting a tattoo could cause frustration and embarrassment for the rest of your life.
- The app should focus on features and content that offer as much objective information and insight as possible on ways to address these potential deterrents.

## Design Inspiration

I have a saved Pinterest board where I look at tattoo designs.

For tattoo inspiration, I'll come up with a general idea and then look at image searches online for specifics.

"I have an okay time describing what I want [in a tattoo], or what I'm picturing in my mind."

I don't know what all options exist for exploring tattoo designs.

I haven't been able to find the exact design I want for a tattoo.

It can be hard to properly convey to the artist a tattoo design concept that's in your head.

I want to see only the certain styles of tattoos that I'm interested in when looking at design ideas.

I have a dedicated tattoo artist. If something interests me, I'll tell him and he'll draw it up.

## Findings

- Google Image search, as well as social sites such as Instagram and Pinterest, are among the most common methods used for searching tattoo design inspiration.
- Not everyone is aware of the existing options available for exploring tattoo designs.
- Finding the exact design you want and properly conveying the design idea to an artist can be time-consuming and challenging.
- Tattoo styles can be very different and distinct. Some people are more opinionated than others when it comes to their preference.

## Insights

- The most common social media and image search platforms will naturally be most known and accessible to users who are seeking design inspiration. There will need to be exceptional marketing for a new tattoo app to become known and successful.
- The design galleries in the app need to be extensive, with numerous search and filter methods available in order for users to refine searches for the very distinct designs they may be looking for.

# Tattoo Considerations

I would like a way to get a semi-permanent tattoo as a trial run before making a commitment.

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The healing stage can be frustrating; it can leave scarring if you mess it up.

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## Findings

- Having a way to “preview” a tattoo, by getting a temporary one or using a technology feature to emulate one, would be useful options to people, especially those who are hesitant or have never gotten a tattoo before.
- Health and safety are of great importance and something nearly everyone takes into careful consideration when choosing a tattoo studio and artist.
- There are elements to the tattoo process, such as the healing stage, that can be misunderstood or frustrating if not handled correctly.

## Insights

- Because of the multitude of factors playing into the tattoo process, people have many things to consider. Being certain in the decision to get one, knowing what it will look like when finished, knowing what to expect, knowing it is safe and sanitary, and understanding the many nuances – confidence in each of these areas will help people feel much more informed and ready to take the plunge to get tattooed.
- The app should focus on features and content that offer as much objective information and insight as possible on ways to address these many considerations.

# Tattoo Regret

I want to think about a tattoo for a long time (1 year+) to avoid having regret later.

I've regretted a tattoo decision in the past.

I want to take time picking the tattoo I want so that I don't make a rash decision I later regret.

[On a question to ask to help prevent tattoo regret]  
"Is this something I'm going to be embarrassed that my mom sees?"

I want to think through the decision on a tattoo and make sure I'll still like it in a few years.

## Finding

- Regretting a tattoo is a very real concern, and something most people take seriously when considering getting a tattoo. Because of this, they are likely to spend a considerable length of time making the decision, although what is deemed a "considerable length of time" may be very subjective, depending on the person.

## Insights

- Permanently marking your body is not something to take lightly, and even seasoned tattoo enthusiasts aren't likely to get one on a complete whim.
- The app should have a significant focus on features and content addressing the concerns of tattoo regret and ways that people can take proper precautions and considerations to minimize this risk.

# Working with an Artist

For in-demand artists, it can be frustrating having to wait months to book an appointment.

It can be hard to properly convey to the artist a tattoo design concept that's in your head.

"Being able to explain and convey what you want to an artist - if there's a way to make that better, that's the million-dollar question."

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## Findings

- People who are established in an area are more likely to have a dedicated tattoo artist they return to for any new ink.
- If someone is new to an area or has never gotten a tattoo, they may not know where to start with looking for an artist. Online searches and word-of-mouth recommendations from friends are two common approaches.
- The best and most popular artists can be hard to get in to see — you may have to wait months for an appointment.
- It can be difficult to properly transfer the design ideas in your head to your artist in order for them to actualize it on paper.

## Insights

- Finding the right tattoo artist and having good communication with them is hugely important. Because they differ in skill, experience, style, and communication techniques, it isn't sufficient to choose one haphazardly.
- The app should include detailed profiles and portfolios of available tattoo artists, methods to contact and communicate with them, and the ability to see estimated appointment-booking wait times.



# The Tattoo Experience

"Getting a tattoo is very personal and private because it's a permanent change to your body. You're permanently marking yourself."

"For me, getting a tattoo is a more open experience. I like it because it's a big conversation starter."

[On the private or open nature of tattoos] "A little of both. I wanted the artwork to be specific and unique, but they didn't have a major deep meaning."

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## Finding

- How a person experiences and relates to tattoos can differ dramatically. For some it is very personal and private while for others it is casual, open, and a major conversation starter. To some people it can be a mixture of both.

## Insights

- It is easy to see why tattoos are so personal for many people — the permanent nature, along with the deep meaning and symbolism so many tattoos have, make it a highly emotional experience. On the flip side, many people see tattoos as an outward expression of their interests, passions, artistic style or individuality. They want the world to see the things that make them who they are.
- Because of this interesting dichotomy, the app should account for people who may fall on either end of the spectrum. This includes featuring content sensitive to those who want to keep the experience private, while also offering suggestions to those more outspoken on ways to optimize their tattoos for public display.