

## **A Touch of Ink**

### **BRANDING MESSAGE**

A Touch of Ink is a tattoo and piercing parlor that is high quality, with artists that are spectacular at their craft. This parlor wants to make sure that the clients are completely satisfied with their experience. They have a friendly and compassionate staff that understands the concerns of being tattooed or pierced. And wants to make sure the clients feel safe in their parlor, and know that they meet and exceed all of the health guidelines.

### **CLIENT BRIEF**

A Touch of Ink is a tattoo parlor located in the heart of Detroit, Michigan. It is an extremely established business that has been operating for 13 years. They have an extremely talented staff that has 150 years of experience in total. They are a well-rounded team with each of them specializing in an area of tattoo or piercing. This business offers quality tattoo and piercing at a competitive rate. They meet and exceed all of the health guidelines.

The website will create an online presence for A Touch of Ink where people can meet the staff, see their portfolios, contact them, and book online. It will also provide the clients with a service list, as well as scheduling options. They also want to use their social media to promote their website and business.

### **USER ANALYSIS**

The target audience covers a wide range of genders and age groups. We usually have clients that are between 18-35, really anyone who is interested in body modification. We have clients that come to us locally, as well as clients who will travel to our shop for our artists. Our clients are anyone who wish to receive a high quality professional tattoo or piercing!

The users want an easy to navigate site, where they can meet our staff and see their portfolio. As well as locate our shop, schedule an appointment online, and establish trust.

# USER PERSONA

## Alex Gueratto



AGE 30  
OCCUPATION Web Developer  
STATUS Married  
LOCATION Detroit, Michigan

Alex is a 30 year old web developer. He is married and has two kids. He is a returning customer, and has gotten most of his tattoos from A Touch of Ink. He is looking to get his 14th tattoo in honor of his newborn baby!

### PERSONALITY



### TECHNOLOGY



### MOTIVATIONS

- Great Tattoo;
- Convenience;
- Cost;
- Safety/Sanitary.

### FRUSTRATIONS

- Finding Artist Information;
- Booking in Advance;
- Consultations;

### GOALS

- To get a great tattoo;
- Easy and Efficient Booking;
- Find out Services;
- Get a good Deal.

### WEBSITE NEEDS

- Find out Availability;
- Who the Artists Are;
- Find out Services;
- Find Location.

## Madison Mathews



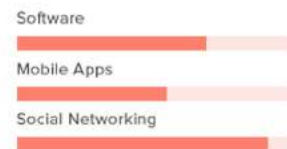
AGE 19  
OCCUPATION College Student  
STATUS Single  
LOCATION East Lansing, MI

Madison is a 19 year old female starting her first year of college. She wants to get a tattoo with her bestfriend to symbolize their friendship.

### PERSONALITY



### TECHNOLOGY



### MOTIVATIONS

- Sense of well being;
- Fell in love with artists work;
- Fun experience;
- Professional growth.

### FRUSTRATIONS

- Get over fear;
- First Tattoo Nerves;
- Expectations;
- Understanding the Process.

### GOALS

- Make memories.
- Spend more time with friends;
- Safe first tattoo.
- Be cost efficient.

### WEBSITE GOALS

- Find the perfect Artist.
- Easy booking;
- Easy Navigation.
- Social Media Intergration.

## CONTENT STRATEGY LIST

1. About A Touch Of Ink
2. Meet The Artists & Portfolio
3. Testimonials & Trust Items
4. Pdf of Services
5. Online Appointment Booking
6. Contact Information/Contact Form (What tattoo do you want)
7. Social Media

## SITE MAP

H1 A Touch of Ink  
H2 Trust Items  
H3 Testimonials

H2 Meet the Artists (Portfolio)  
H3 Social Media

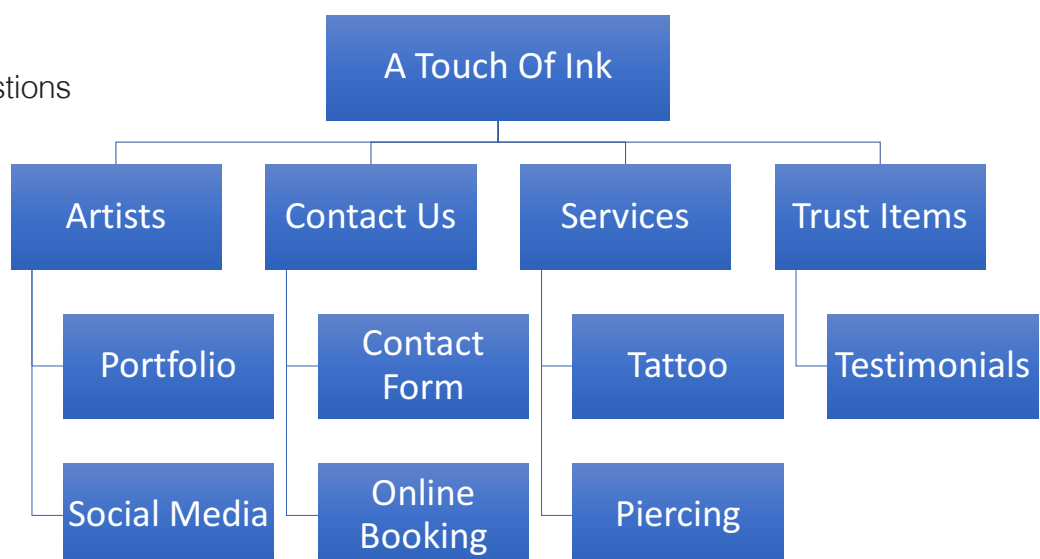
H2 Contact Us! (Form)  
H3 Online Booking

H2 Services  
H3 Tattoo  
H3 Piercing

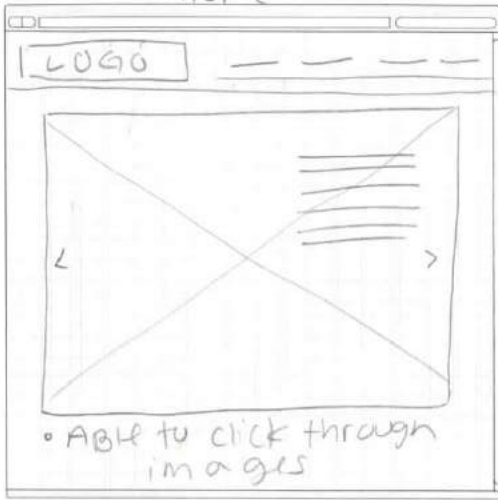
H2 Business Social Media

## DELIVERABLES

Contact Form  
Artist Portfolio  
Frequently Asked Questions



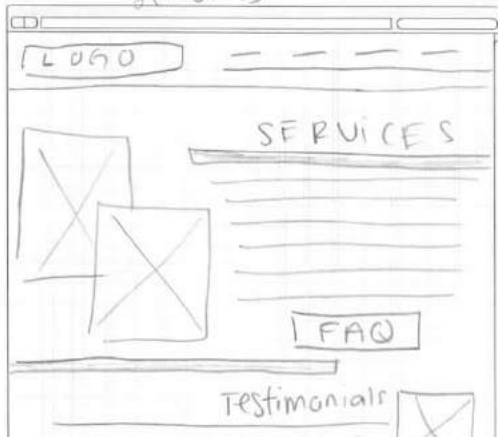
Home



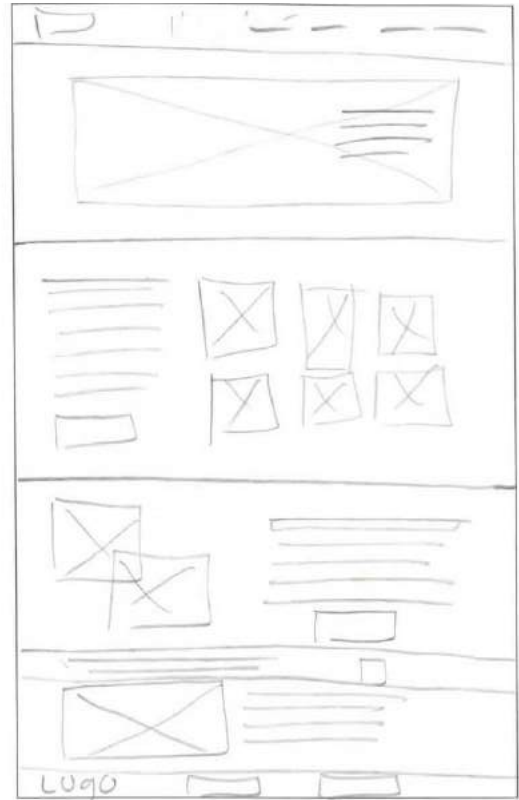
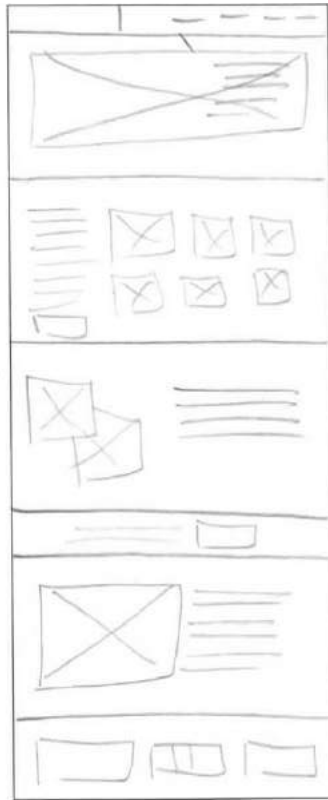
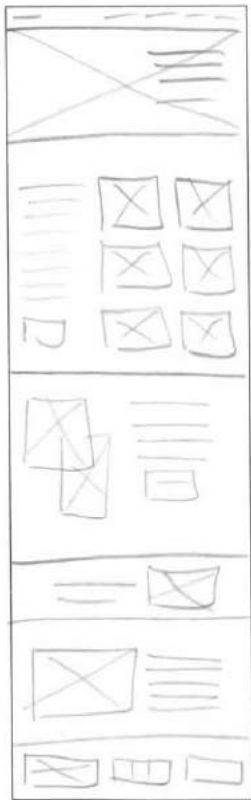
Artist



services



contact





## Full Design

Style Tile  
version:1

### Possible Colors



### Images



## This is an Example of a Header

Font: Name #hexcode

## This is an Example of a Sub Head

Font: Name #hexcode

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This is an example of a Text link »

### Adjectives

clean simple  
**bold** edgy classic

## EVALUATIONS

### Client:

It was really fun being a client for my classmate! We have similar taste and styles so I knew whatever she made I would love. I chose to do a hair salon business that is vegan and cruelty free, and specializes in bright hair colors. I think it was difficult to think about the questions for the client brief because everything is made up, but it really made me value the importance of them in the real world. Her design came out amazing and it is so exciting to see your vision come to life!

### Designer:

It was a really fun process to make a design from start to finish! I really liked figuring out what my client was asking for, and how I could create that. I enjoyed creating user personas for her potential clients. My favorite part was the prototyping. Invision is an amazing site to use, and it was great to be able to see your flat pds comps actually move as the story. I really liked her business and she was really great to design for! I'm looking forward to doing more of this in the future.