

Project Brief

Project

Greenhouse Collective Tattoo Studio

Brief Summary

The Greenhouse Collective is a queer, female-owned tattoo studio in McCully known for its inclusive environment and tender professionalism. Whether you're looking for a meaningful piece or a welcoming, affirming space to get inked, this studio comes highly recommended for its artistry and atmosphere. They also hold several events for the community.

Primary Objective(s)

1. Make bookings easier
2. Showcase each artist style for user reference

Target Audience

- People looking for tattoos
- Fun-loving people

Deliverables

- Tattoo Artist Profiles
- Booking information
- Event announcements

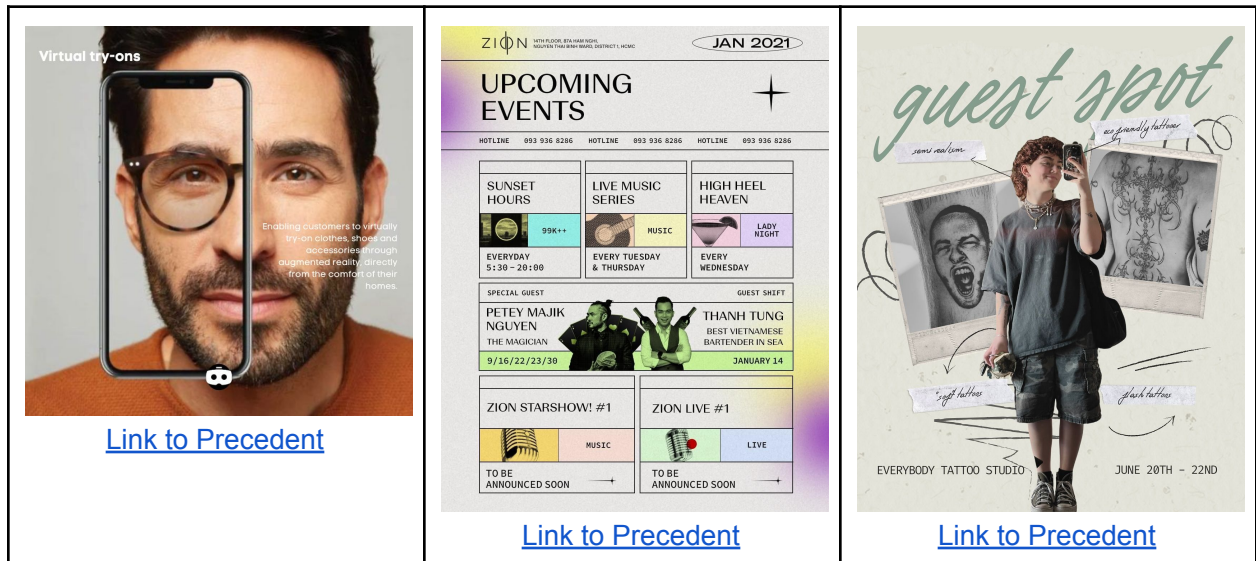
Key Features & Functionality

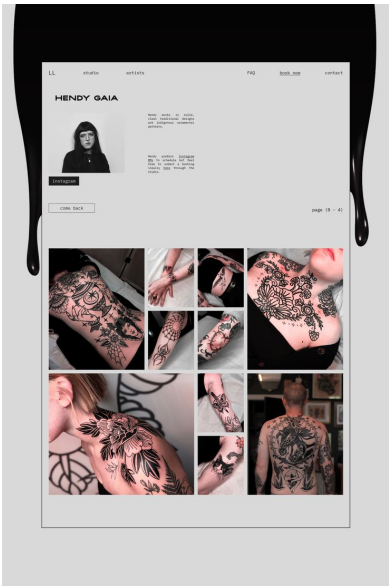
- Calendar
- Subpages

Assets needed

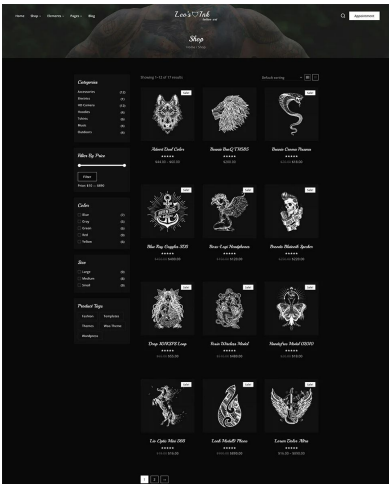
- Imagery
- Custom graphics
- Color
- Booking link

Visual Precedents

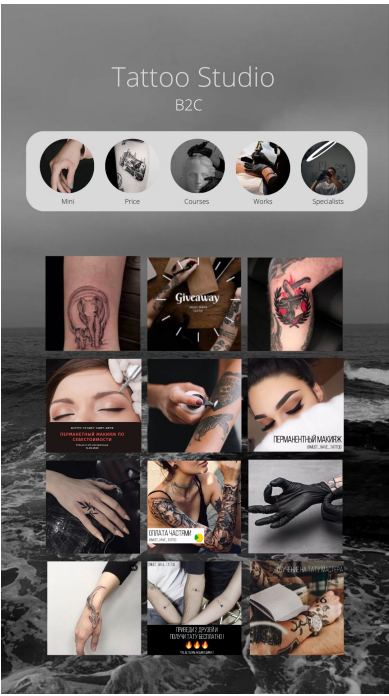




[Link to Precedent](#)



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Target User Profiles & Scenarios

Below are examples of specific user situations with anticipated user goals and tasks.

Kasandra 24 year old This user is a frequent customer of one of the artists in the tattoo studio but bookings are always a hassle. She would like to see which artists would be available at specific times.	Yelena 20 year old This user came here in Hawaii for vacation and wanted a cool, safe place to receive a tattoo from. They want a design that would not be similar to others so she wants to see what the artist's style is beforehand.	Tre 31 year old This user likes going out and wants to keep up with local community events that are fun.
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Lists

Potential Design Patterns:

- Images
- Artist Introduction (Guest and Staff)
- Upcoming events

Potential Cool Features/Trends

- AR View of Tattoos
- Or Picture mockups of tattoos

Tests & Explorations:

- Layout (?)
 - <https://codepen.io/hbuchel/pen/qOxGzW>

