

# MARKET RESEARCH SPIDER

## TATTOOS

Who exactly are we talking to?

### Generally, What Kind Of People Are We Targeting?

- Men or Women?
  - **Both, with a split of about 60% males and 40% females.**
- Approximate Age range?
  - **21-28**
- Occupation?
  - **Varies but usually hospitality, fashion, entertainment, retail, and trades.**
- Income level?
  - **30 to 60k**
- Geographic location?
  - **Staten Island, New York.**

### Painful Current State

- What are they afraid of?
  - **"left my tattoo unfinished" (Review) Their tattoo not coming out the way they want.**
  - **"Way overpriced"(Review) Being overcharged.**
  - **"Getting tattooed at this shop was a terrible experience"(Review) Not having a pleasant customer experience while getting their tattoo.**
- What are they angry about? Who are they angry at?
  - **"Today is 2/17 and I've yet to hear anything back from them. I'll never understand businesses that ignore customers who want to give them their money." (Review) Angry about not feeling prioritized or cared for by the business.**
  - **"We heard back and they basically wanted us to use another artist which we weren't interested in using. After going back and forth they recommended yet another artist that wasn't the aesthetic that we wanted." (Review) Angry at the business for trying to provide alternatives instead of fulfilling their request.**
  - **"I had an appointment. The artist speaks no English so he canceled." (Review) Angry that the artists can't accommodate their needs.**
- What are their top daily frustrations?
  - **"Finally my artist continually took breaks to talk and look at the other artists' work and he did not finish my tattoo." (Review) They want to feel important and prioritized and get frustrated when that is not the case.**
  - **"I paid a large set price for every appointment totalling over \$5,000 and my artist not only left**

**my tattoo unfinished but I had a nasty infection after my first visit.” (Review) They get frustrated when they spend a lot of money and not only don’t get their problems fixed but end up with more.**

- What are they embarrassed about?
- **“Pain tolerance and limitations vary from person to person, but don’t let the prospect of multiple sessions discourage you.” - (Review) Embarrassed about potentially needing multiple sessions to finish their tattoo.**
- **“Their chairs/ tables do not accommodate anyone of a larger size.” (Review) Embarrassed that they may be judged or not accommodated properly based on their appearance.**
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- **They feel satisfied and proud. They feel like they have found a new home and are extremely happy with themselves and how they look. People in their world would be proud of them and admire the work they have had done.**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- **They would say that they have been wanting to get a new tattoo but have been unable to find a tattoo artist that truly makes them feel cared for and important, and executes the tattoo the way they’ve envisioned it. They would say that all the good ones cost too much and the local ones just don’t provide the experience and quality that they are seeking.**
- What is keeping them from solving their problems now?
- **Nervous to try a new tattoo artist. (Lack of trust)**
- **Cost, they feel getting a good artist is overpriced.**
- **“I’ve learned that just because my partner can comfortably handle 8-10 hours of tattooing doesn’t mean I will have the same experience.” - (Review) Worried the pain will be too much.**

## **Desirable Dream State**

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
- **“Their place is great, their artists are awesome, and everyone there makes you feel at home.” (Review)- They want to feel at home, and trust the artist they are working with.**
- **“The team at Ink Nation Studio were extremely kind and welcoming. For a newbie to tattoos I was nervous but they put my mind at ease.”(Review)- They want to feel relaxed and at ease during the process.**
- **“He knew just how important this tattoo was for me and really put a lot of time and effort into my design. He listened to me and my vision and really brought it to life. He was so kind, gentle, and sweet.” -(Review)- They want to feel like real time and effort is being put into their vision, and have their hand held along the way.**
- **“They make getting your tattoo very calm and comfortable and are very**

**professional from start to finish. They are very accommodating and can work magic under pressure for any project” (Review)- They want to be calm, comfortable, and at ease.**

- Who do they want to impress?
- **“I get random compliments from strangers on Paul's amazing work. Thank you!” (Review)- They want their peers and even strangers to look at their tattoos and admire/ appreciate them.**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- **They would feel confident, accomplished, satisfied, and more in tune with who they are now that they have expressed themselves through art.**
- **They secretly desire the admiration of their peers, and to be viewed as confident, unique, and artistic, perhaps even resilient.**
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
- **“The place was very clean and the artist cleaned the area before and after the process and all needles/disposables were properly and quickly disposed of after their use. My stylist did a great job. I am quite happy with my tattoo.” (Review) A clean tattoo place with friendly and competent staff. They leave happy with their tattoo and look exactly how they imagine.**

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - They believe they are confident, artistic, expressive, and open-minded, and they feel frustrated that they haven't been able to find a tattoo artist who makes them feel prioritized and at home and helps to bring their vision to life.
- Who do they blame for their current problems and frustrations?
  - Tattoo Artists and shops that have either provided them with a bad experience in the past, or tattoo artists and shops that charge a price they cannot afford in order to get the tattoo they are looking for.
  - Themselves for not having the courage to try a new tattoo artist.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Yes, they have tried a tattoo artist before who either provided them with poor customer service, didn't finish their tattoo, or it didn't come out the way they wanted.
  - They think they failed because the artist didn't do what they were supposed to do, or because they didn't have a clear enough idea of what they wanted.
- How do they evaluate and decide if a solution is going to work or not?
  - They can look at the artist's work on their website or other social media pages, look through the reviews, see if anyone they know has worked with them (social proof) speak with the artist to make sure they are able to execute their vision, and perhaps check out the facility as well to make sure it is up to par.
- What figures or brands in the industry do they respect and why?
  - Miami Ink(both as a studio and as a reality TV show, played a pivotal role in popularizing tattoos in mainstream culture.) Dr Woo( known for his intricate, single-needle tattooing style, which has attracted a celebrity clientele. His minimalist designs are highly detailed and have set new trends in the tattoo industry.) Bang Bang Tattoo ( Considered one of the best in the world, known for its innovative designs and high-quality work. Bang Bang's ability to blend artistic excellence with mainstream appeal has earned him significant respect.)
- What character traits do they value in themselves and others?
  - Creativity, Authenticity, Confidence, Resilience, Expressiveness
- What character traits do they despise in themselves and others?
  - People that are stuck-up or close minded, lack of creativity, conformity, judgemental, inauthentic
- What trends in the market are they aware of? What do they think about these trends?
  - Minimalist/Fine Line Tattoos(These tattoos typically focus on small, detailed imagery or symbols and are popular for their subtlety and elegance.
  - Popularity: They appeal to those who want a more discreet or refined tattoo, making them especially popular among first-timers.
  - Quote/Script Tattoos: Quote tattoos or script tattoos are some of the most popular

tattoos for a reason: people often love the meaning behind them. "As words can carry significant weight, script tattoos allow the client something simple and sweet but also very meaningful,"

- **Color/ Realism Tattoos: Extremely popular! They look very real and provide a cool realistic look.**
- What "tribes are they a part of? How do they signal and gain status in those tribes?"
- **Staten Island, NY**
- **They are part of outgoing, expressive friend groups.**
- **Likely have friends who also have or have interest in tattoos and other forms of expressive art ( piercings, etc..)**
- **They gain status through being bold, being unique and expressive, and not being afraid to take chances.**

# Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details

-

Day in the life:

-