

A Mixed-reality app for tattoo parlor/studio

Catherine Schultz

Project overview



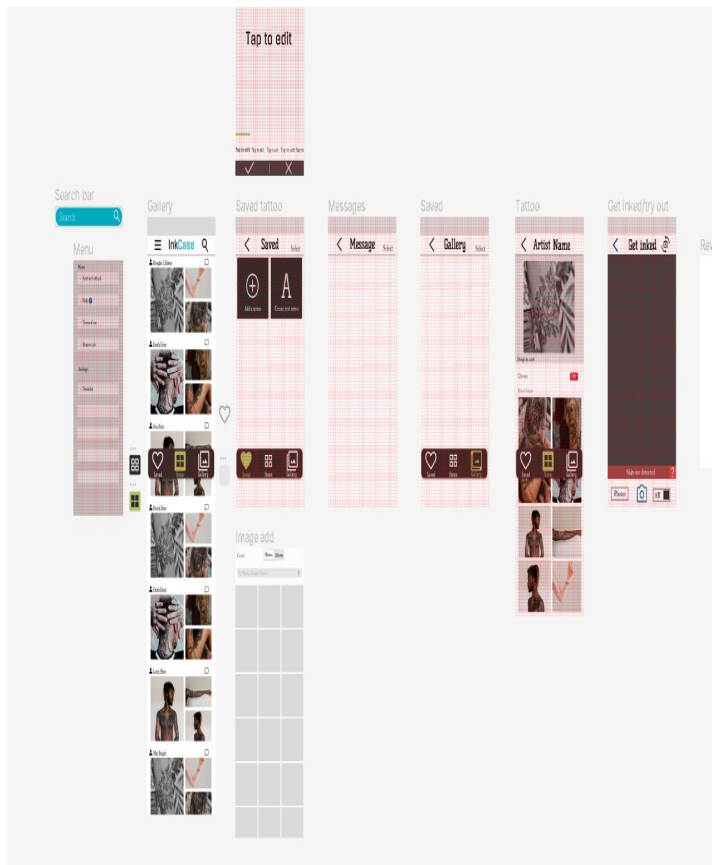
The product:

IAAn AR tattoo app. For people who want to try on a tattoo before they get one.



Project duration:

I started around August 2022 and ended on March 2023



Project overview



The problem:

An easy, non-permanent way, and fast way for a tattoo collector to see what a tattoo will look like. And tattoo artist to get more clients



The goal:

A fun experimental app that people can use to experiment without worry.

Project overview



My role:

Lead UX designer, UX researcher, etc.



Responsibilities:

User research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted research and used example interviews from google and created empathy maps, to understand the users and their needs. A primary user group identify through research where young adults who where still going through college.

User research: pain points

1

Time

Not a lot of free time within school.

2

Money

College kids aren't always the most financially stable.

3

Augmented Reality (AR)

Not many people really know what this is. Or how it works.

4

Trustworthy

Security and safety is a must.

Persona: Robin Rivas

Problem statement:

Wants a tattoo but has no money



Robin Rivas

Age: 21

Education: University student

Hometown: Miami FL.

Family: Parents

Occupation: Student

"Hoping that school will give them the knowledge they need to get a job"

Goals

- Balance life with fun
- Learn new skills that will provide work opportunities
- Cheap way to test ideas

Frustrations

- Language
- Price and cost

Robin is a college student, who is studying in Miami FL. During the week Robin has afternoon classes which keeps them busy during that time. Likes tattoos but wish could have a better idea of what a tattoo would look like before committing.

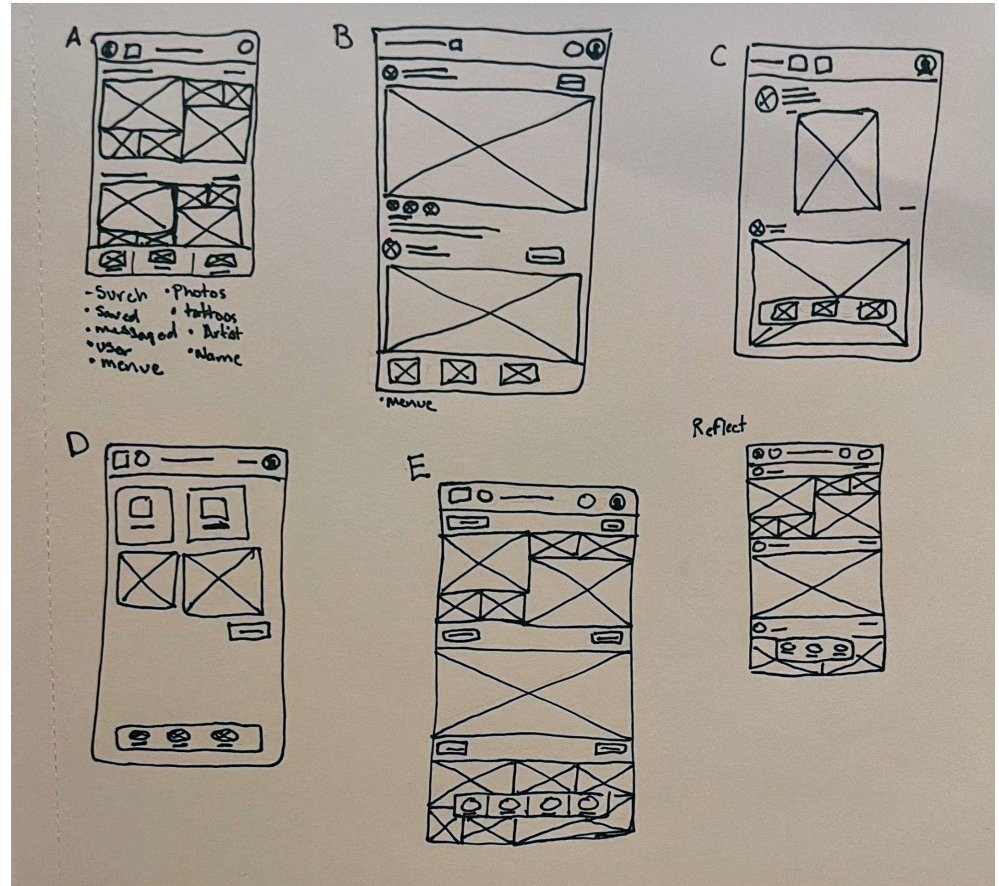
User journey map

Go about Robins day to get a tattoo and the struggles of that

ACTION	Research	Shop find	Tattoo design	Placement & pain	Cost
TASK LIST	Tasks A. Look into shops B. look into reviews C. Look into artist works	Tasks A. Find a shop B. talk to artist C. if they are a good fit	Tasks A. see the tattoo design B. mention any changes	Tasks A. get it placed in area that was discussed earlier B. move and change the fit of the placement C. 1-2 hours of pain (depending)	Tasks A. Pay B. after care
EMOTIONS	<ul style="list-style-type: none">• Stressed• doubt• Uncertainty	<ul style="list-style-type: none">• Stressed• 	<ul style="list-style-type: none">• Stressed• excited	<ul style="list-style-type: none">• Stressed• Excited• happy	<ul style="list-style-type: none">• Stressed• Calm• excited
IMPROVEMENT OPPORTUNITIES	Less research to be done.		time	time?	Expense

Paper wireframes

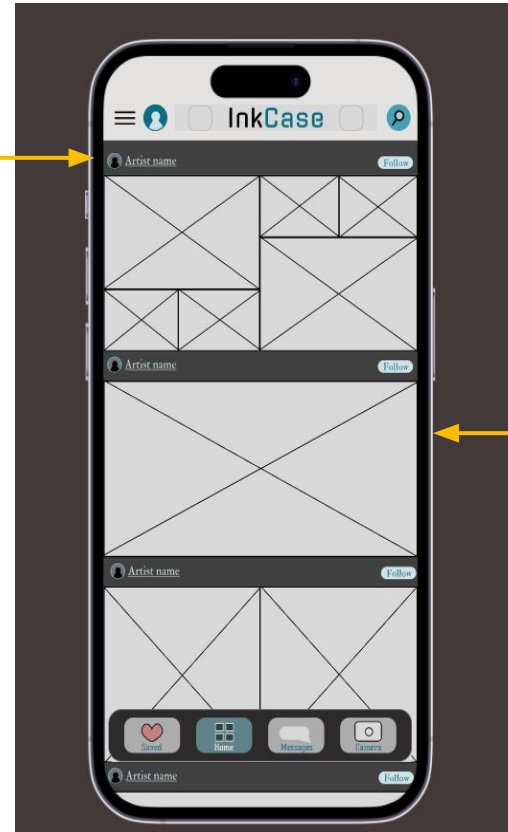
Goal was to figure out the
basic structure



Digital wireframes

[Your notes about goals and
thought process]

Artist Portfolio

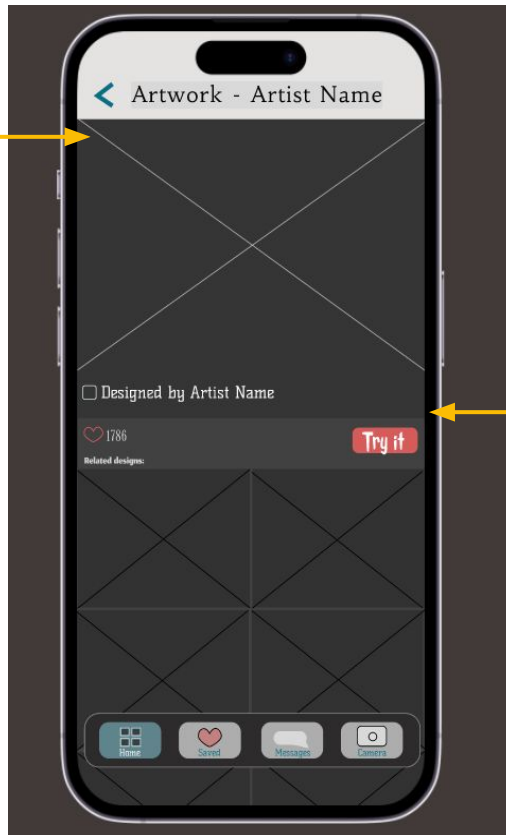


Image

Digital wireframes

[A sample of what the close up the art would be

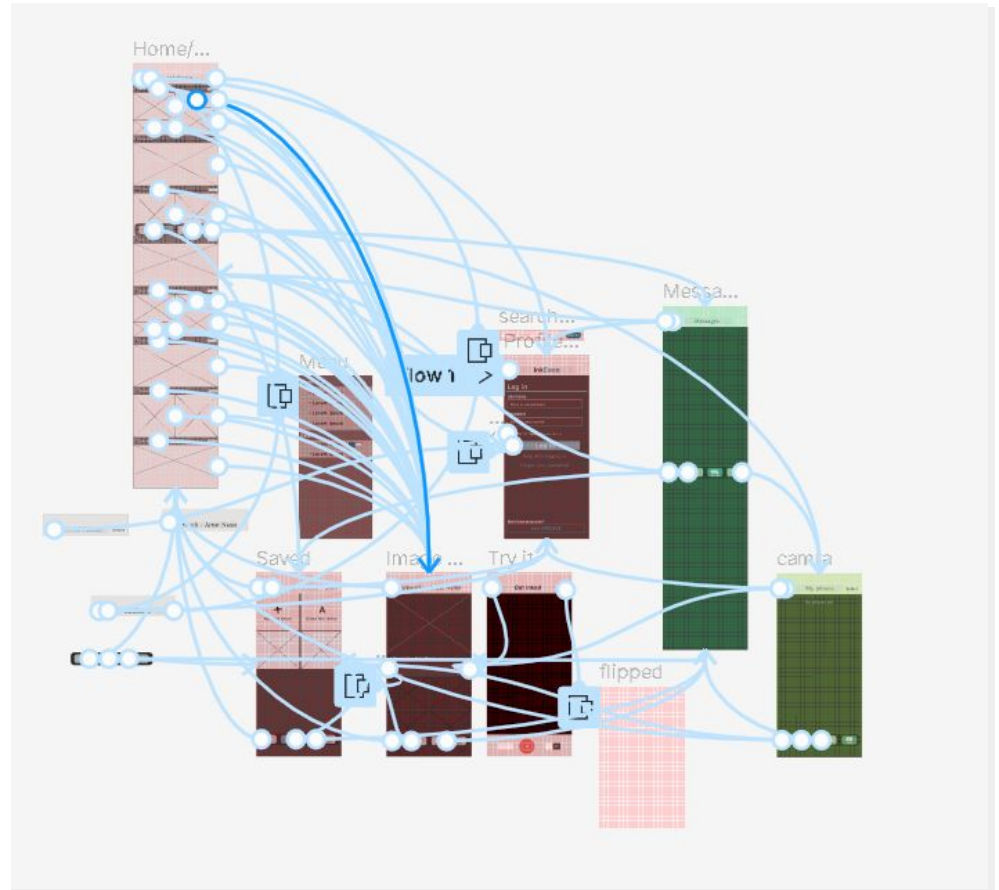
Bigger image



A try it button

Low-fidelity prototype

Low-fidelity model worked close to the other model, and had a few changes from the old design



Usability study: findings

For both versions of the design I didn't make a button look like a button. People had trouble with the prototypes color pallet and overall feel. The Prototype/High Fidelity.

Round 1 findings

- 1 That things were hard to find/Pull through
- 2 Questions of why some functions where included/Planed
- 3 Younger people seem to understand the app a bit better

Round 2 findings

- 1 Complicated and frustrating towards the older generation (Aka 80ish)
- 2 Needing of labels for icons
- 3 Younger people seem to understand the app a bit better

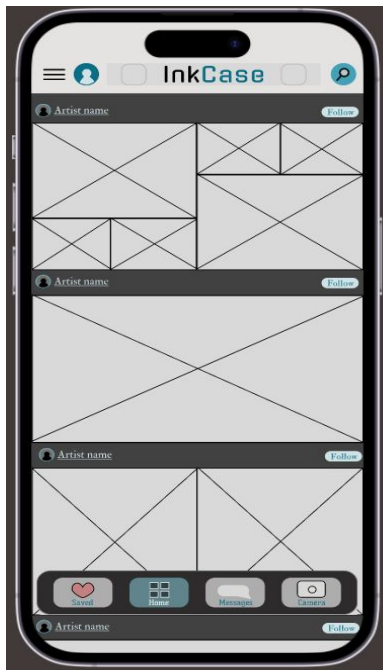
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

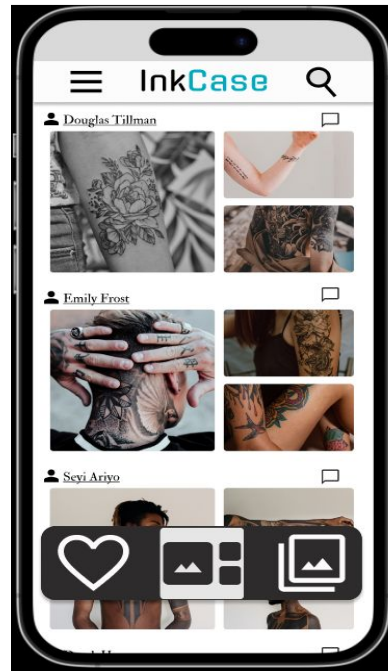
Mockups

Moving the bar and making it easier to read and changing how to access some of the features

Before usability study



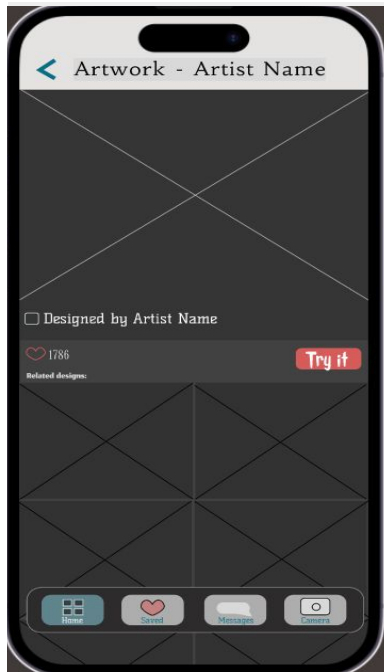
After usability study



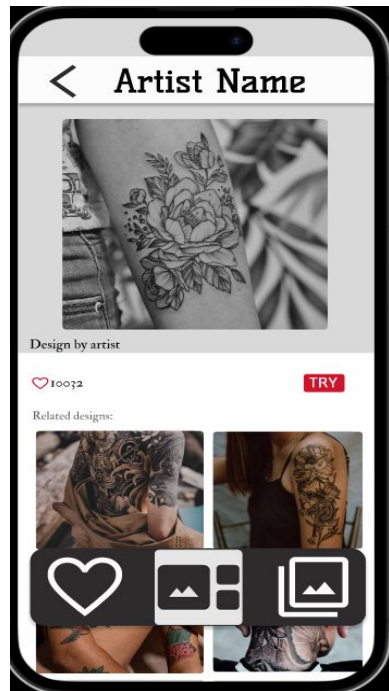
Mockups

Fix the color pallet and
made the best color

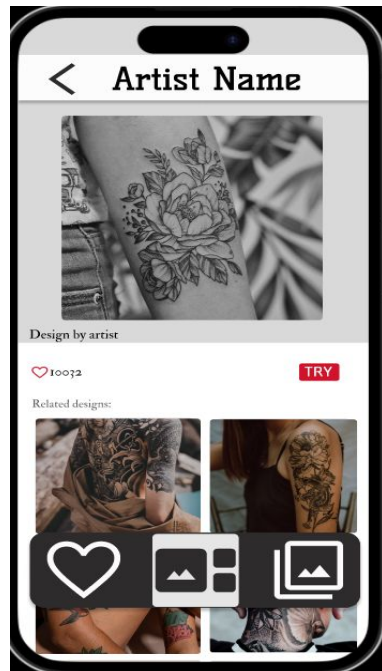
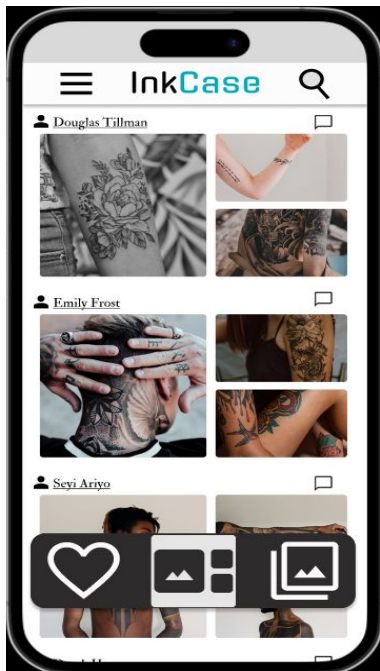
Before usability study



After usability study

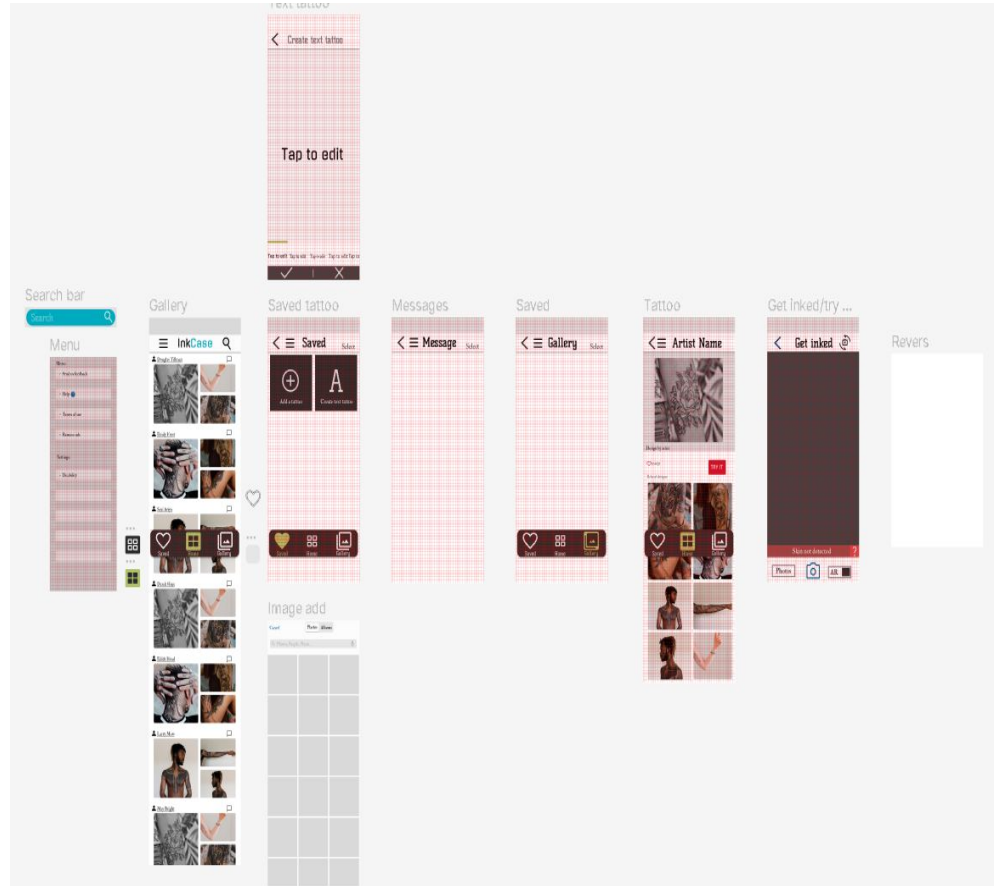


Mockups



High-fidelity prototype

[high-fidelity prototype](#)
and the app [movement](#)



Accessibility considerations

1

Abilities to swipe back and
different ways

2

Colors work better within
web accessibility
guidelines

3

Red green color blind.
There are not options
where you would have to
choose between them

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I don't think this app will change the world, but I think it will help people test out tattoos and tattoo related ideas.



What I learned:

That there is a lot that you can't prepare for and a lot that you don't know no matter how much research you go in with.

Next steps

1

Take what I learned and use it to revamp my website to make it more me.

2

Probably not take this app to launch. I think it's an interesting idea, but I don't think I'm the right person to build it.

3

Say thank you to everyone who helped me through this strange idea.

Let's connect!



I'm a graphic designer and artist. I have a lot of interests and all of them are learning processes. My website can be found [here](#). Most of my other information can be found there.