

Competitive Analysis

Ink Tank

Alex Hicks, April 2018



Possible Problems

- Not enough variety to search for tattoo inspiration
- Users cannot see what a tattoo will look like on their own skin from an image
- Users can't explore artists or get to know them on a more personal level before asking them to complete the tattoo



Possible Solutions

- An app that allows users to search designs by artist, style, location or keywords (i.e. birds, flowers etc.)
- Users can upload their own designs, test out artwork on their own body using augmented reality
- Users can bookmark their favourite artists and designs to their profile
- Users can view artist's pages including examples of their work, bios, work experience and client reviews
- Users can private message and chat with artists before finally booking an appointment through the app.

Problem Statement

“How might we provide users with the tools they need to get a tattoo they love?”



Competitive Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



Overview

Tattoodo offers access to a global community of “tattoo lovers” providing tattoo inspiration, information on the latest trends and a place for artists to grow their business and access new clients.

Key Objectives

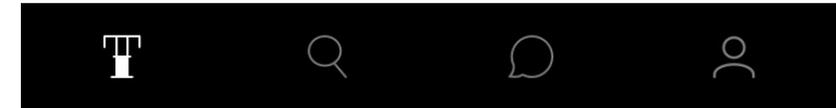
Tattoodo’s slogan is “**Find your next tattoo**”, their tagline reads “**Tattoodo is the place where you find the best tattoos, studios and artists in the world**”. Tattoodo stands out from the competition as a social media platform hyper-focused on the tattoo industry, with insider insight and access to the latest trends and news.

Bottom Line

- Catalogue of tattoos from 60k+ artists world wide
- Fresh industry news and information on tattoo trends daily
- Social media platform to connect artists and clients



LONDON Inkounters - " I WAS 12 YEARS OLD WHEN I GOT MY FIRST..."





Competitive Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



Overall Strategy

Tattoodo are endorsed by Ami James of Miami Ink, as well as the top 100 artists in the industry and soccer star Daniel Agger. The company use these sponsors to generate content for their daily blog as well as their 17 million Facebook, and 2 million Instagram followers in the form of video interviews, images, and a Facebook Watch TV show called Tattoo Shops.

While they have experienced a lot of success online their app has generated a 4.4-star review in the app store due to technical issues such as the app kicking users, difficulty with signup process and inability for artists to link their Instagram profiles.

Bottom Line

- Massive and dedicated customer following online
- Daily blog and social media are trusted/loved source for industry knowledge and new trends
- Endorsed by top 100 artists in the industry who regularly contribute content



Tattoodo shared a video.

Yesterday at 6:11pm

Tommy Montoya shares his masterpiece on CrazyRuben, Ami James gives a war hero a tribute to his service, Chris Garver tries a cutting-edge tattoo technology, and guest artist Dannii G puts in work on a traditional gypsy lady.

Welcome to... The Tattoo Shop 🍷



The Tattoo Shop Yesterday at 6:00pm

Today in The Tattoo Shop, while Chris Garver tries out some cutting-edge tattoo technology and Ami James gives a war hero a tribute to his service, our guest artist Dannii G bangs out a crisp old school gypsy lady on one lucky bicep.

31K 109 Comments 693 Shares

Like Comment Share



Competitive Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



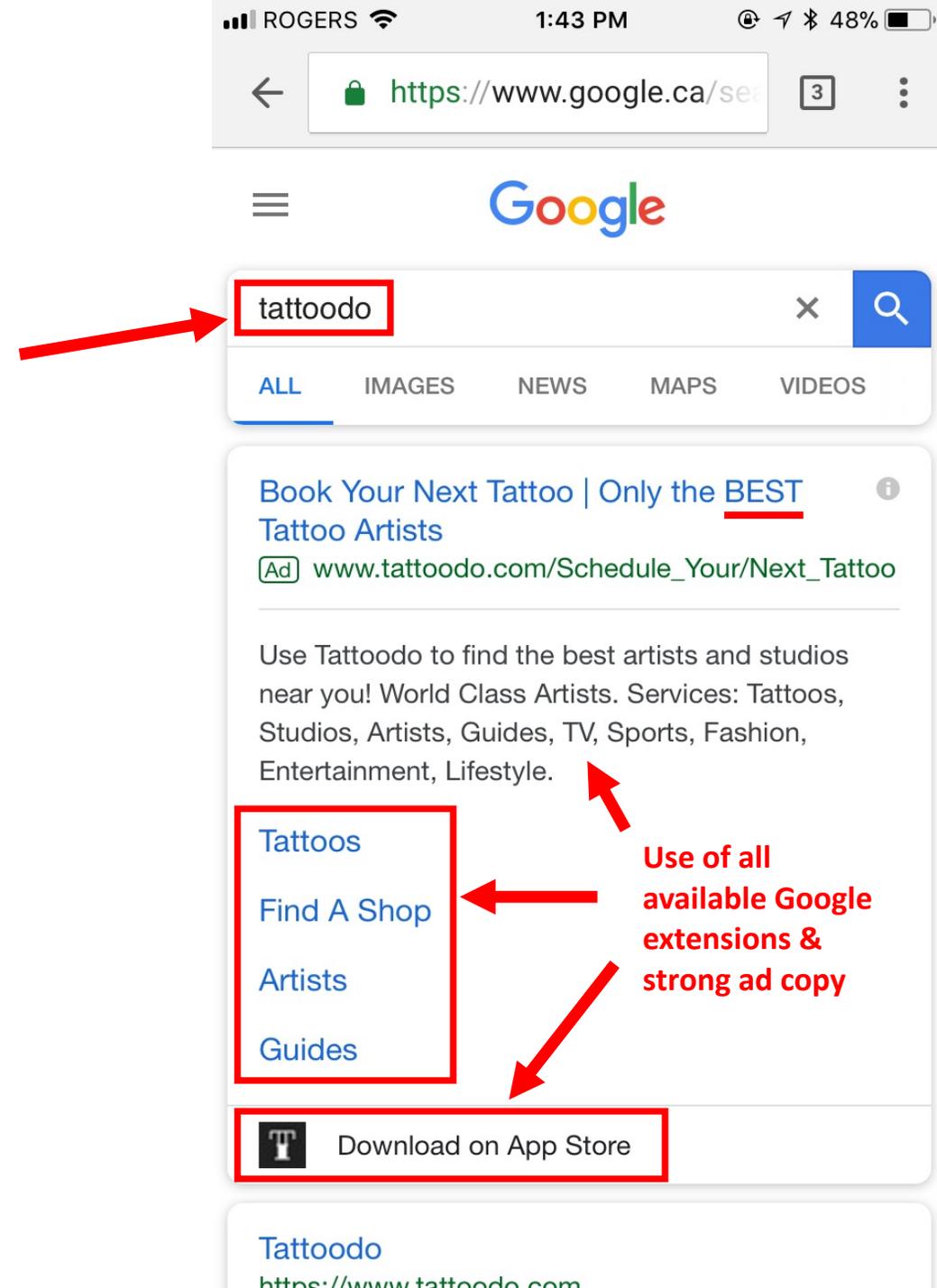
Marketing Advantage

Tattoodo seems to have missed the boat on some SEO/SEM opportunities. They do not show up for any non-branded keywords, they are however running branded SEM campaigns. **Tattoodo pulls an average of 10k-100k searches per month** according to Google Adwords.

Despite not showing up in either app store for nonbranded keywords, the Tattoodo app has managed to rake in almost 5,000 reviews. The Tattoodo website also boasts 15 million monthly visitors, as noted by [Nordic Business Insider](#) in October 2016. I would presume this to be due, in large part, to their celebrity endorsements. Fresh, trustworthy and innovative daily content, direct searches, as well as a strong backlinking portfolio seem to drive most of the users to the Tattoodo website.

Bottom Line

- Endorsements from industry leaders
- High quality content – Industry leaders top source for news and trends
- 4.4 App store rating 16 reviews, 4.5 Google Play rating 4,890 reviews





Competitive Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



Marketing Profile

The original mission of Tattoodo was to help clients find tattoos they love and get in touch with the artists to create them. Tattoodo now boasts it is the world's largest tattoo community and continues to strive towards its original goal.

On their Facebook page, which seems to be their main social media platform, Tattoodo share interviews with artists, as well as live streams of tattoo sessions. The vast majority of their audience is young, ranging from 20s to late 30s.

Aside from content marketing on Facebook and Instagram Tattoodo are running a strategic branded SEM campaign allowing them to dominate page one of Google's search engine for keywords like Tattoodo, and Tattoodo App.

Bottom Line

- Millennial target market
- Content marketing through Facebook
- Positioning themselves as thought leaders in their industry
- Strong strategic branded SEM campaign

Content geared towards millennial audience

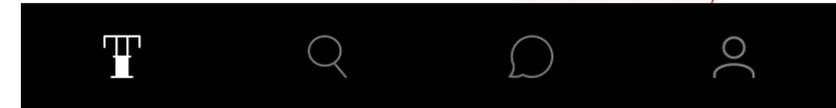


TATTOO IDEAS 2w ago

Let's Get Riggity Riggity Wrecked Son! Rick and Morty Tattoos

We know we'll have to wait almost an eternity for new episodes...so, we'll drool over these Rick and Morty Tattoos for now.

If you're like us, you binge watched Season 3 of Rick and Morty five times in a row, and then had to go back and rewatch the older seasons as well. Again, we know we'll have to wait an eternity for new episodes, especially since the show hasn't technically been picked up for a Season 4! Obviously, since the show has had massive success...as these [Rick and Morty](#)





Competitive Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6

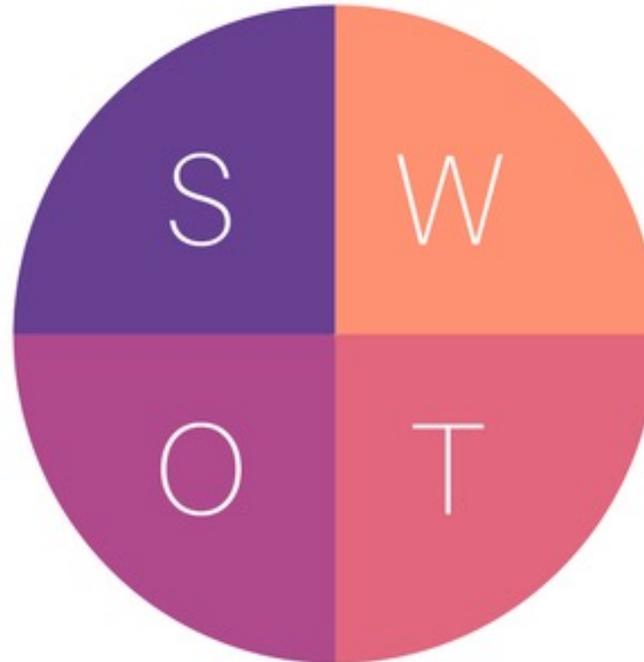


Strengths

- Strong following
- Thought leader in the industry
- Endorsed by big names in the industry including TV personalities
- Content is interesting, engaging, high quality and trustworthy

Opportunities

- Better app that combines an AR feature with a more personalized social media experience
- Better marketing strategy to appear first for important keywords in SERPs and in the app stores



Weaknesses

- Not taking full advantage of SEO/SEM Opportunities (including non-branded keywords and blog optimization)
- Technical issues with app leaving users frustrated

Threats

- Apps like InkHunter ranking first for important non-branded keywords both in SERPs and in app stores
- Apps that allow users to visually see a tattoo on their body before they get it using AR



UX Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



Usability

While the interface is visually appealing the two main purposes of the app (find a design, find an artist) feel disconnected. Tattoo designs don't list artist information making booking an appointment with the artist difficult. The search is also clunky and awkward.

Layout

The app is cluttered with no clear context for it's content. Users are served news on the home page but it takes physically clicking on nondescript boxes to realize that. Search is cluttered with random images mixed in with tattoo designs.

Navigation

Finding your way through the app is awkward and confusing. Back buttons are small and often hidden from view.

Compatibility

Tattoodo supports iPhone, iPad and Android. They also have a web application that can be opened in any browser.



The "back" navigation button, almost impossible to see.



Save +



TATTOODO

3d ago

Fineline black and grey rose tattoo by Kane Navasard #singleneedle #fineline #blackandgrey #rose #rosetattoo #losangeles #forthesinners #kanenavasard

4 226 + 342

COMMENTS

Write a comment



No direct link to artist's page or any contact information. After leaving the page and searching the artist's name I found this artist does not have a profile in the app.



UX Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



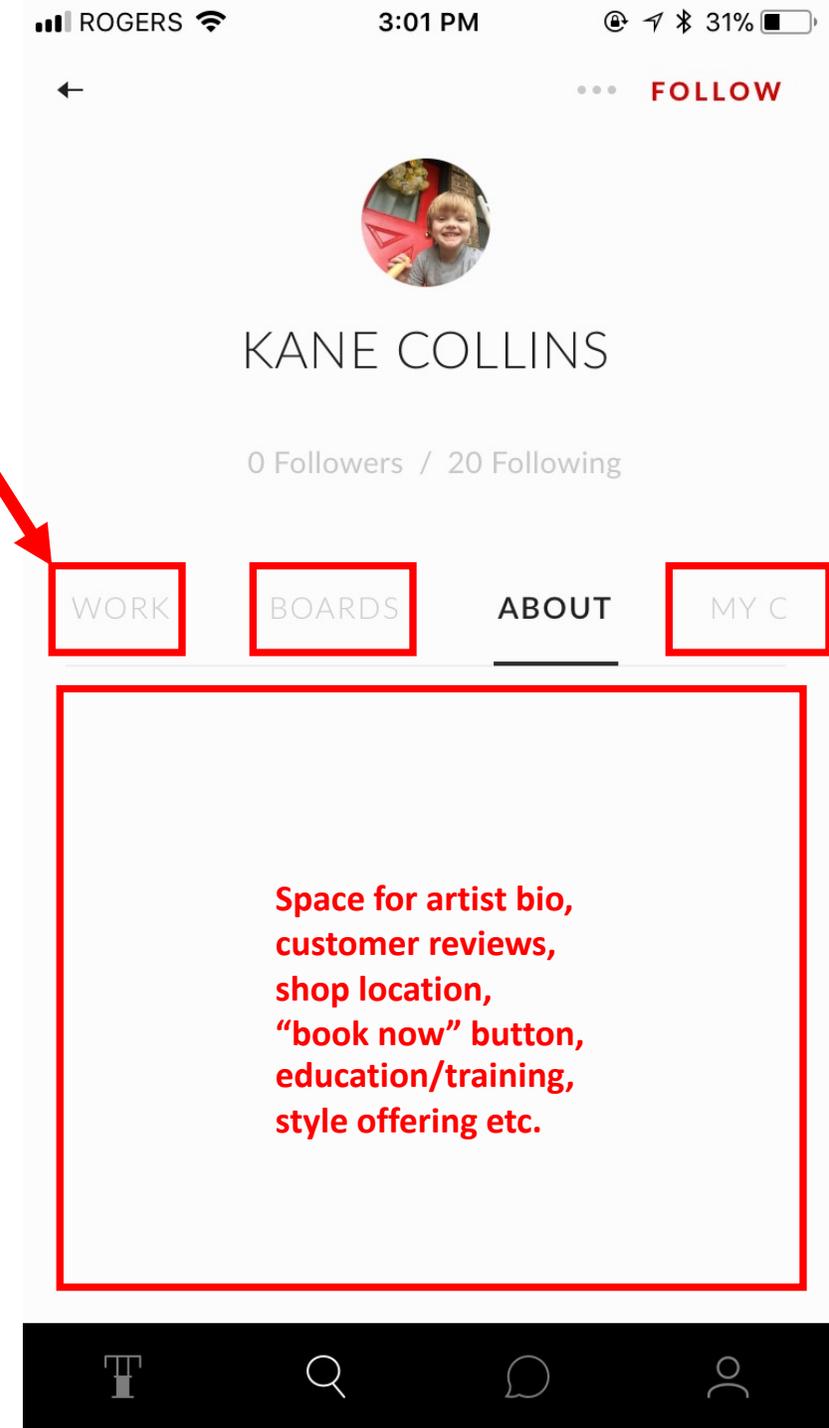
Differentiation

Tattoodo does a fantastic job providing exciting, interesting, high quality and trustworthy content to it's users, this seems to be what users value most.

Users commented they were looking for a more personal approach to finding an artist. Finding a tattoo and finding an artist within the app, feel very disconnected. Creating an app that indicates right away who created a design with links to the artists profile or contact information might help to send leads in the right direction. Adding the ability to filter for location as well as style would also improve the users ability to find an artist they connect with.

Artist profiles on Tattoodo are lacking in personality. Adding more space for artists to get creative, post their own articles as well as sharing their photos, add more information about them i.e. work experience, hobbies, bios etc. might help the user connect to the artists on a more personal level.

“Work”, “Boards” and “My Collection” are all the same thing, spaces where the artist can pin images. Opportunity to condense into one page.



Space for artist bio, customer reviews, shop location, “book now” button, education/training, style offering etc.



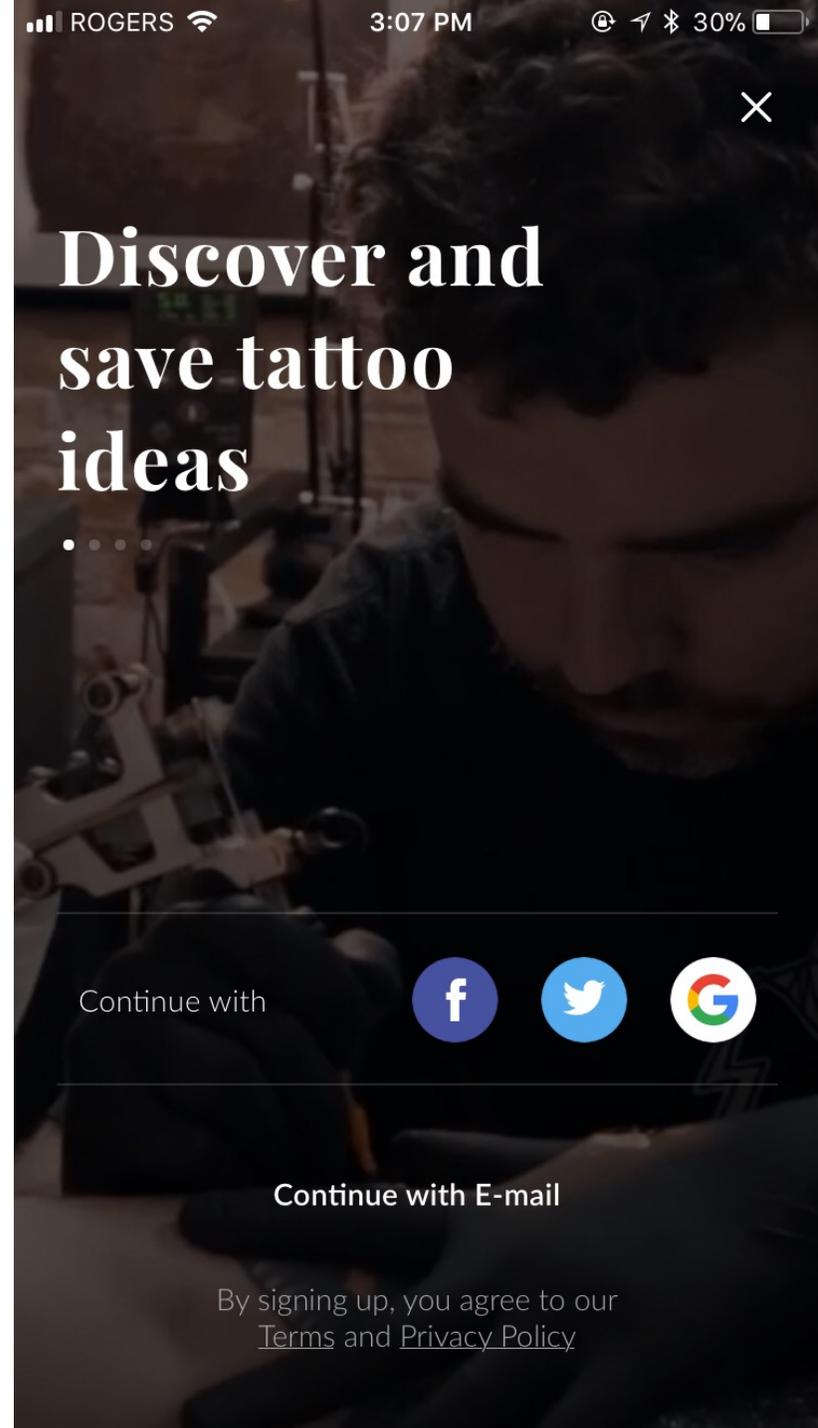
UX Analysis: Tattoodo

Find your next tattoo ★★★★★ 4.6



Call to Action

There don't seem to be any kind of push notifications from Tattoodo. I would surmise this is a result of negative reviews where users stated they were receiving too many notifications flooding their phones. Users are free to explore the app freely until they try to "save" a tattoo. Saving a tattoo to view later requires logging into the app and creating a profile which can be done at any time.



Discover and
save tattoo
ideas

Continue with



Continue with E-mail

By signing up, you agree to our
[Terms and Privacy Policy](#)



Competitive Analysis: InkHunter

Try tattoo designs

★★★★☆ 4.6



Overview

InkHunter (<http://inkhunter.tattoo/>) is an app that allows users to explore tattoos, upload their own tattoos and use augmented reality to see what a design would look like on their own body.

Key Objectives

“Think before you Ink” is InkHunter’s slogan. The app was designed to help users find the perfect tattoo, and ensure it looks good on their own body before having it permanently tattooed on.

Bottom Line

- Use augmented reality to project tattoos onto user’s body
- Large catalogue of tattoo designs from different artists in different styles and colours
- Allows users and artists to upload their own designs





Competitive Analysis: InkHunter

Try tattoo designs

★★★★☆ 4.6



Certain designs are unlocked by user actions like watching advertisements. Some users found this frustrating.

Overall Strategy

According to an article published by [TechCrunch](#) in 2016, InkHunter was created during a 48 hour hackathon in 2014 and finally launched in 2016 with 6 tattoo artists. Since launch they have expanded their portfolio to 100+ artists.

Currently the app is free to use with in app purchase and option to remove ads. This has caused frustration with users who feel restricted. InkHunter's end goal is to make the app free to use, taking a cut of profits from artists who book clients through the app.

Inkhunter run an Instagram account with 14.7k followers where they post daily images. They do not seem to be running any kind of SEM campaigns. The app maintains a 4.5 star rating with 24k reviews and 1,000,000+ installs in the Google Play store and a 4.6 star rating in the App store with 808 reviews.

- Catalogue of 100+ artists which they are continuously growing
- Changing business model: Free for users, commission collected from artists
- Marketing on Instagram, no paid marketing campaigns



Design by Valentin Prados

♡ 63



Related designs:



Competitive Analysis: InkHunter

Try tattoo designs

★★★★☆ 4.6



User can enlarge, shrink, turn and move tattoo wherever they would like.

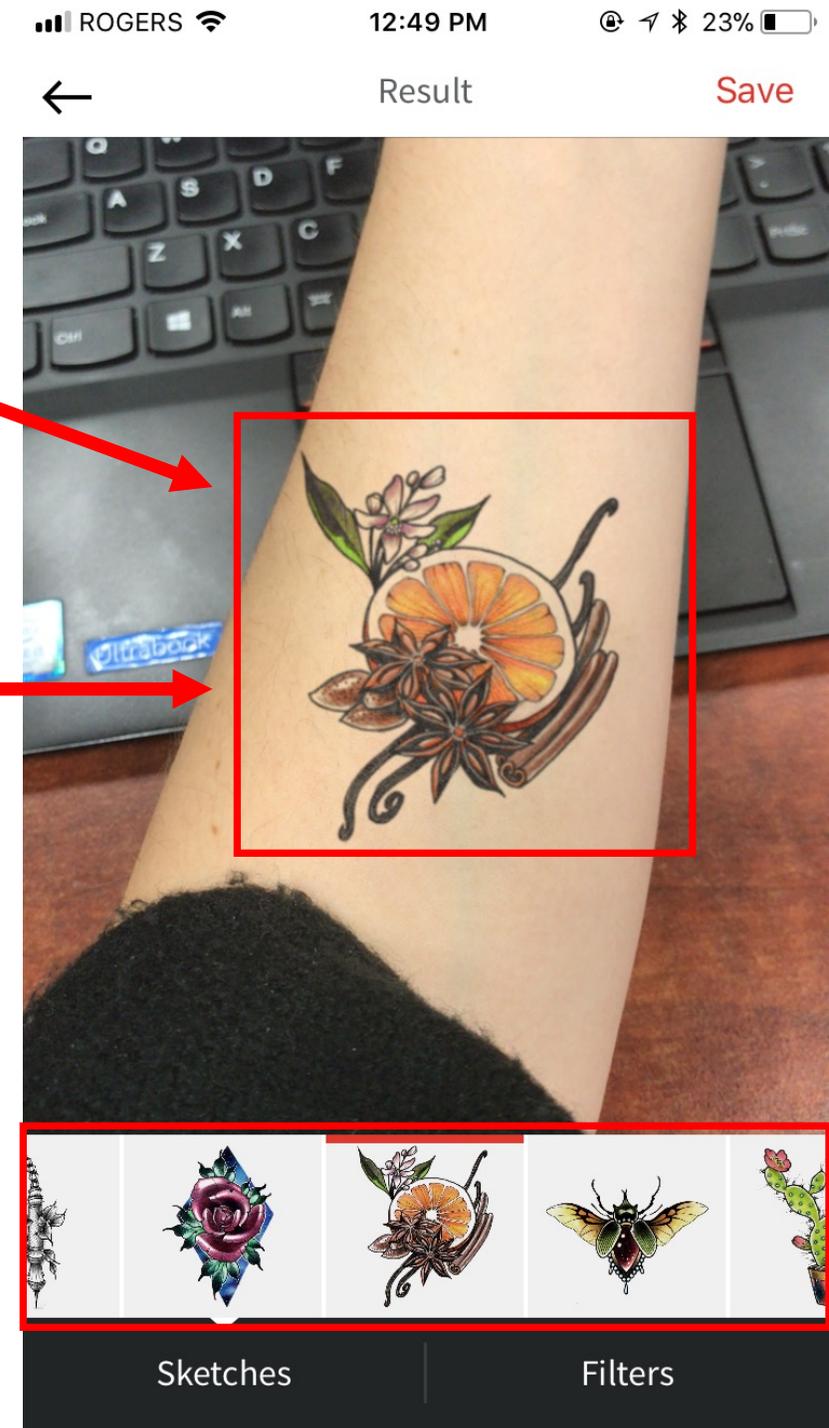
Market Advantage

InkHunter seem to be relying solely on their unique software, positive user reviews and high SERP ranking PR pieces from 2016 for growth. The media attention at launch allowed InkHunter enough exposure to collect thousands of reviews. This, combined with a lack of direct competition, caused them to rank high in both the App store and Google Play store for non-branded keywords like Tattoo and Tattoo App.

The InkHunter website is a landing page to convert users to download the app. While it provides a good user experience and is well designed and visually impressive it falls short when it comes to SEO and will not rank organically in SERPs. InkHunter are allowing their backlinking portfolio to do the heavy lifting when it comes to directing users to their landing page for conversion.

Bottom Line

- Unique technology and lack of direct competition
- 4.6 App store rating 808 reviews, 4.5 Google Play store rating 24k reviews
- Appearing first in SERPs app stores for non-branded keyword terms



Reliable software, high quality image.

User can swipe to different designs.



Competitive Analysis: InkHunter

Try tattoo designs

★★★★☆ 4.6



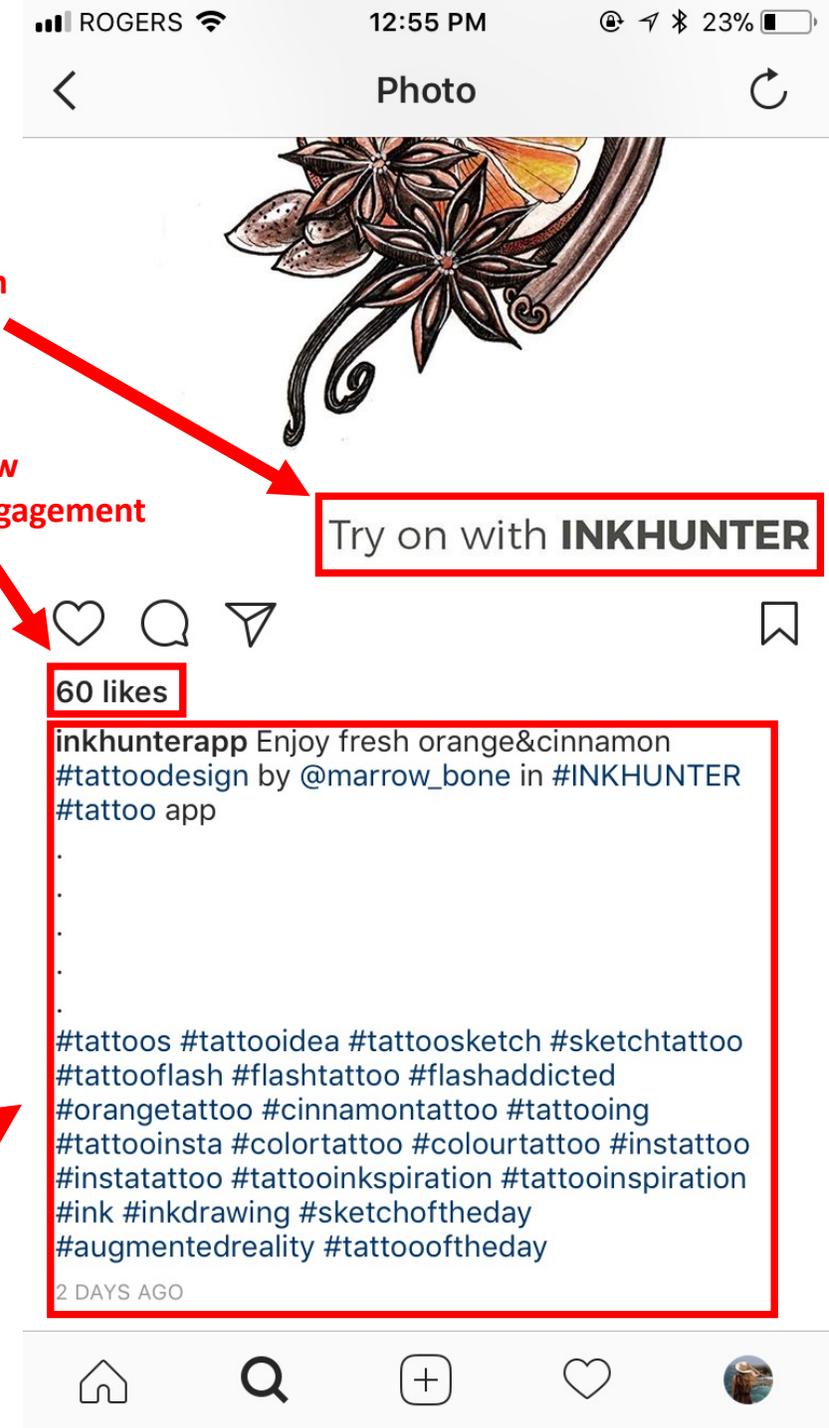
Marketing Profile

InkHunter is not currently doing much in the way of advertisement or SEO and do not have a blog or website aside from their landing page. They instead allow their 25k app reviews speak for themselves. Their ranking, as well as a handful of strong PR pieces allow them to rank high in both SERPs and stores for branded and non-branded keywords.

InkHunter run an Instagram account boasting 14.7k followers. They utilize the page to drive users to their website for conversion. The account is active and posts new content at least once a day implying this account is their main focus. The account features young models and contemporary tattoo designs which would point to a younger, Millennial target audience focus for the app. While the Instagram account does have an impressive number of followers InkHunter's outdated Instagram strategy seems to have negatively impacted engagement on the platform.

Bottom Line

- Online marketing strategy focuses on Instagram
- Millennial target audience
- Aggressive, dated and spammy Instagram strategy



Aggressive branding on every post

Low engagement

Spammy hashtag strategy



Competitive Analysis: InkHunter

Try tattoo designs

★★★★☆ 4.6

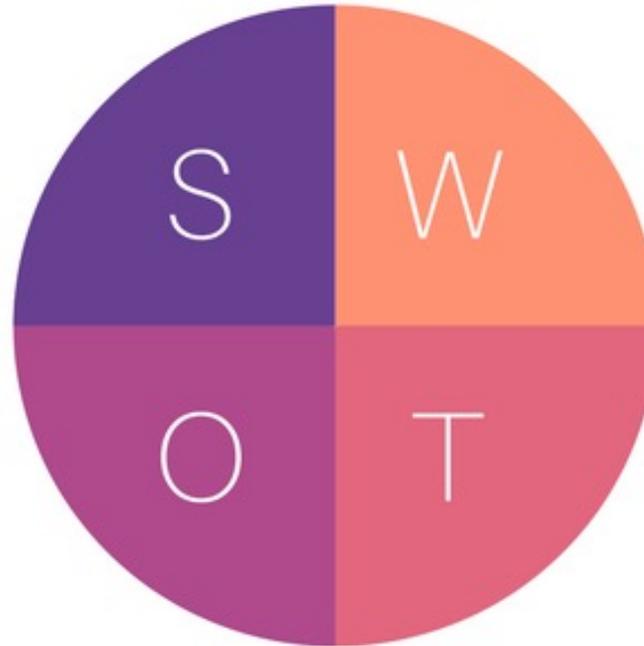


Strengths

- First into the market place with AR technology - Strong/established presence
- High rank in App Store (4.5 Stars, 808 Reviews) and Google Play Store (4.6 Stars, 24k Reviews, 1mil+ Downloads)

Opportunities

- AR Technology combined with more features like ability to book appointments & search shops and artists
- Removing bugs, ads and oppressive monetization (more user friendly business model)



Weaknesses

- No online marketing strategy to be seen (SEO/SEM/ Social Media Marketing) beyond relying on old articles and reviews
- User frustration with ads, bugs and limitations caused by app monetization and search feature

Threats

- New apps moving into the space with AR Technology and a proper (and active) marketing strategy



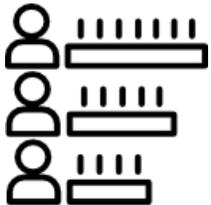
Business Requirements

Target Audience

18 is the minimum age of our target audience because in most countries, including Canada, it is illegal to tattoo a minor. A minor is classified as anyone under the age of 18. The top end of our target audience is 35 as the older a user is, the less likely they may be to consider the possibility of using an app for this purpose.



Our average user would be a first timer, someone who hasn't had a tattoo before but wants one, or someone with only a handful of tattoos. The more tattoos a person has the more likely they are to be dedicated to a specific tattoo artist. Seasoned veterans may also spend less time deliberating over tattoos and placement, as they already know what they do and do not like.



Competition

Our biggest competitor is Tattoodo, an app backed by the top 100 tattoo artists in the world and sponsored by Ami James of the successful television show Miami Ink. Tattoodo accumulates around 20 million users per month with 41,000 registered industry professionals. InkHunter may also be a formidable force, both of these apps hold large portfolios of loyal artist.



Business Requirements

Risk/Opportunity

We are relying on artists within the industry to bring their designs and businesses to our app. If we are unable to build and maintain a portfolio of talented artists we cannot provide potential clients with a successful or useful database. There would also be major concerns surrounding screening both artists and customers to ensure safety for both parties.



Formidable competition already exists within in the market from apps like Tattoodo and InkHunter. To ensure the app is successful we would require an aggressive marketing strategy including SEO, SEM and social media marketing efforts. Once users find our app we would begin to build user loyalty through outstanding user experience and consistently positive results.

Tattooing is a 1.65-billion-dollar industry in the US alone. 36% of 18-25-year-olds and 40% of 26-40-year-olds already have at least one tattoo. If this app is successful it has the potential to flourish in an established and profitable industry.



Conclusions

While there are big risks there are also big rewards associated with launching the Ink Tank app. If we provide a simple, memorable, successful and personalized process for clients and artists to find each other we will be able to tap into a profitable industry. Marketing efforts will be a vital piece in providing the initial push our app requires to get in front of our target audience.



Business Requirements

S.M.A.R.T. Business Objectives



- 1) I will launch targeted advertisements and contact local tattoo shops in our launch city of Toronto with an incentivised offer of 5 free referrals if they create an account in our app. I estimate we will gain 5 new artists each week over a period of three months in order to have 50 artist profiles set up one month before the launch of this product.



- 2) In order to rank higher in app stores and gain new users we will gather at least 20 user reviews in the three months following launch. We will do this by adding a feature to the app prompting the user to write a review. The user will see the prompt after reaching milestones like; using the app for 15 minutes, booking an appointment and after their booked appointment finishes.



- 3) To keep artists and users interested in our app I want to book 100 appointments in the first three months following the launch of this product. By running a strong social media strategy, as well as featuring a new artist each day on our app home page and offering the ability for artists to run discounts for booking through the app I estimate we can collect one new booking each day, or 7 new bookings each week.



Business Requirements

Project Scope



The Application: Designing and developing the app itself



Competitive Analysis & User Research: This information will allow us to understand the problem space and requirements for the app



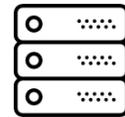
Information Architecture & Wireframes: Beginning development of the app



Prototypes & Usability Testing: To be an iterative process based on results



Marketing Strategy: Including SEO, SEM and Social Media strategy which will allow us to gain exposure and reviews and rank higher in the app store



Database of Artists and Artwork: In order to launch we will need a database for users to explore



Product website & SEO strategy: A place to not only utilize as a landing page in our online marketing initiatives, but a home to our blog. Our blog will simultaneously position our brand as a leader in industry knowledge and provide content to supplement our SEO strategy.



Business Requirements

Functional Requirements



Login & Signup
Ability to upgrade to an artist profile



Onboarding process including questionnaire to help filter interests



Home screen where users can access app's information



Menu allowing users to navigate the application



Search feature to browse designs and artists
Search criteria and filters including location, style and colour



Basic admin page
User profile information i.e. bio and profile picture
Space to save favorite tattoos
Connection to Instagram and yelp for artists



Ability to "try on" tattoo artists or users own designs using AR feature



Ability to message artists



Ability to book appointments in the app



Ability to share designs with friends, tattoo artists and other users



Business Requirements

Delivery Schedule

Week 1

UX Competitive Analysis

Week 2

Audience definition
User Research

Week 3

User Interviews

Week 4

User Persona Creation
App User Stories
App User Flows
App IA

Week 5

User Persona Creation
Website User Stories
Website User Flows
Website IA

Week 6 & 7

Website Site Map created
Low fidelity wireframes for
app and website
Low/mid fidelity mock-ups
completed for app and
website

Week 8

Prototypes

Week 9

User Testing & review

Week 10

Design iteration

Week 11

User testing & review

Week 12

Approval of App & site
design

Week 13 & 14

Implementation begins
PR Pieces created
Blog Content Created

Week 15 & 16

Final app & site design
completed
Marketing strategy
implementation

Week 17

Application launched
Website launched
PR Pieces launched
First blog post launched