

REPORT

PRODUCTION & PROTOTYPING

INK'D

BY

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INTRODUCTION

The art of tattooing has become a global phenomenon in personal expression and storytelling, during the last few years, as millions of people join in this quest for alternative connectivity's with artists, inspirations, and new design discoveries. This has awakened Ink'd-the snazzy mobile application built just for tattoo lovers.

OVERVIEW

Ink'd connects creativity with community by sharing tattoo images, exploring styles and artist connections. The app, at its core, enables users to dive deep into a vibrant community of tattoo appreciation.

The app allows the inclusion of powerful maps that are really an in-depth service. With these, a user can find tattoo studios available around him or her, artists portfolios, and find ways to their location. Interactive maps show not only studios but even filter results based on styles, ratings, and much more. The application also allows the user to book appointments with studios, which is one of the main features.

With Ink'd the users don't have to go running to multiple different applications to get a tattoo. For artists and canvases alike, Ink'd is the solution.

DESIGN

The UI of the application draws similarity to that of Pinterest, which was the intention, as Pinterest gives of a hobby aesthetic, with simple and minimal UI. Though the inspiration is an existing application, the designs for Ink'd were made from scratch.



App Icon

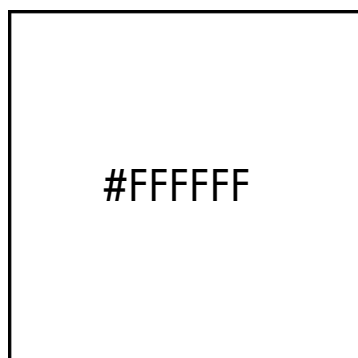


Logo

ROOTERS Typeface- Headings, Brand

San Francisco Typeface- Body, Content

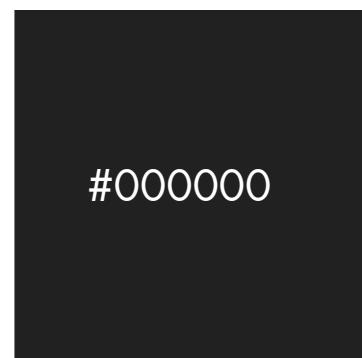
San Francisco



#FFFFFF



#EC3910

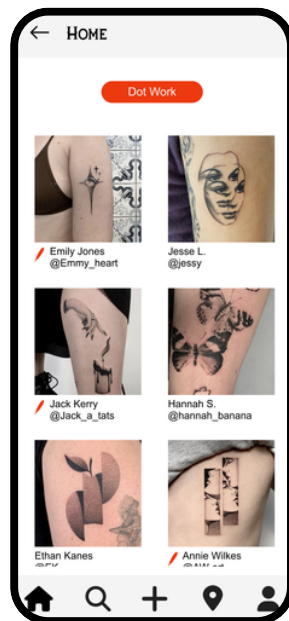
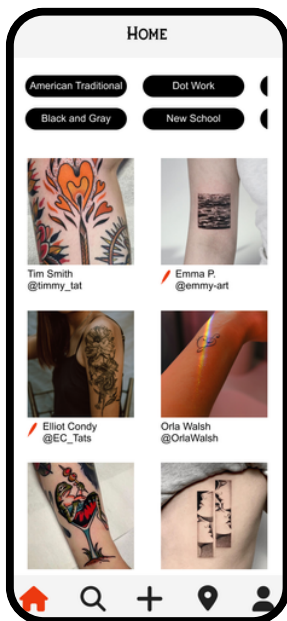


#000000

Colour Scheme

SECTIONS

Home Page / Feed



This is the home page for the application, with the user's 'for you page' and the filters. Something similar to that of Pinterest. You can navigate to an artist's page through the posts, or check out a canvas' profile. It has filters like 'dot style',

'American Traditional' for the users to see posts based on these filters. The user flow of this section quite simple. It has a vertical scroll for the feed section and a horizontal scroll for the filters.

Navbar



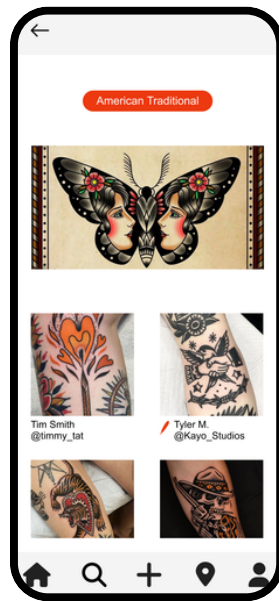
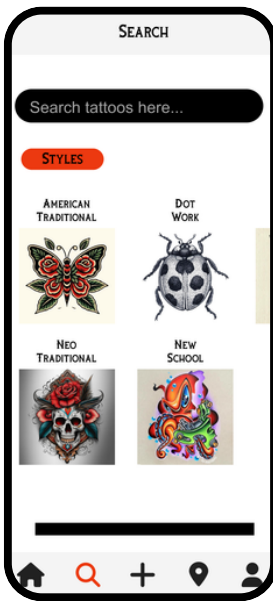
Component



Shows current section

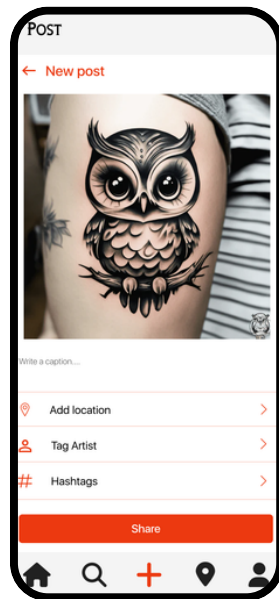
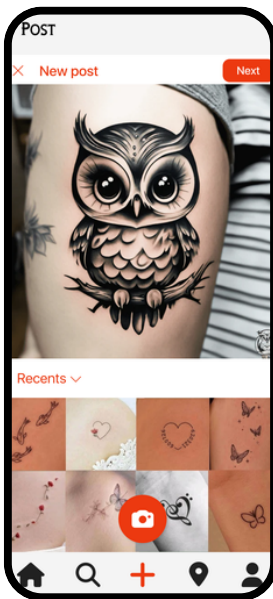
The navbar is accessible from all sections in the application. This makes the app easier to navigate. It was made as a component which is connected to the home pages of the sections corresponding to the icons.

Search



The search page is for the user to look for specific styles of tattoos. The user can add tags when the post a new tattoo, and if a keyword is used, that will come up in the search. The UI and UX is similar to what Spotify has.

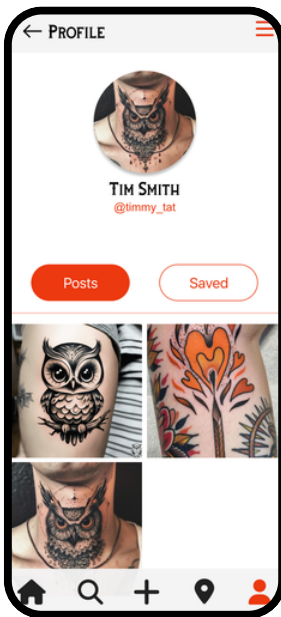
Post



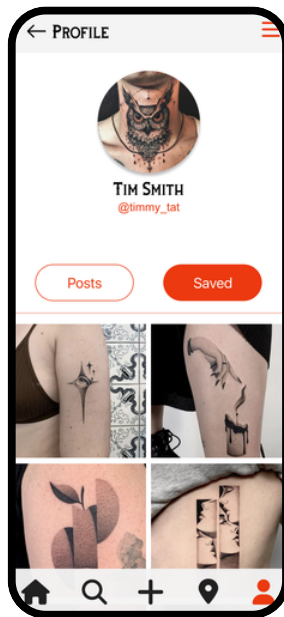
This is a pretty straight forward UI. The user will be familiar with it as, the flow is from one of the most used apps, Instagram. You can choose a picture from you albums, or click a picture. When this app comes into the stage of deployment,

a system must be put in place to ensure that only tattoo images are being posted. This can be achieved through machine learning. This section is where the user can add hashtags, location and tag the artist or canvas.

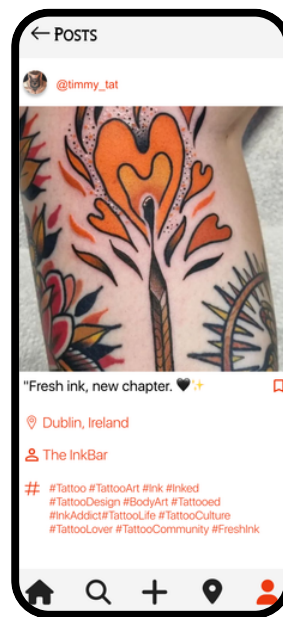
Profile



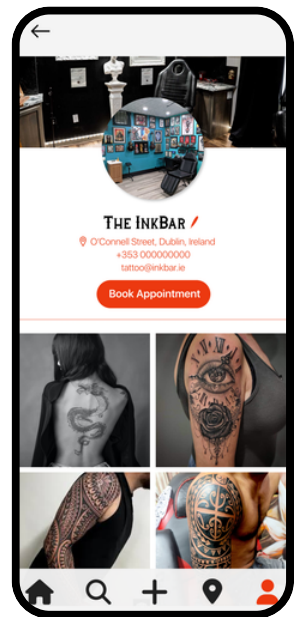
Home



Saved



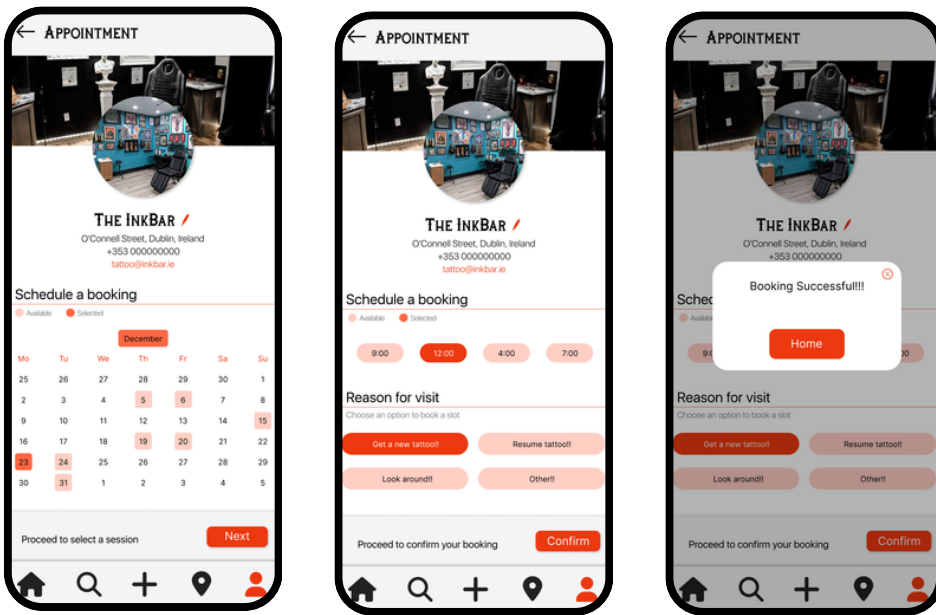
Post



Artist Profile

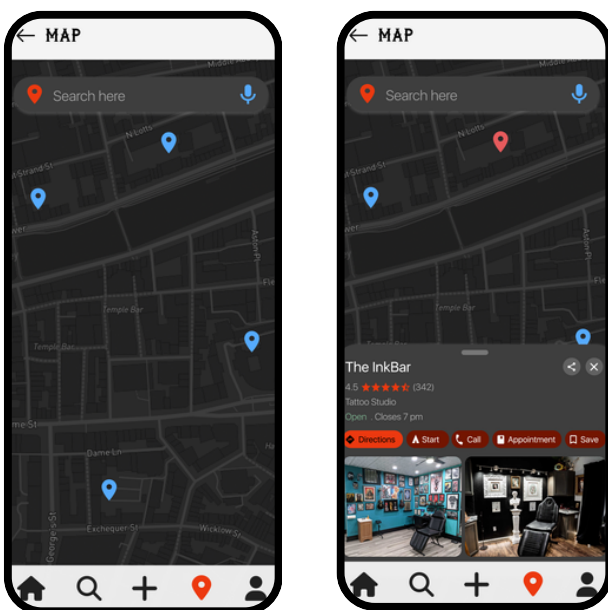
The profile section follows a simple user flow, making it easy to navigate. It opens into the page which shows posts. There is an option to switch to saved posts to see the posts the user saved. Clicking on a post will take the user to that post, with its caption, added location, tagged artist/canvas and hashtags. If the location is clicked, it will take the user to a map with directions to reach there. By clicking on the tagged artist, the flow moves to the artists profile page, where the user can browse through the posts. In the artists' profile page, there is a button which will lead the user to a section to schedule an appointment at the studio. To distinguish between an artist and a canvas, the app adds a small tattoo pen - as seen on the logo - for the artists next to the name on the profile. Edit profile and settings can be accessed by clicking the navicon on the top right corner (not functional in the prototype).

Appointment



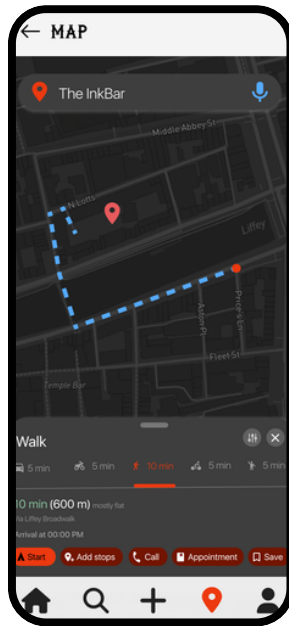
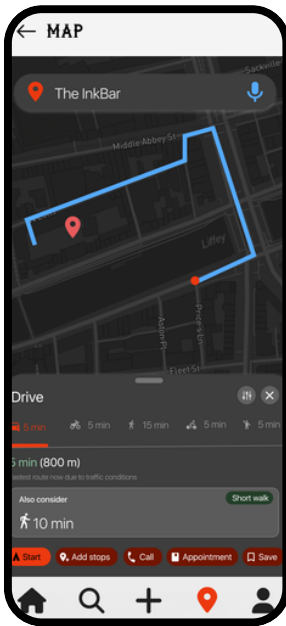
The appointment section can be accessed from both the artist's profile and the artist's map page. The scheduling has two sections, first one is the date selection, then booking a time slot and reason for visit. After confirmation it takes the user to the home page.

Map

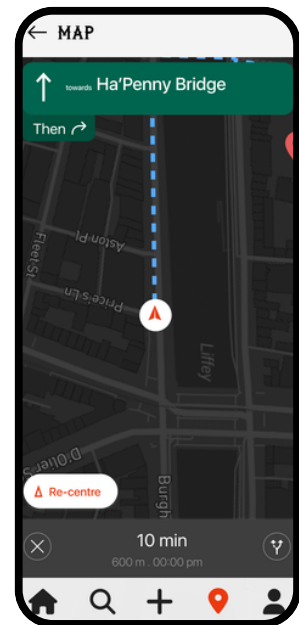
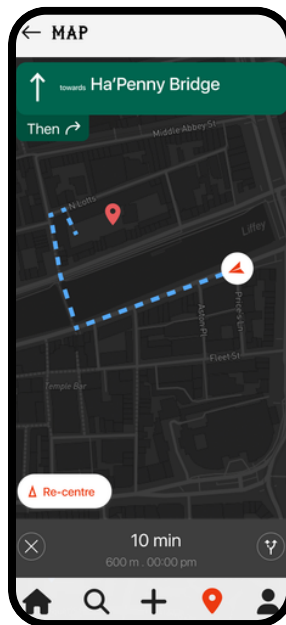
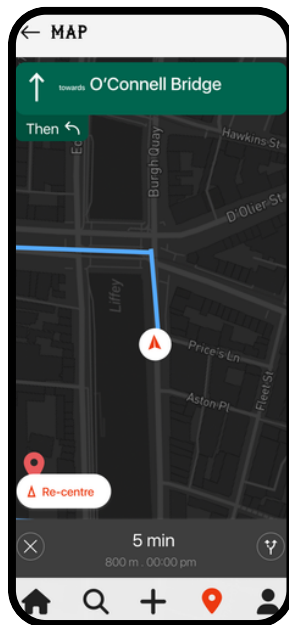
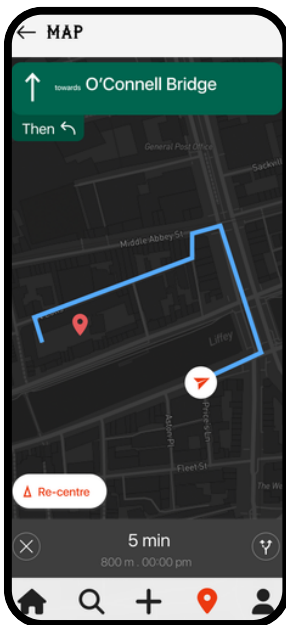


The map is scrollable in both directions. It has blue location icons showing tattoo places, of which 2 are functional. On click, the colour changes to red and the information will come up. The UI and UX is similar to google maps, as it is the

map most in use. The navigation part is pretty straightforward.



Once the directions button is clicked, the options to drive, walk, cycle etc, will come up. The UI remains the same for drive, two-wheeler, and cycle while it slightly changes for the walk option, showing a shorter path.



Once the the start button is clicked, it'll move to the navigation. The re-centre option makes the user icon straight and the map bigger. This is applicable in both sections. There is an option to go to the appointments section directly from the map section, which is functional in the prototype.

PROTOTYPE LINK

<https://www.figma.com/proto/VEWfh9AeXnwjwa6ZG5YMUW/Tattoo-app?page-id=16%3A109&node-id=16-120&p=f&viewport=601%2C389%2C0.06&t=hA2C5pxKu6QkXQ0j-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=16%3A120>

TASKS

The navigation through the app is easy as we incorporated most used user gestures and icons in the app. With the above report it becomes even easier. Here are some tasks for the tester. These tasks touch all the main sections of the application, enjoy!!!!

1. Open the application, navigate to the search section, find American traditional tattoo style.
2. Get to the artist's profile page through a post in the user's profile.
3. Use the camera to post a new tattoo.
4. Using the map, book an appointment at 'The Kayo Studio'

CONCLUSION

In a nutshell, the idea of the app is quite simple. Even though the focus was on the User Experience this time, the UI and design was not neglected. The applications we took reference from are used widely all over the world, like Instagram and Google Maps. This is a haven for all tattoo enthusiasts, and a very well thought out application for iOS