Rosebudz

Documentation Report

by Nina Andreea Popovici

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Introduction

The artist I choose to work with is Rosie Emma Frankland, a 27 year old tattoo apprentice and illustrator from Hackney in London. Rosie is a relatively inexperienced tattoo artist, having just completed her apprenticeship at a tattoo shop in England. She is looking to find temporary alternatives to tattooing and related to creation and her art. She was born and raised in London - the capital city that inspired her art and style; She finds inspiration in the urban art community, nature and everyday life.

For my final exam project I have chosen an artist that has an online art business dealing with appointments for tattoos, selling poster prints, creating custom designs and dealing with different tattoo conventions and events. Coming up with a new business strategy and a fresh identity will be my goal as I try to find a way to salvage the artistic aspect of her brand and come up with a great solution to the problem.In order to make this a reality we started with an introduction into the different perspectives of the client / user/ business. We discussed pro's and con's of this potential problem and tried to find common ground before beginning the creative process.

Problem description

What we have so far - a tattoo artist with an online presence. Her current identity describes an illustrator, tattooist, tattoo designer and painter. Now lately, new information came to light that Rosie is not working in a tattoo shop anymore and strict health regulations have been in effect since early Spring 2020, due to the pandemic and lockdowns. Tattoo shops are open but because of the new social distancing rules, many changes have happened. Reduction of staff, lack of clients and economic factors are affecting many artists that work in the field. More research on the state of affairs in the tattoo world has proven disturbing, but one of the other factors that forced Rosie to alter her path was the state of the world. What does the world need more than tattoos? It needs medicine, soothing treatments, spirituality, community and peace. In difficult times like these, we must remember to care for our physical bodies as well as our mental health so being there for others and helping humanity find peace and strength while at the same time using your talents to contribute and gain a reasonable income is ideal.

The artist states in one of our interviews: "I definitely want to stress on the fact that during this year especially, mental health is suffering, suicide rates have gone up and particurlarly with isolation people are left to their own thoughts and lots of spare time. Something which would normally take up too much time in our busy work weeks- like taking a bath - is suddenly very easy to do. I want to highlight the importance of seemingly insignificant small acts of self care like this. "

Supporting and bringing together other artists -
the importance of community

For a creative person it's very important to keep to their artistic habits as that is a way of life and it makes them happy; so when they feel trapped and in need of material resources they tend to put art aside and focus on mundane work that can bring them monetary help. We want to prevent that from happening in this case, and instead boost her full creative and business potential .

So, because Rosie's business & tattoo career is struggling at the moment due to multiple factors and after taking these factors into consideration I reached out to the artist again to discuss the situation and reflect upon the conclusions. I suggested that changing her career path would be such a waste due to a vast array of talents that she has that can be used & merged, together with a multimedia artist, to redirect and re-brand her online presence & business and that leading to a major success. Rosie has always had this hobby of playing with herbs & potions to create products like cosmetics, soap & shampoo, vegan supplements & others. Because many people were struggling globally, she decided to use her Instagram to volunteer a few of her products to be sold & the income donated to different charity organisations. She does have a lot of followers responding positively to this initiative.

But because this is also becoming costly for her I went in and suggested that she would keep the artistic style overall and instead of selling posters and art stuff only, she should mix them as products in different sections and present her new identity as a major opportunity for actually selling her new products, gaining more income to create more products thus donating a part of that income to charity, for example. A win - win situation.

Problem Formulation

Rosie wants and needs a re-branding for her online business and also an improved online presence on different SoMe platforms. Coming up with a new business strategy and a fresh identity will be my goal as I try to find a way to salvage the artistic aspect of her brand and incorporate other services and products, transforming it and making it flourish instead of just letting it go to waste. So as a solution to the problem that the artist is facing, I would like to highlight the possibility of an Ecommerce website platform, where she could blend in her artwork to create a temporary solution for income, a strong base of subscribers and clients and a community section with blogs, that all members can write, share or comment on. Meaning that her website would still be mostly focused on her artistic services and collective art community efforts but with a catch that would act as a base of income for all ongoing artistic projects that she has in the background. This is productive either way because it will help us keep her current target group, while attracting users from another creative Niche with the help of her new original products that she currently sells on Instagram. The overall design will match her artwork gallery, products, identity & labels. So me and the artist will be collaborating on the design part to create all the graphics we need while my main role will be to create an interactive digital application using the design thinking method.

A digital solution

As a solution to the current problem that the artist is facing, I would like to highlight the possibility of an Ecommerce website platform, where she could blend in her artwork to create a temporary solution for income, whenever called upon. Meaning that her website would still be mostly focused on her artistic services and collective art community but with a catch that would act as a base of income for all ongoing artistic projects that the artist has in the background. This could look like a landing page focused on her identity, her services and current events in the community, like blogs, sharing, comments, reviews and other.
Some artists take donations to keep them going, if they have a big online public, but in this case stepping in and offering something in return to the world is a big step in showing the user that they can choose to purchase a product and contribute to a worthy cause - while the cause still applies; and in return they would receive the benefits/ satisfaction of purchasing the product.
As a new feature we would incorporate other services and products, a client database and a virtual community space, transforming it and making it flourish instead of just letting it go to waste. To bring this solution to reality I needed to have a clear plan of action.

Development Process

As a work process, I decided to use Design Thinking. Design thinking is a solution-based, iterative process in which designers seek to understand the user and the client, challenge their assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with their initial level of understanding. To put things in perspective, I started with getting to know the artist in a more in-depth manner regarding her style, business and goals. More about design thinking and how I have applied it to my project.
To get a clearer picture of my process and steps taken, I created a Gantt chart that can be seen here. This has helped me in regards to my work process, as I was able to get a clear picture of my work tasks , therefore I was better able to plan ahead and work my way through any unpredictable issues that came up.

Tools, Methods, and Theories

* Trello - I used [Trello Boards](#) for project management. It was a way to communicate the tasks that needed to be completed, which tasks were done, and the time frame different tasks had to be completed in. By using Trello boards I made sure that I am on the same page with my artist.
* Personas - We used personas as a way to personify individuals within our chosen target group. This way, we could create user journey maps and things of that nature to look at how members of our customer base would theoretically interact with our design
* Style guide and Moodboard
* Adobe Creative Cloud - a very essential tool in all aspects
* [Google Drive](#)
* Microsoft Teams
* Zoom Meetings

The Principles Of Persuasion

" Researchers have been studying the factors that influence us to say "yes" to the requests of others for over 60 years. There can be no doubt that there's a science to how we are persuaded, and a lot of the science is surprising.
When making a decision, it would be nice to think that people consider all the available information in order to guide their thinking. But the reality is very often different. In the increasingly overloaded lives we lead, more than ever we need shortcuts or rules of thumb to guide our decision-making. "
How do I plan to use the principles of persuasion to benefit the sales of the brand's products online?
* Principle of Reciprocity + Scarcity - "Be the 1st to give." "How do you give? "A limited time only", "" - subtle"
Scenario 1.The user accesses your website for the first time! As soon as the preloader stops and the page has finished loading, a pop-up appears that says:
"Congratulations, you are the 1000th visitor! Sign up to claim your reward of 20% off on all of our products for the next 24 hours! "
"Welcome to our world! Because this is your first time here we offer you a 20% discount for the next 24 hours! Sign up now to claim your complimentary gift! "
"Congratulations, you are the 1000th visitor! Your reward: 10% discount on all of our products for a limited time only. Register to claim the prize and start shopping!"
* Principle of Scarcity Examples:
"Limited offer!" / "Limited stock." / "One time offer! "
"Offer expires in 00:50s ! " "SALE"
* Principle of Authority
-blog posts (my blog / creative / news / etc)
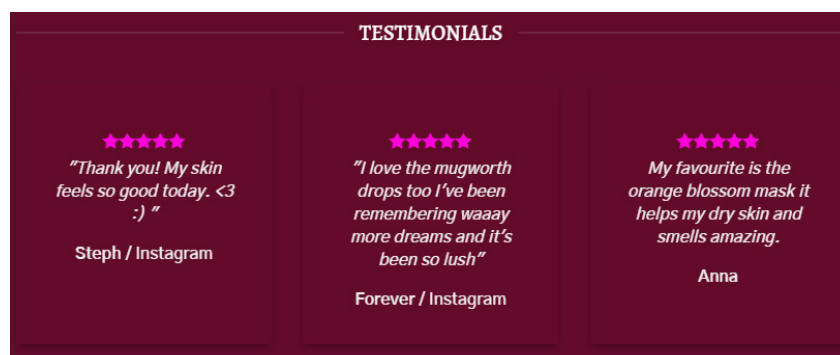- testimonials from existing customers
-" Recommend us for someone to join our community and get a limited discount of 10% on the next purchase! "
* Principle of Consistency
- looking and asking for small initial commitments that can be made. (Join our community)
- Design should be consistent as well as UX & UI
- Communication between the brand and the user should be consistent.

TESTIMONIALS

★★★★★
"Thank you! My skin feels so good today. <3 :) "

Steph / Instagram

★★★★★
"I love the mugworth drops too I've been remembering waaay more dreams and it's been so lush"

Forever / Instagram

★★★★★
My favourite is the orange blossom mask it helps my dry skin and smells amazing.

Anna

Client analysis

Rosie's Previous Website : http://cosmicstryder.dk/RosieFrankland/Index.html
SoMe: https://www.instagram.com/rosieemmalou/

After analyzing the artist's current online presence I concluded that they use social media as a means to advertise and sell her products and gain more followers. I concluded that most of the content on her current website is still marketable and good for her to advertise & keep. The images for stickers, drawing & prints will still be available for sale and bookings will be inserted. The user would still be able to benefit from all the original content plus new additional & updated art content and product types. The portfolio side of the website would still be kept alive and tended to. I would also increase the advertising with some sponsored ads but only whenever a new batch of products is available for sale. So whenever the artist has products, she can use automated ads and UX blocks on her website to attract attention - sort of a mini campaign. In between I would build a client base of subscribers and add various blogs to the website that would keep users entertained and feel like they are part of a community that is environmentally friendly and cares for the world and actively wants to make a difference. This is productive either way because it will help us keep her current target group, while attracting users from another creative Niche.

Artwork related
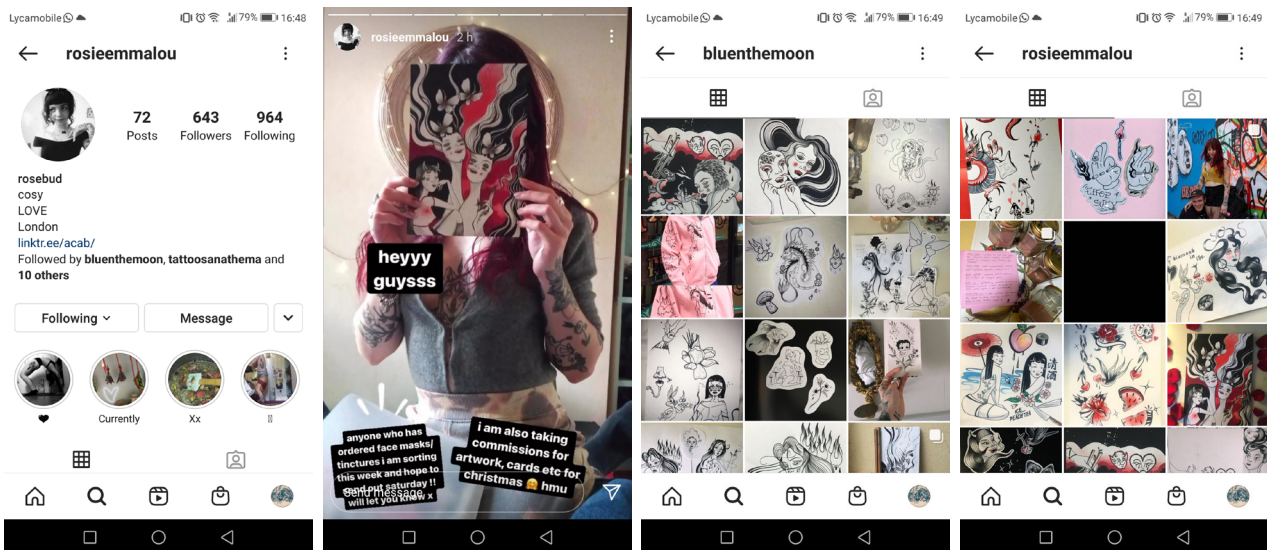
Herbal related
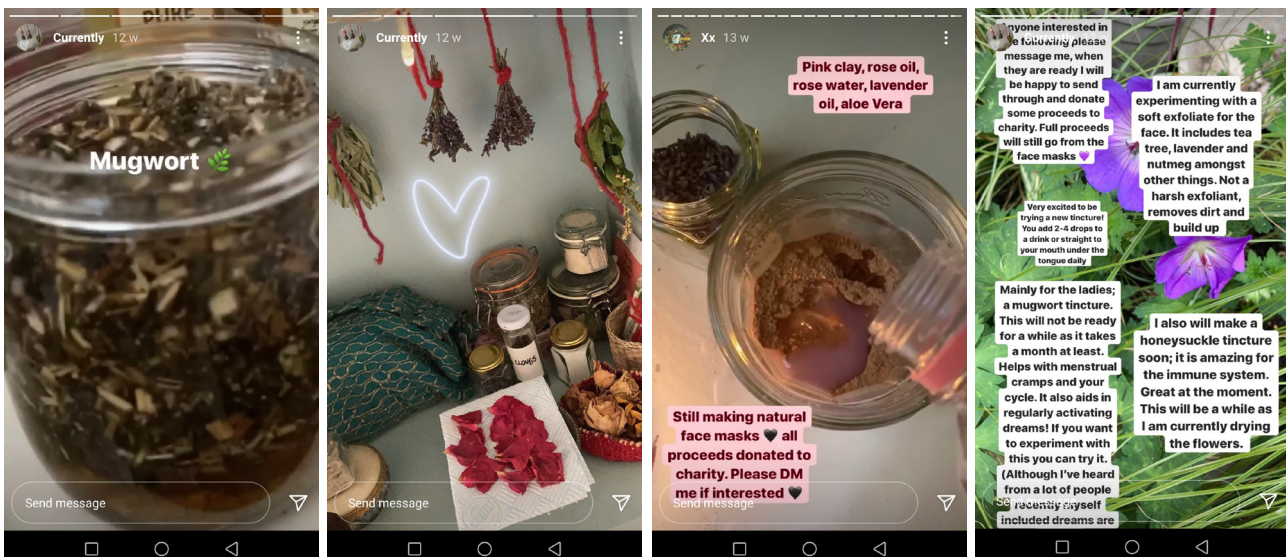
After a few meetings and discussions about the artist's current situation and brainstorming together with the business model canvas, we decided to come up with an online application that would suggest a stronger online presence and a business idea that would bring the artistic community together with our desired target groups. Following the process plan, design thinking comes into play and I start doing the market research that includes all aspects that are relevant to my project.

BMI● Business model canvas   Designed for: Rosie Frankland   Designed by: Nina A. Popovici

● Key partners
Who are your most important partners?
Which key resources do you acquire from partners?
Which key activities do your partners perform?

- Mother Nature <3
- Transporters of goods, (deliveries, suppliers, biologists, drivers);
- Artists
- Environmentalists
- Gardeners
- Activists
- Distributors
- Raw material suppliers
- Container suppliers (what kind of containers do we use with each type of product? What are the health & safety regulations regarding packaging ?)
- Laboratories for testing
- Dermatologists
- Marketers

● Key activities
What are the activities you perform every day to create & deliver your value proposition?

Foraging
Plant & herb research
Working on improving the quality of our products
Study of health & safety regulations
Implementation
Artistic Creation
Moon cycles
Charity work

● Key resources
What are the resources you need to create & deliver your value proposition?

E-commerce
Innovative and effective formulas for cosmetics
Virtual events and moon rituals - usefull for advertising and gaining insight and feedback
Information / research/ study of the market
Materials/ Delivery/ Time
Money for investment

● Value propositions
What is the value you delivery to your customer?
Which of your customer's problems are you helping to solve?
What is the customer need that your value proposition addresses?
What is your promise to your customers?
What are the products and services you create for your customers?

Health & Self love
Natural products and sustainable packaging solutions
Contribute to improving and supporting small buisnesses
Personalised products for each type of skin
Going against the capitalist system
Support independent artists and women
Skincare & natural immuno - boosters
To avoid the use of chemicals and the everyday physical interaction with chemicals

● Customer relationships
What relationship does each customer segment expect you to establish and maintain?

- Build a community concerned with environmental issues and the prevetion of toxic habits and waste.
- Concerned with the use of natural and biological sustainable products.
- Collaboration on products and artwork projects

● Channels
How does your value proposition reach your customer? Where can your customer buy or use your products or services?

Social media - Fb, Twitter, Insta, etc.
Web channels
Webstores
E-commerce
Online Sales Websites

● Customer segments
For whom are you creating value?
What are the customer segments that either pay, receive or decide on your value proposition?

Women & men all ages with sensitive skin
Young people
People that want to make a difference
People that are willing to try alternative healthier products.
People with immuno - deficiency
People that are sensitive to chemical artificial products
People that want to end the tyranny of chemical waste and products made for profit ONLY.

● Cost structure
What are the important costs you make to create & delivery your value proposition?

Time costs, material cost
Foraging cost, travel, camping, researching natural ingredients
Technology costs - devices, computers, phones, tablets
Domain costs - website domain online
Giveaways, donations and support of vulnerable people, free samples

● Revenue streams
How do customers reward you for the value you provide to them?
What are the different revenue models?

Fidelity & loyality
Implications & donations from organizations and people interested to help the world switch to a more sustainable range of physical and mental habits.
Product sales
Subscription and personalized products fees

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Market Research

I started the market research with a PEST(LE) Analysis in order to get a complete overview of the key factors influencing our artist's brand from the outside.

Artist Overview - Rosie Emma Louise Frankland
Industry Served - Visual art, Tattoos, Illustration, Painting, Customizing, Design, Drawing, Skincare, Vegan Supplements
Headquarter – London, UK
Area Served - Northern Europe (Uk, Scotland, Ireland, Denmark, Sweden)
Competitors - Tattoo apprentices, Tattoo artists, illustrators, visual artists, Drawing artists, Old school Traditional Artists, Skincare specialists
Products - Design Ideas and models, Tattoos(Closed due to Covid - Temporary), Illustrations, Stickers, Paintings, Face Treatments, Tattoo Cream, Natural supplements like teas or tinctures.
SOME: Instagram: @rosieemmalou/ @bluenthemoon
Website: http://cosmicstryder.dk/RosieFrankland/Index.html

Technological Factors

Working with different technologies:
- digital (tablets, computers)
- mechanical (tattoo machines) - on a later date when restrictions lift
- Kitchen Utensils & Gardening utensils
Advancement of technologies used, due to complexity
Increase in competition and popularity.
Networking, Social Media, Online presence.

Legal Factors

As a self employed freelancer she gets one year of selling goods TAX free.
She is mindful of European Laws of Copyright enforcement.
Well trained in the health and safety methods of working with
artistic tools and materials.
Complies with health and safety laws when tattooing.
Needs to be safe at her workplace.
Complies to shipping regulations awaiting Brexit.
Studies and has knowledge in the ingredients used for skincare & teas

Political Factors

The decision by the UK to leave EU has left the pound weaker and an
uncertainty with future plans so we decided to stick to the UK region when taking orders.
Expansion of the tattoo market will be affected by this move.
Covid19 has stopped tattoo artists and others from functioning in a normal way, therefore we need to
appeal to other skills and untapped resources.
Health and safety regulations for the consumer and the producer.
Governmental policies.
The reputation of the strict enforcement of laws in the UK.

Environmental Factors

Sustainability in her art and products.
Using resources mindfully and recycling as much as possible.
Where does she get materials from?
Recycling/ Buying/ Donations/Returns of glass jars (for eks.)
Needs to find an efficient delivery service that is efficient and thoughtful to respect the environmental
laws soon to come and also provides good and fast shipping of goods.
Raises awareness of customers and friends about global environmental issues and urges them to return
recipients like jars or plastic wrap - for now.

Social Factors

Consumer trends/ tastes
Fashions- Cultural diversity and preferences by region or country.
Lifestyle factors - customer spending habits and socialising or lack of.
Wants to make sure to produce and deliver a good quality product to the clients.
Will get an increase in clientele after performing efficiently, due to increase in reputation.
More chances to get clients through recommendations of friends and acquaintances.
Advertising on social media, asks for reviews to increase reputation.

Economic Factors

Uncertainty dominates the majority of people working in the artistic fields due to COVID19 that has made tattoo shops to close, etc.
Uncertainty prevails on the UK tattoo market and affects tattoo artists because some are travelling a lot and Brexit is going to change travel regulations and rules.
Cost of living in London, Interest rates, taxes, rent, etc.
Cost of creating & producing - time and energy.
Customer ethics and spending habits.
Shipping rates and lockdowns that delay the delivery of goods.
The existence of a possible employer in the future in a tattoo shop.
Country specific market demands.

With the help of the PEST(LE) analysis I managed to tie up together the external factors that influence Rosie's brand together with the internal factors that I have researched below, in the SWOT analysis.

SWOT ANALYSIS

By performing a SWOT analysis on her current affairs & business I can gain extra insight into the problem and come up with a great solution that would actually work and fit the artist's budget and schedule. That is why I have done some research for each of these 4 sections. I will try to concentrate on the brand's internal processes.

STRENGTHS
- Rosie has an existing online presence as a tattooist & visual artist
 - Present & active on SoMe with a database of followers
- Very talented and wants to help with donations to the less fortunate
 – A volunteering herbalist hobby that produces soothing vegan products and selling them online for charity or income, etc.

WEAKNESSES
- Lack of funds due to fewer hours at work
- Lack of jobs in the arts/tattoo sector due to closing of shops leading to low morale
-Economic difficulties that some potential customers face
-Lack of customers due to self isolation & social distancing

OPPORTUNITIES
- Combine her artistic career with her hobby = new products
-Humanity is in need of healers and helpers
-A collab opportunity to enhance and re-brand her business with a KEA project
-Reaching a wider target group
- Finding a temporary source of income/ solution that would help boost her artistic profile as well attracting more potential clients

THREATS
-Tattoo studios have restrictions due to Covid19
-Bigger competition with other tattooists for clients
-Lack of clients for tattoos due to people with risk conditions
-Humanity is not focused on tattoos but on medicine & technology although, art can help us find ourselves again and gain a state of calm. So it is recommended to be practiced during times of anxiety, stress, worry, etc.

To see a descriptive diagram of my PEST(LE) Analysis and my SWOT Analysis, please check in the Appendix section below .

Tattoo industry approaching breaking point because of closures

Tattoo artists have been left in a desperate position by the impact of the Covid-19 crisis, with many going out of business or losing their homes, a union is warning.

"It's no exaggeration to say the situation in the tattoo industry is desperate. I've heard several cases of financial hardship leading to people losing their business, their homes and even two suicides, as well as other mental health problems."

"The industry of tattooing and piercing has had a long history of providing employment for people who have struggled to be happy in mainstream life.

"It's vitally important they are not thrown on the scrap heap as a result of this pandemic.

"The industry is approaching breaking point. Without quick, decisive Government intervention parlours will be driven underground, leaving very little control of the inking and piercing environment."

New trends in the market - arts & design

Occulture: 2020's Macro Trend for Design?
Identified as a dominant trend by Shutterstock search data, Occulture is also reflective of a wider movement in society. With interest in and membership of alt-faiths set to grow over the coming years, it's likely that occult imagery will become more pervasive in popular culture. So is this the end of Millennial Pink…and the start of Goth Black? Wily designers should certainly consider a move to the dark side — using occult references and styles in the design of brands and products is set to be a macro design trend in 2020 and possibly beyond.

Occulture refers to the renewed and growing interest in alt-faiths and magic amongst Millennial and Gen Z individuals. In the design world, the occult is certainly having a moment. Millennial and Gen X consumers are engaging with alternative faiths and experimenting with the experimental, and brands are taking note. Occult-related imagery can be seen across a broad range of commercial items aimed at this consumer age group, with packaging, branding, and products featuring zodiac illustrations, runes, evil eyes, and witchcraft graphics. And, from furniture design to beverage packaging, it's clear that many brands are starting to capitalize on younger generations' curiosity about the occult, esotericism, and spirituality.

Millennial and Gen Z audiences can be difficult consumers to keep up with, driving a short-term visual culture via digital devices. This market's growing interest in alt-faiths presents an opportunity for brands to connect with these consumers on a deeper level. As a result, large commercial brands and independent designers alike are dabbling in the dark arts, using occult imagery to create compelling designs for products and packaging. For brands targeting female audiences, horoscope imagery is a huge visual trend, with jewelry, clothing, and lifestyle accessories themed around the signs of the zodiac. Occult and Wicca-themed designs also appear across a wide range of lifestyle products, such as phone cases, kitchenware, prints, cushions, and bags. The occulture trend is a particularly rich seam for illustrators looking to create unique and interesting designs that still have commercial appeal. We're also seeing an overall normalisation of occult imagery, partly because this imagery is becoming more widely used in popular culture and commercial products. From furniture covered in evil eyes, to flat design Wicca calendars and cheerfully-illustrated tarot cards, designers are integrating these once-taboo graphics and symbols into mainstream visual culture. There's data to back up this new-found obsession. The Shutterstock 2020 Creative Trends report identifies Occulture as a major emerging trend, based on yearly searches by Shutterstock users. A +525% rise in searches for "magic" and +289% for "spiritual" indicate that users are seeking out imagery that connects to

Ecommerce?

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. Whereas e-business refers to all aspects of operating an online business, ecommerce refers specifically to the transaction of goods and services.

The history of ecommerce begins with the first ever online sale: on August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or "ecommerce" as we commonly know it today.

Wordpress

"Technology is best when it brings people together."
- Matt Mullenweg, Founder of WordPress

WordPress is an open-source website creation platform that is written in PHP and uses a MySQL database. In non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.

What is WordPress? At its core, WordPress is the simplest, most popular way to create your own website or blog. In fact, WordPress powers over 37.6% of all the websites on the Internet. Yes – more than one in four websites that you visit are likely powered by WordPress.

1. The first reason I choose to use Wordpress as a site builder because of the popularity that it has attained by its reputation and good quality services. I researched many alternatives that would produce a similar result but in this case I needed to create a web application that would be very complex and that needed to be professional and safe for both my client and the users that interact with it. Because the Ecommerce ability came as a first need for the application - the possibility to sell products online it was very clear that my code and structure needed to be impeccable. Because sensitive information was being shifted around, through forms, account and payment details, data - personal information - I needed to make sure that the code is clean, protected and secured and also that the payment functionality was handled by a well rated and popular plugin that works together with increased security from our domain & hosting at Siteground.com.

2. The second reason that made me choose Wordpress in this case - was requested also by my client's preference of editing her own website later on, simple things like - changing product images, prices or adding promotions, sale offers or banners. Because of the personal connection between our artistic abilities, me and the client - Rosie have been working closely to produce graphics, artwork and brainstorming ideas for different products outside of our multimedia process. Wordpress offers this ability to be understood; for essentials, by the people that are not professionals but work in a team and so the need to understand the process and be a vital part of the application comes to the fore. Wordpress turned out to be an efficient, popular and best rated choice.

Direct Competitors

Rosie's direct competitors in the UK area would be other illustrators and visual artists working in a similar field that have a well established online presence and a well defined client base. Because Rosie was only starting her tattoo career she would fit in with the illustrators, painters and herbalists as direct competitors. She does however, have an apprenticeship as a tattoo artist but is only starting her career outside her apprenticeship. And while human contact is limited at the moment due to social restrictions, the artworks & deliverable products take center stage. Also, other artists that have a wider range of mixed products or artists/brands that have a similar visual style. Even if artists have a similar visual style, their products and artworks can be displayed in so many different ways that can set them apart from the crowd with a unique value proposition.

Indirect Competitors

Tattoos are an alternative to jewelry. Tattoos are impacting the jewelry business, and not just the battle in attracting millennials to be future customers. Piercing artists also count as indirect competition and can be found operating in few tattoo shops, although not in all of the shops you encounter. Even though they are a part of the indirect competition, they don't pose as big a threat as the direct competition, due to health regulations and rules not being respected by a large part of the people that do it, therefore not many piercers have legal clearance to operate independently or in a shop, due to lack of training.
Body painters - Make up a small part of the indirect competition because of the very specific areas of operation our artist occupies and operates.

Retailers can offer customised products for sale, with their art. It can be a wide range like clothing, poster prints or occasionally, stickers. Still, these indirect competitors don't seem to pose a threat in this case, as the client is focused on all the factors in the field and this leaves the direct competition, which can be said, is much smaller locally, compared to the international competition. An in-depth competitor analysis can be found here.

An analysis on our competitors's features reveals amazing ideas. Down here I have selected a few features from our competitors' platforms that we think would be great ideas to implement, in future developments of our website.

1. LUSH Studios
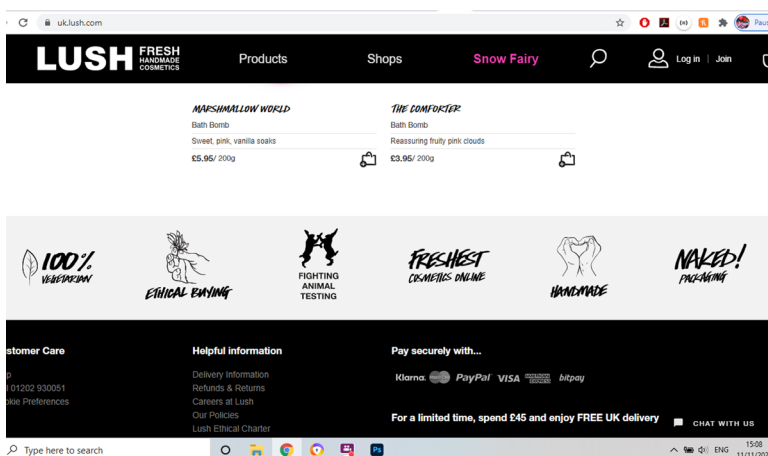
We really like LUSH's icons that are very expressive and artistic. We love the overall effect that the font gives to the atmosphere of their website. It makes it youthful and suggests spontaneity and creativity. This is something we like and we were thinking about doing - creating our own icons in a visual style, that would resonate with the chosen font. We also like the AI chat bot in the right corner of the landing page, it makes the service seem more professional and the customer service more efficient.

2. OCCULTISH
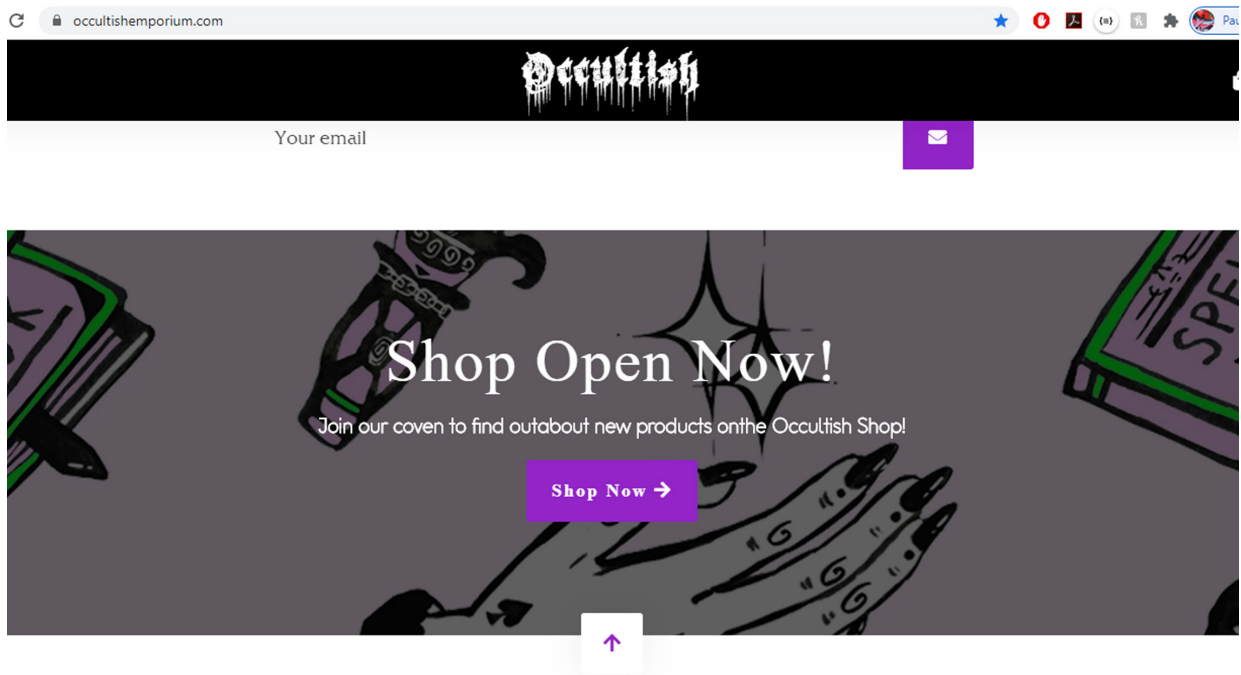
We love OCCULTISH because they have the same youthful vibe as LUSH only they are a bit more on the artistic side, where they actually have artworks for sale, and/or incorporated into their products. We love the alternative fonts and also the witchy colours that work very well with the artistic visual style of the illustrations. We like this shop banner because it contains artwork displayed in a balanced way all throughout the website makes it more personal for the user & artist and brings them together. On their landing page they have an Instagram posts section, we see this on all of our competitor's web pages, which makes me think that we should use it, but in moderation.

Occultish also has a pretty original idea when it comes to product leftovers. They actually turned this into a "mistery pack" where the user actually yearns to be surprised by the content of their package. This is a recent addition on most websites that make artistic products, because sometimes the target audience likes to be surprised.

Of course, this all depends on the authenticity of the artist and responsibility to send relevant content inside the pack instead of just leftovers from other stock. The mystery kit is something we will incorporate into our services for Rosie as this would include a random draw of a mix of the artist's products. We believe that the target audience we are aiming for would be impressed if not only seduced by this addition. This is good for example if the user is looking for a gift for someone that they know would like these kinds of products. It is also in line with our sustainability principle, where we want to leave nothing to waste, if it is still usable. I personally think it is a nice touch that brings out the artist's originality and challenges them to be better. Also we will add coupons, just to increase the traffic and likelihood of people signing up to benefit the coupon discounts.

3.EMNIWA
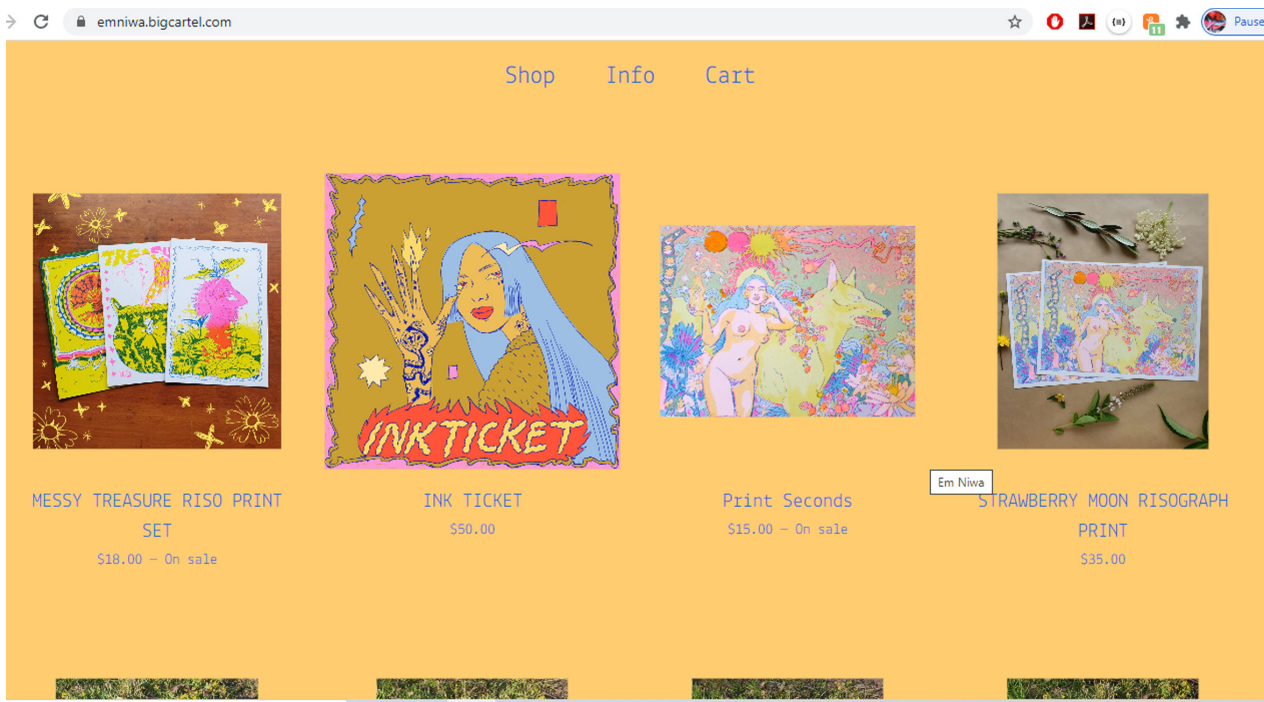
   This artist has the right idea when it comes to the tattoo limitations and possibilities. An ink ticket does in fact mean that the user receives permission to choose one of the artist's designs and take it to a tattoo shop or artist and this way, the user gets permission to use the artist's design, instead of just asking the tattoo artist to copy the design from another artist - which is often considered copyright infringement and unfair to the original creator of the design. The ink ticket concept can be used in many ways, and we are still reflecting on which way is the perfect way for us.

<p align="center">Target Groups and Surveys</p>

   After a heart to heart conversation with the artist and decided to stick to three questions; I am hoping that the answers help me decide which segment of the target group we can study more. These questions will be on a more profound and emotional level to uncover the artist's true motivation. I used a scheme similar to the golden circle:

Why? What is your creative purpose? Why are you here doing this art?

"A part of me feels that when we share an artistic experience, we help each other grow and find a deeper meaning to the things we experience. I feel like art is a way of life and that being true to yourself in matters of style is important. So I guess I do this because sometimes i question myself and my art, but at the end of the day I am just following my intuition with good intentions and gratitude. Sometimes it takes a while to find out exactly why you do what you do…. "

What? What problem do you believe is really worth solving? What are you doing about your "why"?
"I personally think the problem is that people are not aware of how much more spiritual they are so they have a hard time expressing themselves or afraid of their emotions. I think everyone should believe in themselves more and be grateful for what they have".

How? How are you solving that problem? What is your unique value proposition?
"A tattoo can be like a reminder for the person that wears it, helping them remember what is important to them. AS in - don't sweat the small stuff.
I try to produce aesthetically pleasing work for an audience that finds my work motivating, beautiful, interesting, or significant to them for any other reason".

<p align="center">13</p>

There is a big community of artists in the capital city of London but there is also a big market for tattoos and customization design needs. Unfortunately, even though more people started to get tattoos over the past decade - most of them millennials - the 2020 pandemic is hitting hard on this segment, as well as others. So I choose to appeal and combine 2 target groups that I would describe with some key words and characteristics.

Target Group 1 :
Millennials, Aged between: 18 - 32 years old
Tattoo lovers, artists, indigo children, "the outcasts", the misunderstood, punk, goth, rock's, emo, free-thinkers, spiritual, hipsters, hardcore, gabba, techno culture, tattoos, piercings, bme, potion blends, posters, black & white, contrast, yoga, moon cycles, magic, etc.
Target Group 2 :
Generation Z, Aged between: 18 - 22 years old
Art lovers, designers, coders, adventurers, "the cool kids", addicted to tech, e-girl, internet, social media groups, sport, drawings, stickers, customised products, holographic, pastel, magic, witchy, environment oriented, recycle, sustainability, protects the earth, spiritual, peace warrior, moon cycles, etc.

We decided to investigate our potential users and our target group, so I went ahead and created a survey directed at the target group, in a subtle matter.

User testing and conclusions from survey

From the target group survey interview I conducted, I wanted to see what type of users would be more likely to engage with us. Before I began this survey analysis I have had a certain target group in mind, but I wanted concrete results that would confirm my suspicions and it seems that they were true. A majority of users aged between 18 - 28 are the biggest part of our target group. A majority of female, but overall mixed gender types. Most interviewed members say they practice artistic endeavours, often or occasionally, depending on the user. "Art has played an important role in human evolution.", confirmed positive by a majority of answers from those we asked.

When asked, "What does a work of art mean to you?" a majority of users choose very positive and inspiring answers, describing the fact that practicing art can be a healing experience that helps them grow as individuals. When asked about what kind of priority should we collectively give to artistic practices during the disturbing events of 2020, the lockdowns - more than half of the users said that "focusing on an artistic hobby can reduce stress, anxiety levels and help one's mental health by distracting our thoughts from negative to positive outcomes".

Working on improving our self care routines is very important for our mental and physical health. A majority of our interviewed users have tattoos and enjoy them equally as much as they did before 2020 events, in previous years. Because Covid19 has opened our eyes and minds to pay more attention to health regulations and sanitary conditions around us. The users say that - if these rules are respected by the tattoo artists they would still trust and have the desire to get a tattoo, because the extra precautions would make them feel safe regarding health risks.
A majority of people participating in this survey stated that tattoos make them happy . We love to hear that it helps us artists to continue believing that we can make a difference in people's lives and improve the world with our actions.

14
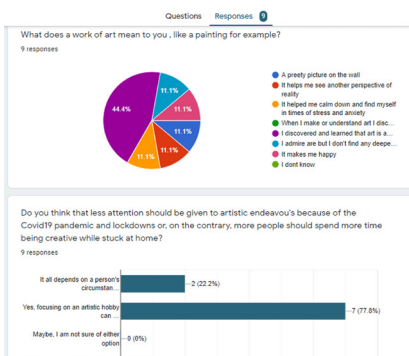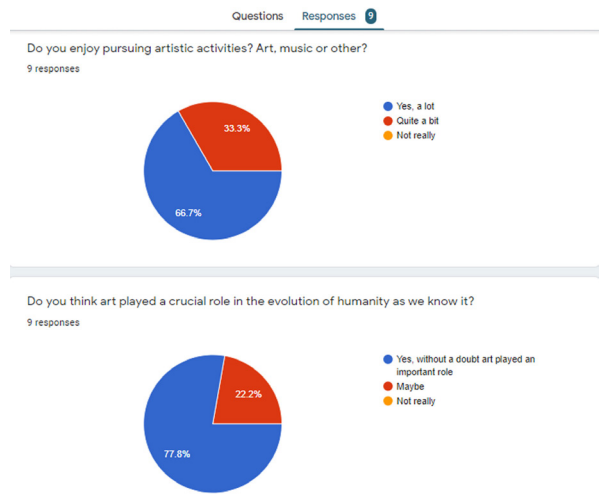
Personas

Editor Daan

      Daan is a 32 year old video editor from Germany that has lived in London for 4 years already. He works in a medium sized, independent company that deals with everything photo/video and reports to his Lead Production Director. He has over ten years of experience in visual storytelling, feature film production, live video broadcasting and everything related. He uses computers for editing and professional cameras for shooting and recording content. He is very handy with tech and loves traditional painting but wasn't very good at it. His hobbies are
photography & role playing, he loves getting small tattoos & printed TShirts with his preferred artistic style being old skool linework. He likes to give people gifts like mugs with designs on them, or funny stickers.

Receptionist Ramona

      Ramona is a 22 year old female, living on the outskirts of London, further away from the city centre. She has an Associate degree (e.g. AA, AS) that helped her to attain a stable job in a hotel very close to her residence. She does customer service, dealing with clients, bookings, deals with complaints and such. Ramona needs a computer to do her job, so she works with databases, personal information and other sensitive materials. She always keeps her tablet at work, checking out artists on social media and surfing the web. She uses her tablet to sometimes doodle some digital art, as she is fascinated with gaming in her free time. The artwork of video games, or digital artists fascinates her, so she sometimes spend her break checking out various artists on the web.
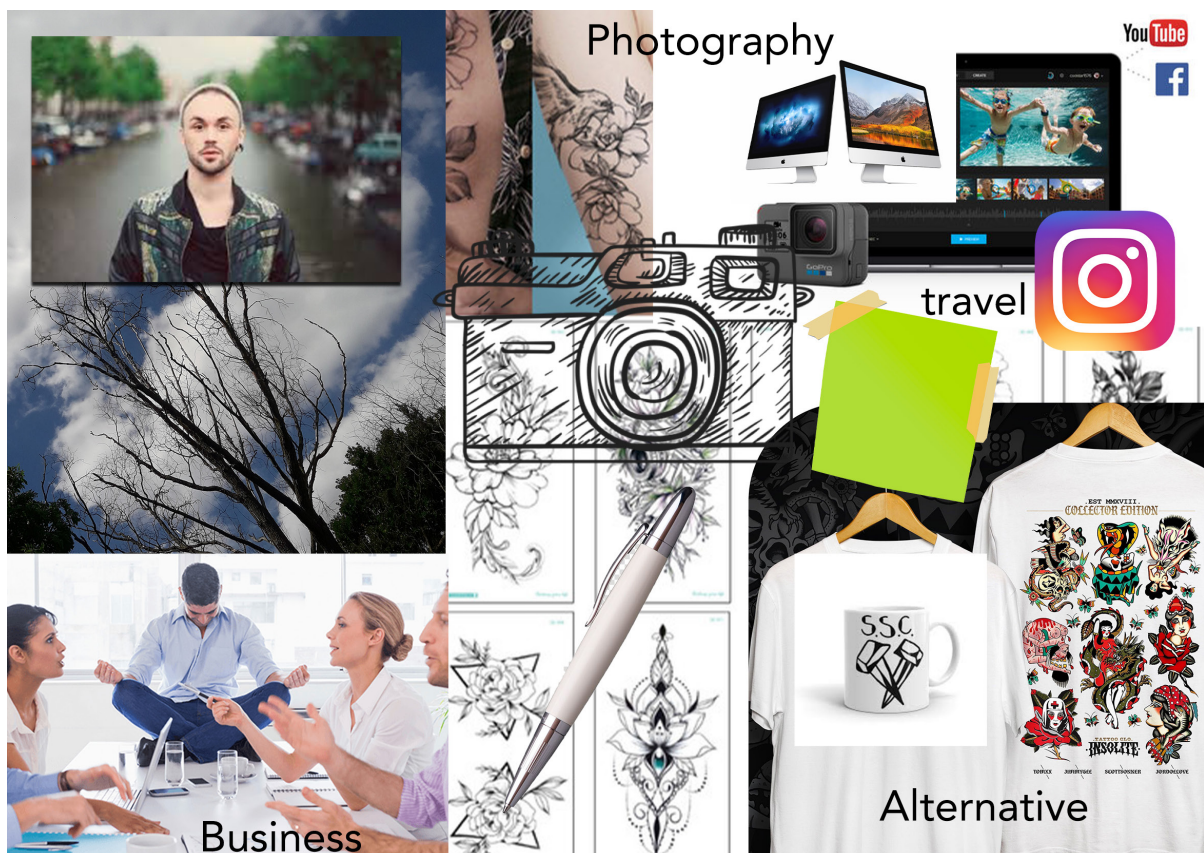
Moodboard Daan

The whole concept of our approach to the new identity would be based on the fact that a tattoo is oftentimes, if done correctly, a healing and transformational experience. As many people would say when sharing their experience about art, me and Rosie also find meaning behind every design, tattoo, illustration, etc.

The Transformative Healing Power of Tattoos - Interview article

Permanent body decorations, tattoos, and modifications have been a part of human culture since ancient times, when they had a place in ceremonial practices. Today, they can serve as symbols of inner recovery. Many people who choose to get tattoos say that they represent overcoming and healing from difficult situations or circumstances. They are a reminder of a positive and empowering message to stay strong. They serve as a way to become more mentally healthy into the future.
To get a better sense of how people can find strength and healing through tattoos, I talked to our artist, Rosie Emma Frankland (pictured left) and asked her some relevant questions that would help me get the right idea about how to approach design and other aspects. She has many beautiful artworks on her body and has chosen to share with us a little bit about her experience with her tattoos and their healing power in her life.

What does body art mean to you?

"It's a celebration of yourself and life. My body art is sacred armor and an artistic expression of my personal story. Every tattoo represents something important and symbolic, and I truly love each piece. I get more work done when I can, and I enjoy choosing a variety of artists."

What time in your life did you decide to get tattoos? Was there anything happening in your life?

"I got one of my first tattoos, a mantra surrounded in lotus petals, circling my forearm, when I was 19 years old. Something traumatic happened in my life, a violation of sorts. I chose this tattoo as a way to energetically protect myself from further violation or harm."

What does that image represent to you?

"The mantra "Lokah Samastah Sukhino Bhavantu" basically sends out a wish for all beings (everywhere) to experience sweet happiness, deep peace and ultimate freedom. I feel a deep connection to this message for myself and for all others."

How does this image as a symbol help you in your life today?

"The blessing on my arm is a constant reminder of an important part of my mission in this lifetime: to serve others and help support their path to awakening, to bring them happiness, peace and freedom. Every time someone asks me what the mantra on my arm means, I have the opportunity to look them in the eyes — with a smile — and send them a blessing with the sharing of the mantra. My body ink is sacred. I love the depth of connection to the Divine and all things that can come through this unique and varying art form."
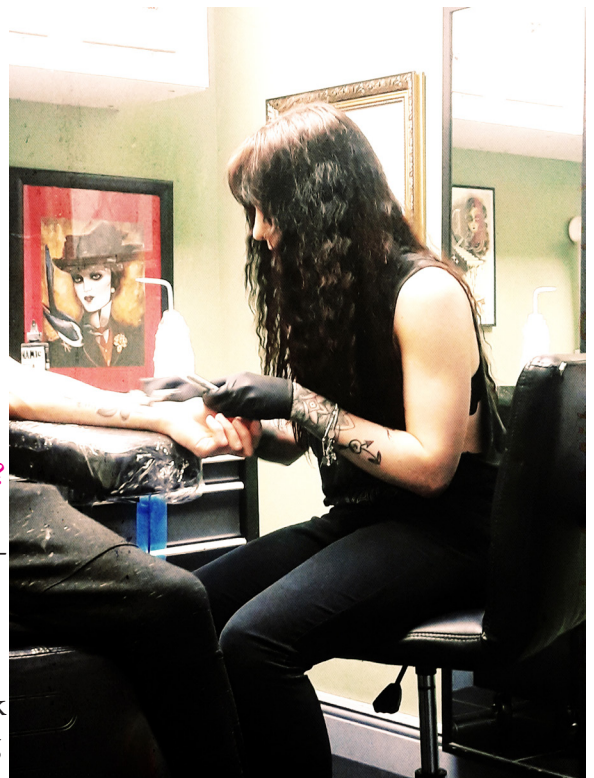
Because there is a deeper meaning in practicing artistic endeavours of all kinds, I wanted to bring together all of Rosie's creative practices and sprinkle some magic to unify them and communicate them to the public in a way that describes the brand's most prominent qualities.

This is where the connection between the product types is being formed. The healing and transformational aspect applies to all of her products because they are produced by the same artist/ brand for similar purposes. Although me and the client want to emphasize tattoos, I am aware about the multitude of factors that came to light in 2020 that forced all of us to "think outside the box" and therefore I am appealing to my client's talents and skills in order to find a set of alternatives that can be connected in a logical way to create new products or ideas, etc.

With this in mind, following up on the market research I find it safe to say that emphasizing the importance of self care and the connection between our minds and bodies is the ultimate message that the artist's brand is trying to send out.

How can we differentiate Rosie from other tattoo artists?

A key part of my solution is going to be to communicate the client's brand in a new and different way. Therefore we had to clearly define what the brand's new identity is before we could do anything else. In a market synonymous with eccentricity, having Rosie's brand identity be simple and elegant, she stands out as a professional, stylish alternative.

The name - ROSEBUDZ - The connection between mind, body and spirit

Was finding it very difficult to create a name that incorporates all the things we want this website to represent and include eventually. The community section meant I was trying to think of something abstract so as to be all inclusive, but the names and words I was thinking of were too specific and suggestive to a certain way of thinking which was totally counter productive. While me and the artist brainstorm, it is worth mentioning what Rosie writes - "As I was thinking of how I am starting with putting up artwork, prints and stickers, I realised the artwork is personal, so a name could be the same. There can eventually be a shop section for natural skincare and information/links on self care rituals and mental health….leading into the community section." Roses are great as it incorporates the artist's real name and strong links to both nature and tattooing.

"Whenever i go to write my 'about the artist' section the first thing i put is something about London, where i've grown up. My work reflects this. Nina & I have done amazing paint collaborations on the streets of London, where we met, through the urban art community.

A lot of artists I was thinking of when looking for inspiration, i realised connect me to my london roots through growing up here but also using london words in their names or work (greentea peng, piff gang, shout me, what u sayin, on the block, in the smoke, city dreamin ….) "

ROSE
* Perfect identity that incorporates the artist's name
* Roses are beautiful flowers that have a strong defense mechanism
* Associated with needle tracing & linework due to thorns
* Artistic, alternative and elegant

BUDZ
* Abbreviation makes it ring with the young generation due to slang in language use
* Relevance to nature & health
* Alternative & vegan skincare, that contains no chemical substances

DESIGN

The Logo
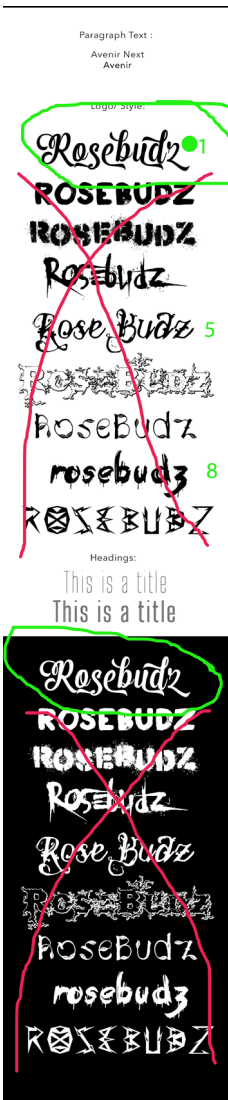
Here is a sneak peak into our process of designing the new logo. Here is a sketch example we used to rate and decide on a font that we could use and communicate the essence of Rosie's brand with. This is just one example of our work process that went through multiple iterations until we reached a final decision. After agreeing on the font for the logo - we choose "Premier Script" - we started making many iterations and tryouts for our logo. We went through multiple styles and decided that a golden - platinum look would suit us best, because we didn't want to be too similar to our competitor's style.

Premier Script is a free to use licenced font, that suited our needs the best. Using Adobe Photoshop we created a logo from a text style, with layers and effects that mimic a golden - platinum texture.

We spent a lot of time trying to get this right and trying out many options - our first idea was a holographic effect - that mimicas the colours of the rainbow. It is quite popular nowdays on the art market but we decided, after testing it out on different images, colours, textures, that it's not what we are looking for so we kept on looking.

Here I have illustrated the holographic logo that I created in the first attempt. It took me more than seven attempts to achieve the one above. Now, the one below is trial & error.

FINAL LOGO

Banners

While working together, me and the artist agreed that we need to do a lot of editing and sorting out through artwork. We each contributed in doing our part, she would find the artwork, sort it and take photographs, write deascription. And I would take the photographs, edit the images and create digital vector grpahics for the sticker packs, for product images, banners and so on with graphic design. I would after that get feedback from the artist and agree on our designs. Here is a screenshot of the illustration process happening a while ago.

Rosebudz
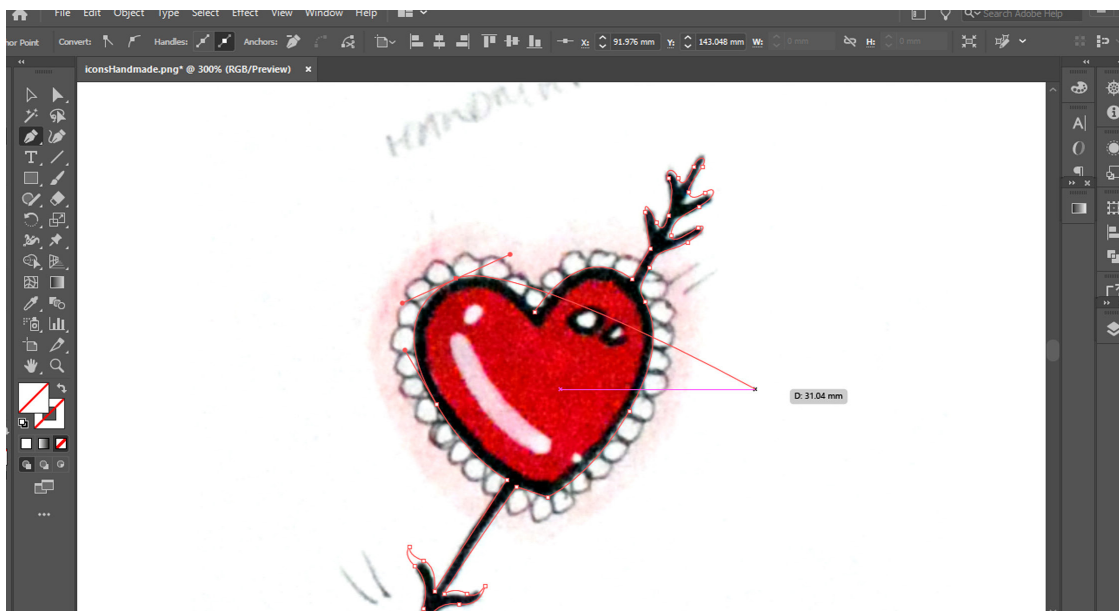
UI Style Guide

01. Paragraph Text

INCONSOLATA

Lorem Ipsum is simply dummy text of the printing and type-setting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

CENTURY GOTHIC

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

02. Headings/ Titles Text

ALEGREYA

This is a title.

This is a subheading.

ACUMIN VARIABLE CONCEPT

This is a title.

This is a subheading.

BIG SHOULDERS INLINE

This is a title.

This is a subheading.

LOVELY HOME

This is a title

This is a subheading

#000 · #D7BEC1 · #666 · #999 · #E6E6E6

#630B2A · #FF03DB · #D11A3C · #A91643 · #FFF

#d7bec1 - potential background colour
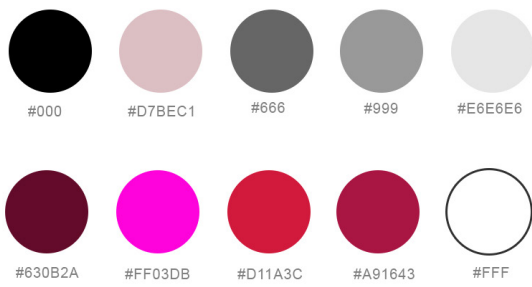
The colours we choose from an array of sets we tried out. After discussing with the artist about her style preferences regarding colour, I found out that she is very attracted to red colours and tones - and that she would like me to try and find a way to work with these red tones. This was a challenge for me maily because everyone out there on the web associates red with danger or some other misleading context that gave me a real desire to avoid it. In mind mind I had fear of using it, but secretly I wished I had the opportunity to play with it one day in design. So I brought up my courage and created 2 diffedrently coloured prototypes - with the same content - so me and the artist could get a clear idea about which way to go from there. The link to my Prototype is here but also again below, when I will elaborate upon my iterations and test results.

Discussing more about the colours, when navigating the website we find the dominant colour to be a dark purple that came on accidentaly and made a spalsh.
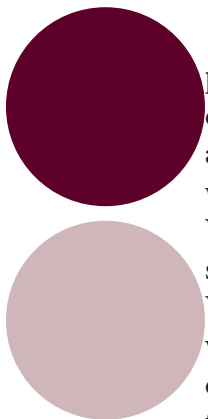
Hex color #630b2a is very close to "Spanish purple" due to their similar appearences. It's labeled as "dark purple". Psychologically, when humans think of this color, Spanish purple (#630b2a), in branding, they might associate it with signs of royalty, anti-aging and not growing old, transcendence, slight femininity, and finance and wealth.

We found this to be a very bold and pleasant match for us, when compared to the very simple but pale, cream background colours found in another set of colours we used. When comparing the results from these sets, plus adding the results from the BERT test we conducted on our design layout and colour scheme, we decided to go for the darker colours overall, using black and white as sister colours to help me balance out the contrasts that were coming out. With the artist's style of art black & white worked miracles in binding our website's design together, like an artistic composition. Notice the imagery and the illustration are in harmony and connection with the UX & UI elements like headings, text, buttons, etc.

To get a clear picture of the imagery overall, I shared this image, that is part of our style guide, that I will share in here as well.
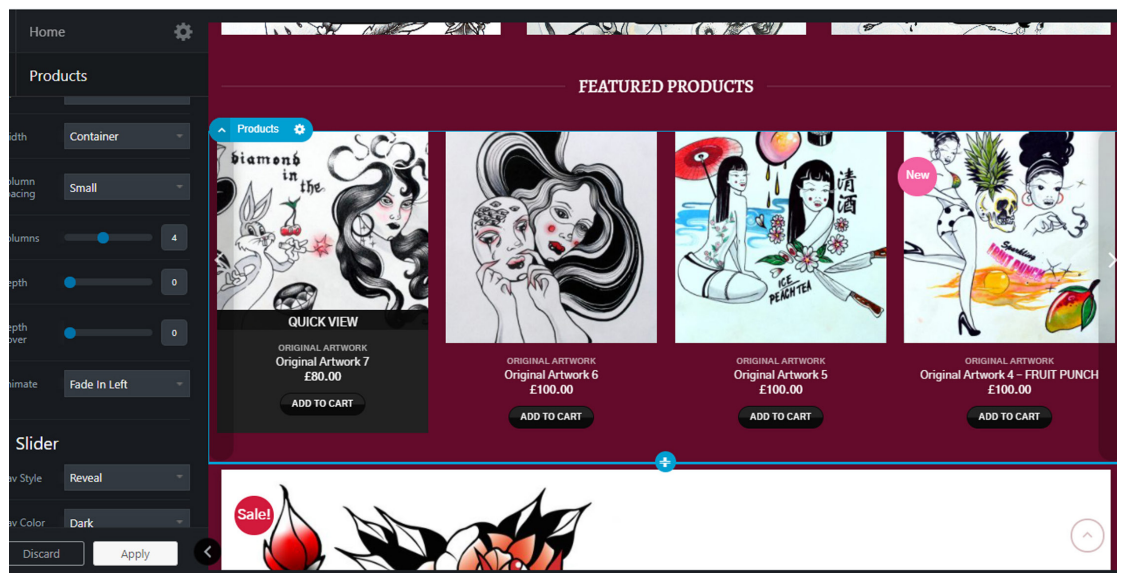
Alegreya

ABCDE
FGHIJK
abcdefg
hijklmn
op.!:Â^^
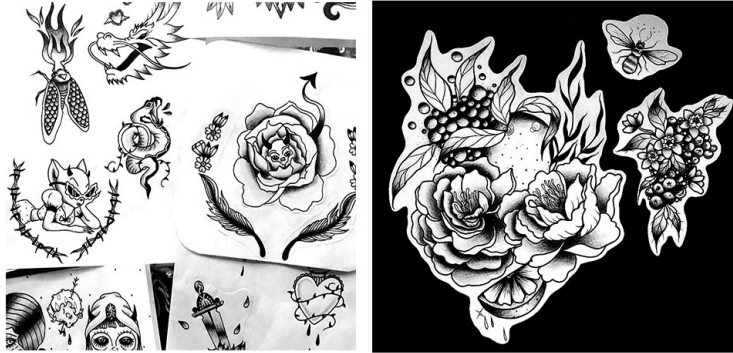
Gothic A1

ABCDE
FGHIJK
abcdefg
hijklmn
op.!:Â^^

Favicon Design

Welcome
to my world..

A favicon is a small, 16x16 pixel icon used on web browsers to represent a website or a web page. Short for 'favorite icon', favicons are most commonly displayed on tabs at the top of a web browser, but they are also found on your browser's bookmark bar, history, and more.

The favicon is always good to have, especially if you have a themed website, or a colour specific one with abstract elements, it just helps bind things together in a better way and adds to the consistency factor. I am being consistent in creating an overall atmosphere for the potential user, where I am trying to create an environment that transports them to another world - thus why the welcoming text is "Welcome to my world". An air of mistery and unspoken charm, a flavour of dark cherry and forest fruits mixed with a standard UX layout is the welcoming theme at first sight.

A few of our tags are #mistery, #spiritual, #pinup, #oldskool, #elegant.
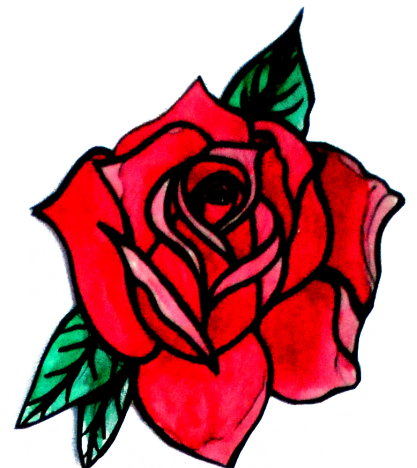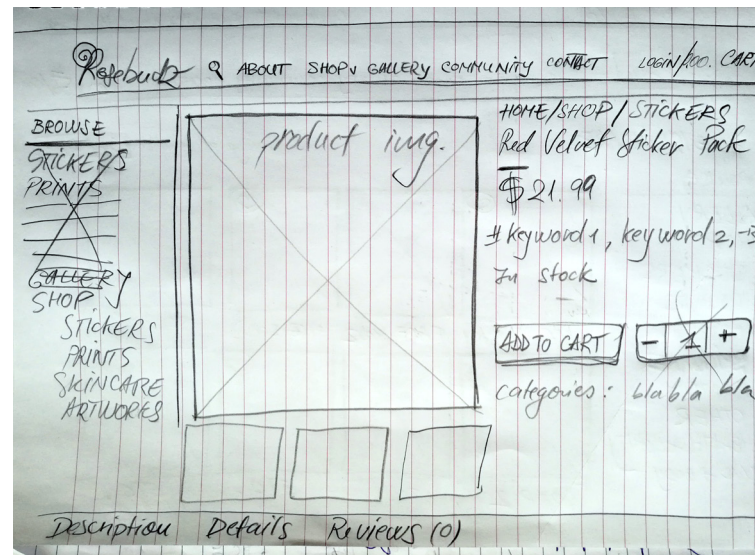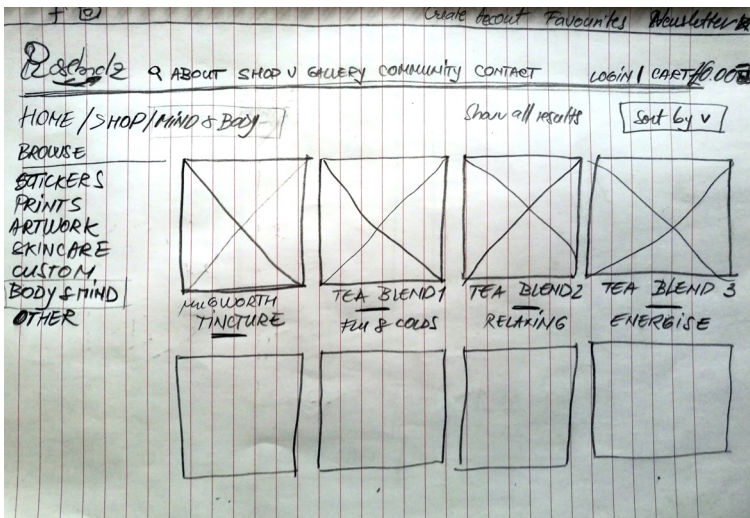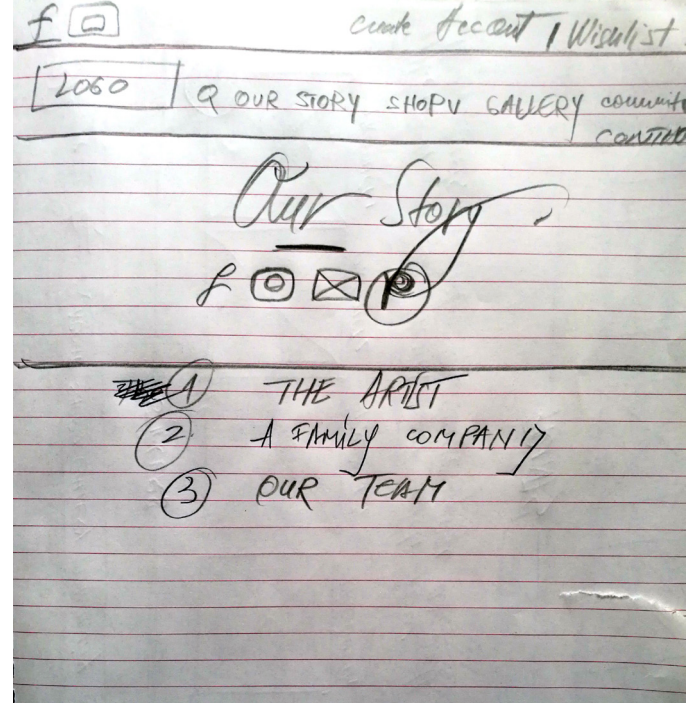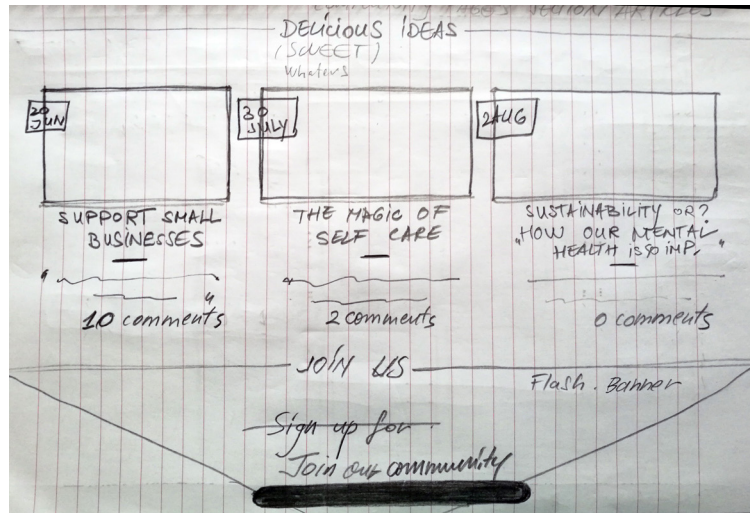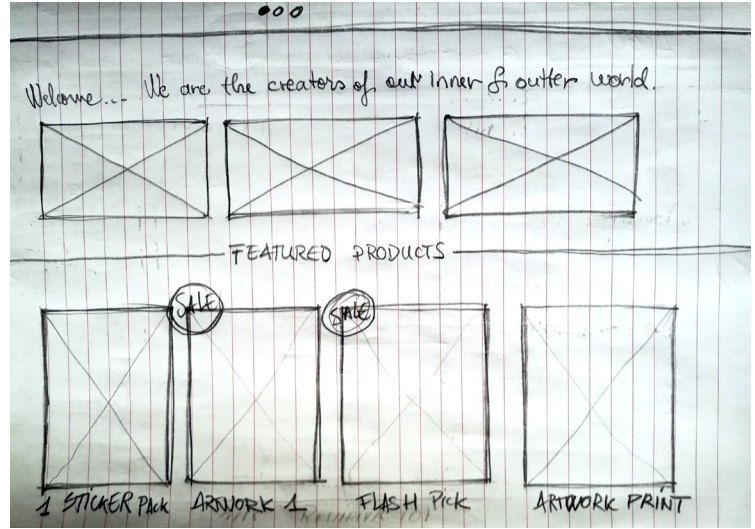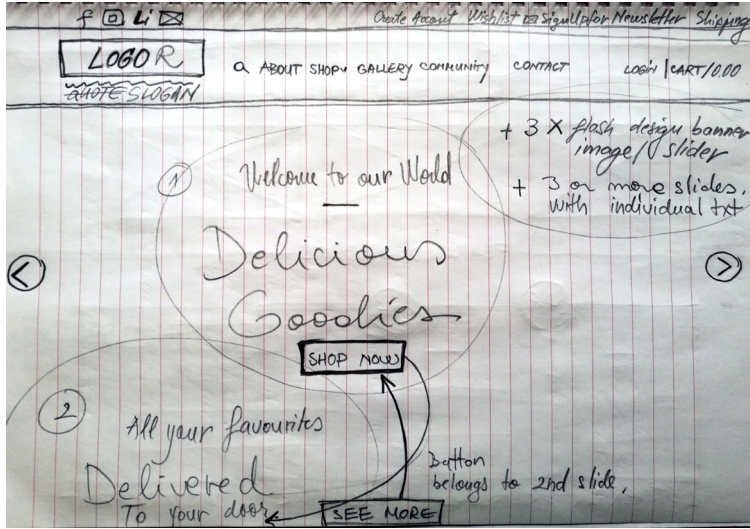
When creating the wireframes I kept in mind Ecommerce shops like Amazon, Wilco, basically other eshops that know what the yare doing, when it concernes sales and marketing. I planned the layout of my website skelton to be simple and classic, following the research evidence and advice I gained along the years of studying and experince. Simplicity is always important.

Video

The video that serves as the homepage of the website is a big part of communicating the client's visual brand identity. It reflects the tone of intrigue that we want to set upon potential customers first entering the website. This then shapes the way they interact with the site, and will hopefully make them more likely to look at her work in the gallery page and then buy the designs in the webshop. Because the way we communicate to the user is very significant, the first impression the artist makes - online or otherwise, is very important.

The concept is more about drawing in and stirring the curiosity of the user. We decided to appeal to the unexpected and add the atmospheric characteristics of the
idea and the feeling of seeing the full moon behind the clouds on a dark night. The light of the moon shines through the moving clouds, creating a hypnotising feeling that draws in the user. The name of the artist "made" the video concept self explanatory, as the red roses are being slowly revealed from behind the "clouds" of smoke. This marks the artists first steps into her artistic online expansion, as she discovers herself and starts to reveal her work more and more to the target audience.
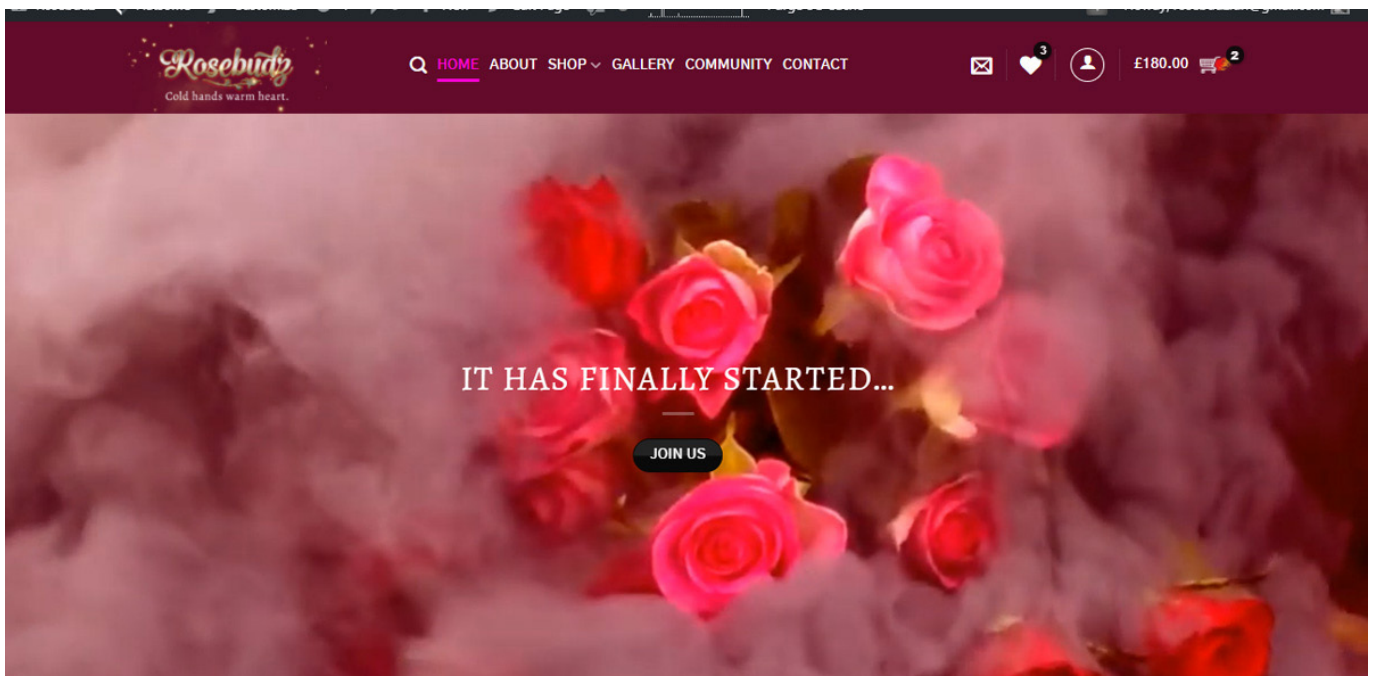
Beautifull roses batch we got from Albertslund and filmed some time ago over in Roskilde ...

Emphasis - What is the first piece of info that the audience will need to know? In our case it's the artistic aspect of the website that needs to be highlighted. I wanted to emphasize the identity of the artist and the specific style of her work that results in actual high quality products for sale.
To achieve this I placed the artistic visuals to take center stage by creating a few banners and patterns that combine visual elements like photography and illustration with text elements, like "It has finally started..." The spotlight drops on the overall atmosphere and style, making the user connect to the personal aspect of my client's art by being drawn into a world of magic and art.
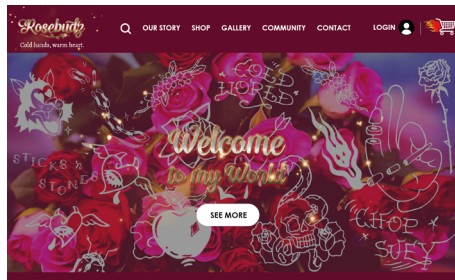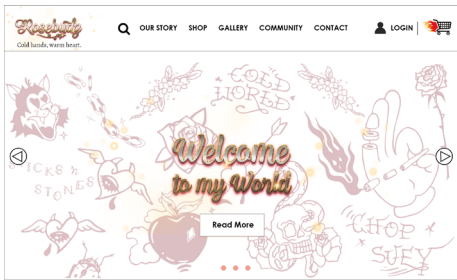
Check out our prototype iterations for the landing page regarding layout, colour scheme and structure.

Rosebudz Prototype Dark

Rosebudz Prototype Light
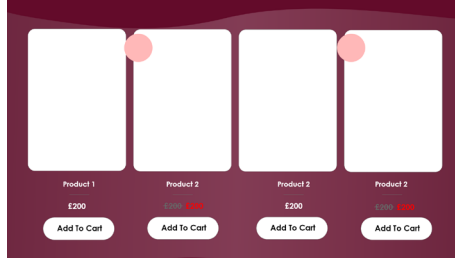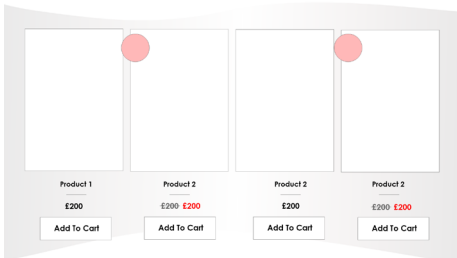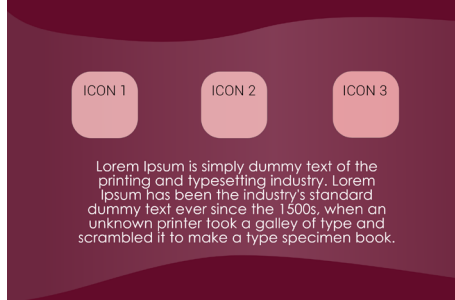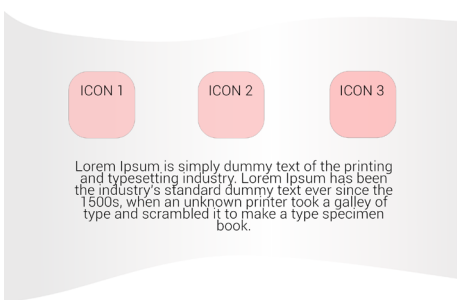
Find the BERT test of the Prototype [here](#) .

      After we settled on the design options we went ahead and created a BERT and usability test for our Landing Page . I knew I had my personal preferences, but I needed to be free of my oppinios and Rosie's as well. So I decided to create a test to confirm or disprove our beliefs related to our prototype. It's very helpfull to see things from another perspective and it makes all the difference in the efficiency of your product when you are ready to cross the finish line and make it public to the market. We wanted real reactions and intense replies to help us decide. So the first questions I asked was "What was the website about?" - a vague question but preciely why. I gave the users a few unrelated options and it seems like I hit the green light with most of the answers.
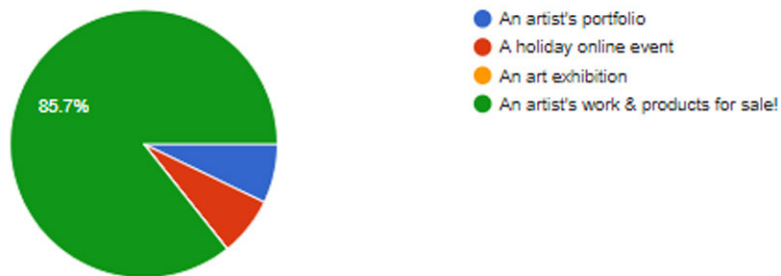
      The next question was about the overall design and it requires the user to pick a set of keywords to describe what they see. Most of them clicked on what we ourselved did, so we are happy to know we are headed in the right direction with our target groups. We wanted to see if the majority would feel the same vibe that we directed them towards. In here, the #regal and #refined keywords hit the spot.
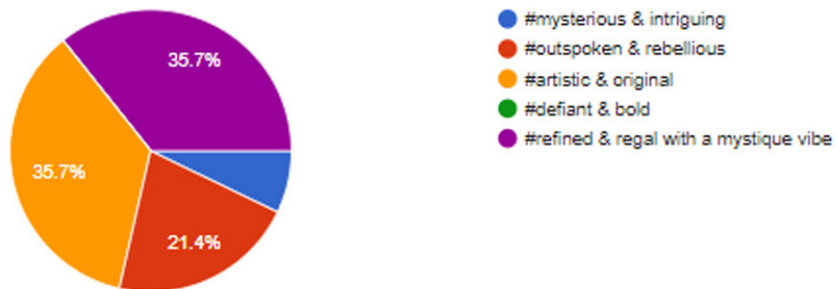
      Even though we built the website on a simple and easy structure we wanted to make sure that our flash and catchy graphics would not confuse the user even more and direct them away from our website. In this case we wanted to clarify if the structure of our landing page was clear enough for the user to understand what is going on and where they need to go - if they choose to.

A majority of our interviewed users choose a favourable answer and that made us feel even more confident. We are on the right track!
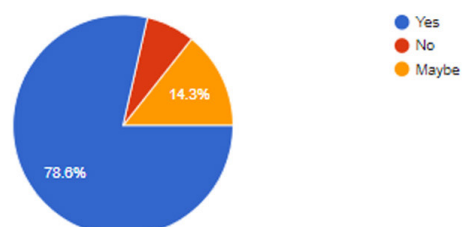
Web Development

Domain and hosting - Siteground

The first steps in development start early on as the prototype begins to be complete. As soon as it rounded up to that, we went in and got a domain & hosting with Siteground.com as they seem to have exactly what we needed - a free SSL certificate for our webshop. The support team was very helpful, with the fast response rates and the helpful tips I got along the way in my dev process.
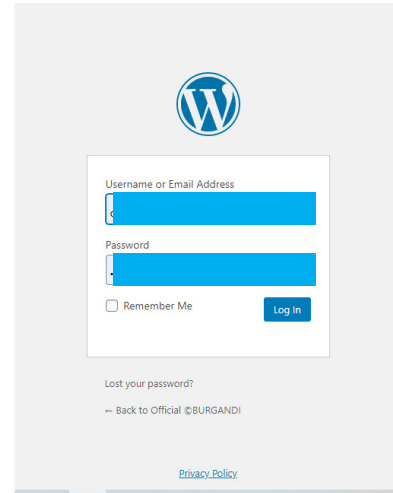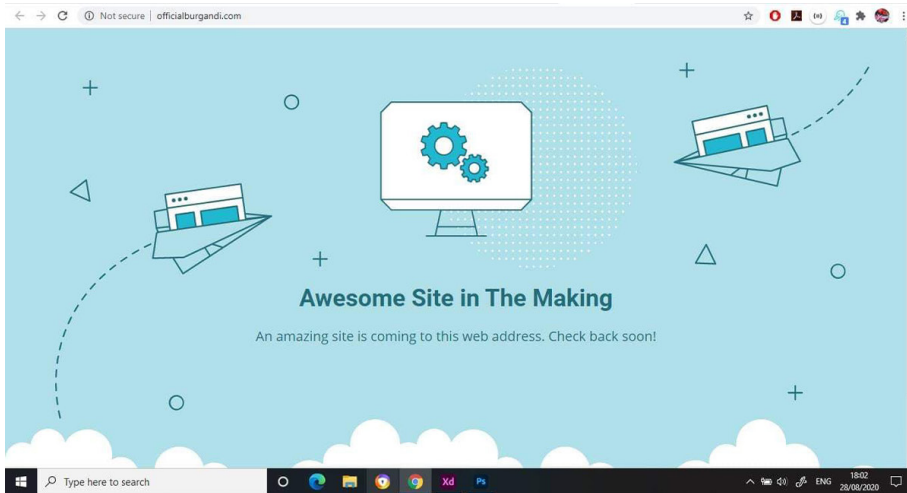
Here is the clean slate for us! It feels like a blank canvas, waiting to be painted at this stage. It feels quite fresh and exciting. Of course, Wordpress can be extremely tedious sometimes but it is all so worth it in the long run, because they make payment functionality easy to understand for a developer and has the capability to use WooCommerce. The artist learned by the end of the project how to login the admin dashboard and gained a basic understanding of the dashboard. That way, she can perform minimal changes and adjustments when needed. For example - a price change or applying a sale price that is visible for a limited amount of time or creating a coupon that gives off 10%, etc.

WooCommerce

WooCommerce is an eCommerce plugin for WordPress. It makes creating and managing an online store simple, with reasonable levels of flexibility and several vital features such as inventory and tax management, secure payments and shipping integration. I choose the WooCommerce plugin because of its popularity and good reviews after a research online and after asking my colleagues and other developers what plugin they prefer to use. Also a very clean functionality that helps support growing online shops.
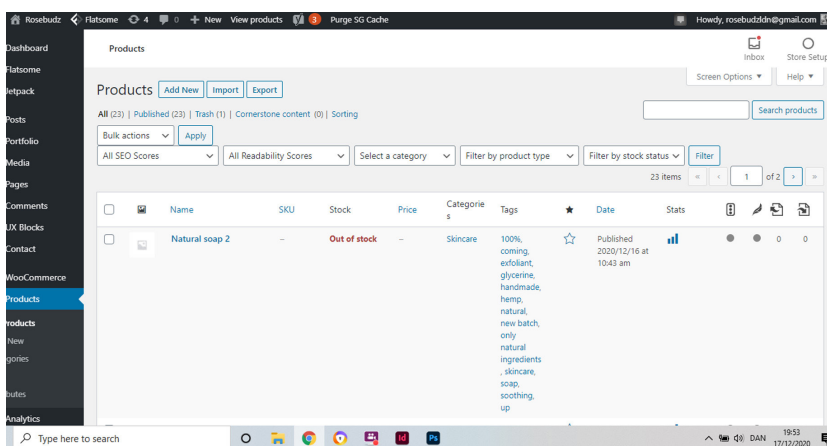
Wordpress admin dashboard with products

What is Flatsome?

Flatsome is a highly customizable theme designed primarily for eCommerce sites using the WooCommerce plugin. It includes a user-friendly visual editor that lets you design your pages and posts from the front end of your site.
Together with WooCommerce, Flatsome makes a great appearance and relatively simple to use. It is the best Wordpress theme out there for WooCommerce, the most used and popular. But with good reason, together with some professional coding skills this theme can be molded and transformed into a work of art, because it is so flexible and so well coded.

UX Blocks

I used blocks to build the skeleton of the website together with Wordpress customization tools. This is a very pleasant way to work for me, as I spent some time learning more about Wordpress websites on my Internship project. I feel like I gained more knowledge about the Ecommerce web segment and a far greater idea of how things work out there in the land of online sales. Having designed some banners from Rosie's personal artwork I made use of the UX Block technique to create bnanners and sections all over the website.
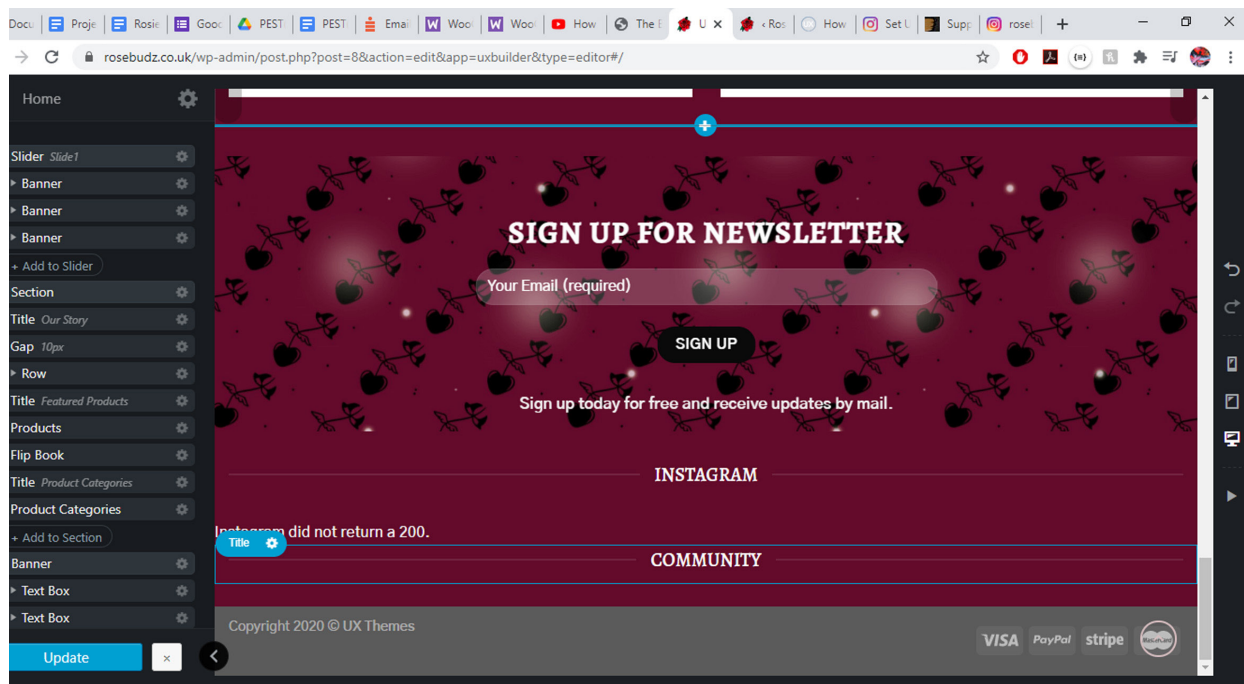
Image of me using UX Blocks to create a call for action newsletter subscription section

Custom CSS

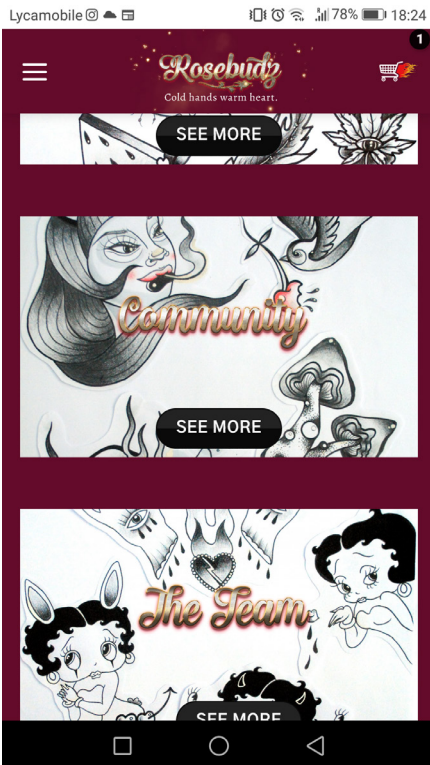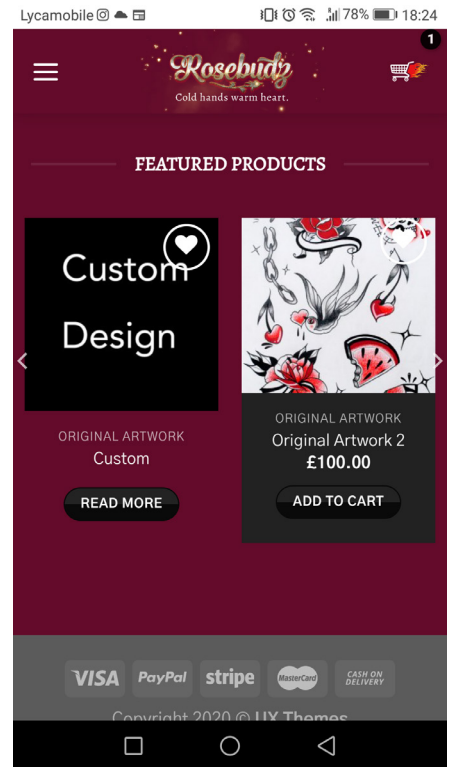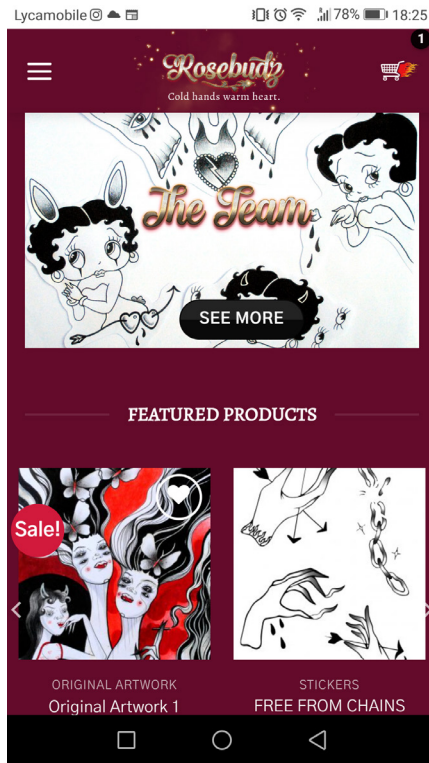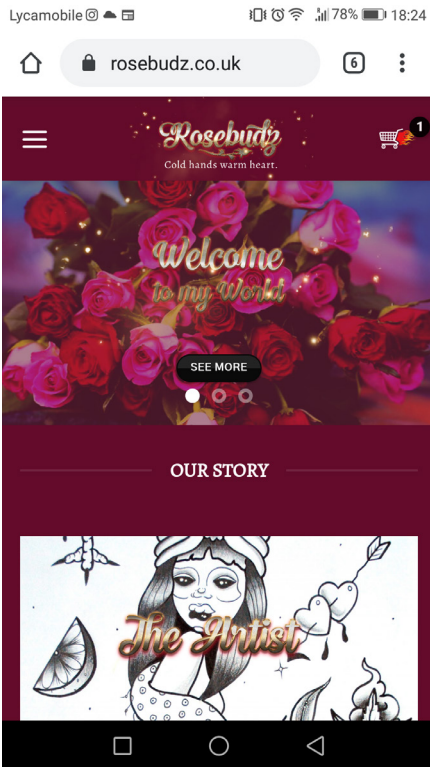While working with Wordpress can be relatively easy compared to hard coding everything yourself, there are still some things that need to be hard coded, even in Wordpress. In fact, I find that most developers like to use their coding skills to modify and change the necessary content on the website. In my case, I first was dealing with a dark background and I needed light text for my contrast and for visibility. But the theme and the customization didnt have such options, so I simply added custom CSS code into my theme editor. I first used it to turn a background dark for my landing

Mobile optimisation

The AI CHAT BOT

We wanted to test out the chat bot and see if its functionality could be relevant to us. I installed a trial version to get familiar with the setup and the settings. All the scenarios must be perdicted and typed down so it is certainly something worth looking into, but more research is needed in our case, so at the moment we will keep the chat bot deactivated, until further researcjh is conducted. All the relevant info about this type of chat bot can bve found here: https://www.tidio.com/panel/dashboard
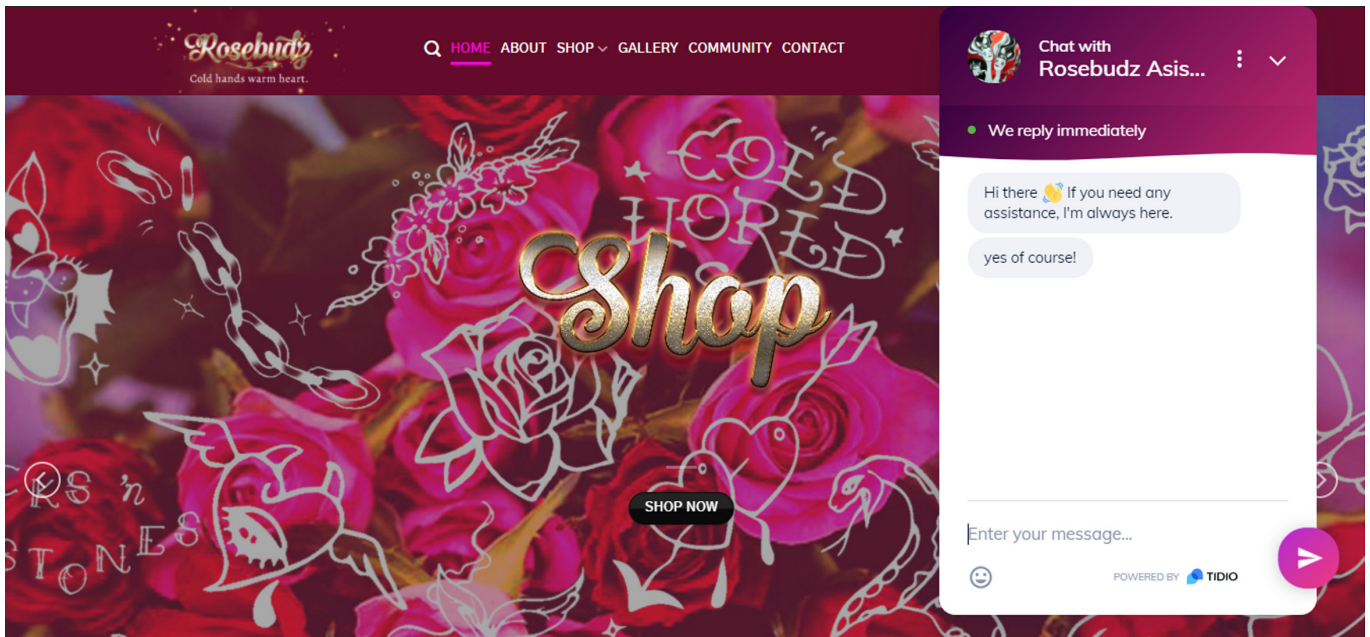
Conclusion

As a conclusion I can say that I have achieved what I set out to do up to this point. I have synthesized the research and came up with a valuable business and communication solution that would help me build a strong online presence for the artist, Rosie Frankland. A fine, elegant final iteration for my website that would define the artists brand image - that is fully functional for the user but also very accessible for the artist in the back end part. A fully functional shop with incorporated shipping and tax rates calculation that works and is stylish and modern.

Having managed to create a strong online presence for my artist that most importantly, would highlight her personal style I realise the gradual stages of the work process are very important in any project. Taking the time to know the client but also the target audience is vital to achieving an efficient product or service.

The artist was lacking in organisation and she came across as inexperienced because of the inability to display her brand in a professional way. One of the main issues was organising the artwork and choosing the best designs to display. Another achievement is communicating visually to the user the fact that she now has a solid image that appears reliable and valid to the public. The existence of a fully functional website that offers the user a more than usual experience is what I was aiming for.

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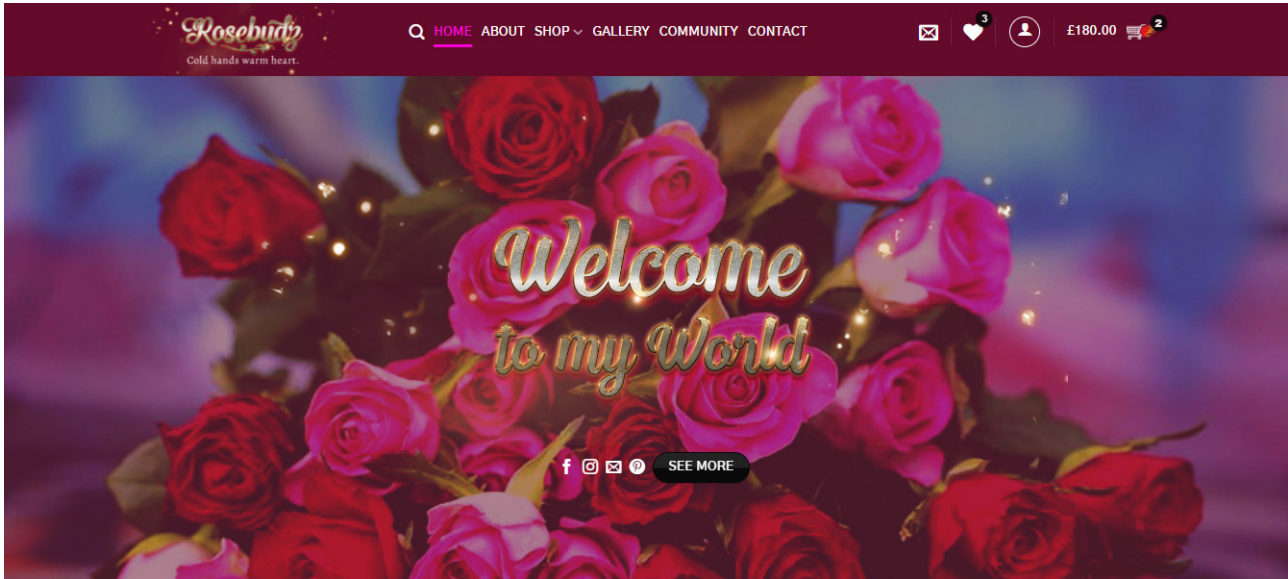
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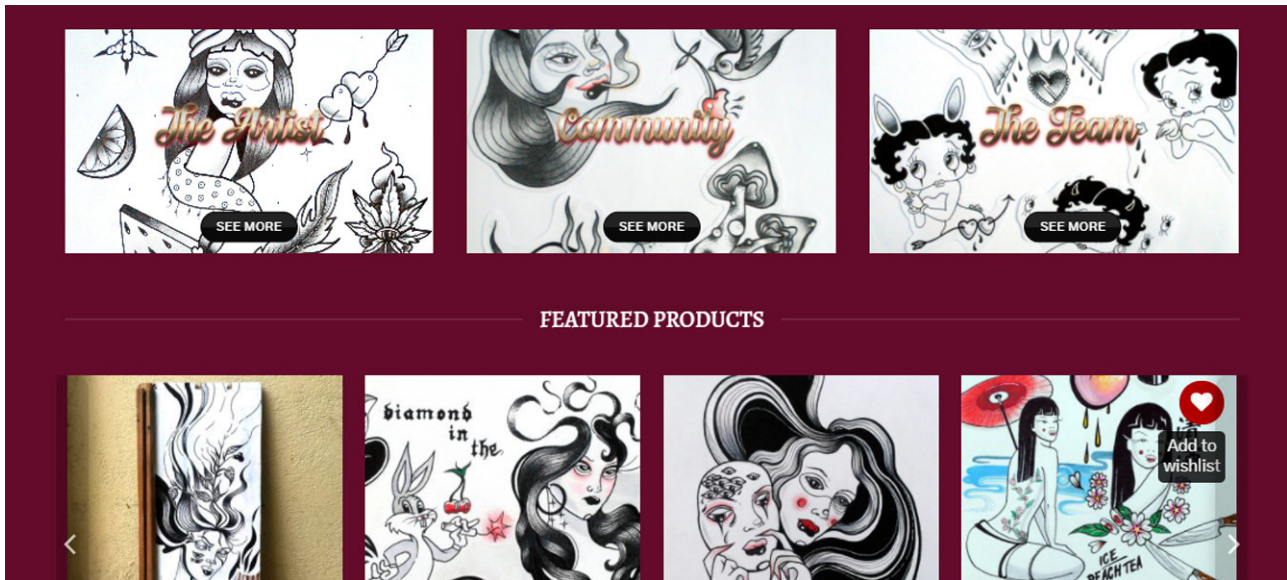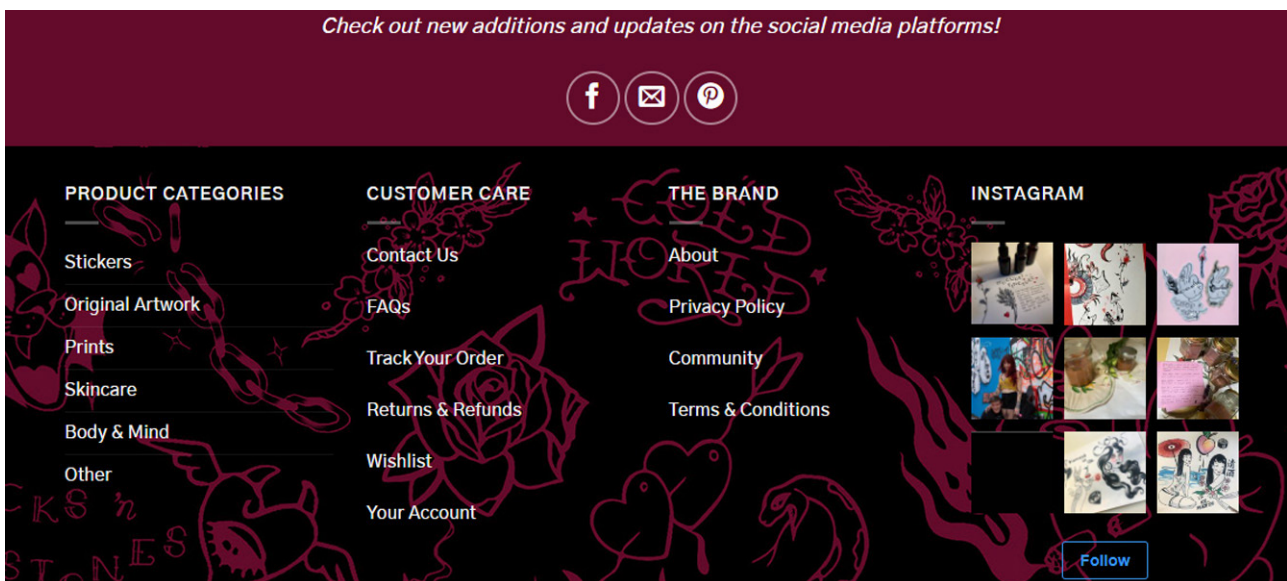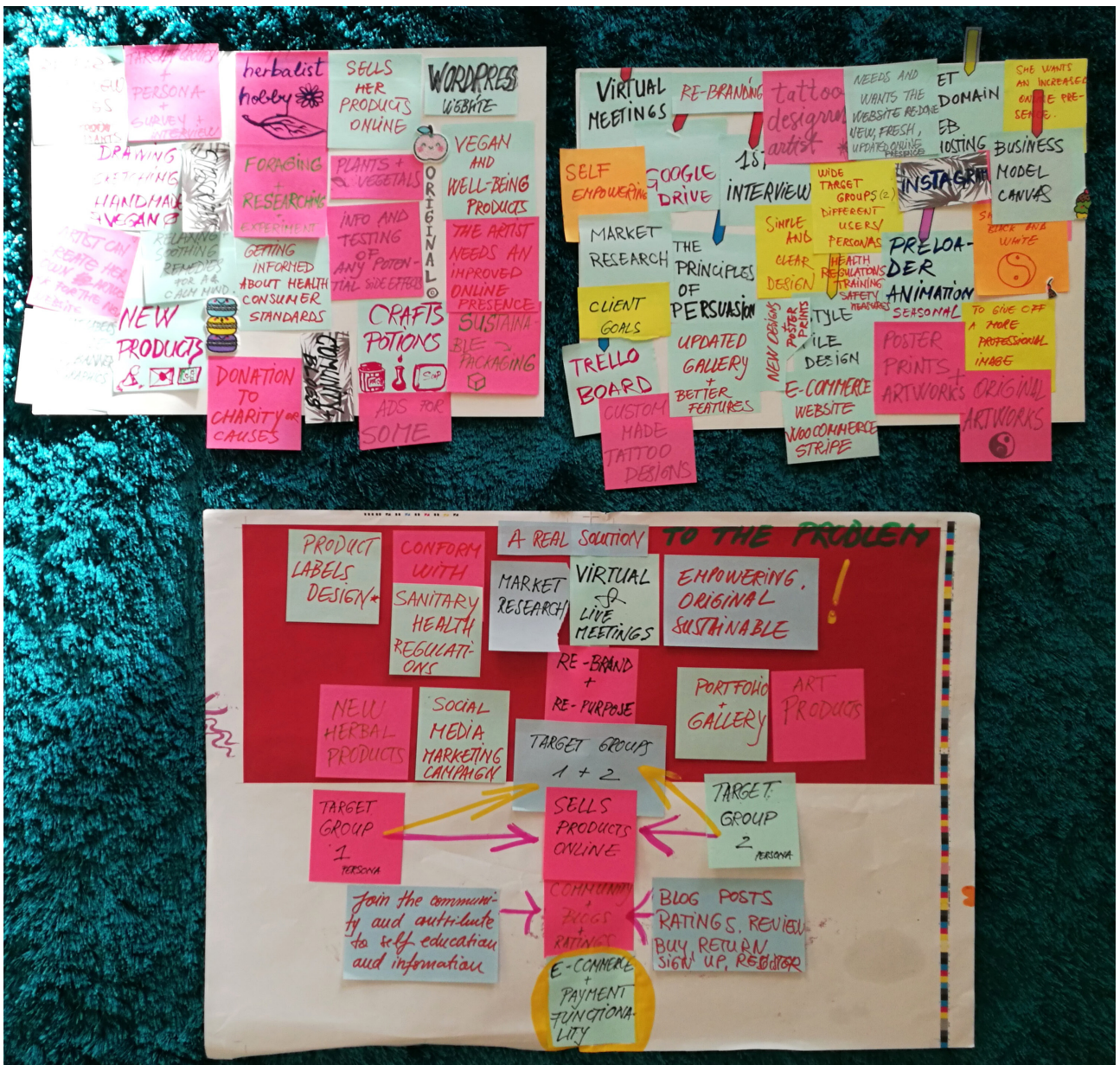https://www.shutterstock.com/blog/trends/2020-creative-trends

Appendix

Homepage snapshot

Products snapshot

Footer snapshot

PEST(LE) ANALYSIS

An analysis done for Rosebudz artist brand.

P	E	S	T	E	L
- The decision by the UK to leave EU has left the pound weaker and an uncertainty with future plans so we decided to stick to the UK region when taking orders. - Expansion of the tattoo market will be affected by this move. - Covid19 has stopped tattoo artists and others from functioning in a normal way, therefore we need to appeal to other skills and untapped resources. - Health and safety regulations for the consumer and the producer.	- Uncertainty dominates the majority of people working in the artistic fields due to COVID19 that has made tattoo shops to close, etc. - Uncertainty prevails on the UK tattoo market and affects tattoo artists because some are travelling a lot and Brexit is going to change travel regulations and rules. - Cost of creating & producing time and energy. - Customer ethics and spending habits. Shipping rates and lockdowns that delay the delivery of goods.	- Consumer trends - Fashion's/Cultural diversity and preferences by region or country. - Lifestyle factors- customer spending habits and socializing or lack of. - Wants to make sure to produce and deliver good quality products to the clients. - Will get an increase in clientele after performing efficiently, due to increase in reputation. - More chances to get clients through recommendation of friends and acquaintances. - Advertising on social media.	Working with technologies: - digital (tablets, computers) - mechanical (tattoo machines)- on a later date when restriction lift - Kitchen Utensils & Gardening utensils Advancement of technologies used, due to complexity Increase in competition and popularity. - Networking, Social Media, Online presence.	- Sustainability in her art and products. - Using resources mindfully and recycling as much as possible. - Recycling/Buying/ Donations/Returns of glass jars for reuse. - Needs an efficient delivery service that is efficient and thoughtful to respect the environmental laws soon to come and also provides good and fast shipping of goods. - Raises awareness of customers and friends about global environmental issues and urges them to return recipients- for now.	- As a self employed freelancer she gets one year of selling goods TAX free. - She is mindful of European Laws of Copyright enforcement. - Well trained in the health and safety methods of working with artistic tools + materials. - Complies with health and safety laws when tattooing. - Complies to shipping regulations awaiting Brexit. - Studies and has knowledge in the ingredients used for skincare & teas.