

Working Paper

Title

Interactive digital booklet on tattoos for young people between 18 and 24 years old.

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Resumen

Este proyecto propone el diseño de una cartilla digital interactiva para informar a jóvenes entre 18 y 24 años sobre los riesgos, cuidados y precauciones al momento de tatuarse. Surge a partir de la falta de información clara y accesible sobre el tema, lo cual puede llevar a decisiones impulsivas y a complicaciones de salud como infecciones o reacciones alérgicas. La propuesta busca ofrecer una herramienta educativa confiable y dinámica, útil tanto en estudios de tatuajes como de forma independiente, que fomente decisiones más conscientes y una cultura del autocuidado. Con la metodología de entrevistas exploratorias a jóvenes y tatuadores para identificar vacíos informativos, además del método "Ask 5x Why" para profundizar en las causas de la desinformación. A partir de estos hallazgos se diseñará una cartilla interactiva con contenidos visuales, navegación intuitiva y lenguaje claro, que aborde de forma efectiva las dudas más frecuentes sobre el proceso de tatuarse.

El proyecto se fundamenta en referencias históricas y científicas sobre el tatuaje, así como en estudios que respaldan el uso de recursos digitales interactivos como medios efectivos de educación en salud y comportamiento responsable.

Palabras clave

Tatuaje, jóvenes, diseño interactivo, educación en salud, cartilla digital.

Abstract

This project proposes the design of an interactive digital booklet to inform young people between 18 and 24 years of age about the risks, care, and precautions when getting a tattoo. It arises from the lack of clear and accessible information on the subject, which can lead to impulsive decisions and health complications such as infections or allergic reactions. The proposal seeks to offer a reliable and dynamic educational tool, useful both in tattoo studios and independently, that encourages more conscious decisions and a culture of self-care. It uses exploratory interviews with young people and tattoo artists to identify information gaps, and the "Ask 5x Why" method to delve deeper into the causes of misinformation. Based on these findings, an interactive booklet will be designed with visual content, intuitive navigation, and clear language that effectively addresses the most frequently asked questions about the tattoo process.

The project is based on historical and scientific references on tattooing, as well as on studies that support the use of interactive digital resources as effective means of health education and responsible behavior.

Keywords

Tattoo, youth, interactive design, health education, digital booklet.

Introduction

The lack of clear, reliable, and accessible information about tattoo care, risks, and precautions among young people aged 18 to 24 has led to misinformed decisions that can cause health problems and negative experiences. This project proposes the design of an interactive digital booklet that educates users about the tattooing process in a visual, engaging, and accurate way. The goal is to empower users with information that allows them to make responsible decisions. Through exploratory interviews with young people and tattoo artists and the "Ask 5x Why" method, key information will be gathered for the design of the tool. The main expected outcome is a digital booklet that strengthens self-care and promotes a more conscious tattoo culture.

State of the art

Historically, tattoos have been a form of personal expression, identity, and culture. Currently, their popularity has increased among young people, especially due to the possibility of personalizing them. However, recent studies show that many are unaware of the associated risks. The WHO (2022) and the American Academy of Pediatrics (AAD) (2021) warn that a high proportion of young people get tattoos without sufficient information. Digital booklets have proven effective in communicating complex topics, as evidenced by health and education projects that have used this format to promote meaningful learning and best practices.

Objectives

General Objective

To design an interactive digital booklet that provides key information on care, risks, and precautions, in order to prepare young people between 18 and 24 years of age to make a safe and informed decision about getting a tattoo.

Specific Objectives

1. To research relevant information on the care, risks, and preventive aspects of tattooing, with the goal of establishing a solid theoretical foundation to support the design of the digital tool.
2. To assess tattoo artists' perceptions of the usefulness of digital educational tools in their professional practice.

Methodology

The project's approach is qualitative. Exploratory interviews will be conducted with young people and tattoo artists to understand their perceptions, knowledge, and needs. The "Ask 5x Why" method will also be used to identify the root causes of misinformation. This information will allow for the development of a user-centered brochure that clearly and engagingly addresses their concerns.

Results

The goal is to create an interactive digital booklet that provides reliable, visual, and accessible information about the tattoo process. This tool will help reduce risks, promote self-care, and

strengthen the relationship between client and tattoo artists. It can also be implemented both independently and within tattoo studios as an educational and guidance resource for new users.

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