

# Survey

for Urban Alphabets WORKSHOP  
in Madrid - 19 February 2014

Where are you from? (country of origin) \_\_\_\_\_

What is your gender? \_\_\_\_\_

How old are you?

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="radio"/> Under 20 years | <input type="radio"/> 41- 50 years  |
| <input type="radio"/> 21 - 30 years  | <input type="radio"/> 51- 60 years  |
| <input type="radio"/> 31 - 40 years  | <input type="radio"/> over 60 years |

What is your primary profession/occupation? \_\_\_\_\_

How would you describe yourself in using technology? (please rate)

scared something goes wrong      very comfortable

Do you own a smartphone yourself?

- Yes  No

If yes, which brand is it? \_\_\_\_\_

How would you rate your interest in the following topics?

Graphic design/fonts	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Writing systems (Latin, Cyrillic, Chinese letters)	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Shopping	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Cities	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Modes of Transportation	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Advertising	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested
Smartphone Apps	no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very interested

You have used the Urban Alphabets prototype today, how likely is it that you would use the app in future? (if you had a smartphone you could download it on)

I will never use it      I will definitely download it

Is there anything that would make it more likely for you to use the App in future?

\_\_\_\_\_  
\_\_\_\_\_

After this workshop, do you think that you will look at letters differently during the next weeks?

Not at all      yes, definitely

I want to participate in the follow-up survey. My email adress is:

\_\_\_\_\_



Thanks for your participation in the workshop and in this survey!