

Survey

for Urban Alphabets WORKSHOP
in Sao Paulo - November 2014

Where are you from? (country of origin) _____

What is your gender? _____

How old are you?

- Under 20 years
- 21 - 30 years
- 31 - 40 years

- 41- 50 years
- 51- 60 years
- over 60 years

What is your primary profession/occupation? _____

Which version of the App did you use during the workshop?

iOS

Android

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/operating system 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 |

Urban Alphabets is a tool to (please continue the sentence)

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!

