

# Survey

for Urban Alphabets WORKSHOP  
in Liverpool - 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      very interested

Writing systems (Latin, Cyrillic, Chinese letters) no interest      very interested

Shopping no interest      very interested

Cities no interest      very interested

Modes of Transportation no interest      very interested

Advertising no interest      very interested

Smartphone Apps no interest      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?**

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 address is:**

\_\_\_\_\_

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

