

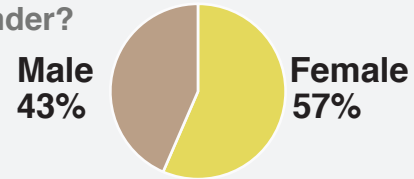
Survey results

from Urban Alphabets WORKSHOP
in Madrid - 19 February 2014

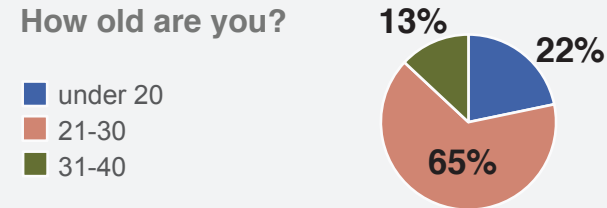
* scale between 1 (no interest) and 5 (very interested)
** scale between 1 (scared something goes wrong) and 5 (very comfortable)

23 participants from Spain

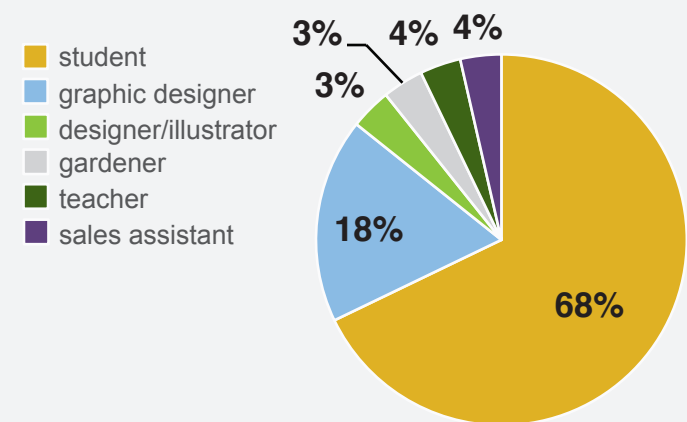
What is your gender?



How old are you?

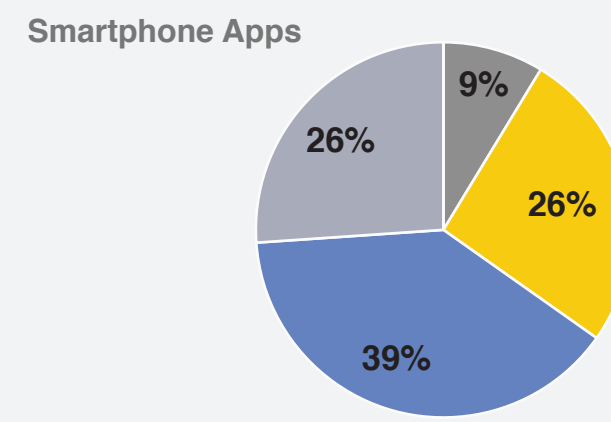
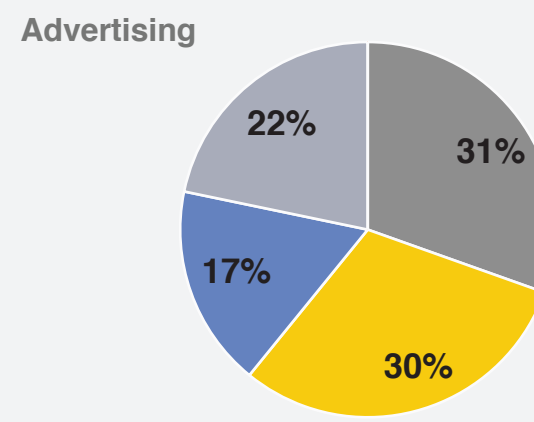
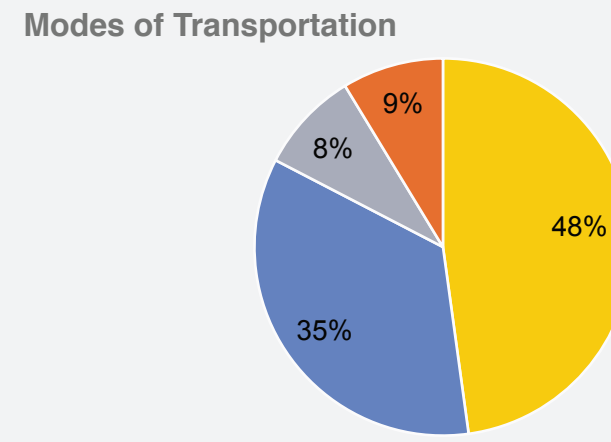
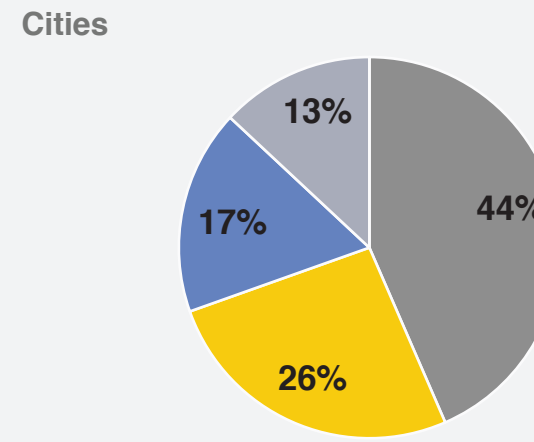
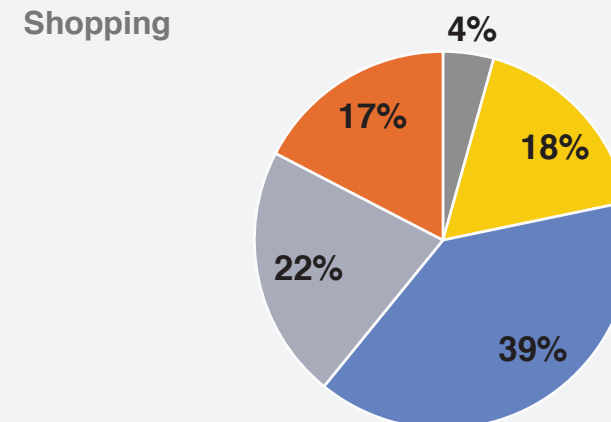
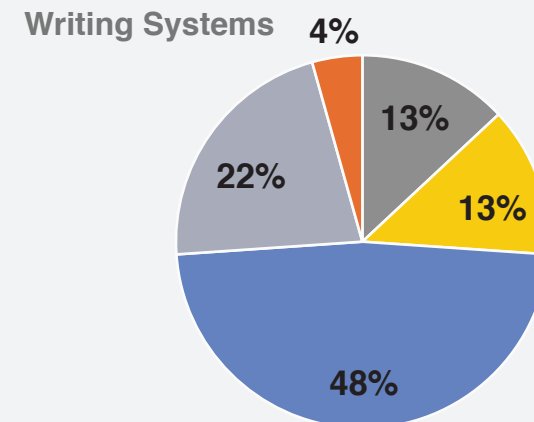
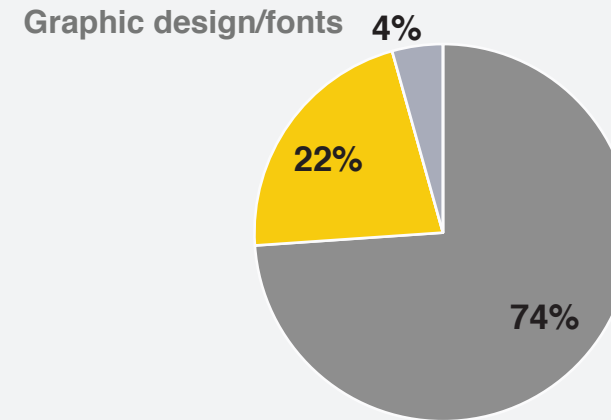


What is your primary profession/ occupation?



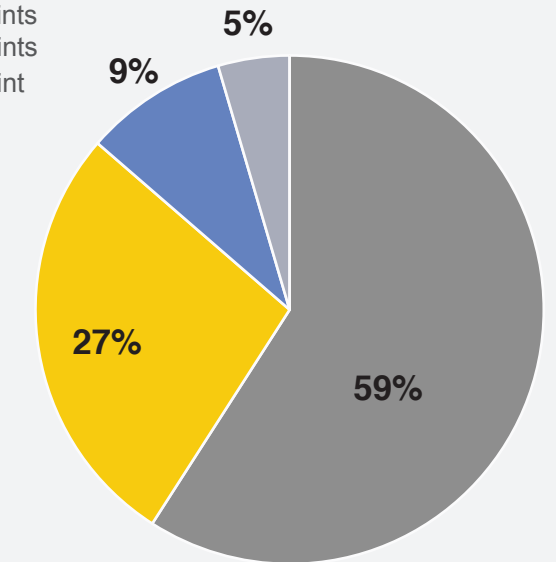
How would you rate your interest in the following topics? *

5 points
4 points
3 points
2 points
1 point

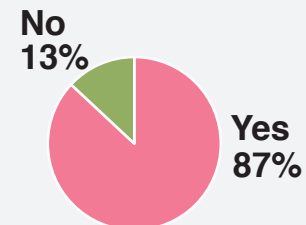


After this workshop, do you think that you will look at letters differently during the next weeks? *

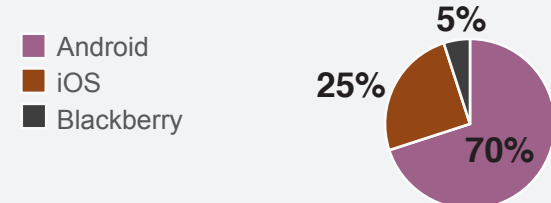
5 points
4 points
3 points
2 points
1 point



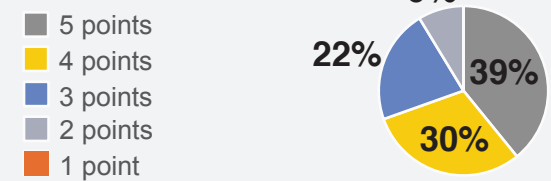
Do you own a smartphone yourself?



Which operating system does it run?

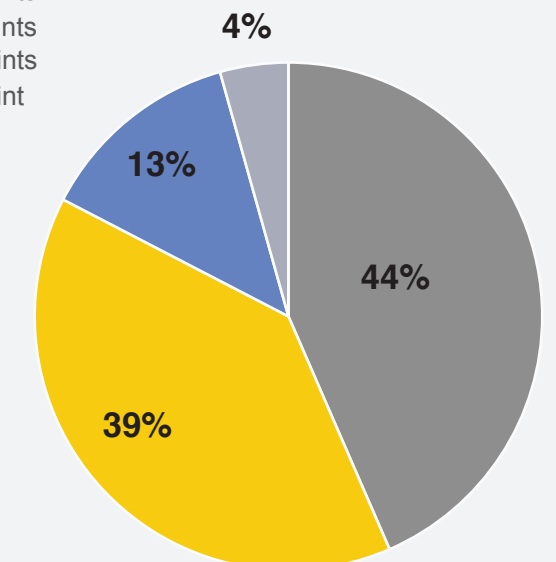


How would you describe yourself in using technology? **



How likely it is that you will use the Urban Alphabets app in future? *

5 points
4 points
3 points
2 points
1 point



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

“A main menu that you can always access”

“I've used iPad and I hadn't possibility for connect Internet :(, so... I couldn't try all the options..”

“Having the opportunity of looking alphabets from other people to compose the postcards.”

“I will use it for typography composition saving the letters on my computer or if the app has some tool for it, I'll use it.”

“For know [new?] countries that visiting”

“clare an android version”

“save photos in camera roll directly”

“Make it for Android phones”

“I think it is useful to see the menu all the time.”

“In a letter, choose a lot of types of letters.”

“the app is very good”

“Ich denke, dass jetzt app sehr gut ist. Meiner Meinung nach ist sehr sehr einfach! Super!”

“If you can see the photo in the gallery and if you can use in more devices, and if the photos have more quality.”

“more access to the main menu at every stage”

“I'll use it if have android version of it. Maybe I'd like tu ose it like tourist, at new cities I'll visit.”

“If the app was also for Android. To can go to the menu easier.”