

Survey results

from Urban Alphabets WORKSHOP
in Riga - 19 June 2014

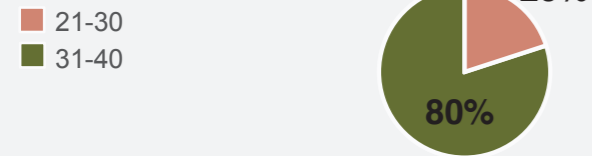
* scale between 1 (no interest) and 5 (very interested)
** scale between 1 (scared something goes wrong) and 5 (very comfortable)

5 participants from Latvia

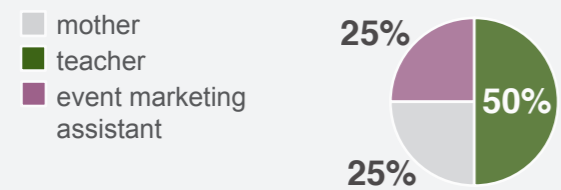
What is your gender?



How old are you?



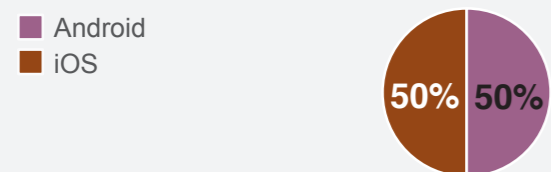
What is your primary profession/ occupation?



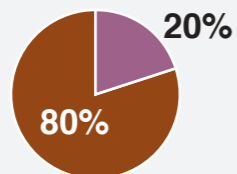
Do you own a smartphone yourself?



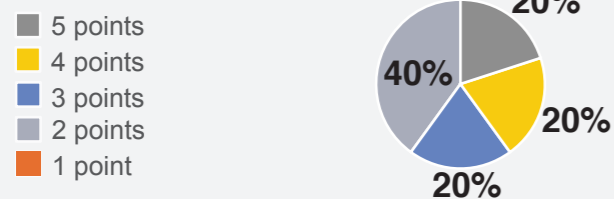
Which operating system does it run?



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



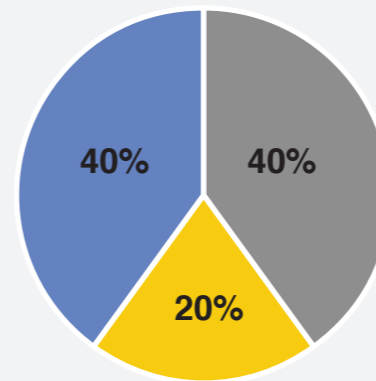
How would you describe yourself in using technology? **



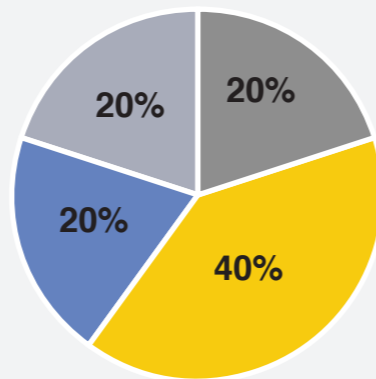
How would you rate your interest in the following topics? *

5 points
4 points
3 points
2 points
1 point

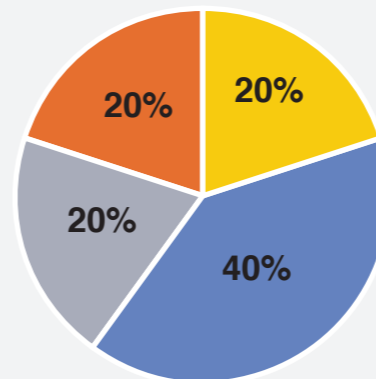
Graphic design/fonts



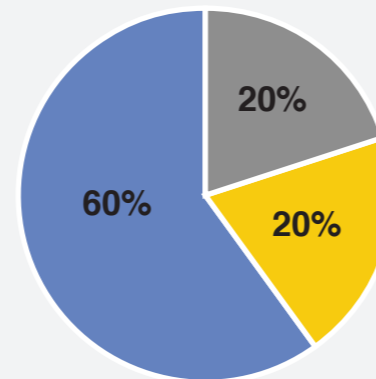
Writing Systems



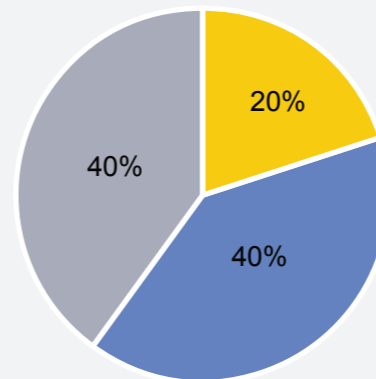
Shopping



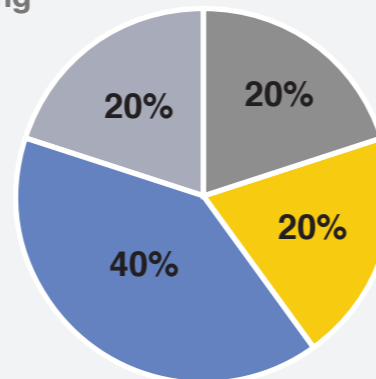
Cities



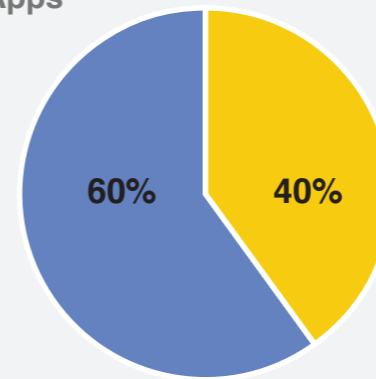
Modes of Transportation



Advertising

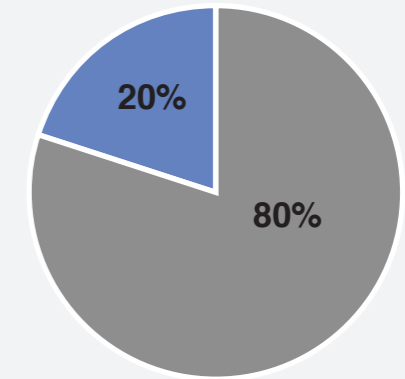


Smartphone Apps



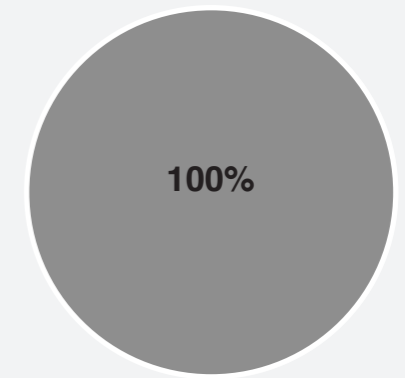
After this workshop, do you think that you will look at letters differently during the next weeks? *

5 points
4 points
3 points
2 points
1 point



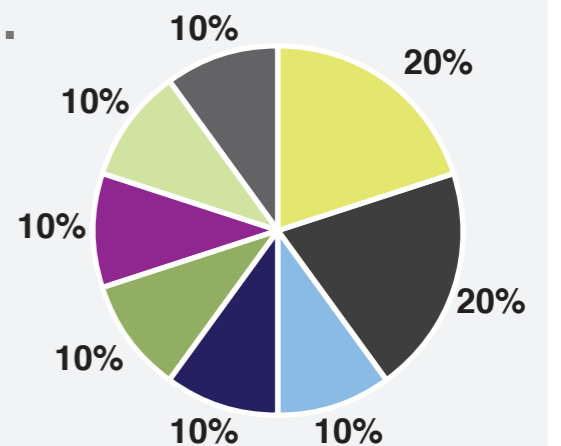
How likely it is that you will use the Urban Alphabets app in future? *

5 points
4 points
3 points
2 points
1 point



Urban Alphabets is a tool to/for ...

educate
entertain
communicate
advertise
change space
make events
gaming
tourism



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

Urban Alphabets is a tool to/for...

“entertain / educate / have fun”

“communicate with friends in a different way”

“tool to make me look at simple things (letters on the streets) different”

“education, advertising, event making, tourism”

“for fun and games”