

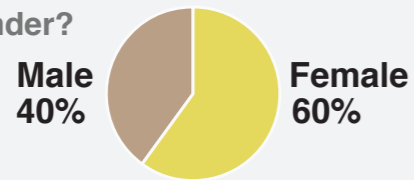
Survey results

from Urban Alphabets WORKSHOP
in Sao Paulo - 3rd, 4th, 5th November 2014

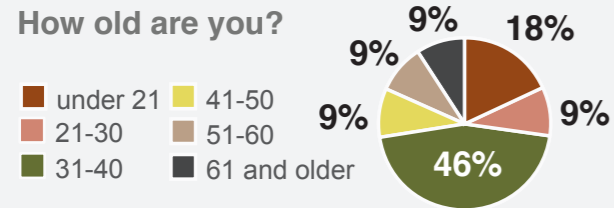
* scale between 1 (no interest) and 5 (very interested)
** scale between 1 (scared something goes wrong) and 5 (very comfortable)

11 participants from Brasil

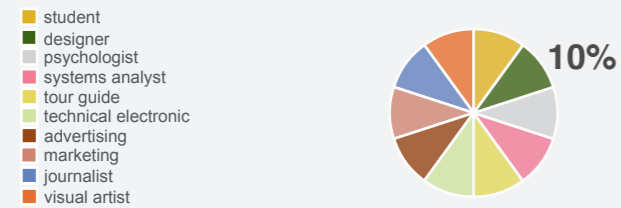
What is your gender?



How old are you?



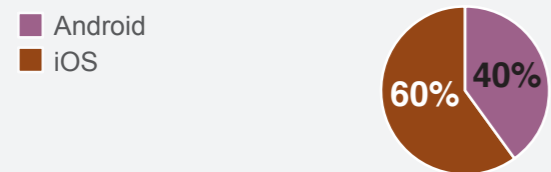
What is your primary profession/ occupation?



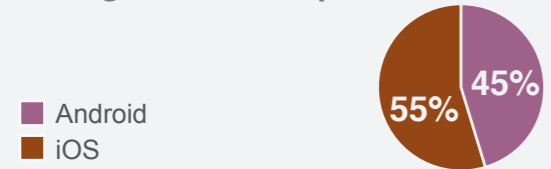
Do you own a smartphone yourself?



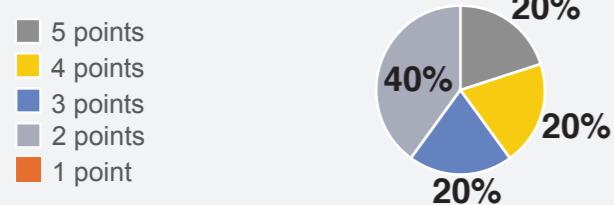
Which operating system does it run?



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



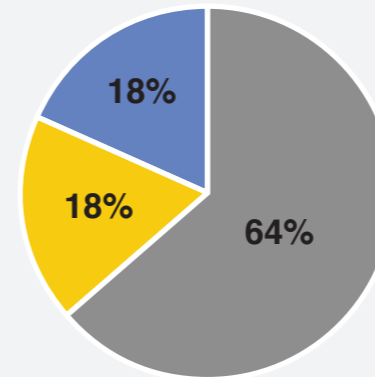
How would you describe yourself in using technology? **



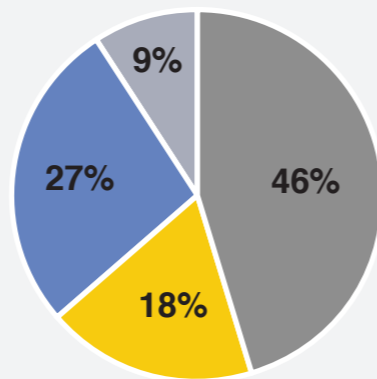
How would you rate your interest in the following topics? *

5 points
4 points
3 points
2 points
1 point

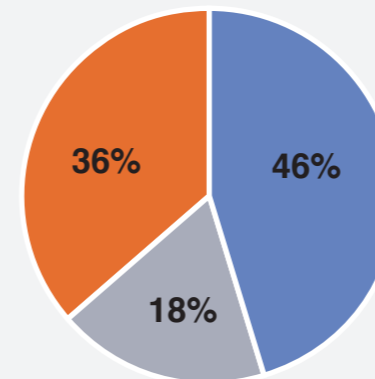
Graphic design/fonts



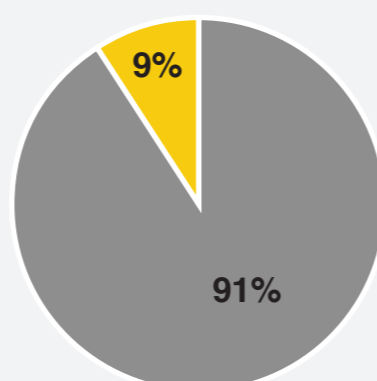
Writing Systems



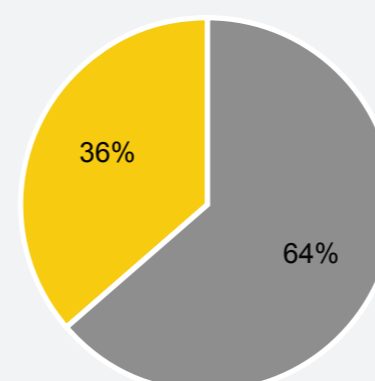
Shopping



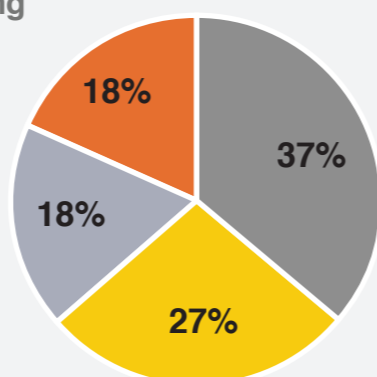
Cities



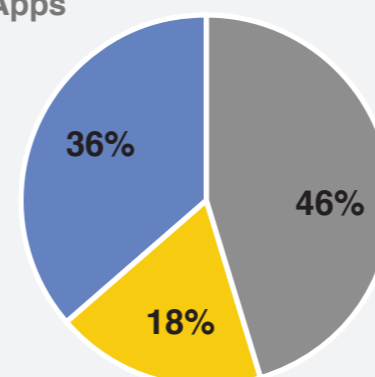
Modes of Transportation



Advertising

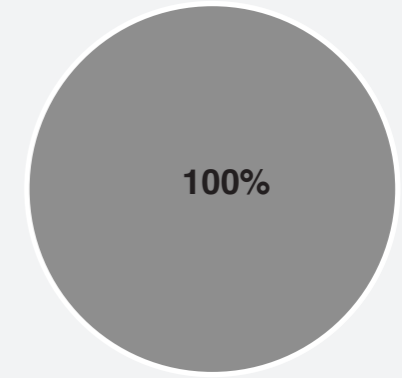


Smartphone Apps



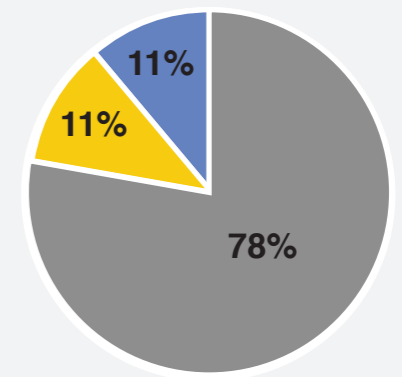
After this workshop, do you think that you will look at letters differently during the next weeks? *

5 points
4 points
3 points
2 points
1 point



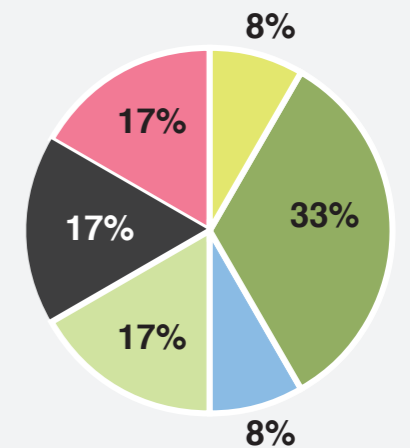
How likely it is that you will use the Urban Alphabets app in future? *

5 points
4 points
3 points
2 points
1 point



Urban Alphabets is a tool to/for ...

educate
change space
communicate
advertising
entertain
feature a place



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

“no errors in the android version”

“poder armazenar alfabetos alternativos (+de uma imagem of cada letra...) / “can store alternative alphabets (+ an image of each letter ...)”

“possibilidade de armazenar mais fotos de uma mesma letra” / “ability to store more pictures of a same letter”

“yes, for my future work as a photographer and be streetart characters”

“estabilizado do app” / “functioning on Android”

“similar experience as the website (browse letters, cities, etc.); ability to create works and sentences and export”

“the app need to function on Android (Galaxy S4)”

“write postcards from travels”

“I think is ok”

Urban Alphabets is a tool to/for...

“increase the perception of the means”

“poetry”

“caracterizar uma comunidade/cidade” / “feature a town/community”

“abrir os olhos para os detalhes que nos cercam e muitas vezes passam despercebidos, ver a cidade de outra forma” / “open your eyes to the details around us and often go unnoticed, see the city otherwise”

“know the city and art in general”

“are diverted and perceive surroundings” / “something and realize surroundings”

“create alphabets in an easy way, very easy”

“see and feel the city with another time, a time to think”

“to know other cultures”

“find letters, create a city font specific”

“explore”