

# Survey results

from Urban Alphabets WORKSHOPS  
in Liverpool - 14th, 15th November 2014

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

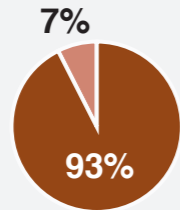
27 participants from the UK  
1 participant from Poland

What is your gender?



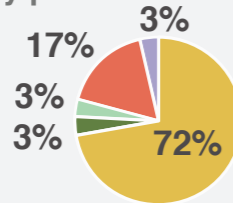
How old are you?

under 21  
21-30



What is your primary profession/ occupation?

student  
designer  
teacher  
unemployed/none  
catering

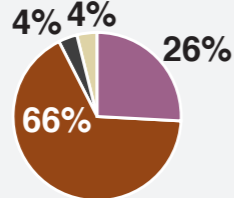


Do you own a smartphone yourself?



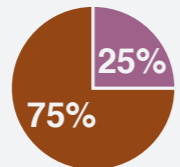
Which operating system does it run?

Android  
iOS  
Blackberry  
Windows mobile



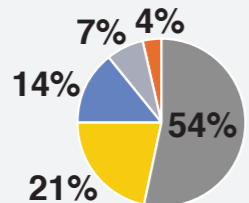
Which version of the app did you use during the workshop?

Android  
iOS



How would you describe yourself in using technology? \*\*

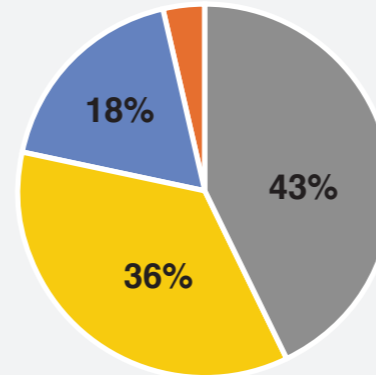
5 points  
4 points  
3 points  
2 points  
1 point



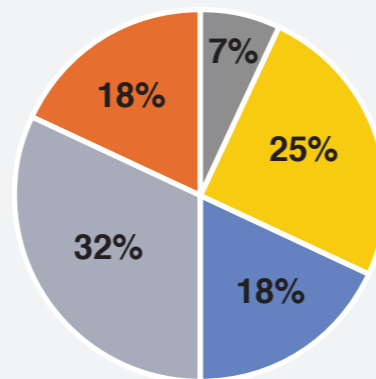
How would you rate your interest in the following topics? \*

5 points  
4 points  
3 points  
2 points  
1 point

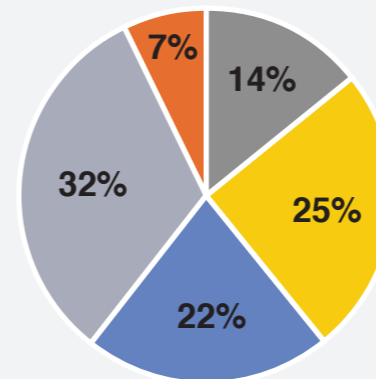
Graphic design/fonts 3%



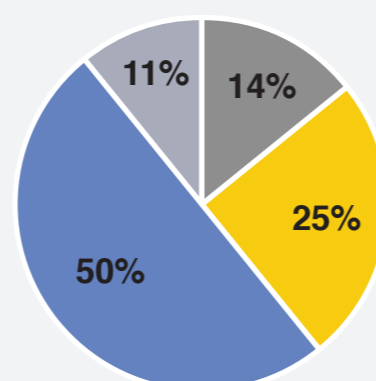
Writing Systems



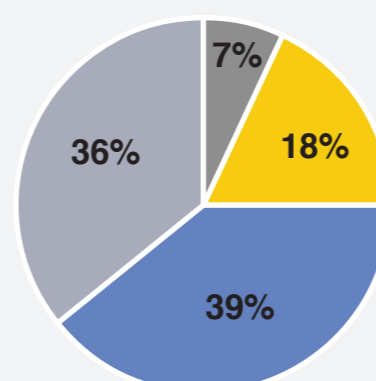
Shopping



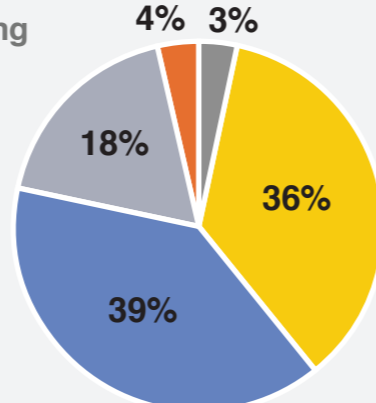
Cities



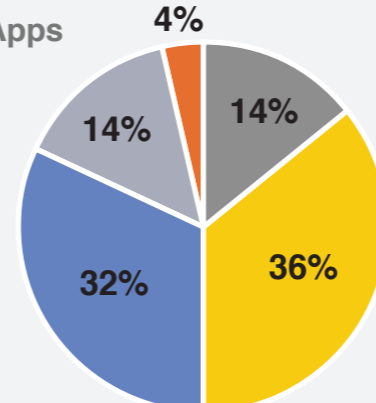
Modes of Transportation



Advertising

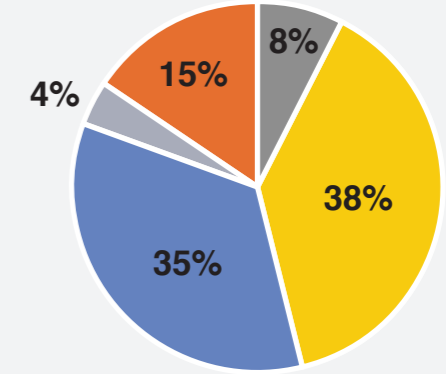


Smartphone Apps



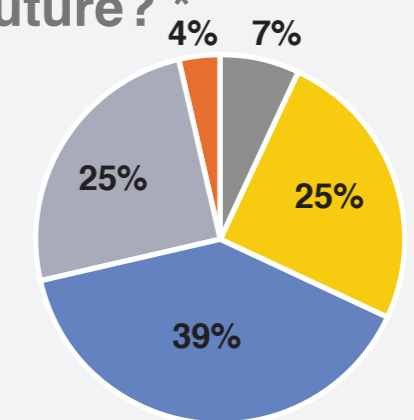
After this workshop, do you think that you will look at letters differently during the next weeks? \*

5 points  
4 points  
3 points  
2 points  
1 point



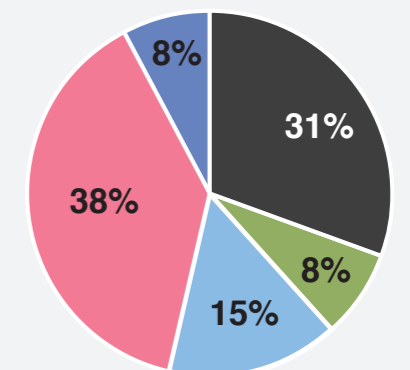
How likely it is that you will use the Urban Alphabets app in future? \*

5 points  
4 points  
3 points  
2 points  
1 point



Urban Alphabets is a tool to/for ...

entertain  
change space  
communicate  
feature a place  
archive



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

"maybe for artist ideas and development for typography"

"for the app to upload our alphabet properly" (Android)

"rewards for filling the alphabet"

"not drain the battery with live uploads + locality" (iOS)

"the app did not work for me to make the app work for most or all phones." (Android)

"if I got more into typography"

"information about the different countries, info behind the letters."

"yes, if it had better UI design"

"build it so it doesn't constantly have the camera running in the background/save battery" (iPhone)

"any future graphic design projects inspiring by alphabets and typography"

"better access to the individual letters I create as I'm an art teacher/art lover/artist"

"when you view the picture when you took it you can't adjust it again, make that a thing"

"if and when I get an iOS device"

"be able to download the alphabets"

"if it worked properly on android, so you could see the whole alphabet."

"to have it on my own phone"

"yes, sharing and use it in facebook" (Android)

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## Urban Alphabets is a tool to/for...

“create a different style within typography”

“creative alphabets”

“take pictures of different letters”

“find out the difference of text/fonts in different cities”

“find out what type of text is used in different regions of the world.”

“develop your own alphabet”

“create your own alphabet”

“create an alphabet influenced by your surroundings and society”

“show the commercial world through different cities”

“that represents letters as more than what their original purpose once was.”

“create your own alphabet”

“explore different typography types”

“tell a story”

“create an urban alphabet”

“take pictures of the environment that represents letters.”

“use for fun”

“help people across the world see how different letters are across the world in streets”

“expand your horizons on typography”

“create a variety of different fonts”

“find letters in an urban environment and in the commercial world”

“catalogue the language(s) we see around us everyday”

“create your own alphabet and gain a sense of perspective from other cities/cultures”