

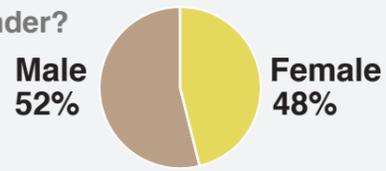
Survey results

from Urban Alphabets WORKSHOPS in 2014

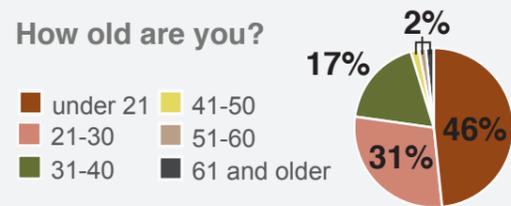
* scale between 1 (no interest) and 5 (very interested)
 ** scale between 1 (scared something goes wrong) and 5 (very comfortable)

71 participants

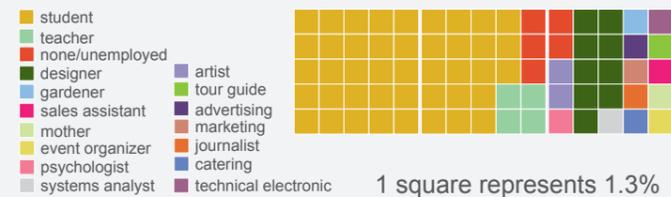
What is your gender?



How old are you?



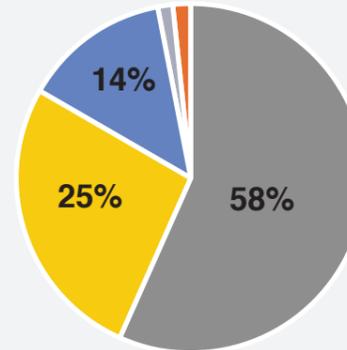
What is your primary profession/ occupation?



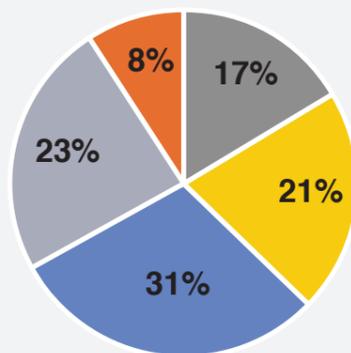
How would you rate your interest in the following topics? *

5 points
4 points
3 points
2 points
1 point

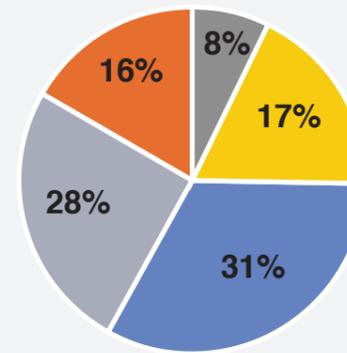
Graphic design/fonts 2% 1%



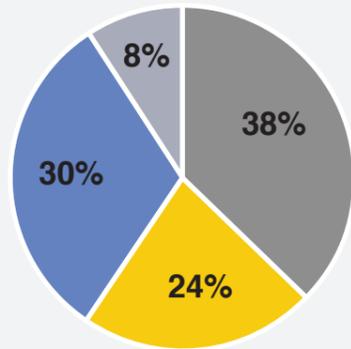
Writing Systems



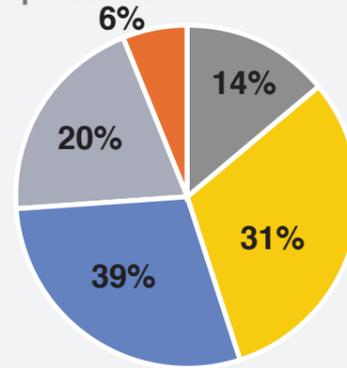
Shopping



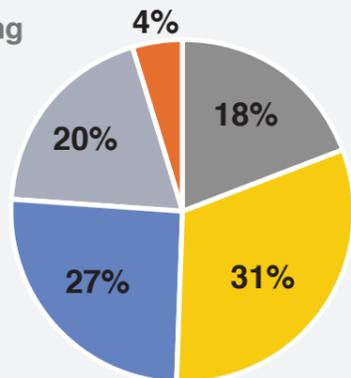
Cities



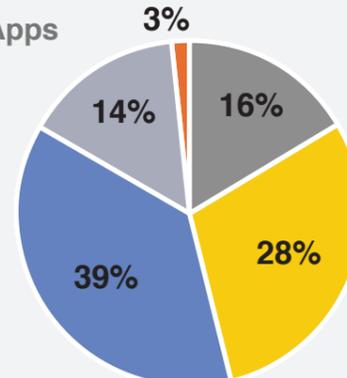
Modes of Transportation



Advertising

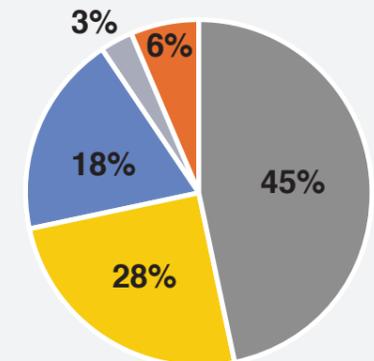


Smartphone Apps



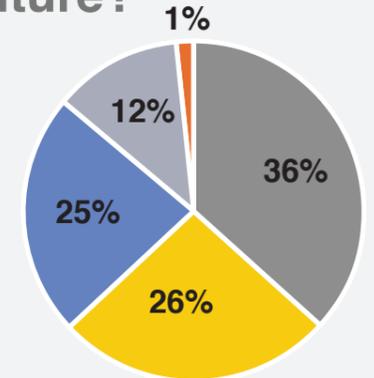
After this workshop, do you think that you will look at letters differently during the next weeks? *

5 points
4 points
3 points
2 points
1 point

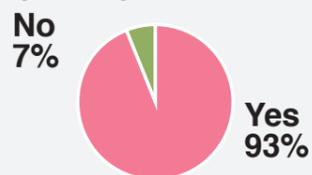


How likely it is that you will use the Urban Alphabets app in future? *

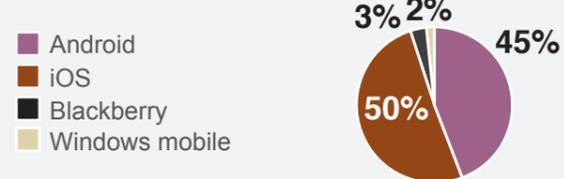
5 points
4 points
3 points
2 points
1 point



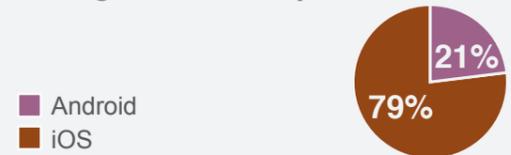
Do you own a smartphone yourself?



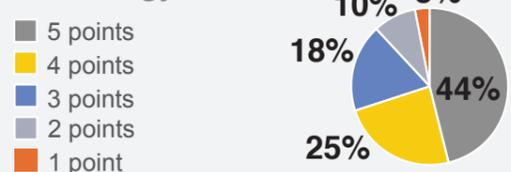
Which operating system does it run?



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

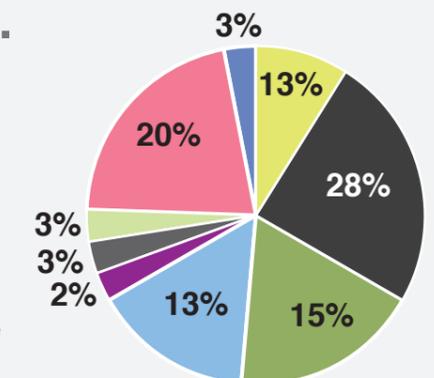


How would you describe yourself in using technology? **



Urban Alphabets is a tool to/for ...

educate
entertain
change space
communicate
event making
tourism
gaming
feature a place
archive



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from Urban Alphabets WORKSHOPS
in 2014

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.”

“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 differnet 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 toook it you cnt 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)

“wenn ich mir ein smartphone zulege”

“bessere bedienung. Z.b. Foto speicher option”

“great tool. Some bugs to fix, but otherwise perfect”

“no errors in the android version”

“can store alternative alphabets (+ an image of each letter ...)”

“ability to store more pictures of a same letter”

“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 Androoid (Galaxy S4)”

“write postcards from travels”

“I think is ok”

Urban Alphabets is a tool to/for...

“entertain / educate / have fun”

“communiante 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”

“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 wolrd see how differentletters are across the world in streets”

“expand your horizons on typography”

“create a variety of different fonts”

“find letters in an urban inviromnent and in the comercial world”

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

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

“das mir ermöglicht mich 'konkreter' mit der Typo der Stadt auseinander zu setzen”

“spass bereitet”

“um urbanen Raum zu erforschen”

“getting to know the city, explore the neighborhood”

“increase the perception of the means”

“poetry”

“feature a town/community”

“open your eyes to the details around us and often go unnoticed, see the city otherwise”

“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”