

# Follow-up survey results

from Urban Alphabets WORKSHOP  
in Madrid - 19 February 2014

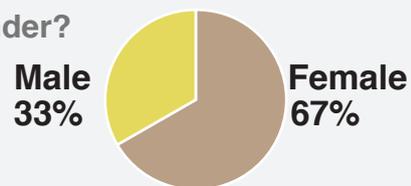
These results come from an online follow-up survey after the Urban Alphabets Workshop in Madrid/Spain on Feb 19th 2014.

These results were collected using a google-form between 7th and 17th March. Which is 2.5 to about 4 weeks after the workshop. I closed the poll on March 24th.

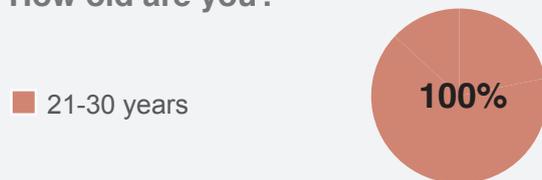
In the paper-based workshop collected directly at the end of the workshop 19 participants had agreed to participate in the follow-up-survey but 6 finally did.

## 6 participants from Spain

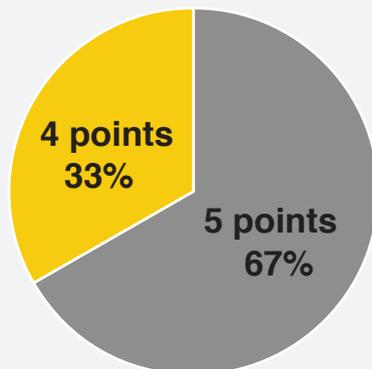
What is your gender?



How old are you?

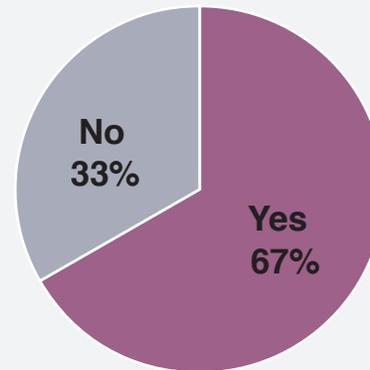


Did you enjoy the Urban Alphabets workshop /safari?\*



\* scale between 1 (not at all) and 5 (very much)

After the workshop, do you notice yourself looking at LETTERS differently?



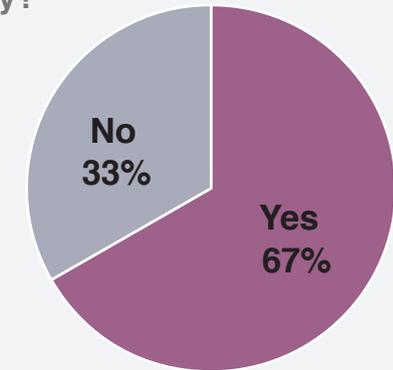
How did your perception of LETTERS change after the workshop?

"I get more the shapes, the variety and little differences in letters."

"I am much more conscious about the way we are surrounded by signs and words everywhere. It also makes me aware of some traditional typefaces which are not in other cities and make each city or even neighborhood a bit different from each other and that's very interesting."

"I see letters like simbols of a culture because they are very different in other cities. With the workshop I learned that letters are part of the society."

After the workshop, do you notice yourself looking at ADVERTISING IN PUBLIC SPACE differently?



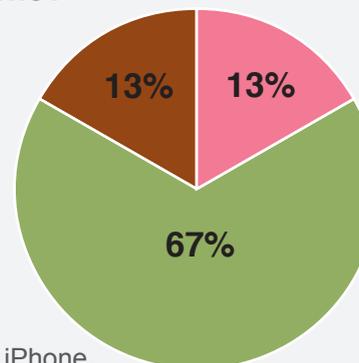
How did your perception of ADVERTIZING IN PUBLIC SPACE change after the workshop?

"I'm more sensitive of the typographic strategies."

"It made me more aware of how advertisings in public spaces are designed in terms of typography and to decide which ones are good or bad drsigns. It made me realize that they are everywhere you look at."

"I stared at some advertisement when in the past I didn't notice it was there."

Did you download the Urban Alphabets App onto your smartphone?



- Yes
- No, I do not have an iPhone.
- No, but I have an iPhone.

How many days did you use the App after the workshop?

"5"

If yes, where did you use the App?

"I showed it to some friends and also used it in the street"

If there are any other things on your mind, which you want to tell about the project, the workshop or usability of the app please fill in them into the following box:

"I know it must not be easy but I think the app would be better with a main menu that could be reachable from everywhere an a "I don't want to take a photo" button at the camera view or a "go back" button. Thanks so much for the workshop. It was really fun and interesting and very nice to meet you. Good luck!!"

"Interface to go back to the whole alphabet without taking a new picture."