



UIL Tool - Universal Interface Language icons survey

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1. The UIL icons survey

To complement results about icon's evaluation collected through the review of DMS and DDS applications, and the UIL exercises performed in the local COPs, an online UIL survey was distributed to all project partners and stakeholders, social media followers and to the members of the INDIMO Co-Creation Community.

The survey includes five sections as follows:

1. Survey introduction;
2. Consent form;
3. The use of pictograms in the digital mobility and good delivery services;
4. General questions on accessibility of digital services;
5. Background information.

Section 3 - The use of pictograms explored icons' ambiguity. First questions (Q1-Q2) are about common general icons, supposedly the least ambiguous among the non-mobility specific ones. Q1 asks respondents how certain they feel about the outcome when clicking on some icons (i.e. Home, Phone handset/Contacts, Lens, Info circle, User profile, Funnel/ Filter). Q2 includes open fields to shortly describe the meaning of such icons according to the respondents' experience, to let discrepancies emerge.

Core questions (Q3-Q13) focus on the level of comprehension of recurring icons on DMS and DDS applications. Participants are asked to rank on a four-steps Likert scale all proposed icons, from the one most related with a specific function to the least (i.e. open menu; go to settings; rate a content/app; share content; save or download; visualize travel documents/tickets; locate point of interest on a map; contact support; go to payment; visualize map; plan trip). The aim is to identify which icon best represents the function with the lowest rate of ambiguity. Question Q14 asks participants to match a set of pictograms (i.e. clock, alarm clock, hourglass, calendar, timetable) with the functions they better represent, based on their personal experience.

Results concerning *Section 3* of the UIL survey are included in the icons catalogue that can be downloaded from the INDIMO UIL tool.

Section 4 – General questions on accessibility of digital services focuses on the respondents' perspectives and experience with digital mobility applications. The set of questions Q15-Q21 collects responses about common barriers experienced by respondents due to the poor accessibility of the digital mobility or delivery services, or specific situations concerning the use of digital application at general level (e.g. contacting the support center, error occurrence, ...). Four-steps Likert scales are used.

The last set of questions (Q22-Q28) included in *Section 5 - Background information*. focuses on respondents' socio-economical background information such as age, gender, education, state of employment, caregiving activities, income.

The online survey collection of responses lasted for three weeks in the month of May 2021 and it was promoted on all social media accounts and website of the project and through a dedicated newsletter item circulated internally and through co-creation community members. In total, 89 responses were collected. A frequency analysis was performed.



2.INDIMO UIL Survey

Section 1 - Intro to the survey

Hello,

Many digital tools have emerged the past years offering personalized services at every stage of a journey and home deliveries have become very popular. INDIMO believes that it is important that all people can benefit from these digital solutions. This is why we need your help to understand the needs and attitudes you have towards the digitalisation of mobility and delivery services. By completing our survey, we will be able to better understand your requirements towards these tools and make them easier to use and more inclusive.

It will take you around 20 minutes to complete this survey. For some questions you have to select an option from a list, for other questions the answer is more open-ended and we kindly ask you to write down your opinion or experience. There are no wrong answers. If you don't want to answer a particular question, please select "I prefer not to say".

Participants' personal data (email address, background information) will only be stored by the for the purposes of this project. Only under specific consent provided at the end of this survey, participants may agree to be invited to take part in future research activities and initiatives beyond the project end.

Read more information about the project at [.....](#)

Section 2 - Consent form

As involved participant, you accept that you participate on a voluntary basis and can withdraw from the activities at any time. Your contribution may be published in project reports, journal articles, conference presentations, and via any other mode of scientific exchange and dissemination considered appropriate, while protecting your anonymity. Results will be published in aggregated form and personal data will never be published without your previous consent.

Your personal data (e-mail address) will be collected, processed and protected according to the General Data Protection Regulation (GDPR) (EU) 2016/679. You have the right to request access to and rectification or erasure of your personal data just sending an email to the responsible of data treatment listed hereafter. You will also have the right to lodge a complaint with any European supervisory authority.



The full project privacy policy is available at

RESPONSIBLE FOR DATA TREATMENT IN ACCORDANCE TO THE GDPR (DATA CONTROLLER)

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CONTROLLER'S REPRESENTATIVE IN THE SPECIFIC PROJECT

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After reading the information sheet above, by proceeding with the survey you consent voluntarily to participate in the current survey and understand that you can refuse to answer questions and withdraw from it at any time,









Section 3 – Icons survey



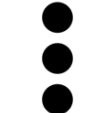
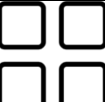
In this section we explore the use of pictograms in the digital mobility and goods delivery services. A pictogram is a picture, symbol or icon that represents a word or a phrase. In a digital context, you can point, press or click on pictograms to give instructions and/or access specific functions. Other times pictograms are only used to provide useful information.




Please leave us your answer focusing on your personal experience with mobility, transport and/or goods delivery applications for smartphones and mobile devices. Proceed also if your experience is very limited, your answers are very important for the European research!

		Icon	Very certain	Certain	Slightly uncertain	Extremely uncertain
1	Imagine you are using a mobile app and there are several pictograms you can interact with. For each proposed pictogram, how certain do you feel about the outcome when clicking on it?					
	Clock					
	Calendar					
	Alarm clock					
	Hourglass					
	Checkmark					
	Payment card					

		Icon	
2	Based on your experience, shortly describe the meaning of each pictogram		
	Clock		
	Calendar		




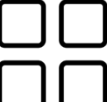
	Alarm clock		
	Hourglass		
	Checkmark		
	Payment card		




		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
3	Please evaluate how clearly the pictograms represent the function "OPEN MENU"					
	Hamburger menu					
	Three horizontal dots					
	Three vertical dots					
	Four squares grid					



		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
4	Please evaluate how clearly the pictograms represent the function "GO TO SETTINGS"					
	A crossed screwdriver and wrench					
	Mechanical wheel					
	Three horizontal equalization bars					


		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
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5	Please evaluate how clearly the pictograms represent the function "RATE CONTENT/APP/USER"					
	Hamburger menu					
	Three horizontal dots					
	Three vertical dots					
	Four squares grid					





		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
6	Please evaluate how clearly the pictograms represent the function "SHARE CONTENT"					
	Connected dots					
	Outbound arrow					
	Right arrow					

		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
7	Please evaluate how clearly the pictograms represent the function "SAVE OR DOWNLOAD"					
	Inbound arrow					
	Floppy disk outline					




		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
8	Please evaluate how clearly the pictograms represent the function "VISUALISE TRAVEL DOCUMENTS/TICKETS"					
	1 page document					





	Dotted line ticket					
	Old-styled bus ticket					




		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
9	Please evaluate how clearly the pictograms represent the function "LOCATE POINT OF INTEREST ON A MAP"					
	Geo-location arrow					
	Filled pin-point					
	Target point					
	Rounded pin-point					


		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
10	Please evaluate how clearly the pictograms represent the function "CONTACT SUPPORT"					
	Two message bubbles					
	Single message bubble					
	Phone-set with message bubble					
	Phone set with mail envelope					






		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
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11	Please evaluate how clearly the pictograms represent the function "GO TO PAYMENT"					
	Two message bubbles					
	Single message bubble					
	Phone-set with message bubble					

		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
12	Please evaluate how clearly the pictograms represent the function "VISUALIZE MAP"					
	Folded map with pinpoint					
	Folded map					
	Dotted line with two pin-points					
	Folded map with line and a pin-point					

		Icon	Extremely clearly	Clearly	Somewhat clearly	Not clearly at all
13	Please evaluate how clearly the pictograms represent the function "PLAN TRIP"					
	Folded map with pinpoint					
	Folded map					
	Dotted line with two pin-points					

	Folded map with line and a pin-point						
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		Icon	View timetables	Schedule travel	View expected date/time of arrival/delive	View remaining time to	Find a date	View current timing	Set alarm	None of the proposed icons
14	Please match each pictogram with the function they better represent, based on your personal experience (select all that apply)									
	Clock									
	Hourglass									
	Calendar with checkmark									
	Calendar with clock									
	Alarm bell									

Section 4 – General questions on accessibility of digital mobility services

15	How often do you use digital mobility or goods delivery services?	
	Every day	
	A few times a week About once a week	
	A few times a month	
	Once a month	
	Less than once a month	



	Every day	
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15a	How confident do you consider yourself when using digital mobility or goods delivery services?	
	Extremely confident	
	Confident	
	Somewhat confident	
	Not at all confident	
	Extremely confident	
	Confident	

15b	Think about the digital application you use more often to access mobility or goods delivery services. Please tell us what you use it for and shortly describe in your words the content of the first screen that appears when you open the app (it is not necessary to mention the name of the application).

		Never	Rarely	Often	Always
16	How often have you encountered the following barriers, due to the poor accessibility of the digital mobility or delivery services you use or would have liked to use?				
	I could not use a digital app due to scarce readability of objects, texts or images				
	I could not use a digital app due to physical limitations that prevented me providing the input required				
	I had limited access to the services provided by a digital app since, from a gender perspective, I felt unsafe or unsupported				
	I experienced difficulties using a digital app due to situational or temporary impairments				



	Covid-19 provisions scared me from using touchscreen terminals or asking for help to other people while using a digital app				
	I experienced lack of support in using a digital app from other people due to Covid-19 confinement				
	I have low familiarity with digital services in general				
	I cannot understand the terminology used by digital apps				
	I experience lack of support in using a digital app from other people due the fact I do not have contacts with anyone who can offer it				
	I do not speak/understand the language used by local digital apps				

		Never	Rarely	Often	Always
17	How often did you experience situations similar to the ones described by the following statements, while using digital applications?				
	In my experience pictograms and/or descriptions of available functions are appropriately sized and well spaced				
	Available commands are simple and intuitive and/or I can customise them depending on my specific needs				
	The information provided in-app is helpful enough to allow me an intuitive use of the service				
	I can easily read all textual information and/or customise text size settings				
	It takes me too long to identify essential information				

		Never	Rarely	Often	Always
18	How often did you experience situations similar to the ones described by the following statements, while using digital applications?				
	Thanks to the Terms and Conditions of the service I can easily retrieve and modify my personal data and decide how the service provider is collecting and using them				
	If an error occurs, most applications I use provide me with appropriate error handling services and error prevention tips				
	I click on an icon/pictogram and what happens next is not what I expect				
	While using an application I know how long it will take me to finalise the desired process				
	After a new registration/installation, the application provides me with tips or				



	tutorials to learn how to use the service				
	I can easily understand how to contact the support center when needed, either through a chat, phone number or e-mail address				

19	Can you recall and shortly describe one direct experience you had with any digital service or tool that you were not able to use?

Section 5 – Background info

20	What is your gender?
	Female
	Male
	Non-binary
	I prefer not to answer

21	What is your age?
	18 to 24
	25 to 34
	35 to 44
	45 to 54r
	55 to 64
	65 to 74
	75 or older



22	How would you describe the context you currently live in?	
	Urban	
	Peri-urban	
	Rural	

23	What is your occupation? Please select all that apply	
	I work 35 hours/week or more	
	I work 25-34 hour	
	I work 24 hours/week or less	
	I am a full Time student	
	I am a part time student (less than 50% of my time)	
	I am unemployed	
	I am retired	
	I prefer not to answer	
	Other (please specify)	

24	How often are you busy with care giving activities (e.g. children, elders, people with special needs, other...)?	
	Every day	
	A few times a week	
	About once a week	
	A few times a month	
	Once a month	
	Less than once a month	

25	How often are you busy with care giving activities (e.g. children, elders, people with special needs, other...)?	
	Under € 15.000	



	Between €15,000 and €29,999	
	Between €30,000 and €49,999	
	Between €50,000 and €74,999	
	Between €75,000 and €99,999	
	Between €100,000 and €150,000	
	Over €150,000	
	I prefer not to answer	

26	What is the highest level of education you have completed?

