

APPS STUDY - CEUTI

Very positive attitude towards the project –
People find really useful an agenda of
activities to do with children

Questionnaires

- Social services users (in risk of social exclusion): 20
- Other: 69

Collection

- Social Services Department
- Parents' association
- Birthday parties
- Work Colleagues

Main population

- Parents between 31 and 45 years old
- Most with 2 children between 0 and 18 years old

Electronic devices at home (average)

		SSU
Mobile phones	2	2
Computers	1	0
Tablets	1	0

**Only 1 person does not have mobile phone,
25% of SSU have computer or tablet**

Internet connection

100 % of people interviewed have Internet connection (including social services users)

Main apps

- Whatsapp used by everybody
- Facebook (70-75%)
- E-mail (40%, not by SSU)
- Youtube (15-25%)
- Games for children (33%, not SSU)
- Others: Weather forecast, banks, GPS, other social networks...

Favourite

- After whatsapp, Facebook is the favourite: to stay in touch with other people, to get info

Main attributes (out of 5)

- Communication/ interaction with others: 4.2
- Share contents on the social media: 3.8
- Easy to use: 4.3
- Informative tool: 4.2
- Updated: 4.2 (3.5 SSU)
- With notifications: 3.4
- Attractive design: 3.7 (2.2 SSU)

What people dislike on apps

- Publicity
- Difficult to use
- Too many megabytes
- Low level of security (your data is not safe)
- Too many notifications

What would people like to find in SPAHC app

- Activities to do in family (with info about recommended ages, place, timetable, requirements to access the activity)
- To have the information available with enough time in advance
- Children educational games
- Training and employment opportunities

Conclusions

- 100% of people, even SSU, have mobile phone with Internet connection
- However, only 25% of SSU have computer or tablet. We would have to study how to make the e-game available
- What people appreciate more of an app: interaction with others, easy to use, informative and updated.
- They don't like publicity, low level of safety, complicated to use
- They would like to find in SPAHC app activities to do with the family with all details (recommended ages, timetables...) with enough time in advance.