**Appendix B: Survey Analysis**

To test the usability and effectiveness of the application, we installed SAMA on several mobile devices, and distributed them on a random sample of 34 persons in the 17-30 age category. The participants used the application independently for 7-14 days. We report the user experience of the sample as follows.

More than 93% of participants rated their awareness experience with SAMA as excellent or very good. 84% of participant indicated that SAMA usability is excellent or very good. 73% of participant will recommend the application to other colleagues or family members

## Gender and Age Group Distribution

|  |  |
| --- | --- |
| Gender | Percentage |
| Male | 19% |
| Female | 81% |

|  |  |
| --- | --- |
| age | Percentage |
| 17-30 | 25 |
| 0-16 | 5 |
| 31-45 | 2 |

## Platform Usage Distribution

The following table presents the average usage of the platform by the participants in weeks

|  |  |  |
| --- | --- | --- |
| Period (weeks) | Count | Percentage |
| 1 | 15 | 44% |
| 2 | 3 | 8% |
| 3 | 14 | 41% |
| 4 | 2 | 5% |

## Rating the awareness of SDGs after using the platform

When participants asked to rank their awareness of SDGs after using the SAMA (Terra) platforms we received the following numbers, where 1 indicates “Not Aware” and 5 indicates “Fully Aware” of SDGs.

|  |  |
| --- | --- |
| Before Using Terra/Sama | After Using Terra/Sama |
| |  |  |  | | --- | --- | --- | | Scale 1-5 | responses | % | | **Not Aware (1)** | **10** | **30%** | | **(2)** | **15** | **45%** | | (3) | 6 | 18% | | (4) | 1 | 3% | | Fully aware (5) | 1 | 3% | | |  |  |  | | --- | --- | --- | | Scale 1-5 | responses | % | | **Not Aware (1)** | 0 | 0 | | **(2)** | 1 | 3% | | (3) | 2 | 6% | | **(4)** | **9** | **27%** | | **Fully aware (5)** | **22** | **67%** | |

Terra Application encouraged me to participate in achieving SDGs

When participants asked on the effectiveness of Terra/Sama Application on their awareness of SDGs, we received the following numbers.

|  |  |  |
| --- | --- | --- |
| Scale 1-5 | count | % |
| 1. Unsatisfactory | 0 | 0 |
| 1. Satisfactory | 0 | 0 |
| 1. Good | 3 | 8% |
| 1. **V. Good** | **8** | **23%** |
| 1. **Excellent** | **21** | **61%** |

How many actions did you do in that period?

When participants asked on the number of actions/activities they participated on the platform, we received the following numbers.

|  |  |  |
| --- | --- | --- |
| Number of Actions | count | % |
| One Or less | 9 | 27% |
| 2 Actions | 16 | 48% |
| 3 Actions | 3 | 9% |
| 4 or more | 5 | 15% |

How do you rate the usability of the application?

|  |
| --- |
| **How do you rate the usability of the application  كيف تقيم قابلية وسهولة استخدام التطبيق** |
| Easy to use |
| Really easy I enjoyed it |
| Easy |
| Easy to Use |
| Excellent |
| Easy |
| 10-May |
| Easy to use / user friendly |
| Easy |
| easy to use |
| 8 |
| Easy |
| Clear and easy to use |
| Very easy |
| Easy |
| Easy and Enjoyable |
| Easy |
| Easy |
| Easy and Simple |
| Easy to Use |
| Easy |
| Easy to Use |
| Easy |
| Easy to Use |
| Easy |
| Easy |
| Easy |
| Easy |
| Easy |
| Easy to Use |
| Easy |
| Easy |
| Easy to Use |

How likely are you to recommend Terra application to a friend or co-worker?

When participants asked on whether they will recommend the application to friend or co-worker, we received the following numbers.

|  |  |  |
| --- | --- | --- |
| Scale 1-5 | count | % |
| Not recommend (1) | 0 | 0 |
| 2 | 2 | 5% |
| 3 | 1 | 3% |
| 4 | 3 | 8% |
| **Highly recommend (5)** | **25** | **73%** |

## Survey Responses – Raw data

See Suvey2 – Raw Data.