

Measures to include children's perspectives in our products design

Taking into account the views of children and young people in order to offer them products and services that are best designed for them is the aim of several measures taken by Swisscom.

Measures	Description	Link
James Study	Every year, Swisscom conducts the JAMES study, in which young people aged 12 to 19 answer questions about their behaviour, habits, fears, etc. in relation to their daily use of media.	www.swisscom.com/james
Teachers feedback	Swisscom regularly receives feedback from teachers regarding students' concerns after Swisscom media lessons.	www.Swisscom.com/campus