

Think-Aloud Testing

A way to learn from people as they narrate their experience while performing a task

When people articulate unspoken thoughts, it helps you find the success and failure points in a design, and diagnose the causes. Think-Aloud Tests reveal important insights and inferences that would otherwise be unknown to a team. Just six to nine of these tests typically reveal 80% of the issues with a design, so it is a low-investment way to make a significant impact on the efficiency, effectiveness, and satisfaction of a potential solution.

Benefits

Reveals what people are thinking Deepens your empathy for others Uncovers opportunities for improvement Lowers development costs through early discovery

¿ Learn more at LUMA Workplace

Focus of testing session

Moderator

Note takers(s)

Marken

Participant

434

Date

Tasks

· report

Sobject Uses Phone

Greeting and intro questions

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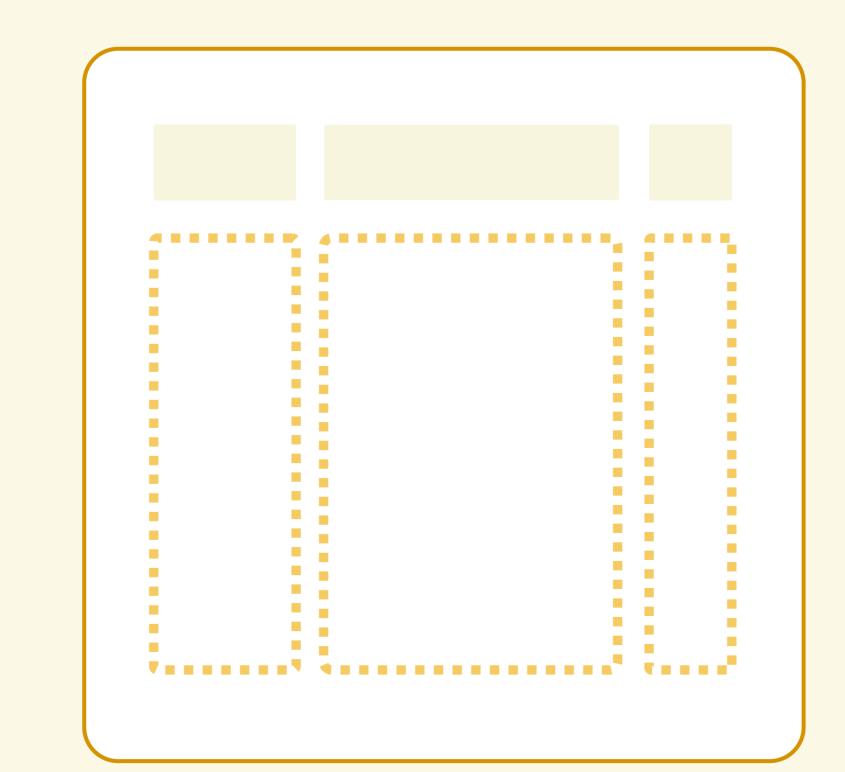
· Report 1550e

Identify what you will be testing and a few key tasks Invite six to nine different people to be the participants Schedule a testing session with each person

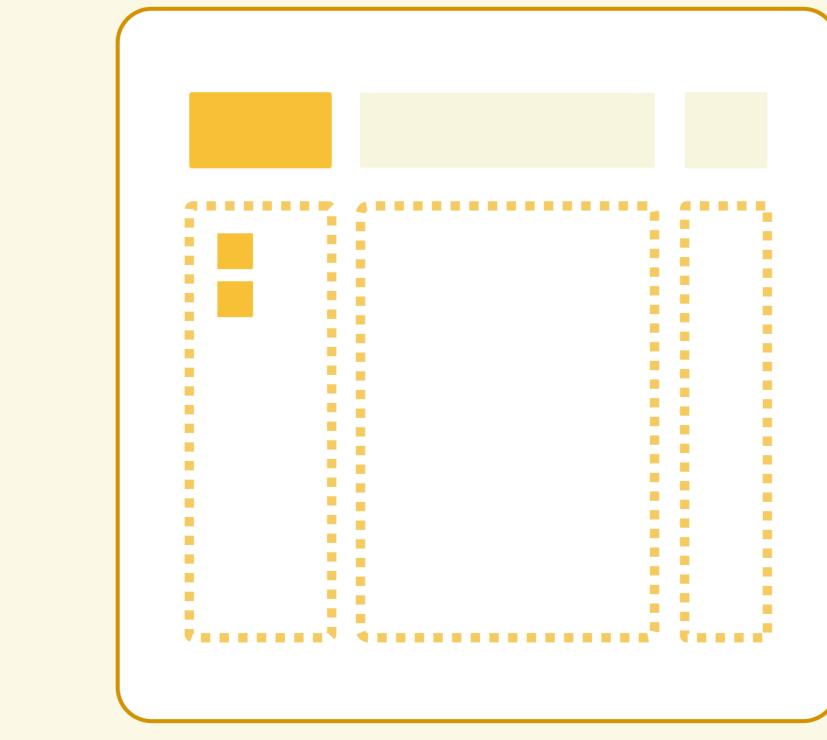
Helpful hints

Defer any direct questions until the end of the test Avoid the temptation to conduct a demonstration Mimic functionality if the design is still in progress

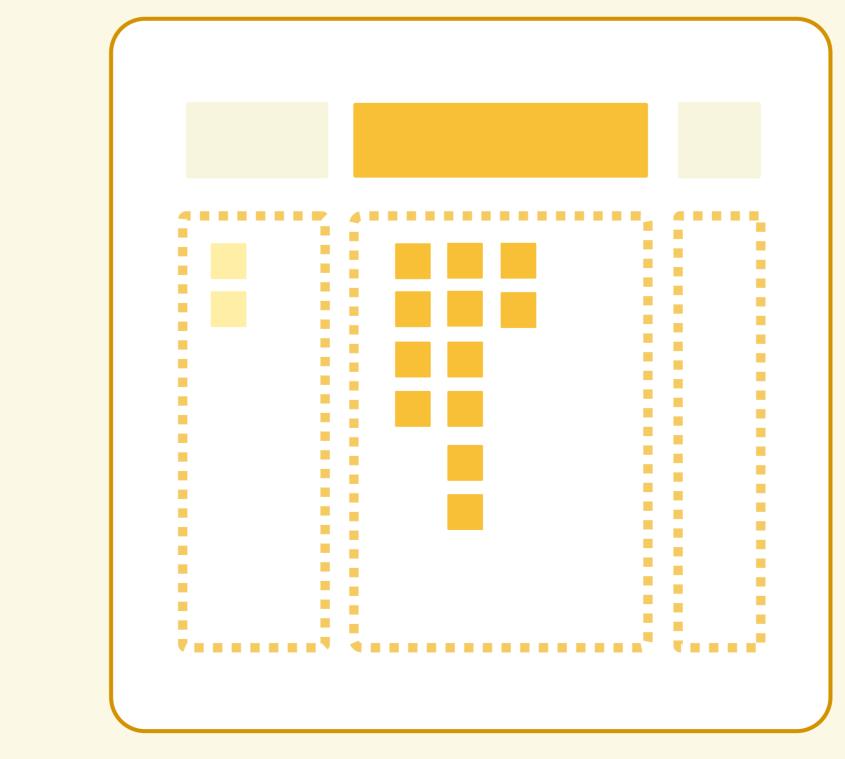
See an example



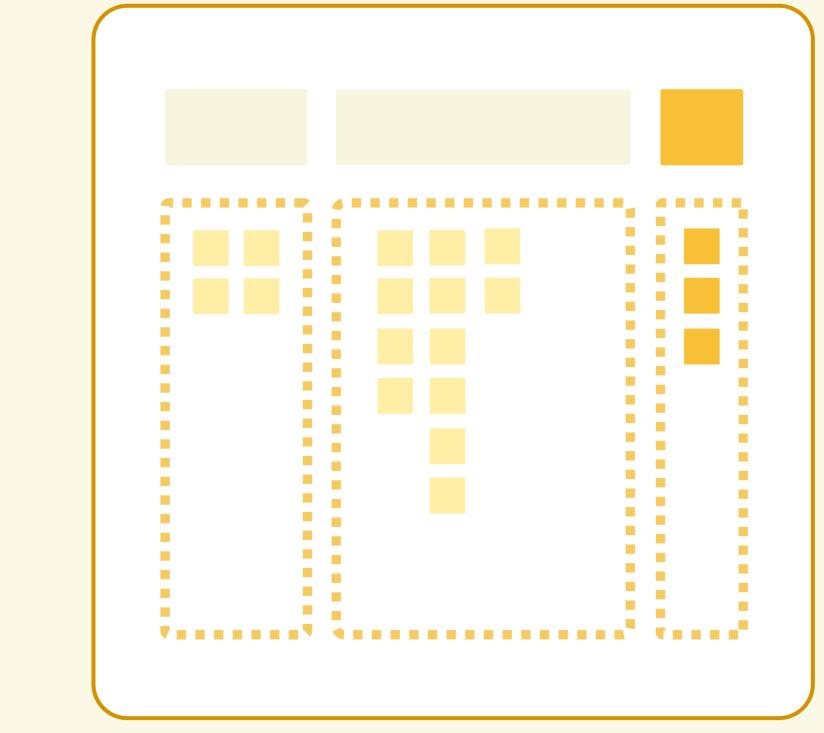
Introduce yourself and the purpose. Obtain consent to record.



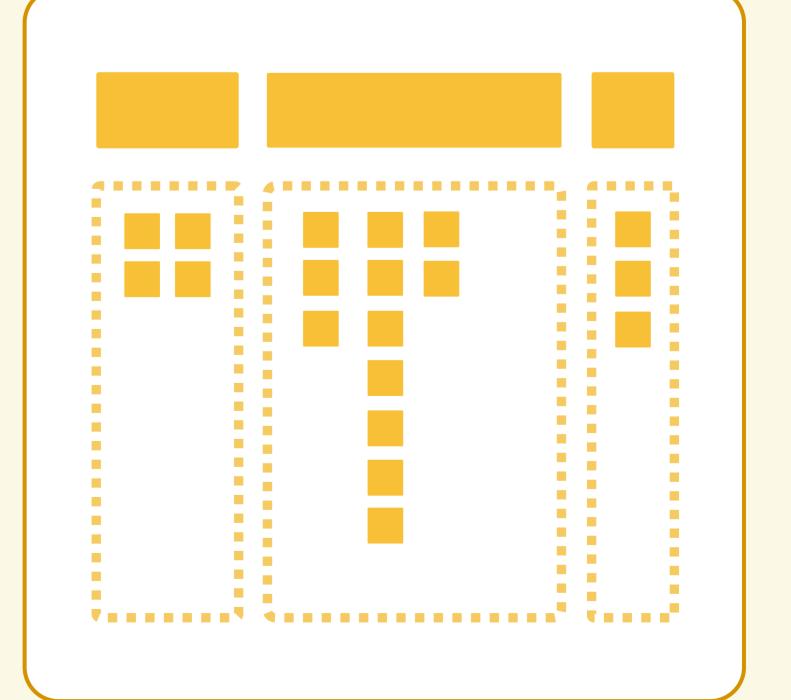
Ask participant to think out loud. Remind them: "We are NOT testing you."



Invite participant to do each task one at a time. Take notes. Or record.



Wrap up with your concluding question or remarks. Thank them.



Wrap-up

If recorded: Listen and transcribe notes. Or upload transcript.



