

### Think aloud testing: the original



#### What?

In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface (Nielsen and Norman, 2012).

#### Why?

You learn why users guess wrong about some parts of the UI and why they find others easy to use (Nielsen and Norman, 2012).

#### How?

**Before testing:** write your research protocol. What do you want to get out of the test, how did you pick your users, how is the test designed, (i.e. how much time did you spend on questions), will you clarify the tasks first etc. etc.

Important to consider: user tasks. Do not structure the task, give freedom to your user - this will help you get the best results from a UX perspective. (You can use tools like sound and screenrecordings to help you with capturing the test and results.)

**Step 1:** communicate with your participant, give them instructions, i.e. inform them what you expect them to do (before, during and after the test).

**Step 2:** let your participant carry out the tasks and talk aloud during the test to identify and clarify their thought processes.

**Step 3:** collect your results (for example: general observations, feedback from user, challenges and opportunities) and ask for clarification from your participant if needed.

Nielsen and Norman. (2012). Thinking Aloud, the 1 usability tool. Retrieved March 11, 2022, from <https://www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/>

**Think-aloud testing and 1-on-1 user interviews**  
tend to be combined when doing lab sessions!

### Think aloud testing: expansion set

#### Unmoderated remote user testing

Unmoderated user testing is a type of usability testing, where respondents are not supervised. The study is prepared in advance and the respondents complete it by themselves, without any external influence. The main difference between moderated and unmoderated user testing is that for unmoderated testing, you don't need a trained person to be there during the study. This also means that for a moderated study there can only be one participant (or a very small group of participants) at a time. For an unmoderated study, on the contrary, the number of participants is unlimited (Nielsen and Norman, 2019).

Nielsen and Norman (2019). Unmoderated User Tests: How and Why to Do Them Retrieved March 11, 2022, from <https://www.nngroup.com/articles/unmoderated-usability-testing/>

