Evaluation: Think Aloud

Participant ID: | | **Date:** |

Session: | | **App Version:** |

Facilitator: |

1. Facilitator Script & Prep   *Read this to the participant to prepare them for the session.*

☐ **The Goal:** "As you use this app, please **think out loud**. Tell me what you are doing, looking for, and your reactions. This helps me understand your **thought process**."

☐ **The Demo:** Pick up an object (like a stapler) and talk through using it for 30 seconds. "I'm looking for the 'X'... I expect it to be here... I'm pressing it... it didn't work."

☐ **Task Setup:** Explain the task (e.g., "Find a neighborhood that scores well for your criteria.").

☐ **Facilitator Stance:** "Be silent and let the user talk." If they fall silent: "What are you thinking now?"

2. Observations & Notes   *Focus on the **Gaps** between user intent and app performance.*

Observation Focus	Notes and Quotes	
"Where do I click?" Does the user see the buttons/icons that tell them where to click? Do they miss a layer or menu?		
"How do I use this?" Is the mapping (e.g. does swiping left move the map left?) Is it consistent with other apps they use?		
"Did it work?" Does the app provide immediate feedback? Does it convey status so the user knows what's happening?		
"Why is it doing that?" Is there a mismatch between how the user thinks the app should work and how it actually works?		