Introduction & Preamble

1. **Introduce yourself:** Hi, I"m __[state name]__. Thank you for agreeing to help us out today.

2. **What we're doing today:** We're assessing a new design for a digital automobile dashboard display system. You have been invited to help us test a prototype of our dashboard display design, and to give us feedback. We will do this in two stages:

    a. I will have you view and interact with the system as you would if the "car" were parked. We will ask for your opinion what each of the icons does. We will then walk through the features, so that you are clear on what each element is and what it does.

    b. I will then begin a driving simulation exercise, and we will observe how you interact with the system. This exercise will take about [x] minutes. You will play a video game as your primary task (to represent driving a car), and we will ask you to view and interact with the display prototype as needed. Once the test starts, I will be observing over your shoulder, but I will not be able to answer any questions.

3. **Think aloud:** As you work through the exercise, please articulate all of your thoughts. It is really important for you to say what you are thinking as you perform each task. Some of the things that we"d like you to keep in mind as you work:

    ● Please remember to tell me what you are thinking.
    ● Please tell me, why did you stop?
    ● What are you thinking as you perform the task?
    ● What were you expecting to see?
    ● What are you looking for?
    ● What are you doing right now?
    ● How do you feel while performing the task?
    ● Why are you skipping to the next task?

Reassure them: I"d like to be clear that we"re assessing the product, not you, so please don"t worry if you can"t get something to work, or dislike any aspect of the product -- those are exactly the sorts of issues we"re trying to uncover. You aren"t under any pressure to continue, and *you can stop at any time.*

Do you have any questions before we begin?

To start, I'd like to ask you a few questions about yourself…

Gender:	☐ Female ☐ Male
Age Range (years):	☐18-29 ☐30-39 ☐40-49 ☐50-59 ☐60+
Profession:	
Do you drive?	
Driving Experience (years):	☐0 ☐1-2 ☐3-5 ☐6-9 ☐ 10+
If you drive, how often do you refer to your dashboard display?	☐Never ☐Seldom ☐Sometimes ☐Often ☐Always
For what purpose do you check your dashboard?	
If you drive, how often do you stay focused on the road?	☐Never ☐Seldom ☐Sometimes ☐Often ☐Always

Task1: Understanding the interface and its visual appearance
Please take a moment to review the content on this interface. Feel free to click into any of the areas. Then we'll discuss in a moment.

- What do you think the main purpose of this interface is?
- Please describe each element on the interface and tell me what you think its function is?
- What do you think? Did you encounter any issues?
- What do the colors on this interface communicate to you?
- How would you describe the visual appeal of this interface?
- Where would you click to interact with this interface?
- Would you use this interface in real life? If not, what would you use instead?
- What 3 improvements can be made to this interface?
- Overall, on a scale of 1-5, how would you rate this interface in terms of content, layout and appearance? (1=poor, 5= excellent)

Task 2:   Familiarize the user with the interface
- Describe the purpose of the following elements:

    - color scheme
    - alerts
    - speedometer

○ display manager?

Task 3: Video Game Interaction
- Now, i will give you a few minutes to play a {name of game} video game. Have you played this video game before?   Y| N
- As you are playing the game i will ask you a few questions. Please remember to "think aloud" as you perform this task and to pay attention to this (ipad) interface.
- **Action Pattern:**
  - **how many alerts do you see on this interface? (only display two)**
  - **[press accelerate]**
    - Does the user notice when he/she is accelerating?   Y| N
    -
  - **[ask "currently, how many mph are you driving over the speed limit?"]**
  - **[press new alert]**
    - Did the user notice the alerts?   Y|N
    - Did the user press the button to find nearest gas station?   Y|N
  - **[toggle additional display elements 'on']**
  - **[press new alert]**
    - Is it easier, more difficult, or the same to notice a new alert with the extra clutter?

In closing

-What is your general impression of the interface?

-Where you at any point confused?

-Did you feel overwhelmed by the information displayed?

-Do you have any additional feedback or comments about anything you saw today that you'd like to share?