

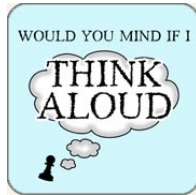
Think Aloud Method

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- What is the Think Aloud Method?
- How is it used?
- Example...
- Pros and Cons of this method
- Summary



The Think Aloud Method

- Literately means as it's written.
- Developed by Allan Newell & Herb Simon in 1972
- A definition:
- "...consists of asking people to think aloud while solving a problem and analysing the resulting verbal protocols." [1]
- Relate more to HCI:
- "...consist of observing a user working with an interface while encouraging them to "think-aloud"; to say what they are thinking and wondering at each moment." [2]

References:

[http://staff.science.uva.nl/maarten/Think – aloud – method.pdf](http://staff.science.uva.nl/maarten/Think%20aloud%20method.pdf)[1]

<http://www.psy.gla.ac.uk/steve/HCI/cscln/trail1/Lecture5.html>[2]

Uses of Method

This method can be used in many problem solving situations. In HCI, usually used to analyse a new design or interface. Mobile interaction Module.

Involves:

- Development of a prototype
- Direct observation from experimenter
- Ask participant to think aloud as they use prototype
- Take notes/ record session
- Alter accordingly

Common Questions

- Please explain what you are doing
- Note any design problems you see
- Tell us if you have any suggestions
- Why are you doing what you are doing

Example - Poster Evaluation

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Advantages of this Method

- High-quality, rapid and qualitative user feedback (vs questionnaires)
- Hearing what real user wants to do, and seeing what the user is doing
- Flexible
- No confusion

Disadvantages of this Method

- Takes a long time (vs questionnaires)
- Subjects feelings
- Unnatural and distracting
- Vocally exhausting

- To evaluate a new design or interface
- Making real subjects speak their mind
- Qualitative data and feedback
- Altering original designs

Good pdf on think aloud:

<http://staff.science.uva.nl/maarten/Think-aloud-method.pdf>