**Contextual Think Aloud Material Template**

This is the structure of the think-aloud session:

1. **A friendly welcome** to start the interview
2. A series of general, open-ended **context questions** about the user
3. **Introduction to the prototype(s)**
4. Detailed **tasks** to get the user reacting to the protype
5. A **quick debrief** to capture the user‘s overarching thoughts and impressions

You should read the text and see if you need to change the text written in *italics.*

1. **A friendly welcome**

Thanks for coming in today!

We are designing a new (*website/product)* and we really appreciate your help for making it better. This project is a part of *(a project called [name] at [company, organisation, etc.]).*

The overall goal of the *(website/product)* is to *(xxxxxxxxxxxxxxx).* We‘re trying to improve it, and getting your honest feedback is a really important part of that. We want to understand how it would fit into the digital work environment.

This session will be pretty informal. I‘ll ask a lot of questions, but I´m not testing you – I´m actually testing the product. If you get stuck or confused, it‘s not your fault. In fact, it helps us find problems we need to fix in the design.

I will also ask you to use our current prototype of the *(website/product*) for understanding how it is for you to use it.

***If you want to record, you would have to ask about it here.***

I´ll start by asking some background questions, then I will ask you to do some tasks and observe how the design fits your needs. Do you have any questions before we begin?

1. **Context questions**
2. First, can you tell me about your background, education, and current situation (job, studies, etc.)?
3. How much are you online? Which tools do you use, our phone, tablet, laptop, etc.?
4. How has your experience been of using these tools? Can you tell me one positive and one negative experience when being online?
5. When using tools, for work, what do you regard as important?
6. Can you describe your work environment and how you use digital tools at work?
7. *Add any questions that you would need for understanding in which user group this participant would be, how the work situation is for the participant, what are important tasks at work and what this participant would need when using your product.*
8. **Introduction to the prototype(s)**

Now I would like you to look at our prototype and try to solve some tasks that I show you.

Some things may not work quite right yet – if you run into something that‘s not working, I‘ll let you know and please tell me, if you think the design of the prototype could be better.

There are no right or wrong answers or acts. Don‘t worry about hurting my feelings, if you say something negative. In fact, frank, candid feedback is the most helpful feedback.

As we go, please tell me out loud what you‘re trying to do and how you think you can do it. Please, explain to me what you are thinking and what you think you should do. If you get confused or don‘t understand something, please tell me. If you see things you like, tell me that, too because that is really helpful too.

Now I want to ask you to solve the first task.

1. **Detailed tasks**
* **Add tasks here**
1. **Debriefing questions**
	1. How does this product compare to what you have used before?
	2. What did you like about this product?
	3. What did you dislike?
	4. How do you think this product would fit into you work environment?
		1. Is there anything missing?
		2. How does it fit with the other tools you use at work?
	5. How would you describe this product to a friend?
	6. If you had three magic wishes to improve this product, what would they be?