

Think-Aloud Protocol

COSC 480: User-Centered Design

Madeline E. Smith

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UX Research Method: **Think-Aloud Protocol**



1:30 / 4:12



Website Usability Testing: The Thinking Aloud Protocol



Think-aloud Demonstration Video

The screenshot shows a web browser window with the URL http://factfinder2.census.gov/faces/nav/jsf/pages/community_5. The browser's address bar and menu bar are visible. The page content is for Virginia, showing the 2010 Census total population of 8,001,024. A sidebar on the left lists various data categories like Population, Age, Business and Industry, Education, Housing, Income, Origins and Language, Poverty, and Veterans. The main content area lists popular tables for this geography, including the 2010 Census, 2012 American Community Survey, 2012 Population Estimates Program, and Census 2000. A yellow circle highlights a link in the 2012 American Community Survey section. A video player interface is overlaid at the bottom of the screenshot, showing a progress bar and playback controls.

Population (2010 Census) ▾

Population (Latest Estimate) ▸

Age ▸

Business and Industry ▸

Education ▸

Housing ▸

Income ▸

Origins and Language ▸

Poverty ▸

Veterans ▸

Virginia

We found more results for your geography search >>

Census 2010 Total Population

8,001,024

Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)

2012 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2012 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)

• Want more? Use [Guided Search](#) or [Advanced Search](#), or visit [Census.gov's Quick Facts](#).

coaching think aloud protocol

Think-Aloud Example

Find and watch a YouTube video
you are interested in

Think-Aloud Lab

- In small groups:
 - Choose a task for your think-aloud study
 - Write instructions for your participants
 - Run a practice round with a group member playing the role of the participant
 - Run a think-aloud study with one participant (a student from another group)

Guest on Friday

- Diana S. Kusunok, PhD
- UI/UX Designer @ White Ops in NYC
- Participatory Design
- User Research
- Usability
- Data Visualization
- Digital Fraud

