

Think-aloud interview flow

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Introduction

Interviewer: Before starting, prepare the material that participants will see. Also prepare the audio recorder and a note pad.

So in this study we want to find out what people think about a website/app that is intended to help people eating healthier. Website/app access will be given to people once they take part in a later study. Today, I will show you the website/app and ask you to tell me about what you think of it.

You can choose not to take part at any time. If you want to withdraw at any time and not take part anymore, please just tell me. If you are happy, we will record the interview, so we can listen again to what is being said. We will not keep anything on record that identifies you, or where you live or anyone else that you mention, so it will all be anonymous. Also, everything we talk about here will be confidential.

We can take a break at any time you like, please just let me know and I can pause the recording. We can also stop the interview at any time if you want to.

Please go carefully through the participant information sheet (if you haven't done it yet).

Ok, so do you have any questions? If you are happy, please complete the consent form before we start recording.

First, I just have a few questions about you (demographic questionnaire).

Interviewer: The procedures shown below might be subject to change, in accordance with knowledge gained from interviews, and based on the overall interview flow during interviews.

Think-Aloud Instructions

Interviewer: The flow is as follows:

- a) Think aloud of website/app (could be also parts of website/app if it is a huge website/app)
- b) Follow-up questions

OK, so let me tell you a bit more what we will do today.

I will show you the website/app and all you have to do is to look at it and say your thoughts out loud. [There will be a total X parts].

This is not a test and there are no right or wrong answers, so please say any thoughts which spring to mind, even if you think they might not be important. Please do feel free to say negative thoughts you may have about the website/app – your feedback will help us improve it.

I will probably remind you to share your thoughts because it is something that is very easy to forget. You may find at times I will ask about some specific things in the website/app. I will also say the name of the page we are looking at-this is for the recording. So, we know what you were talking about.

Interviewer: Please go through a short think-aloud practice so you can troubleshoot any issues with the participant. You can practice in two ways. Way A is for participants you feel will have little problems with the procedures. Way B is for all other participants. However, you can also design your own practice. Generally, you would demonstrate thinking aloud first before letting the participant have a go.

Before we start let's just have a quick practice.

Way A:

Please walk me through your house from the entrance through all rooms and count the windows in every room. This is how this could be done: "I am in the hallway and after a few steps I enter the kitchen on the right. There is 1 window in the kitchen and it is above the sink...." Now, please try it yourself.

Way B:

So, here is an example page of the website/app [show page]. I will now demonstrate how to think aloud about it: "Oh that's an interesting page about eating vegetables. But, I don't like the turnip there..I guess people here don't eat that. Maybe replace it with something else. Uh..this sentence is strange 'I love vege'. No one really thinks like that...love is a bit of a strong word here...."

Now, let's look at this example page and you try to think out loud.

Interviewer: Prompts for think aloud. Say which page people look at [also remind people to think aloud if they forget]

What are your first impressions of this page?

What are you thinking now?

What do you think about these options?

What does this sentence mean to you?

Can you tell me a bit more about why you think that?

What is it you like/dislike about this feature/word/bullet point..?

That's really interesting.....

Mmmmm...

Interviewer: Please now ask some debriefing questions about Part 1 of the interview [if you have only one part, then stop here].

Overall, how do you feel about the website/app (remember, it is intended to help people eating healthier)?

Can you tell me about anything you think is not good/bad about the website/app?

Was there anything you found weird/strange?

Can you tell me about anything that you were less keen on?

Can you tell about anything that you think should be changed (if you think something should be changed)?

Is there anything missing?

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Interviewer: Please now go through the second part of your think alouds [this could be a different part of the website/app].

Interviewer: Prompts for think aloud. Say which page people look at [also remind people to think aloud if they forget]

What are your first impressions of this page?

What are you thinking now?

What do you think about these options?

What does this sentence mean to you?

Can you tell me a bit more about why you think that?

What is it you like/dislike about this feature/word/bullet point..?

That's really interesting.....

Mmmmm...

Interviewer: Please now ask some debriefing questions about Part 2 of the interview.

Overall, how do you feel about the website/app (remember, it is intended to help people eating healthier)?

Can you tell me about anything you think is not good/bad about the website/app?

Was there anything you found weird/strange?

Can you tell me about anything that you were less keen on?

Can you tell about anything that you think should be changed (if you think something should be changed)?

Is there anything missing?

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Follow-up questions

Interviewer: These are additional questions could be asked if you also want to understand more about the overall experience, and about the research topic (e.g., healthy eating).

How do you feel about the website/app overall? Why do you feel this way?

Which part(s) did you like the most/least? Why?

How often would you access the website/app and what would you do with it?

Is there anything missing that might help you to eat healthier?

How would you feel about taking part in a study that uses this website? Would you be interested?; How long would you be willing to participate?

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Topic-related questions:

How would you describe your eating habits?

After seeing this website/app how do you feel about healthy eating? Why do you think like this?; Is that different from what you have felt before about healthy eating; in what ways?

Can you tell me about anything that might get in the way of eating healthily?

Can you think of anything that could make it easier for you to eat healthily?

What kind of support would you like to receive that would help you eating healthily?

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