Cognitive interviews: Practice

1. **Purpose of Interview study**

Interview 1: Healthy Living (https://www.hpb.gov.sg/healthy-living)

- To find out what people think about the Healthy Living website that was developed to support people adopting health behaviors

Interview 2: Smoke free (https://teen.smokefree.gov/)

- To find out what young people think about the smoke free website that was designed to support teenager in their quest to quit smoking

Interview 3: My diet coach app

- To find out what people think about a diet coach app that is supposed to help people lose weight

2. **Explain interview procedure**
- I will show the website/app and ask you to tell me about what you think of it
- You look at the website/app as if I won't be here and say your thoughts out loud
- This is not a test and there are no right or wrong answers.
- Say any thoughts which spring to mind, even if you think they might not be important. Feel free to say negative thoughts you may have
- I might remind you to share your thoughts because it is easy to forget. I will ask about some specific things. I might also say the name of the page you are looking at-this is for the recording.

3. **Think-aloud practice**
- Scenario: "Please walk me through your house from the entrance through all rooms and count the windows in every room".
- Demonstrate: "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."
- Ask participant to do it one time; otherwise he/she will think too much about thinking out loud

4. Think aloud (about 15min)

- Participant takes over and goes through the website/app naturally, and thinks out loud

- *Interviewer:* Encourage thinking aloud (eg, "what are you thinking").

- *Interviewer:* Prompt

    o What are your first impressions?

    o What do you think about this feature, picture..?

    o What does this statement, phrase, picture…mean to you?

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

    o What is it you like/dislike, don't understand about this feature, text, word…?

    o ….

- Interviewer: Say page name; minimise other interaction

5. Issues

- *Interviewer:* write down 3 or 5 things highlighted by participant and suggest a change (you can also ask participant what he/she would change)

Page	Issue	Change