Think-aloud protocols survey

Welcome to the think-aloud protocols survey.

The study is used to understand how think-aloud protocols are currently used in industry and academia.

No personal identifiable information is collected. The survey takes approximately 5 minutes to complete. If you have any questions or would like to follow up with the result of the survey, you could contact Mingming Fan at mfan@cs.toronton.edu.

Thank you very much!

1. **What is your current job?** *
   Check all that apply.

   ☐ UX designer

   ☐ UX researcher

   ☐ UX engineer

   ☐ UX manager

   ☐ UX team lead

   ☐ Design strategist

   ☐ Other: _____

2. **How many years have you worked in HCI/UX/usability testing fields?** *
   Mark only one oval.

   ◯ less than 1 year

   ◯ 1-2 years

   ◯ 3-5 years

   ◯ 6-9 years

   ◯ 10 or more years

3. **Where do you work?** *
   Mark only one oval.

   ◯ Africa

   ◯ Asia

   ◯ Australia

   ◯ Europe

   ◯ North America

   ◯ South America

   ◯ Other: _____

4. **Which company/organization do you work in?** *
Mark only one oval.

- ( ) I prefer not to say   *Skip to question 5.*
- ( ) Other: _____   *Skip to question 6.*

Company size

5. **What is the size of the company/organization?**
Mark only one oval.

- ( ) Self-employed
- ( ) < 100 employees (start-ups, small business)
- ( ) 100-999 employees (small-medium business)
- ( ) 1000-9999 employees (medium-sized business)
- ( ) >= 10,000 employees (large enterprises)
- ( ) Other: _____

Think-aloud protocols usage

6. **How many UX designers/researchers are there in your UX team?** *
Mark only one oval.

- ( ) 1
- ( ) 2-5
- ( ) 6-10
- ( ) 11-15
- ( ) 16-20
- ( ) 20-30
- ( ) 30-50
- ( ) >50
- ( ) Other: _____

7. **What are your three most frequently used methods for detecting usability problems?** *
Check all that apply.

- [ ] Usability testing
- [ ] Interview
- [ ] Heuristic evaluation
- [ ] Field studies/observation
- [ ] Card sorting
- [ ] Focus groups
- [ ] Cognitive walkthrough
- [ ] A/B testing
- [ ] Other: _____

8. **When did you first learn about think-aloud protocols?** *

Mark only one oval.

- ( ) At university/college
- ( ) At work
- ( ) UX online/offline bootcamps
- ( ) I am unfamiliar with think-aloud protocols
- ( ) Other: _____

9. **When conducting usability tests, do you use think-aloud protocols?** *

Mark only one oval.

- ( ) Yes   *Skip to question 11.*
- ( ) No   *Skip to question 10.*

Usability testing without using think-aloud protocols

10. **If you know think-aloud protocols, what are your reasons for not using them? (optional)**

_____

_____

_____

_____

_____

Stop filling out this form.

Think-aloud protocols usage continued

Concurrent think-aloud: participants think aloud while performing the testing task simultaneously.

Retrospective think-aloud: participants think aloud after they have completed tasks. Participants usually watch the session recording when they think aloud.

11. **When conducting usability tests, how often do you use concurrent think-aloud protocols (i.e., participants think aloud while performing the testing task simultaneously)?** *

Mark only one oval.

- ( ) Almost never
- ( ) Roughly a quarter of the tests
- ( ) Roughly half of the tests
- ( ) Roughly three quarters of the tests
- ( ) Almost every test

12. **When conducting usability tests, how often do you use retrospective think-aloud protocols (i.e., participants think aloud after they complete the testing task)?** *

Mark only one oval.

- ( ) Almost never
- ( ) Roughly a quarter of the tests
- ( ) Roughly half of the tests
- ( ) Roughly three quarters of the tests
- ( ) Almost every test

13. **Why do you use think-aloud protocols?** *

Mark only one oval.

- ( ) To inform design (e.g., problem discovery)
- ( ) To measure performance (e.g., success rate)
- ( ) Both
- ( ) Other: _____

14. **What testing environment(s) do you use think-aloud protocols in?** *

Check all that apply.

- [ ] Controlled lab studies
- [ ] Field studies
- [ ] Remote usability testing
- [ ] Other: _____

15. **When conducting think-aloud sessions, what tasks do you ask participants to perform?**

Mark only one oval.

- ( ) Tasks without instruction steps to follow (e.g., navigating a website)
- ( ) Tasks with instruction steps to follow (e.g., setting up a TV with its manual)
- ( ) Both
- ( ) Other: _____

16. **How often do you ask participants to practice think-aloud prior to the actual sessions?** *

Mark only one oval.

- ( ) Almost never
- ( ) Roughly a quarter of the time
- ( ) Roughly half of the time
- ( ) Roughly three quarters of the time
- ( ) Almost all the time
- ( ) Other: _____

17. Besides asking participants to speak out anything that comes into their minds, what else do you ask them to verbalize? *

Check all that apply.

- ☐ None
- ☐ Actions
- ☐ Feelings
- ☐ Feedback
- ☐ Design recommendations
- ☐ Other: _____

18. When facilitating think-aloud sessions, do you prompt your participants? *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ N/A

19. Compared to when you just started your UX career, do you prompt participants more or less often? *

Mark only one oval.

- ◯ Significantly less often   *Skip to question 20.*
- ◯ Somehow less often   *Skip to question 20.*
- ◯ Roughly the same   *Skip to question 22.*
- ◯ Somehow more often   *Skip to question 20.*
- ◯ Significantly more often   *Skip to question 20.*
- ◯ N/A   *Skip to question 22.*

Prompting frequency change

20. In which way do you think the change is related to your skills? *

Check all that apply.

- ☐ Increased ability to sympathize with participants
- ☐ Increased ability to sense the importance of participants' experienced problems
- ☐ Increased ability to understand the overtone of participants' verbalization
- ☐ Increased ability to deal with unexpected situations
- ☐ N/A
- ☐ Other: _____

21. **In which way do you think the change is related to the evolving UX design thinking?** *
Check all that apply.

- [ ] Increased amount of in-person usability testing
- [ ] Increased amount of unmoderated remote usability testing
- [ ] Increased amount of moderated remote usability testing
- [ ] Increased amount of agile design process with faster turnover testing sessions
- [ ] N/A
- [ ] Other: _____

Think-aloud data analysis

22. **How do you currently analyze think-aloud sessions and deliver results?** *
Check all that apply.

- [ ] Write a formal usability testing report
- [ ] Write an informal usability testing report
- [ ] Have a data analysis discussion meeting
- [ ] Other: _____

23. **If you write a formal report, who do you write it with? (optional)**
Check all that apply.

- [ ] Only myself
- [ ] UX team lead
- [ ] UX designers/researchers
- [ ] Lead of non-UX teams (e.g., engineering, marketing)
- [ ] Other non-UX team members (e.g., engineers)
- [ ] C-level (C-suite) executives (e.g., CEO)
- [ ] N/A
- [ ] Other: _____

24. **If you write an informal report, who do you write it with? (optional)**
Check all that apply.

- [ ] Only myself
- [ ] UX team lead
- [ ] UX designers/researchers
- [ ] Lead of non-UX teams (e.g., engineering, marketing)
- [ ] Other non-UX team members (e.g., engineers)
- [ ] C-level (C-suite) executives (e.g., CEO)
- [ ] N/A
- [ ] Other: _____

25. **Who attends the data analysis discussion? (optional)**
Check all that apply.

☐ UX team lead

☐ UX designers/researchers

☐ Lead of non-UX teams (e.g., engineering, marketing)

☐ Other non-UX team members (e.g., engineers)

☐ C-level (C-suite) executives (e.g., CEO)

☐ N/A

☐ Other: _____

26. **What activities do you perform when analyzing think-aloud sessions?** *
Check all that apply.

☐ Transcribe and review think-aloud data (i.e., what participants said)

☐ Review observation notes taken during the sessions

☐ Review session recordings (e.g., audio/video recording)

☐ Review post-task interview data

☐ Review post-task questionnaire/survey answers

☐ Other: _____

27. **When reviewing session recordings, what is helpful in identifying usability problems?** *
Check all that apply.

☐ What participants are saying

☐ How they are saying it (e.g., pauses, tone)

☐ What they are doing (e.g., user actions on the interface)

☐ Other: _____

28. **When analyzing think-aloud verbalizations, what do you look for?** *
Check all that apply.

☐ Action descriptions

☐ Comments (e.g., feedback)

☐ Feelings (e.g., excitement, frustration)

☐ Design recommendations

☐ Explanations

☐ Other: _____

29. **What have been your biggest inefficiencies or difficulties in analyzing think-aloud sessions? (optional)**

_____

_____

_____

_____

_____

30. **Thank you very much for your time and help! We greatly appreciate it! We would like to follow up to understand deeper about your responses. If you would like to be contacted, please leave your email here (optional).**

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