

Thinking Aloud Test - Report

MEETING: 02.06.2023

- DANIEL SCHARF
- ALFRED SEBERNIG
- MARIO KNEZEVIC
- VIOLA BROD

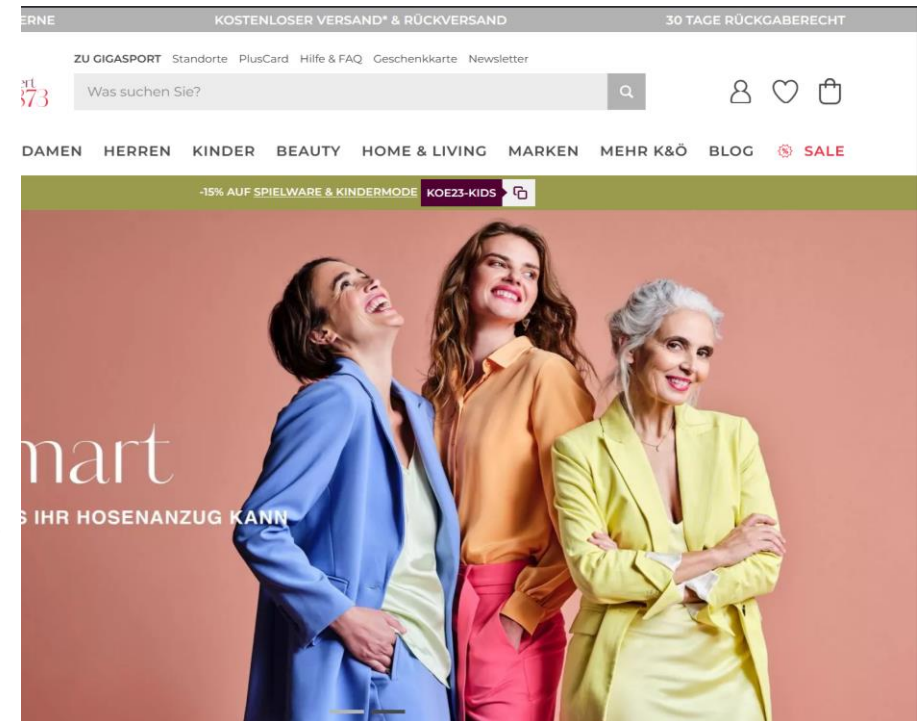
Where are we now?

- ▶ Heuristic Evaluation Plan **DONE**
- ▶ First Kick-Off Meeting **DONE**
- ▶ Individual Evaluation **DONE**
- ▶ Heuristic Evaluation Report **DONE**
- ▶ Thinking Aloud Test Plan **DONE**
- ▶ Heuristic Evaluation Meeting **DONE**
- ▶ Thinking Aloud Tests **DONE**
- ▶ Thinking Aloud Test-Report **DONE**

- ▶ Thinking Aloud Test – Meeting **ONGOING**

Recap: What have we done yet?

- ▶ Evaluation of the website [kastner.oehler.at](https://www.kastner-oehler.at)
 - ▶ Online shop from Kastner & Öhler
 - ▶ Focus on clothing and fashion
- ▶ Heuristic Evaluation
 - ▶ Preparing Heuristic Evaluation
 - ▶ Individual Evaluation from the evaluation team members
 - ▶ Combining results for HE-report
- ▶ Preparing the Thinking Aloud Test



<https://www.kastner-oehler.at/>

What is a Thinking Aloud Test?

- ▶ Asking people to use a system and speak out their thoughts loudly.
- ▶ Testing with a specific user group
- ▶ Give the users specific tasks
- ▶ Record the session and note everything down

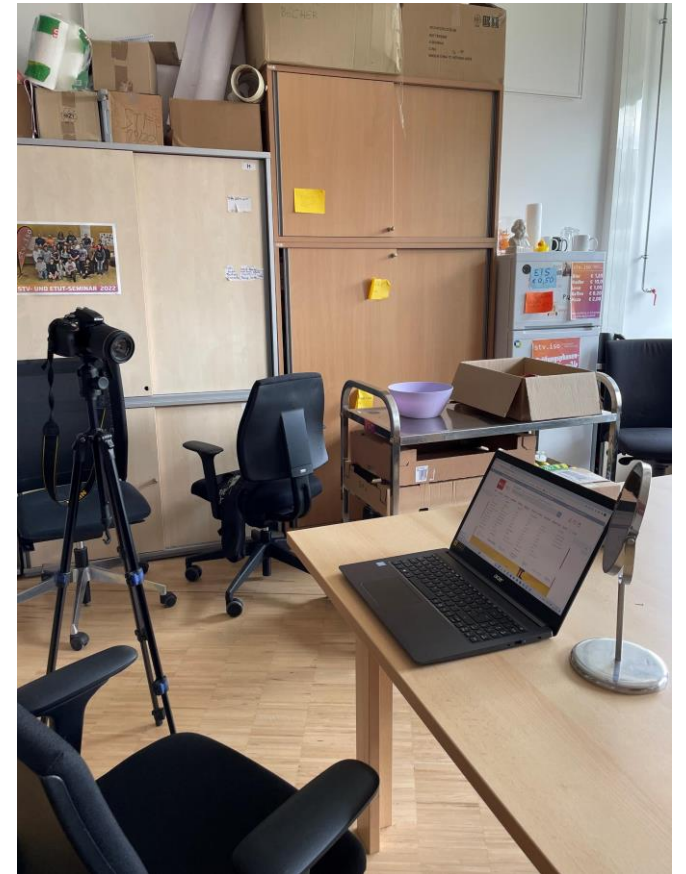
- ▶ Very time and cost effective
- ▶ The users do not have to be professionals
- ▶ No special equipment is needed

Test Users

- ▶ Selected user group: Online shoppers
- ▶ 5 test users:
 - ▶ Age: 22-25
 - ▶ Match the selected user group → online shoppers
 - ▶ Background in the field of computer science or similar
- ▶ Use of aliases for privacy reasons!
- ▶ Background information's → TA Report

Test Environment (1/2)

- ▶ Session capture with screen recording and webcam recording
- ▶ External session recording
- ▶ External camera: Nikon D5300; 200mm lens; with a tripod



Test Environment (2/2)

- ▶ Same device for every test → Ideapad 5 Pro with Windows 11 Home
- ▶ Web Browser: Firefox 113.0.2
- ▶ Recording Software: OBS Studio 28.0.1
- ▶ Microphone for recording: Logitech Pro X Headset Microphone
- ▶ Ad-Blocker disabled
- ▶ Cookie-Acceptance was optional

Training

- ▶ Technical affine test users
 - ▶ No special training needed
- ▶ Thinking aloud example & example video of thinking aloud
- ▶ Example: Find the cinema program from the “Annenhof Kino” for the 29th of May on the website “uncut.at”

Tasks

- ▶ Different tasks with different difficulties
 - ▶ Get Impressions of the website
 - ▶ Find a blue shirt
 - ▶ Outfit for a gathering
 - ▶ Create an account
 - ▶ 15 polo shirt for photo shooting
- ▶ All tasks have prerequisites and max. times.

Results & Analysis

- ▶ More negative than positive findings
- ▶ Short Summary of the most negative and positive findings



Positive
Findings

P01. Back to Top Button

- ▶ Very big site → consistent button for orientation
- ▶ Users used the button quite frequently
- ▶ Helps the navigation



ttdecke waschen & legen: So geht's...

September 21, 2022 / by Kastner & Öhler

ME | PFLEGE

wärmenden Daunendecken über schiges Kaschmir bis hin zu geleichter Microfaser. Verlängern Sie die Lebensdauer Ihrer Bettdecken und Kissen mit diesen einfachen Tipps zum...

WEITERLESEN



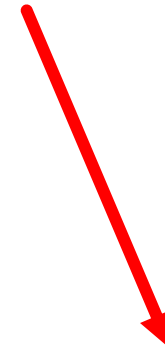
Merinowolle: Das müssen Sie über die...

Jänner 23, 2023 / by Kastner & Öhler

NACHHALTIG | WISSENSWERTES

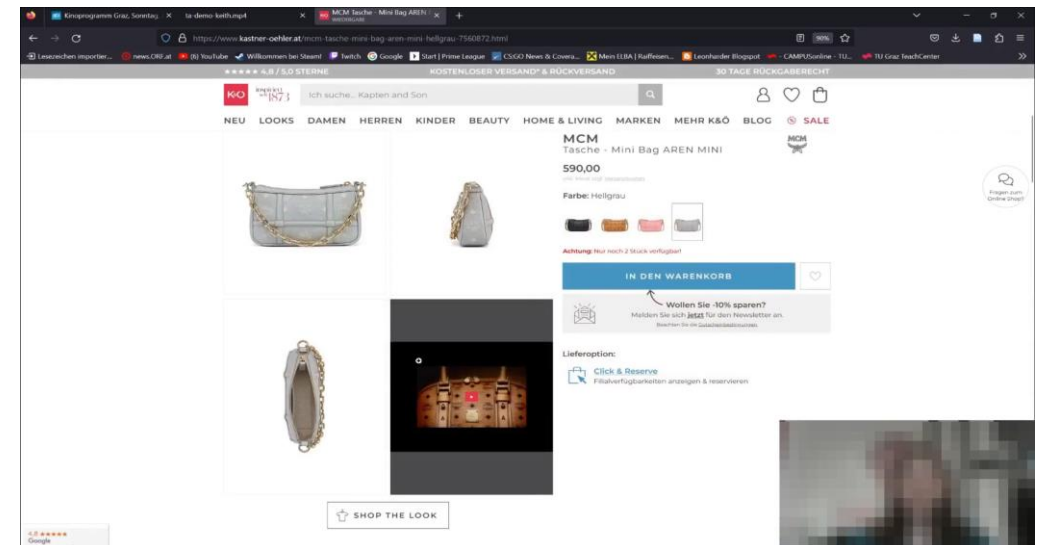
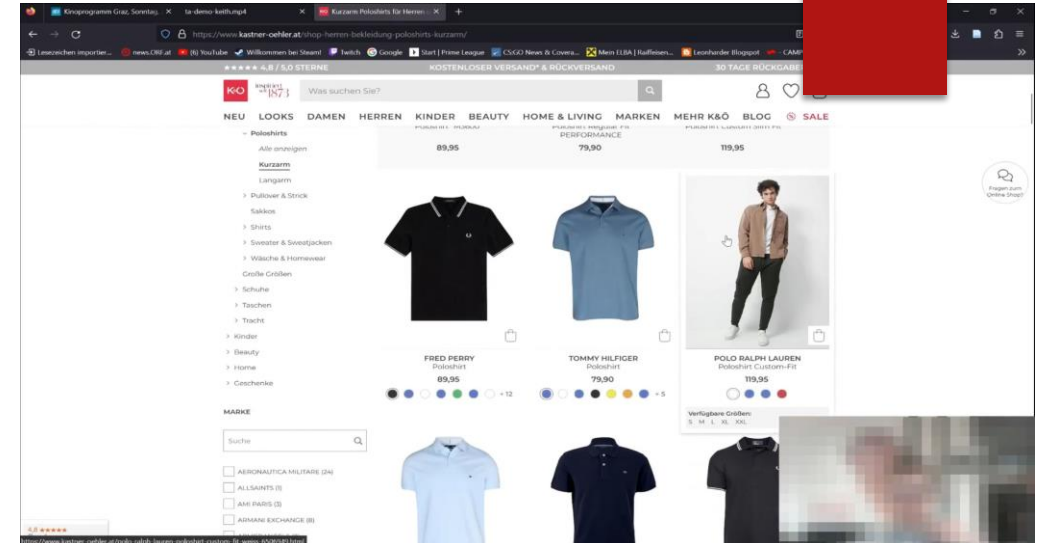
Sie ist weich, geruchsneutral, kühlt bei Hitze, wärmt bei Kälte und reinigt sich so gut wie von selbst: Es gibt viele Gründe, um sich...

WEITERLESEN



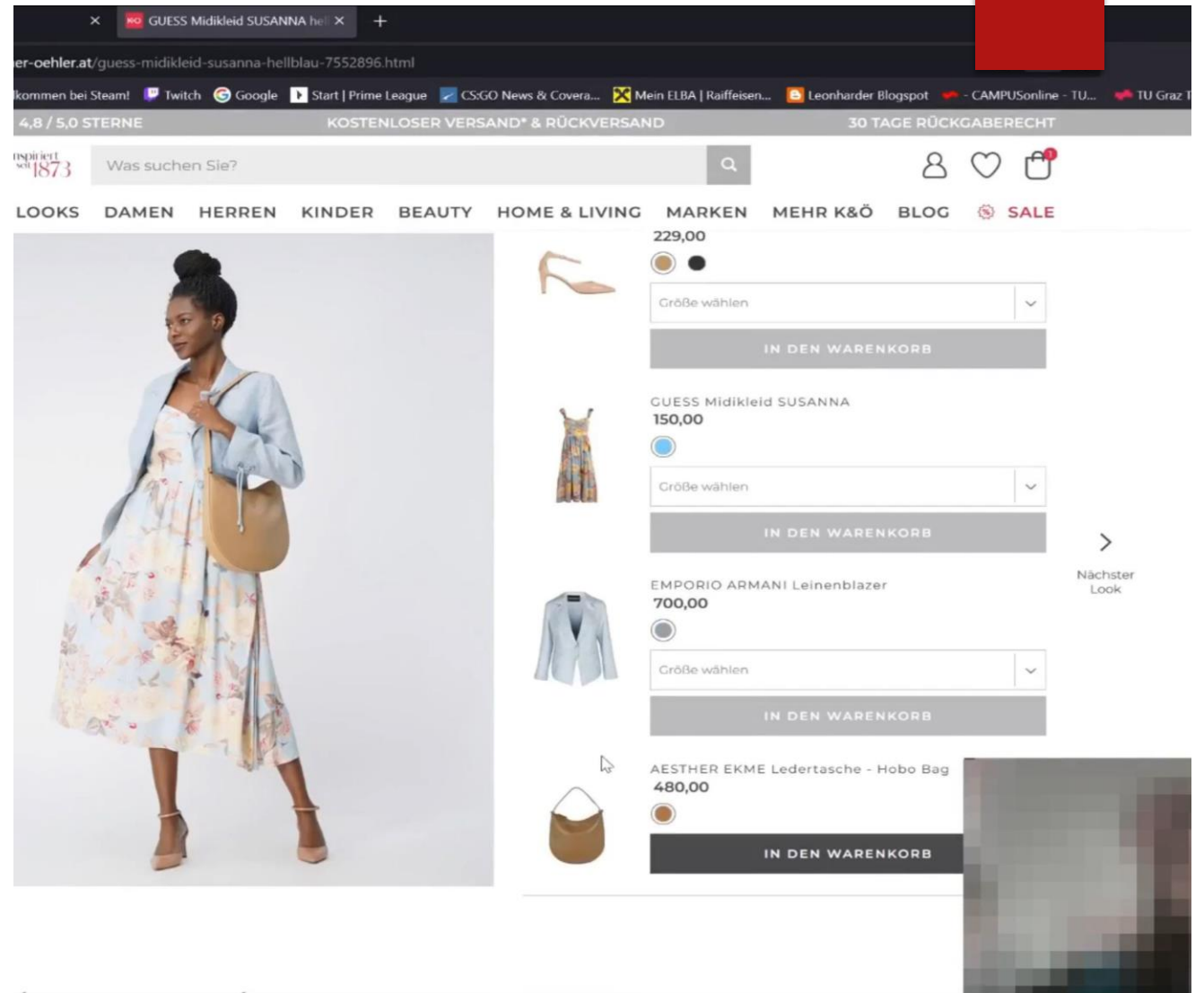
P02. Multiple Pictures

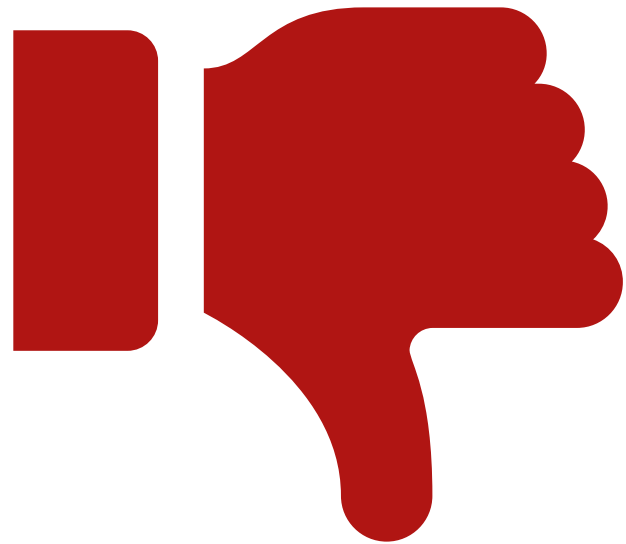
- ▶ Good view, how the clothes fit on a person
- ▶ Multiple pictures of one item
- ▶ Helps to increase the user experience
- ▶ More than one user said the feature is very good



P03. Prepared outfits

- ▶ Helps users when they need a full look
- ▶ Was used especially for task 3: „An outfit for a gathering“
- ▶ Quick and good way to give suggestions to the user

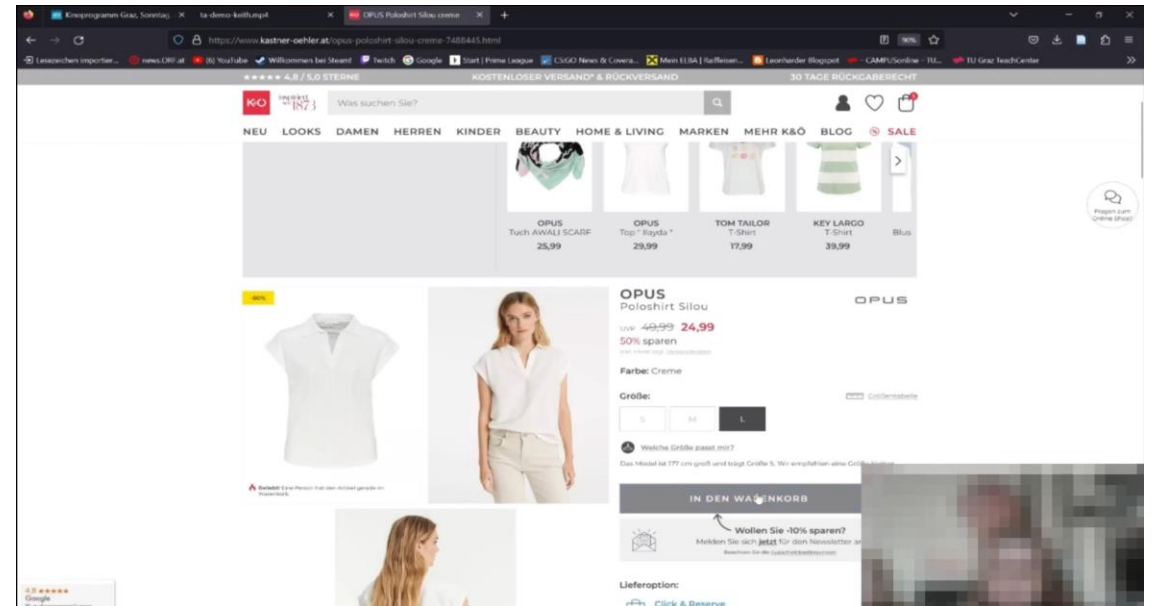




Negative Findings

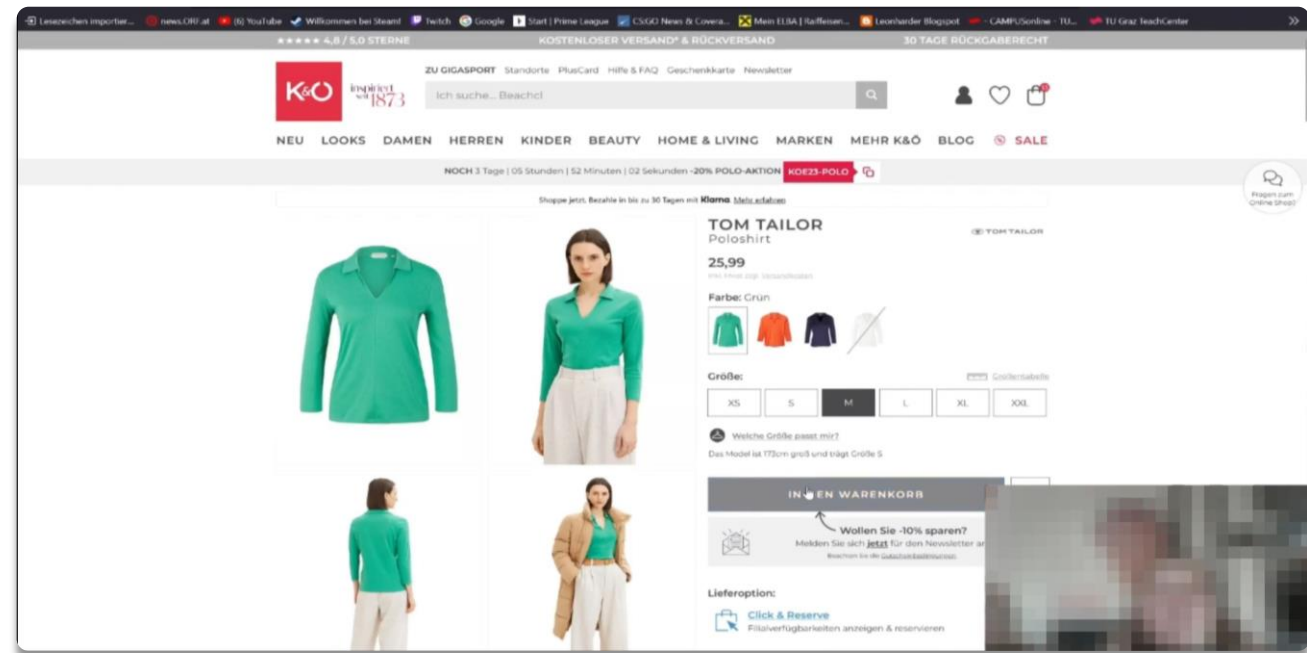
N01. Cannot put more than one item in shopping cart

- ▶ Not possible to put more than one item in the cart at once
- ▶ A selector for the desired quantity would be helpful
 - ▶ Annoyed the test users
- ▶ Extra clicking can be reduced



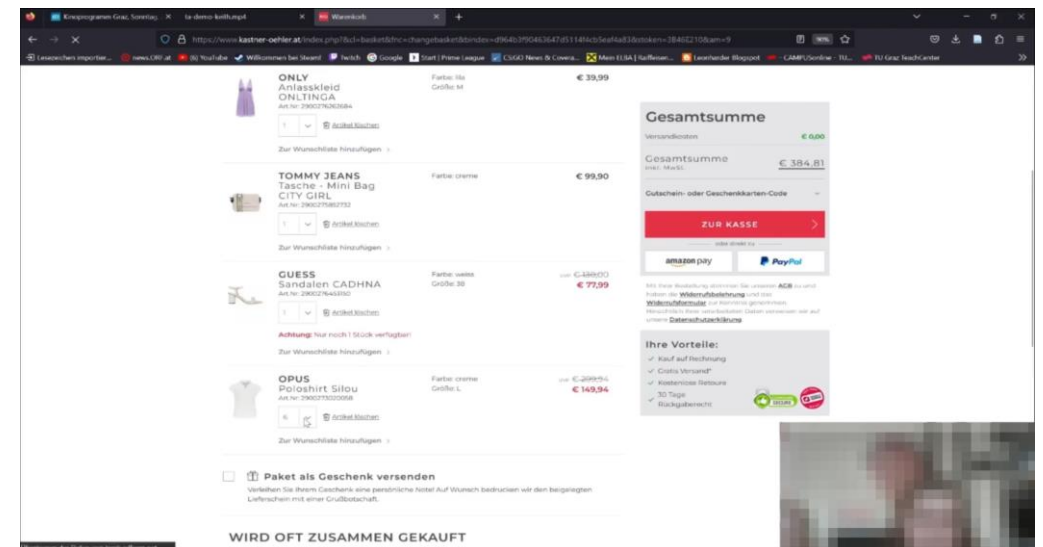
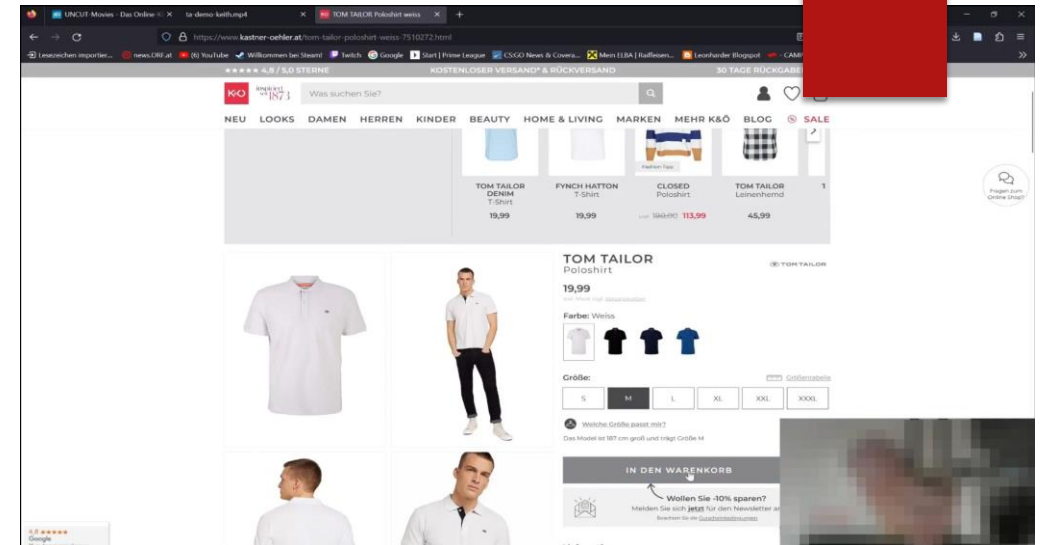
N02. No more than 9 pieces of the same item

- ▶ The max amount of one item per order is nine
- ▶ For bigger orders this number should be increased.
- ▶ The users were confronted with this problem most often in task 5 “15 polo shirts for a photo shoot”



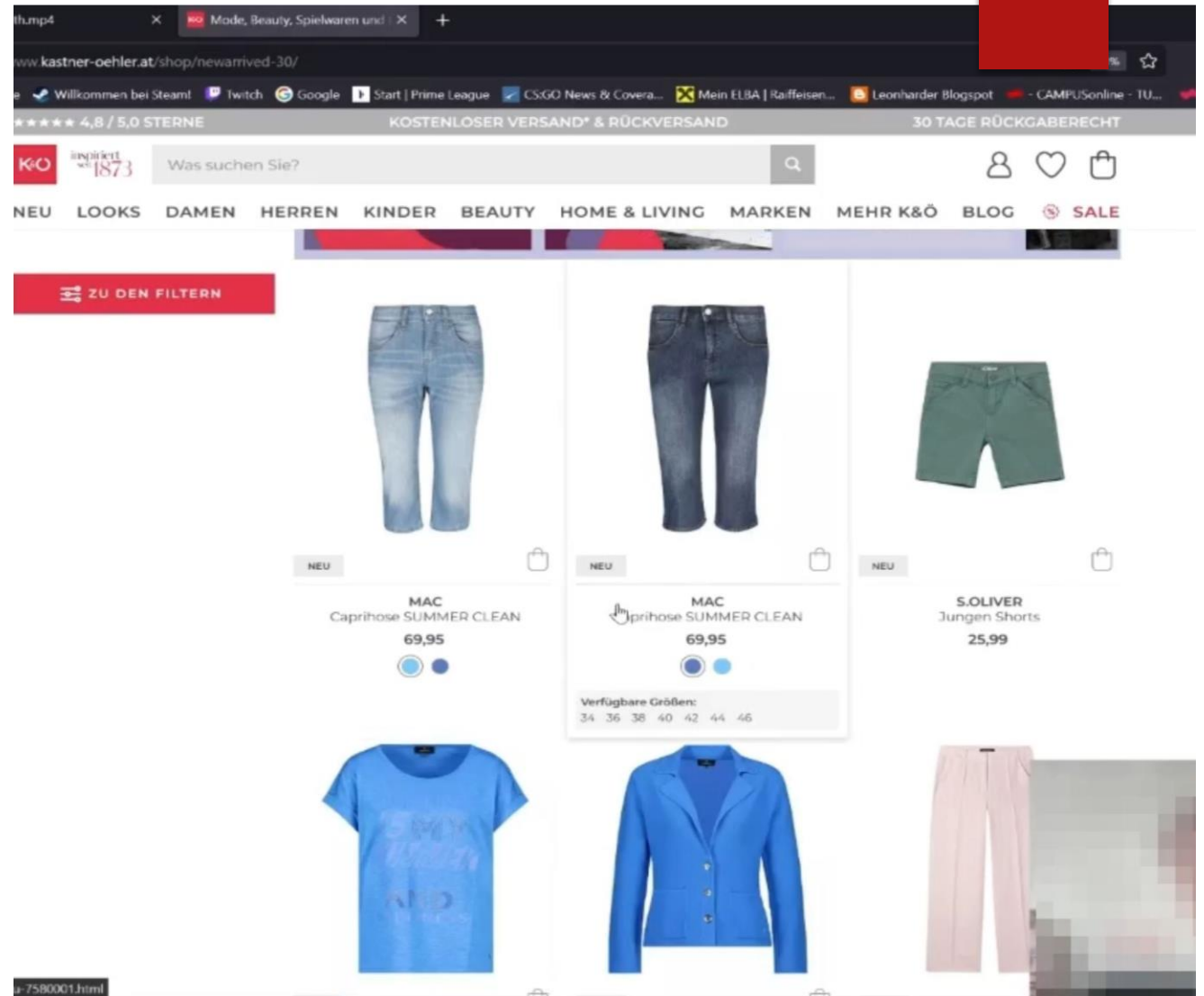
N03. No feedback

- ▶ No indication, that the maximum amount of one item per order is reached
- ▶ Users were confused at first, why the counter is not increasing
 - ▶ Counter of the shopping cart icon
- ▶ When there are not enough items stocked when increasing the amount in the shopping cart → no feedback, amount gets lowered



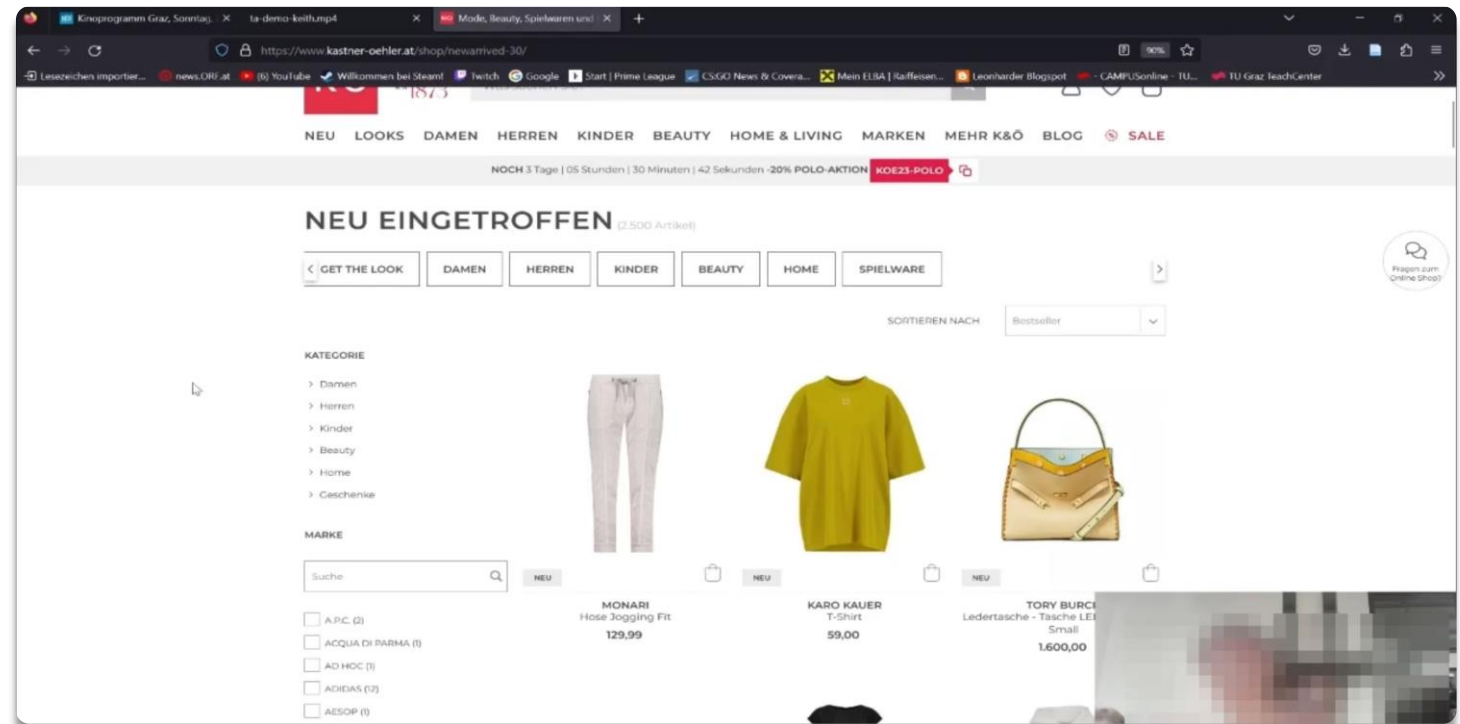
N04. Too few items per row

- ▶ A lot of scrolling because of this
- ▶ Only three items per row
- ▶ Possible filter/display setting to increase the number of items/row



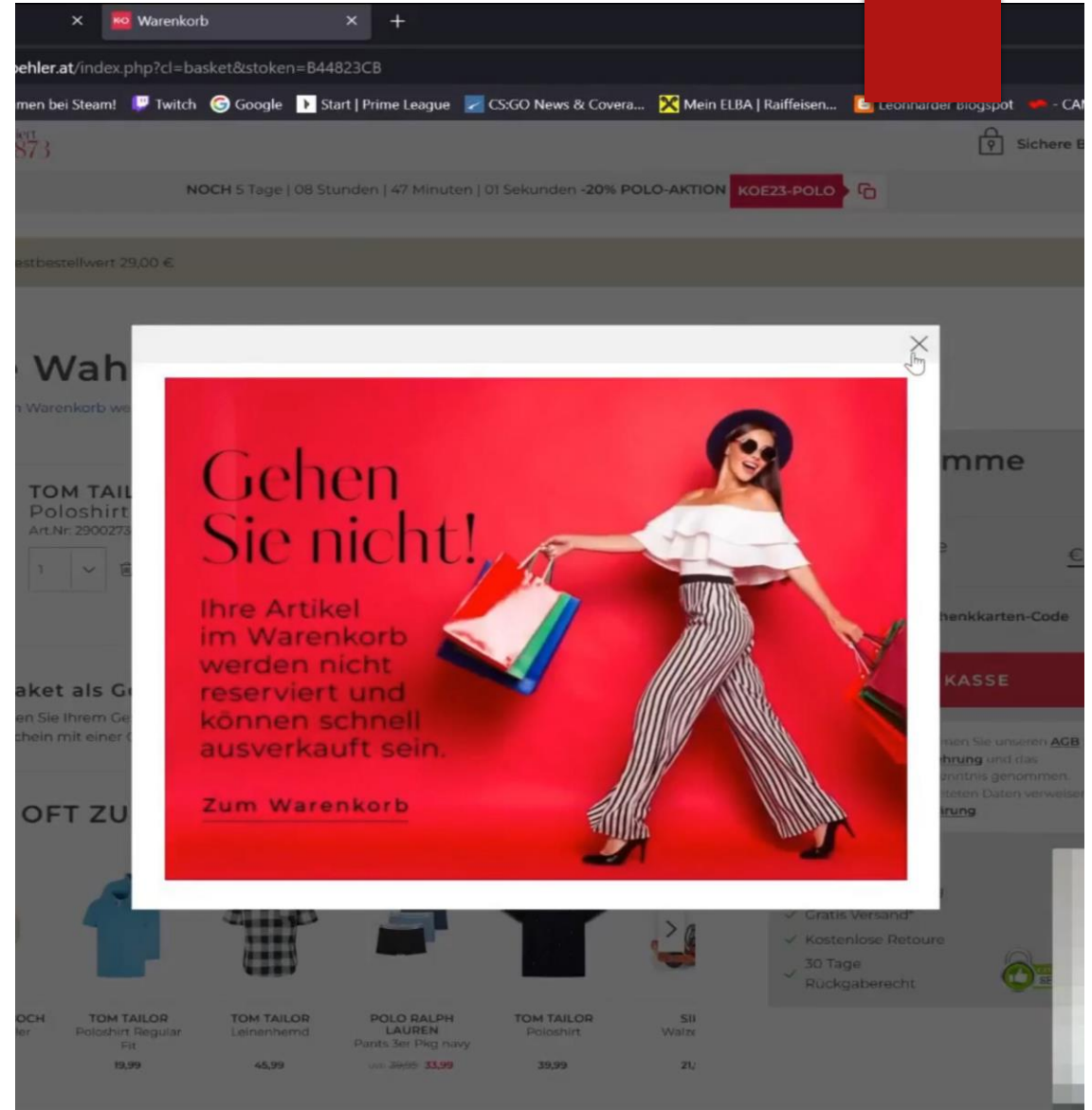
N05. White spaces

- ▶ Huge white spaces, which take a lot of screen space
- ▶ Space could be used more efficiently



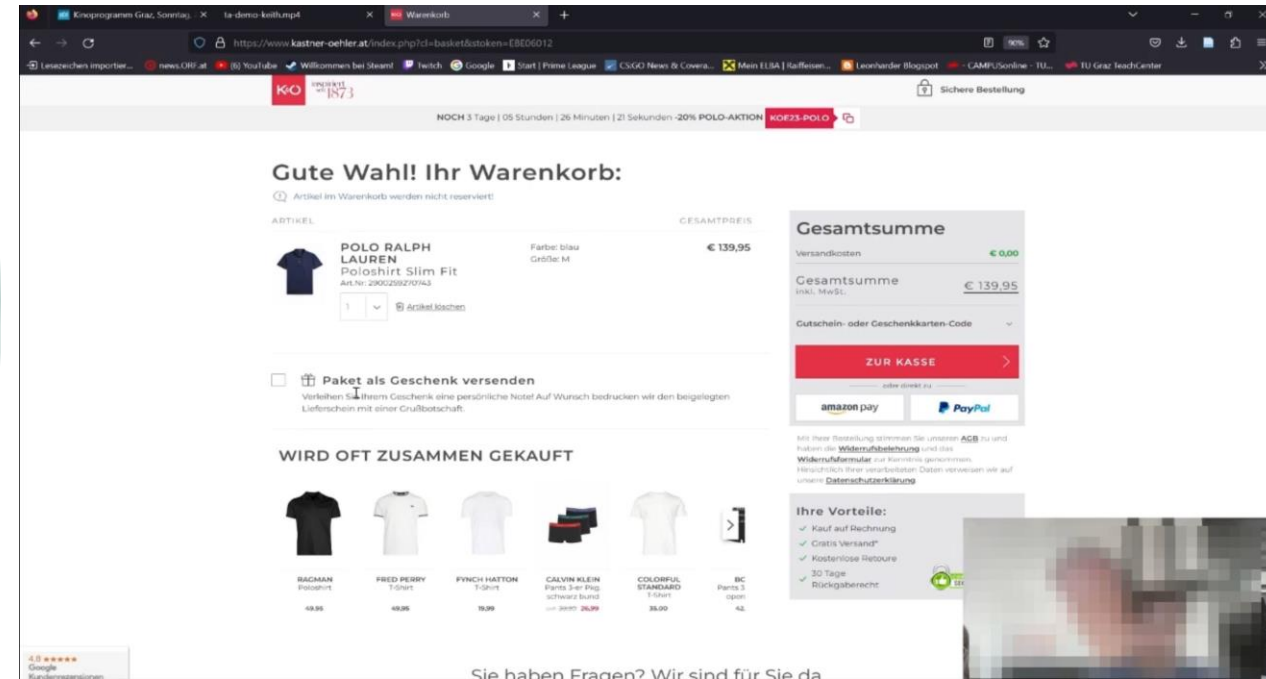
N06. Pop Up in Shopping Cart

- ▶ Annoying pop-up window
- ▶ Appears always when you want to leave a full shopping card
- ▶ The user just wants to look for more items
- ▶ The users were irritated by the pop up window



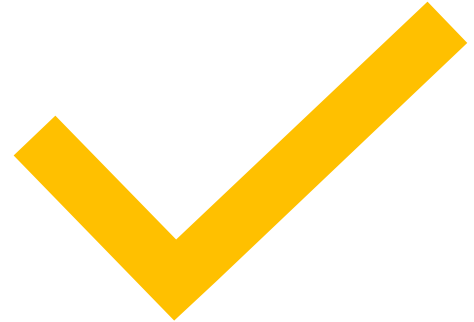
N07. No easy way of going back from the shopping cart

- ▶ The users were missing an easy way out of the shopping cart
- ▶ There exists a small button at the end of the page
 - ▶ Not easy to find
 - ▶ Can be highlighted more
- ▶ Multiple users complain about this problem



End result

- ▶ The site can be improved for a better user experience
- ▶ Users were mainly annoyed, because of missing feedback and aesthetic reasons
- ▶ Thinking Aloud test worked very good → for future test: more diverse tasks





Thanks for your
attention!