

THINKING ALLOUD TEST PLAN

GROUP 05-09



Introduction

- ▶ Kastner-oehler.at
- ▶ Online shopping website
- ▶ Thought process of user
 - ▶ Thinking aloud test

Methodology

- ▶ Small user group (3-5 users)
- ▶ Understand user thoughts
- ▶ 5 test tasks
- ▶ Speak out loud
- ▶ Questionnaires
- ▶ Evaluation

User profiles

- ▶ Typical users:
 - ▶ Broad range of users
 - ▶ Hard to group
- ▶ Test users:
 - ▶ Young adults
 - ▶ Online shopping experience

Test users

Test user	Alias	Gender	Studies
1	Raphael	Male	Medicine
2	Martin	Male	Software engineering
3	Christina	Female	Software engineering
4	Harry	Male	Computer science
5	David	male	Software engineering

Test environment

- ▶ Ideapad 5 Pro
- ▶ OS: Windows 11
- ▶ Browser: Firefox with no Ad-Blocker

- ▶ Recording:
 - ▶ OBS Studio (1920x1080)
 - ▶ Nikon D5300 with 200mm lens
 - ▶ HyperX Cloud 2 Headset

Tasks

- ▶ [Impressions]: Explore kastner-oehler.at
- ▶ [Motivational]: Use searchbar
- ▶ [Fairly easy]: Create account
- ▶ [Medium difficulty]: Opening hours for a shop
- ▶ [More involved]: Shopping process

- ▶ Small Interview

Data processing

- ▶ Form of consent
- ▶ Background questionnaire
- ▶ Interview questions
- ▶ Feedback questionnaire
- ▶ Face blurring

- ▶ Evaluation for final report

Thanks for your
attention!