[ participants ]

→ Five to six business majors or students currently enrolled in a business class. (likely in a more
   representative mindset).
   ↣ Probably undergrad, possibly grad. Doesn't really matter. The business major part is more
   important.

[ goals ]

→ Get (subjective) feedback. Useful for design + functionality.
→ Get a list of improvements (from observation and participant suggestion), rank them by importance /
   feasibility, and actually implement some of them.

[ procedure ]

Note: definitely needs to be tweaked. 20 - 25 minutes is really short.

Phases:

< 1 min  welcome, I'm so-and-so, settle in
< 1 min  informed consent; emphasize that they can stop whenever
~ 2 min  background: what the problem is (malls and ads)
         explain that there'll be 3 tasks, 5 minutes each
         ask them to think aloud
~ 5 min  task 1: basic stuff
~ 5 min  task 2: time + detail
~ 5 min  task 3: putting it all together
~ 3 min  exit survey (demographic stuff + subjective satisfaction)
< 4 min  open-ended feedback

Around 25 minutes total.

Intro:

→ Introduce yourself. Have the setup ready.
   ↣ Use the same computer, mouse, resolution, brightness for all participants.
→ Briefly explain the problem.
   ↣ We're trying to visualize foot traffic in a mall. We also have profit and customer data.
   ↣ We're trying to help mall/shop owners figure out where and when to place ads.
→ Briefly explain what they're going to do.
   ↣ There'll be 3 tasks, about 5 minutes each. Then a brief questionnaire, then some time at the end
     for general feedback.
We won't collect any personal information (names, email addresses). We'll only keep track of feedback (so we can improve the interface). You're free to leave at any time (though the feedback would really help us!).

I'd like you to think aloud: try to tell me what you're trying, what you're thinking, what you're looking at.

Let them know it's OK to ask questions.

TAKE NOTES DISCREETLY. QUIETLY. UNOBTRUSIVELY.

Anything they liked, didn't like; observe what they do.

Task 1: basic navigation

1. Find Neiman Marcus.
   a. Prompt them if they flounder: tell them it's towards the right.
   b. Goal: store identification. May trigger panning. Doesn't have to.
2. Do people visit Neiman Marcus?
   a. Goal: path identification. Is the path metaphor clear?
3. Where's the first store most people visit when they leave Nieman Marcus?
   a. Goal: path direction identification.

Task 2: detail

1. Find Macy's. Do a lot of people visit at 11:00?
   b. Prompt them if they linger on the map.
2. Do more people visit Macy's at 11:00 or 3:00?

Task 3: ad placement (putting it all together)

1. Pretend you own Macy's. Suppose you want to place an ad for women's perfume. There are two open spots: one at point P1 (point to it), at time 4:00 PM; another at point P2 (point to it), at time 10:00 AM. Which spot would be better? Why?
   a. This is more open-ended (and thus harder to evaluate). But it's more realistic.
   b. May possibly get feedback about stuff that the interface doesn't have, but should.

Wrap up:

Tell them that that's it for the tasks; give them the questionnaire.
Leave the room: let them do it in peace.
Ask them if they have any general feedback: things they liked, things they didn't, whatever. Any comments whatsoever?
   Write down what you can.
THANK THEM FOR THEIR TIME.
Reset the setup for the next participant. Make sure you have the same resolution, brightness, etc.
Basic demographics.

Gender? M F
Age? ______
Computer use? Once or twice per month Once or twice per week
Several times per week Several times per day

Please indicate the degree to which you agree with the following statements.

1. The interface was easy to navigate.
   strongly disagree strongly agree
   1 2 3 4 5 6 7 8 9

2. It was easy to figure out where people went.
   strongly disagree strongly agree
   1 2 3 4 5 6 7 8 9

3. It was easy to figure out when people went to various stores.
   strongly disagree strongly agree
   1 2 3 4 5 6 7 8 9

4. Buttons, text, and so on were easy to read.
   strongly disagree strongly agree
   1 2 3 4 5 6 7 8 9

5. The interface was aesthetically pleasing.
   strongly disagree strongly agree
   1 2 3 4 5 6 7 8 9