

Hello, my name is Craig Miller.

We are in the process of creating a new survey on...

We would like to make sure that the questions in the survey make sense to people.

I'm asking for your help by getting a sense of how you understand and respond to the questions. I will ask you to answer the questions; I will also ask you to explain what some of the words in the questions mean to you.

This interview process will take about 30 minutes.

I will take notes of your answers [and record your responses]. However, your identity will not be saved with the answers. Nobody but me will know that you provided the answers that I am recording.

If there are some questions you don't want to answer, we can skip them. You may also decide to stop at any time or withdraw from the study.

Do you have any questions?

Do you agree to participate?

We have found that we get a great deal of information from these observations if we ask people to think aloud as they work. All you have to do is speak your thoughts as you work. It may be a bit awkward at first, but it's really very easy once you get used to it. Basically, we'd like any thought that comes into your head to come out your mouth!

If you forget to think aloud, I will remind you to keep talking.

Just to practice speaking aloud, could you multiply 24 and 38 in your head. Just say whatever you're thinking. Just do the best you can. [note that Willis has an alternative warm-up question]

*If subject becomes quiet, prompts:*

- I'd like to hear what you're thinking
- If you could just say whatever words come to your mind
- Please speak

Great. Now let's begin. Please start by answering the first survey question...