

ORGANIZER

Think Aloud Protocol Session

1. Preparation checklist:

- Equipment
 - Audio: microphone- will attach to participant
 - Video: smartphone/camera with bike mount to record video of ride
 - Sync microphone and video by starting at the same time (then you can hear what was said where on the ride later)
 - Optional if available: smartphone app to track and visualize route
- Select participant and street
 - If you want fresh reactions, choose a route the person hasn't been on before (guide them, show them map of route beforehand)
 - If you want more storytelling about that person's experiences on a given route, choose one that the person is familiar with
 - Main purpose is to hear peoples' reactions in context
- Make sure participant is on the same page: confirm you can record audio/video and agree on how you will use it
- Printed map of route to show participant

2. Brief participant:

- Review route with participant
- Can give them a hypothetical trip purpose to imagine what they'd be doing
- Put on microphone and test- can let them hear playback before starting
- Mount smartphone/video camera to bike
- If you provide the bike: fit/adjust to participant
- Instructions (paraphrase):* "You will ride on the route shown on the map, and I will follow you. Just ignore me, and know I am there to support if needed (with navigation, for example). Say what you are thinking aloud. This can be anything, such as a reaction- it does not have to be a coherent sentence. The goal is to get your reactions in the context of the ride. You can stop at any time if you feel unsafe"

3. Ride:

- Do the ride, with audio/video recording
- Follow behind the participant- they take the lead, but you help if they are lost or feel unsafe
- After ride:
 - Turn off microphone and video, take back from participant
 - Ask them for brief feedback on the session and what they think of the ride afterwards
 - Thank participant for time
 - Write down your own immediate reflections while fresh in mind

4. Analysis + Learning (after session)*

- Processing
 - Review audio/video, match times up between the two
 - Check for positive/negative reactions- mark them at their time code and see where it corresponds to on ride in video.
- Analysis (many options)
 - Map positive/negative reactions along route
 - After rides with multiple people on the same route, you can make a map of positive/negative hotspots
 - Storytelling: map key comments with callouts along the route
 - Pictures or frames from video can be supporting visuals
 - Storytelling: synced audio/video itself, with added dynamic location reference, can be another means to share the experience
 - Develop a [persona](#) from the ride
 - Your own idea 😊

*Get permission from participant for outputs you produce from session