

## CONDUCTING A COGNITIVE WALKTHROUGH

In a cognitive walkthrough, a cross-functional team of reviewers walks through each step of a task flow and answers a set of prescribed questions. The goal is to identify aspects of the interface that could be challenging to users.

### PURE METHOD

The PURE Method is a technique used to evaluate the ease of use of a system. Usability experts rate individual task steps, and then combine these ratings into a final score and easy-to-understand visual representation.

### GOALS

Due to time constraints, only a cursory evaluation will be provided. However, the evaluation should offer:

- Insight into the ease of use of the application for a target user group;
- Problems with completing specific steps in a workflow;
- A baseline for comparing subsequent iterations of the application.

### STEPS

- Identify a target user group to use throughout the evaluation.
- Go through the steps to complete a core task, taking the ideal path.
- Stop at each step to evaluate how well the target user could accomplish it.
- Repeat for all steps required to complete a task.

### GROUND RULES

- Focus on the user's reaction to the system.
- This is not a brainstorming or design session.
- Save questions and comments – including design feedback or recommendations – for the end.

# USER DESCRIPTION

APPLICATION NAME: \_\_\_\_\_

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## PURPOSE OF THE APPLICATION

## CORE TASKS IN THE APPLICATION

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USER NAME OR DESCRIPTION: \_\_\_\_\_

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## BACKGROUND

Including prior roles and experience.

## OBSERVATIONS

State of mind and environment while using the system.

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## TAKEAWAYS

Learned in training and likely to be remembered.

## QUESTIONS

Covered in training but likely to be forgotten.

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# PURE EVALUATION SCORECARD

TASK:				TASK SCORE:
ACTION STEP	EASE OF COMPLETION			COMMENTS
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	
	1 EASY	2 MODERATE	3 DIFFICULT	

1. **Accomplished easily** by the target user, due to low cognitive load or because it's a known pattern
2. **Accomplished with moderate effort** by the target user; requires a notable degree of cognitive load or physical effort
3. **Accomplished with difficulty** by the target user, due to significant cognitive load or confusion; some target users would likely fail or abandon the task at this point

**The Task Score is the sum of the step scores.** The color of the task score is the worst of the step scores [i.e. 1 red step means a red task score].

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