Says

What have we heard them say?
What can we imagine them saying?

The Says quadrant contains what the user says out loud in an interview or some other usability study

Ideally, it contains verbatim and direct quotes from research.

"I am allegiant to Delta because I never have a bad experience."

Related course:

Generating Big Ideas with Design Thinking

• "I want something reliable."

"I don't understand what to do from here."

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The Thinks quadrant captures what the user is thinking throughout the experience. Ask yourself (from the qualitative research gathered): what occupies the user's thoughts? What matters to the user? It is possible to have the same content in both Says and Thinks.

However, pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share are they unsure, self- conscious, polite, or afraid to tell others

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Does

What behavior have we observed?
What can we imagine them doing?

The Does quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

Refreshes page several times.

Shops around to compare prices.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

The Feels quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context

Our users are complex humans. It is natural (and extremely beneficial) to see juxtaposition between quadrants. You will also encounter inconsistencies

Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

• Impatient: pages load too slowly

• Confused: too many contradictory prices

• Worried: they are doing something wrong

See an example