

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

The Tableau HR
Scorecard :
Measuring
Success in
Talent
Management

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

says
This section contains
direct quotes from
the user that have
been gathered from
the research phase or
previous data.

what your costumer
might say while
doing their
tasks.What are their
motivations for
using your product?

It might feature
statements like "I
need something
fast " or "I am not
sure where to go
from here".

Does the quadrant
captures what the
user physically
does and how
they do it

It is not
uncommon for
there do similar
statements in
each of
categories.

Example :
searches for
back button
frequently.



Feels
This category address
the users emotional
state and answers
questions like " What
the user feeling during
this product
experience ?" .

For example ;
"overwhelmed - too
many decisions to
make, " or ,"anxious-
doesnot want to
waste their time."

An easy way to
organize this
information is to list the
emotions being
elicited followed by a
short descriptions of
what is making the
user feel this way .

Thinks
While this quadrant may
have similar content to
their "says " sections,it is
more focused on what a
user is thinking and
does not choose to say
out loud .

use your
qualitative
research to ask
what matters to
the user and what
is on their mind.

Looking at why they
might be hesitant to
share their thoughts out
loud can reveal even
further insight into the
user and how they
relate to the product or
experience at hand .

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?