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?

Does the quadrant

captures what the

user physically

does and how

they do it

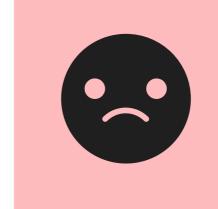
says This section contains direct quotes from the user that have been gathered from the research phase or previous data.

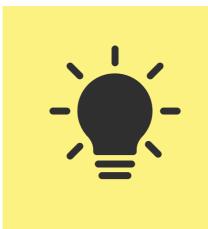
what your costumer might say while doing their tasks.What are their motivations for using your product? It might feature statements like "I need something fast " or "I am not sure where to go from here".

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 ,"anxiousdoesnot 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?

See an example

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?