SAYING

What the user says out loud in an interview or some other usability studies. Ideally, it contains verbatim and direct quotes from research.
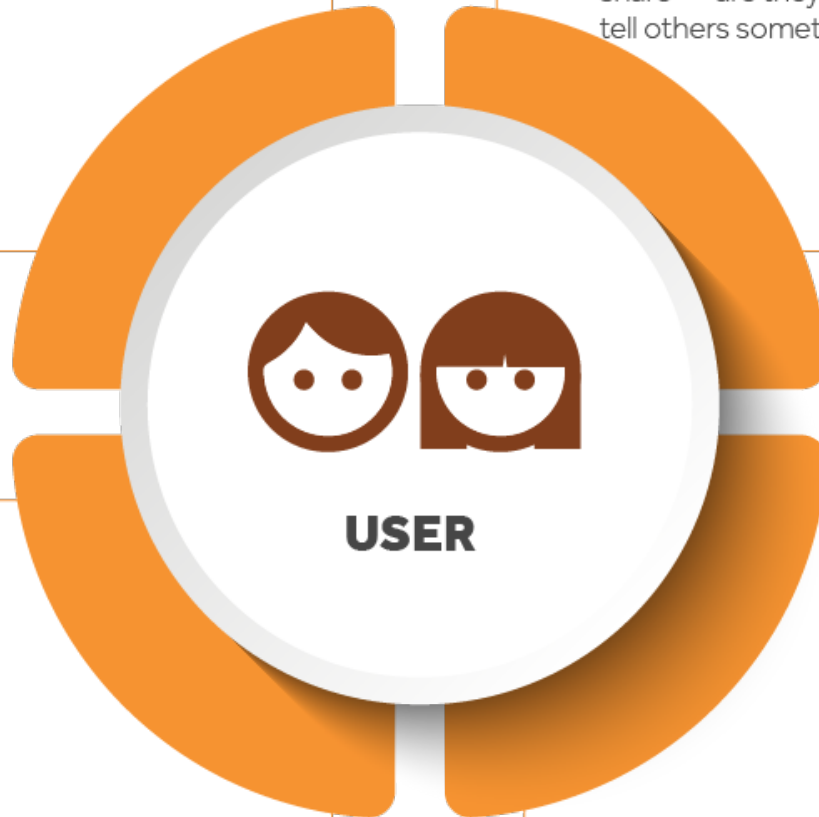
THINKING

What the user is thinking throughout the experience. Ask yourself (during the research activities): What occupies the user's thoughts? What matters to the user? It is possible to have the same content in both Saying and Thinking. 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 something?

USER

DOING

The actions the user takes. From the discovery activities, what does the user physically do? How does the user go about doing it?

FEELING

The user's emotional state. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?