

# User Journey | Seamstress |

The following User Journey describes the experience of Sofia, Elsa's typical customer, when ordering a custom swimsuit through Instagram. It maps the key actions, pain points, and improvement opportunities identified during the Empathy and Define phases.

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<b>Stage</b>	<b>Actions</b>	<b>Pain Points</b>	<b>Opportunities</b>
<b>Discovery</b>	Sees Elsa's swimsuit posts on Instagram.	Hard to find detailed product	Create a product page or highlights
<b>Contact</b>	Sends Elsa a message to inquire	Long waiting time for responses.	Add an automated response or a form
<b>Customization</b>	Explains swimsuit shape, color, and	Repetitive and unclear process.	Introduce a guided customization form
<b>Confirmation</b>	Waits for Elsa to confirm order	No clear confirmation or	Provide an order summary screen or
<b>Delivery</b>	Waits without updates or delivery	No visibility on production status	Add delivery tracking or progress
<b>Post-Delivery</b>	Receives swimsuit and shares photos	No follow-up or feedback request.	Add feedback form or thank-you

## Jobs-to-be-Done (JTBD)

**\*\*When\*\*** I want to order a custom swimsuit from Elsa online,

**\*\*I want to\*\*** choose the design, size, and color easily in one place,

**\*\*So I can\*\*** save time and feel confident my order is confirmed and on schedule.

## Key Learnings

1. The order process currently lacks structure and takes too much manual effort.
2. Users want more visibility, automation, and reassurance.
3. There's a strong opportunity to digitize the process and maintain a personal touch through design and communication tone.