Problem Statement | Seamstress |

How might we help Elsa simplify and automate her swimsuit ordering process so she can save time, manage her sewing schedule efficiently, and offer her clients a faster, clearer experience?

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Date: 11/11/2025
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Key Performance Indicators (KPIs)

KPI	Target / Goal	Purpose
Order processing time	Reduce average order management time from 30 minutes to under 10 minutes per client.	Measure efficiency improvement.
Customer satisfaction rate	Achieve 90% satisfaction based on post-order feedback form.	Measure customer experience quality.
Automation rate	Automate 70% of client requests through a digital order form or platform.	Measure success of digital tool adoption.

Key Learnings

1. Elsa's main challenge is time loss due to repetitive manual communication.

2. Customers' main frustration is lack of clarity and confirmation during the order process.

3. Both parties would benefit from a simple, semi-automated system that collects order details and manages sewing availability.

4. Clear order tracking and confirmation would increase trust and satisfaction for customers.

5. A digital solution would allow Elsa to maintain her personal touch while scaling her growing business efficiently.