

User Interview Results | Seamstress |

After conducting 5 user interviews with Elsa's customers, the insights were grouped to identify main pain points, motivations, and improvement opportunities. The following table summarizes the key findings.

Prepared by: Abderrahman Elmahmoudi
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eabderrahma

users	main pain points	needs/expectations	opportunities
user1	Takes long to confirm order; unclear delivery time.	Wants faster response and delivery tracking.	Add automated order form with time slot availability.
user2	Repeats same info each time she orders.	Save preferences for future orders.	Save preferences for future orders.
user3	Difficult to visualize swimsuit before ordering.	Wants image or color preview options.	Integrate preview or sample gallery in the order process.
user4	Messages get lost in DMs; no order summary.	Needs clear confirmation message.	Create order confirmation screen or summary page.
user5	Doesn't know production time.	Wants transparency on timeline.	Show available delivery slots and expected completion time.

Affinity Diagram Summary

Insights from the interviews were grouped into 3 main categories: 1. **Communication Issues** – repetitive questions, missing confirmations, and unclear timelines. 2. **Customization Needs** – desire for color, size, and design previews before ordering. 3. **Time Management** – need for transparent production schedule and workload visibility.

Top Insights

- Elsa's order process is too dependent on manual messaging.
- Customers want more autonomy and visibility on their orders.
- A structured ordering system could reduce her workload and errors.
- Time transparency and confirmation are critical trust factors.

Main Learnings from Interviews

1. Automation can save Elsa hours per week by replacing repetitive DMs.
2. Customers value communication speed and clarity over social media personalization.
3. A simple order management tool with options (shape, size, color, delivery date) would solve 80% of existing friction points.
4. Elsa needs a dashboard to check available sewing hours and plan deliveries.
5. A visual preview tool or catalog increases confidence before ordering.