

Ideation | Key Learnings | Seamstress |

The Ideation phase focused on transforming research insights into creative and actionable ideas.

Through collaborative exercises such as brainwriting, idea clustering, and voting, the team identified innovative ways to streamline Elsa's order process and enhance the customer experience.

Prepared by: Abderrahman Elmahmoudi

Date: 11/11/2025
eabderrahma

Key Learnings

1. **Collaboration drives creativity:** The brainwriting technique encouraged multiple participants to contribute without bias, resulting in over 10 unique ideas.
2. **Main pattern identified:** Most ideas revolved around automation and transparency, confirming these as the top user priorities.
3. **User-centered focus:** Every idea was validated against Elsa's pain points (time loss, unclear communication, limited visibility).
4. **Efficiency vs. Personalization:** The best concepts balanced automation efficiency with Elsa's handmade, personalized brand image.
5. **Chosen concept rationale:** The “Smart Order Form” was selected because it simplifies both the user and admin experience, reduces manual tasks, and provides instant feedback and order tracking.

Outcomes

- A clear direction for the prototype phase focusing on the **Smart Order Form and Dashboard system**.
- Defined interface elements and workflow to visualize next.
- Established KPIs that the concept can directly impact: time efficiency, automation rate, and satisfaction levels.

Conclusion

The ideation process validated that Elsa's business can evolve from manual communication to a structured, semi-automated system. This ensures she maintains her brand's personal touch while saving time and improving client satisfaction. The next step will be building a paper prototype and testing it with real users.