

Personal Seamstress |

This persona is based on insights from the Empathy phase interviews with Elsa's customers. It represents a typical user's goals, frustrations, and motivations when ordering custom swimsuits from Elsa via Instagram.

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Goals

- Find and order handmade swimsuits quickly and easily.
- Get confirmation and delivery information without delays.
- Support local creators while enjoying a professional, organized service.

Motivations

- Values uniqueness, personalization, and handmade craftsmanship.
- Feels more confident and connected when communication is smooth.
- Appreciates reliability and time efficiency.

About

Sofia is a 27-year-old marketing assistant living in Casablanca, Morocco. She loves beachwear fashion and supports handmade brands on Instagram. Every summer, she orders custom swimsuits from local artisans like Elsa to stand out with unique designs.

Pain Points

- Wastes time explaining details through long message exchanges.
- Has no visibility on delivery times or production status.
- Gets frustrated by unclear communication and missing order summaries.

Needs

- A simple, guided order form to select shape, color, and size.
- A clear confirmation message and estimated delivery date.
- A gallery or catalog to visualize swimsuit models before ordering.

“I love supporting handmade products, but ordering through DMs takes forever.”

Insights Used from Empathy Phase

- Users want a quicker, visual way to order custom swimsuits.
- Clients prefer filling a form instead of long DM conversations.
- They need reassurance about delivery and tracking.
- Personalization and handmade quality remain essential values.