

# **Prototype Phase – Key Learnings Elmahmoudi**

## **Abderrahman – 11/11/2025 – V1**

### **1. Objective**

The objective of this phase was to design and validate the user flow of the custom swimsuit ordering process for Elsa's tailoring service. The prototype demonstrates how users can seamlessly navigate from discovering the service to placing and tracking an order, and finally providing feedback.

### **2. Method**

- Created a paper prototype (low-fidelity) with 8 core screens to visualize the structure and flow.
- Built a mid-fidelity interactive wireframe on Figma, using only black, white, and grey.
- Applied card sorting to organize form sections logically (Personal Info, Measurements, Dates, Photos, Confirmation).
- Ensured the mid-fi wireframes matched the paper prototype exactly in flow and navigation.

### **3. Key Learnings**

1. Dividing the order form into multiple steps improved user understanding and reduced confusion.
2. Users preferred to see a progress bar and clear step numbers during the order process.
3. Including a date selector and time slot options gave a sense of control over scheduling.
4. The summary confirmation screen increased user confidence before submission.
5. Adding an order tracking screen made users feel informed and reduced follow-up questions.
6. Simplified layout (black, grey, and white) allowed participants to focus on functionality rather than aesthetics.

### **4. Challenges Encountered**

Some participants were initially unsure about measurement inputs. To resolve this, the next iteration will include short helper texts or measurement examples. Another challenge was ensuring that transitions between steps were smooth, which will be improved by adding clearer navigation arrows in the final high-fidelity prototype.

### **5. Next Steps / Iterations**

- Simplify the measurement section by minimizing optional fields.
- Add visual feedback indicators when moving between steps.
- Improve button visibility for 'Back' and 'Next' actions.
- Include helper text or icons for each form field to improve usability.
- Prepare for usability testing with 5 real users in the next phase to validate task completion and satisfaction.