

Define | Key Learnings | Seamstress |

The Define phase combined findings from the Empathy research and organized them into clear insights about users and their needs. This phase established a structured understanding of who the user is (Persona), how they behave (User Journey), and what the core opportunity areas are.

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Key Learnings

1. **User Understanding:** Sofia, the typical customer, values both personalization and time efficiency. She enjoys handmade fashion but dislikes lengthy, unclear communication processes.
2. **Pain Point Clarity:** The main issues are repeated conversations, missing confirmations, and no order visibility. These affect both Elsa and her clients equally.
3. **Opportunity Areas:** Automating parts of the communication process while keeping Elsa's personal brand voice is the biggest design opportunity.
4. **Behavioral Insight:** Users expect the same ease and transparency they get from e-commerce platforms, even in handmade or customized purchases.
5. **Emotional Drivers:** Trust, transparency, and reassurance are the emotional pillars that drive satisfaction and loyalty in Elsa's business.

Design Direction

The upcoming design solution must focus on simplifying and automating the order workflow while preserving Elsa's human touch and authenticity. It should enable clients to personalize their orders easily, receive clear confirmations, and visualize delivery timelines. Elsa should be able to track available production hours and manage orders seamlessly.