

Ideation Workshop Seamstress I

Generate creative ideas to simplify Elsa's order management process and improve her clients' experience. The ideation session focuses on finding practical and innovative solutions based on insights from previous phases

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Ice Breaker (5 min)

“Imagine Elsa’s workshop in the future how would she take and manage orders if everything were effortless?”

Main Steps (Total 45 min)

Step	Activity	Duration	Output
1	Review the problem statement	5 min	Shared understanding
2	Brainwriting: Each participant writes 3 ideas silently	10 min	9–12 raw ideas
3	Idea sharing & grouping	10 min	Clustered idea board
4	Select top 3 concepts using voting dots	10 min	3 shortlisted ideas
5	Refine chosen idea with “How Might We” framing	10 min	Final concept direction

Voting Process

Each participant receives 3 votes (dots). The idea with the most votes becomes the main concept to be prototyped. All participants can then refine the winning concept using a “How Might We” question.

Ideas Generated

Idea Name	Description
Smart Order Form	Clients fill in swimsuit shape, color, size, and delivery date in one page.
Order Tracker Dashboard	Elsa sees her schedule and clients see progress updates.
Catalog Gallery	Customers preview swimsuit models before ordering.
Quick Reply System	Pre-set DM templates for faster customer responses.
Delivery Slot Calendar	Shows available production times dynamically for booking.

Selected Concept

“Smart Order Form with integrated time slot system for clients and dashboard for Elsa.”

Key Learnings

1. Brainwriting generated over 10 valuable ideas focused on automation and visibility.
2. Participants agreed that the biggest problem is repetitive manual communication.
3. The selected concept combines automation and personalization, preserving Elsa’s human touch.
4. The next step is to build a low-fidelity prototype based on the “Smart Order Form” and scheduling dashboard.