# Key Learningl

This document summarizes the main learnings and insights obtained from the Empathy / User
Research phase of the Seamstress project. User interviews were conducted with 5 customers of
Elsa to identify their pain points, motivations, and expectations when ordering custom swimsuits via
Instagram.

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# Key Learning

1. **Communication overload:** Elsa spends several hours daily managing DMs, answering repetitive questions, and confirming details manually.
2. **Lack of clarity:** Customers are often unsure about available models, delivery dates, and production progress.
3. **Customization friction:** Customers want to easily select swimsuit shape, color, and size without long chat exchanges.
4. **Time management gap:** Elsa doesn't have a tool to visualize her available sewing hours or plan orders efficiently.
5. **Trust and confirmation:** Users expect a confirmation message or dashboard summarizing their order details.

# Opportunities Identified

- Create a simple **order request form** to gather all swimsuit preferences (shape, size, color, delivery date).
- Implement **time slot visibility** to help Elsa plan her production and show availability to customers.

- Develop a **confirmation and progress tracker** for customers to see their order status.
- Offer a **visual gallery** of swimsuit models and customization options to reduce chat exchanges.

## Summary of Impact

These findings clearly show that Elsa's pain points come from time lost in manual communication. Customers share similar frustrations around uncertainty and lack of structure. The empathy phase validates the need for an organized, semi-automated system that saves time and provides transparency