

User Journey | Seamstress |

The following User Journey describes the experience of Sofia, Elsa's typical customer, when ordering a custom swimsuit through Instagram. It maps the key actions, pain points, and improvement opportunities identified during the Empathy and Define phases.

Prepared by: Abderrahman Elmahmoudi

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eabderrahma

Stage	Actions	Pain Points	Opportunities
Discovery	Sees Elsa's swimsuit posts on Instagram.	Hard to find detailed product	Create a product page or highlights
Contact	Sends Elsa a message to inquire	Long waiting time for responses.	Add an automated response or a form
Customization	Explains swimsuit shape, color, and	Repetitive and unclear process.	Introduce a guided customization form
Confirmation	Waits for Elsa to confirm order	No clear confirmation or	Provide an order summary screen or
Delivery	Waits without updates or delivery	No visibility on production status	Add delivery tracking or progress
Post-Delivery	Receives swimsuit and shares photos	No follow-up or feedback request.	Add feedback form or thank-you

Jobs-to-be-Done (JTBD)

****When**** I want to order a custom swimsuit from Elsa online,
****I want to**** choose the design, size, and color easily in one place,
****So I can**** save time and feel confident my order is confirmed and on schedule.

Key Learnings

1. The order process currently lacks structure and takes too much manual effort.
2. Users want more visibility, automation, and reassurance.
3. There's a strong opportunity to digitize the process and maintain a personal touch through design and communication tone.