

# User Interview | Seamstress |

Understand how Elsa manages swimsuit orders, communicates with customers, and handles time constraints. Identify pain points and opportunities for improving her workflow.

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# Hypotheses

1. Elsa spends too much time repeating the same questions for each order.
2. Customers want a faster and clearer way to customize their swimsuit requests.
3. Elsa lacks a system to manage production time and available slots efficiently.

## Introduction

Hello, I'm Abderrahman Elmahmoudi, UX designer working on a project to improve Elsa's custom swimsuit ordering process. This interview aims to understand how clients interact with Elsa, their expectations, and where time is lost during ordering. Your answers will help us design a better experience. The interview will take around 10-15 minutes.

## Scan Questions (Demographics)

1. Age
2. Gender
3. How often do you buy custom clothes or swimsuits?

# Main Topics

1. Ordering experience on Instagram
2. Communication and customization process
3. Delivery expectations and timing
4. Payment or confirmation process
5. Overall satisfaction and pain points

## Open-ended Questions

1. How did you first discover Elsa's swimsuits?
2. How do you usually contact her to place an order?
3. What information does she ask from you?
4. How easy or hard is it to explain what you want?
5. How long does it take for your order to be confirmed?
6. Have you ever felt confused or delayed in the process?
7. What kind of updates do you expect during production?
8. How important is delivery time for you?
9. What do you think could make ordering faster or easier?
10. Would you use a simple online form to order instead of Instagram DMs?

# Funnel Process (>)

The interview follows a funnel structure: starting with broad questions about the customer's experience with Elsa, then moving to specific questions about communication, customization, delivery, and improvements.

## Conclusion

Thank you for your time and insights. Your feedback will help identify key pain points and design a solution that saves Elsa time while improving your ordering experience. We'll use this information to create prototypes and test them in the next project phase.