

Problem Statement & KPIs

"Design is about solving problems. Fall in Love with the Problem, Not the Solution."

Problem Statement

How might we help customers confidently provide their measurements and design preferences while reducing the time Elsa spends on order communication?

Key Performance Indicators (KPIs)

1 Order Processing Time

Reduce average order processing time from initial contact to production start by 50% (from 4 days to 2 days)

SMART Criteria:

- ✓ Specific: Order processing time reduction
- ✓ Measurable: 50% reduction
- ✓ Achievable: Through process optimization
- ✓ Relevant: Addresses main pain point
- ✓ Time-bound: Within 3 months of implementation

2 Measurement Accuracy

Reduce measurement-related adjustments by 75% (from 4 in 10 orders to 1 in 10)

SMART Criteria:

- ✓ Specific: Measurement accuracy improvement
- ✓ Measurable: 75% reduction in adjustments
- ✓ Achievable: Through better guidance
- ✓ Relevant: Addresses fit issues
- ✓ Time-bound: Within 3 months of implementation

3 Customer Satisfaction

Maintain 90%+ customer satisfaction rating while reducing communication time

SMART Criteria:

- ✓ Specific: Customer satisfaction score
- ✓ Measurable: 90% or higher rating
- ✓ Achievable: Through quality service
- ✓ Relevant: Maintains quality standards
- ✓ Time-bound: Ongoing measurement

Key Learnings from Problem Definition Phase

- Customer confidence in measurements is crucial for satisfaction and efficiency
- Time spent on order communication can be reduced without sacrificing personalization
- Visual guidance and structured process can improve accuracy and reduce anxiety
- Balance needed between efficiency and maintaining personal connection
- Clear expectations and timeline communication reduce follow-up messages