

UX Strategy Timeline

Project Overview

A 4-day UX strategy to optimize the custom swimsuit ordering process, currently managed through Instagram DMs. The goal is to reduce order processing time while maintaining customer satisfaction.

1

Empathy / User Research

Day 1 - Morning

U User Interviews

4 hours

- Interview 5-6 recent customers
- Focus on order experience
- Document pain points
- Analyze communication patterns

2

Define

Day 1 - Afternoon

E Empathy Map

4 hours

- Create detailed empathy map
- Map customer thoughts/feelings
- Document pain points/gains
- Identify key patterns

3

Problem Statement

Day 2 - Morning

H How Might We

4 hours

- Define core problems
- Create HMW statements
- Prioritize challenges
- Set success metrics

4

Ideation

Day 2 - Afternoon

C Crazy 8's

4 hours

- Generate 8 quick solutions
- Rapid sketching sessions
- Solution evaluation
- Select best concepts

5

Prototype

Day 3

P Paper Prototyping

8 hours

- Create low-fi prototypes
- Design key screens
- Map user flows
- Prepare for testing

6

Test

Day 4

T Usability Testing

8 hours

- Test with 5 participants
- Gather feedback
- Document findings
- Plan iterations

Expected Deliverables

- ✓ User Research Summary Report
- ✓ Problem Statement Documentation
- ✓ Prototype Designs
- ✓ Testing Results & Recommendations
- ✓ Implementation Timeline