

3) Key Learnings — Empathy Phase

★ 1. Communication is slow and repetitive

Elsa spends too much time explaining the same things to every customer.

★ 2. Customers don't know what information to provide

Shape, size, colors, delivery date — most customers forget at least one.

★ 3. Delivery expectations are unclear

Clients don't know that each piece requires 6 hours, which causes confusion.

★ 4. A simple structured solution is needed

Users want a clear, guided form that collects everything in one go.

★ 5. Frustration exists on both sides

Elsa feels overwhelmed; customers feel the process is too long.