Problem Statement

Elsa Swimwear - Ordering System

◎ Problem Statement

"How might we help Elsa reduce time spent on order communication while ensuring clients can easily customize their swimsuits?"

Key Performance Indicators

Time Reduction

50%

Reduce communication time per order

Order Accuracy

↑

Increase correct order completion rate

Satisfaction

≥80%

Client satisfaction rate

Key Learnings

1 **The problem is process, not platform**
Instagram isn't the issue; lack of structure is.

2 **Both parties suffer from the same root cause**
No clear ordering framework affects Elsa and customers equally.

3 **The problem is measurable**
We can track time, completeness, and satisfaction to validate solutions.

4 **Scalability is critical**
Current system gets worse as business grows.

5 **Significant opportunity exists**
50% time reduction means handling more orders with less stress.