



Phase 1

Empathy / User Research

⌚ Day 1 — 4 hours

1) Interview Script — Empathy Phase

🎯 Goal

Understand how Elsa currently handles swimsuit orders on Instagram, where time is wasted, what communication issues she faces, and what customers struggle with during the ordering process.

🔍 Hypotheses

- Elsa loses significant time repeating the same questions to each customer
- Customers don't always know what information they must provide
- A clear and structured ordering system could save time for both
- Delivery timing is unclear because clients don't know each piece requires 6 hours

👋 Introduction Script

"Hi, my name is Mossab. I'm conducting a short interview to understand how Elsa manages customer orders and what challenges appear in communication. There are no right or wrong answers, I just need honest feedback. This will take about 10 minutes. Are you ready to begin?"

Scan Questions

- How often do you order customized fashion items?
- Do you use Instagram frequently to buy products?
- Have you ever ordered something handmade from a tailor before?

Open Questions — Funnel Method

► General

- How was your experience when ordering a swimsuit from Elsa?
- What do you usually do first when you want to buy a handmade product?

► Mid-level (more specific)

- What information did Elsa ask you for during the conversation?
- Did you feel like you knew what to provide, or was anything unclear?
- How long did your conversation with Elsa take before finalizing the order?

► Pain Points (narrow)

- What was the most difficult part of the ordering process?
- Have you ever forgotten to send specific details (size, color, date)?
- Did the communication feel slow or repetitive?

► Expectations & ideal solution

- What would make the ordering easier for you?
- Would you prefer a form or small website instead of long DMs? Why?

Conclusion Script

"Thank you for your time — your feedback will help us design a solution that helps Elsa save time and makes the ordering experience easier for customers."

 **Customer A**

- Prefers clear step-by-step guidance
- Gets confused with back-and-forth messaging

 **Customer B**

- Communication took too long
- Said: *"A form would save me so much time"*

 **Customer C**

- Didn't know each piece takes 6 hours to make
- Said: *"I wish I knew the timeline upfront"*

 **Customer D**

- Found voice notes chaotic and hard to track
- Said: *"I kept scrolling up to find what I already sent"*

 **Customer E**

- Orders multiple swimsuits but each conversation is repetitive
- Said: *"I have to explain everything again each time"*