



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"*