



Phase 1

Empathy / User Research

🕒 Day 1 — 4 hours



Tool used: User Interviews

Purpose: Understand customer problems and how they order swimsuits from Elsa.

Interview Guide:

Demographics: Age, gender, frequency of swimsuit orders

Main topics:

- Preferences (shape, color, size)
- Delivery expectations
- Communication experience with Elsa
- Pain points in the ordering process

Summary of Key Insights:

- Users find ordering via Instagram time-consuming
- Confusion on available sizes & styles
- Desire for clearer order tracking and confirmation

Quotes from Users:

| *"I got lost between colors and sizes."*

| *"I needed to know if Elsa was available today to place my order."*

| *"Orders take too long and I don't know if they are received."*



Phase 2

Define

🕒 Day 1 — 2 hours



Tool used: Persona



Elsa, 28

Frequent swimsuit buyer



Goals:

Quick and clear ordering, correct size & color



Frustrations:

Lost time in messages, errors in orders



Behaviors:

Frequently checks Instagram, prefers guided forms



Needs:

Easy-to-use order form, order confirmation



Phase 3

Problem Statement

🕒 Day 1 — 2 hours

Problem Statement:

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



KPIs:

50%

Reduce communication time per order



Increase correct order completion rate

≥80%

Client satisfaction



Phase 4

Ideation

🕒 Day 2 — 3 hours



Tool used: Crazy 8s

What must be included:

- Sketch 8 quick ideas for order automation & organization

✅ Selected Final Concept:

Online interactive order form with calendar availability

Justification:

Reduces communication time, guides clients step-by-step



Phase 5

Prototype

🕒 Day 2 — 3 hours, Day 3 — 4 hours

Prototype Type: Wireframes (Lo-Fi)

🔧 Tool used: User Flow

What must be included:

User Flow Diagram:

Landing page → Choose swimsuit → Select size/color → Delivery date → Confirmation

Wireframes covering:

- Home screen / order start
- Selection of shape, color, size
- Delivery date selection & calendar
- Order confirmation



Phase 6

Test

🕒 Day 4 — 5 hours

User Testing:

Participants: 5 users minimum

Tasks: Complete an order using wireframes

Observations & Key Findings:

- ✓ Users found the order form intuitive
- ! Some confusion in selecting delivery date
- ✓ Overall time per order reduced

🔧 Improvements List:

- 1 Add tooltip for size guide
- 2 Highlight unavailable dates in calendar
- 3 Improve order confirmation message