About

- Elsa is a 28-year-old marketing specialist living in Rabat, Morocco.She loves beachwear fashion and enjoys supporting local handmade brands on Instagram.Every summer, she buys custom swimsuits from creators like Elsa because she prefers personalized designs that fit her style.However, she often finds the ordering process slow and confusing due to long DM conversations and unclear product details.Sarah wants a more organized, fast, and reliable way to order her customized swimsuits without losing time in chats.

Goals

- Save time during the ordering process.
- Have a clear overview of upcoming orders and delivery deadlines.

Frustrations

- No centralized system to track or summarize orders.
- Loses a lot of time asking the same questions for every new customer: shape, size, color, delivery date.

Behaviors

- Uses Instagram as her main channel for communication and sales.
- Keeps notes in her phone or notebook but often forgets details.

Needs

- Less back-and-forth communication with customers.
- A structured form that gathers size, shape, colors, and delivery expectations.
- A simple way to collect customer details automatically.

Elsa

28, seamstress