# Team Project Brief & Delivery Plan 2026
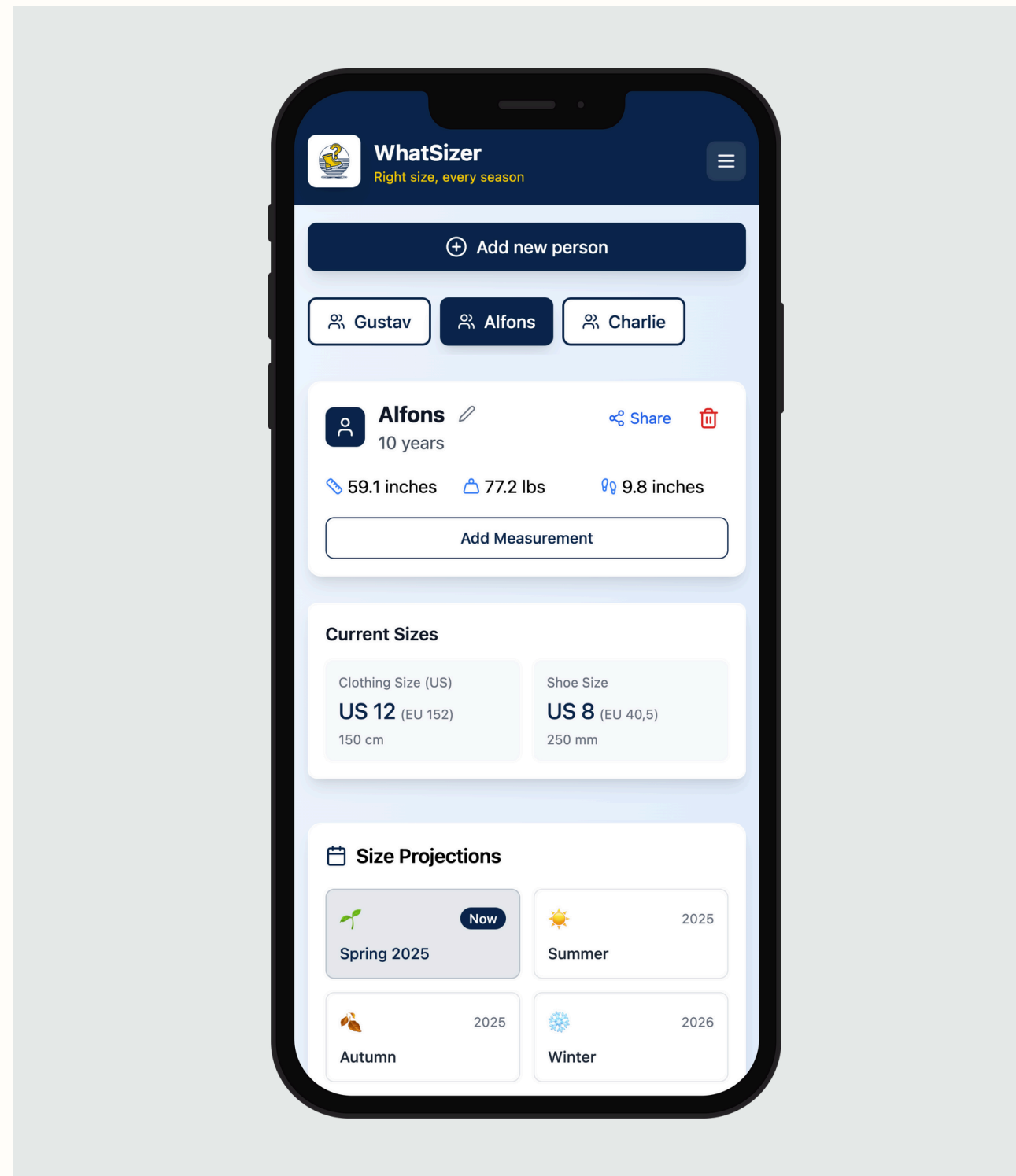
Client— WhatSizer

# Introduction to **WhatSizer**



WhatSizer is a small startup that helps **parents** choose the **right clothing size for their child.**

Users enter **age, height, and weight,** and get a size recommendation based on growth data.

The goal is to **reduce uncertainty** and **avoid** buying the wrong size.

"As a parent, I've always found it difficult to keep track of my children's clothing sizes — especially when buying ahead for the next season."

## The target group

Our primary audience is **parents** with **children aged 0–12.**

## Lack of patience

They are **busy, shop online,** and want to **avoid** wrong sizes and returns.
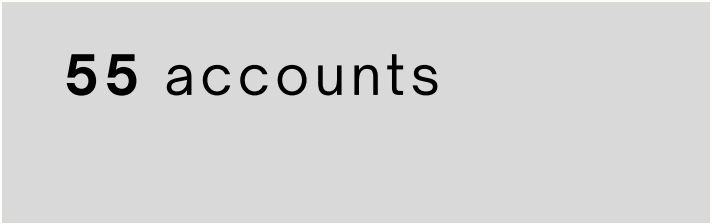
## High trust needed

This group has **low tolerance for friction** and a **high need for trust**, especially when entering data about their children.

**471** active users
2025

**55** accounts

Analytics show **471 active users,** but only **55 accounts** exist — many of them test accounts.

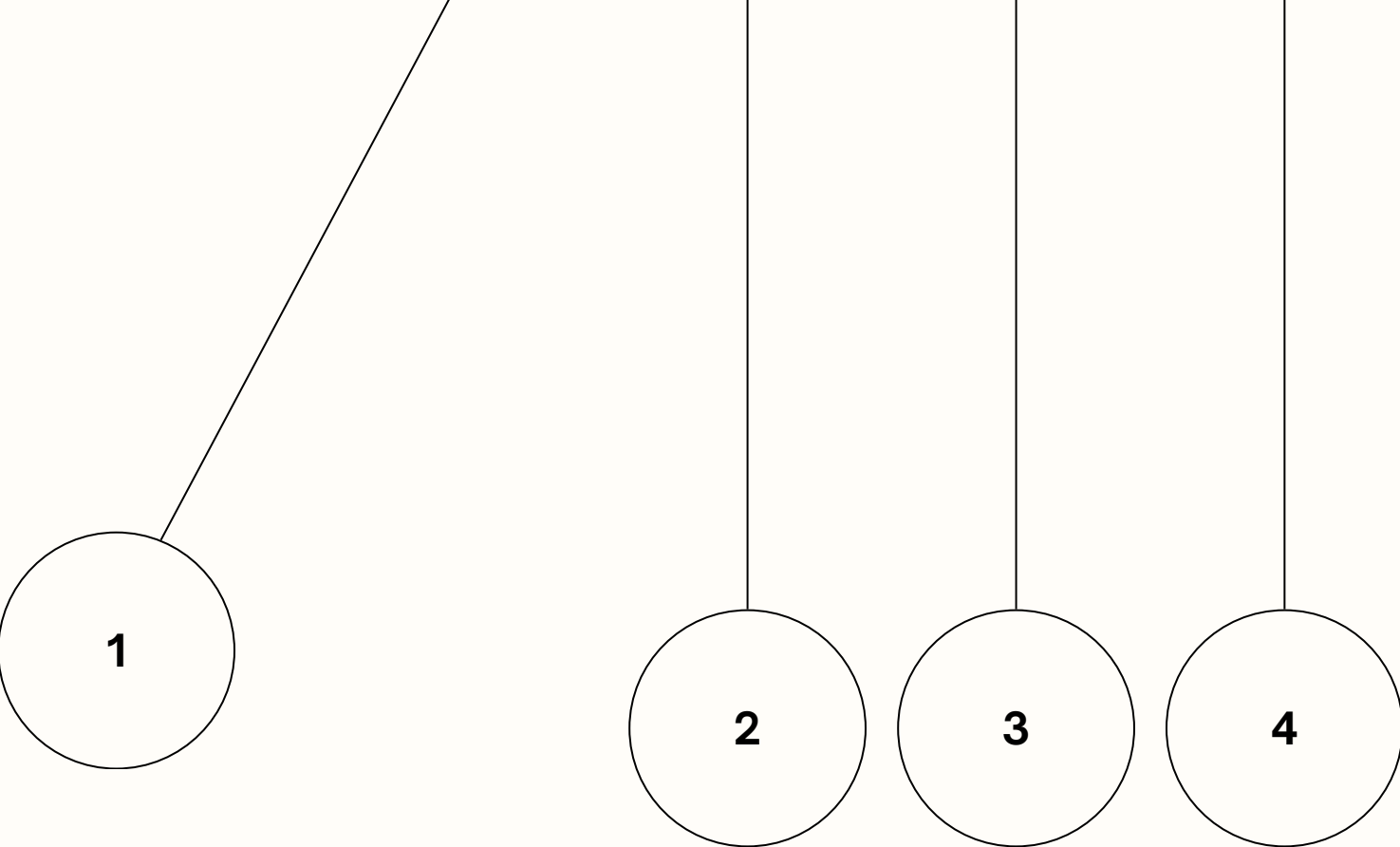From paid campaigns, only **2–3 real users** have signed up.

**Insight**

This means we have awareness, but almost no activation.

**Our goal**

The goal of this project is to use data-driven insights, tested designs and UX improvements to increase real usage.

① ② ③ ④

## Problem

Right now users do **not become** active users of WhatSizer.

## Context

Parents and caregivers **arrive with a clear need** to choose the right clothing size for their child, but many leave during their **first interaction.**

## Measurability

Despite existing traffic and awareness, activation is **very low** — with only a small number of real users.

## Consequence

As a result, it makes it hard for WhatSizer to learn from **real user behavior** or confidently drive product improvements.

# Activation plays a key role in how much we can learn from the product.
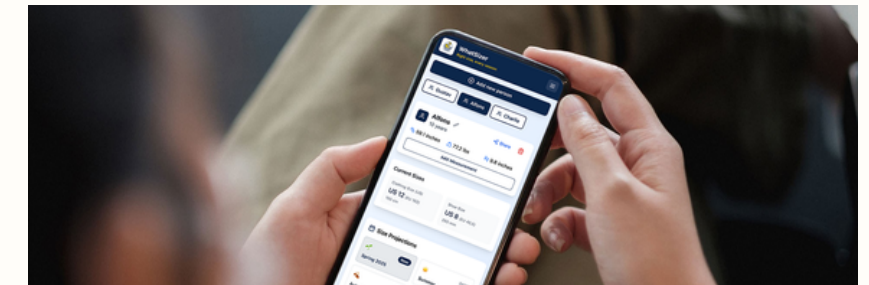
If users don't activate, we can't learn how the product actually performs.

If we can't learn, we can't make good product decisions or prioritise improvements with confidence.

That's why **activation is the most important problem to solve first.**

Parents of growing children **need** a reliable way to understand what clothing size their child will need next, **because** uncertainty leads to overspending, stress, and unnecessary returns. **However**, WhatSizer fails to build trust and clearly communicate its value during the first user interaction. **Solving this** will increase parents' confidence in sizing decisions and improve product activation.

**How might we** redesign WhatSizer's first-time experience to build trust and demonstrate clear, immediate value so that parents feel confident enough to create a profile, stay engaged, and become real, active users?

# How might we redesign WhatSizer's first-time experience to **demonstrate clear, immediate value** and build trust so that parents feel confident enough to create a profile, stay engaged, and become real, active users?

Targeting: Relevance/ UX

| OKR 1 | Objective | Key Results |
|---|---|---|
| Improve Clarity of WhatSizer's Value During the First-Time Experience. | Help parents quickly understand what WhatSizer does and why it is useful for them. | ≥ 80% of tested parents can clearly explain what WhatSizer helps them with after completing the first flow. |

# How might we redesign WhatSizer's first-time experience to demonstrate clear, immediate value and build trust so that parents feel confident enough to create a profile, stay engaged, and become real, active users?

Targeting: Trust

**OKR 2**

Increase Trust in the Size Recommendation During First Interaction.

**Objective**

Make parents feel confident that the recommended size is accurate and reliable.

**Key Results**

≥ 70% of tested parents say they trust the size recommendation after first use.

# How might we redesign WhatSizer's first-time experience to demonstrate clear, immediate value and build trust so that parents feel confident enough to create a profile, stay engaged, and become real, active users?

Targeting: Confidance/ UX

**OKR 3**

Reduce Uncertainty and Increase Confidence During Activation and First Use.
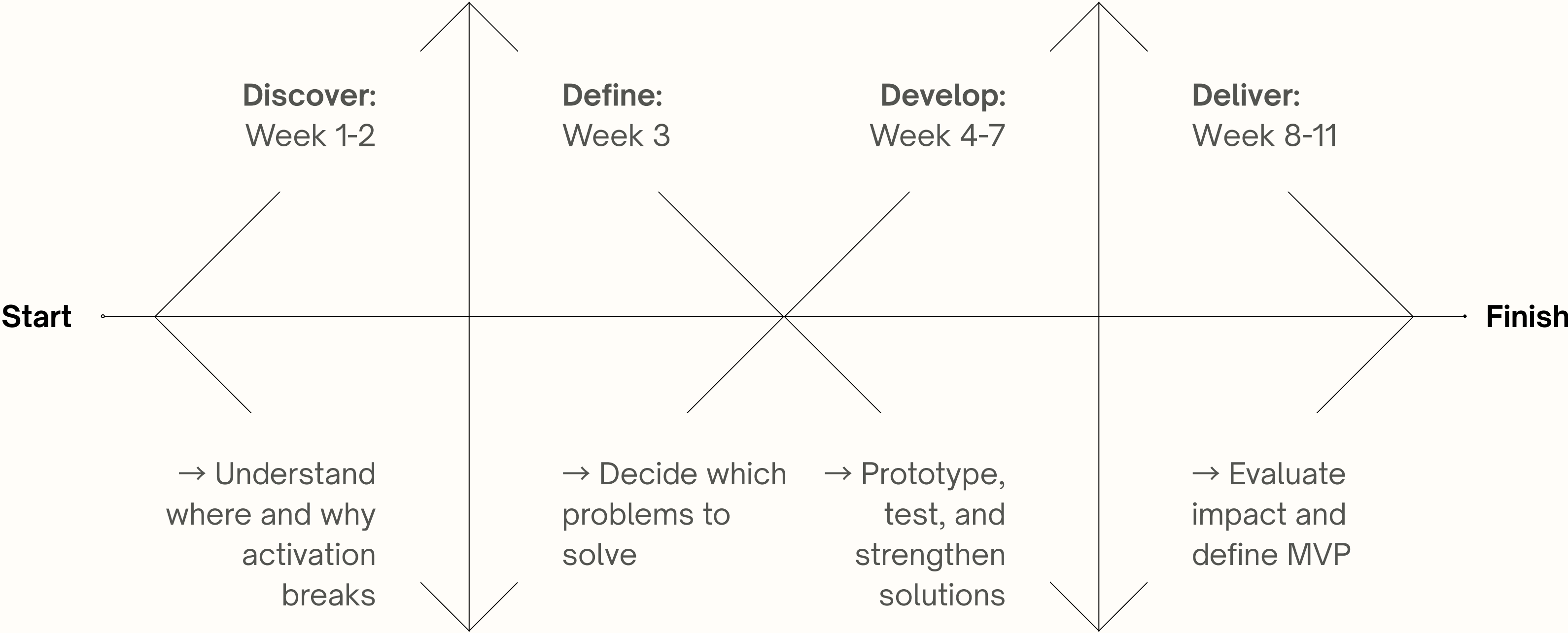
**Objective**

Reduce stress and uncertainty while parents complete the activation and prediction flow.

**Key Results**

⩾ 70% of tested parents say they felt confident during the first-time experience.

**PROJECT OVERVIEW: 11 WEEKS**

**Discover:**
Week 1-2

**Define:**
Week 3

**Develop:**
Week 4-7

**Deliver:**
Week 8-11

Start

Finish

→ Understand where and why activation breaks

→ Decide which problems to solve

→ Prototype, test, and strengthen solutions

→ Evaluate impact and define MVP

**HYPER ISLAND**

# Week 1-2

**Key Roles:**

Product Manager
UX Designer
Analytics (In this case shared)

Review existing analytics to identify where users drop off in the first-time experience

Map the first-time user journey to understand key steps, decisions, and friction points

Talk to parents and observe first-time use to understand expectations, confusion, and trust concerns

**Outcome:**

Clear, evidence-based understanding of where and why activation breaks

# Week 3

**Key Roles:**

Product Manager
Product Designer/ UX
Developer

Translate research into clear problem statements

Identify the most critical blockers to activation

Explore multiple solution directions & prioritise using impact vs effort

**Outcome:**

One to two prioritised problem areas with clear design intent

# Week 4-5

**Key Roles:**

Product Manager
Product Designer/ UX
Users

Create high- fidelity prototypes focused on reducing friction and building trust

Design flows that help users reach value faster

Test prototypes with parents and observe understanding, confidence, and willingness to continue

**Outcome:**

Validated insights into which design solutions improve activation

**DEVELOP**

# Week 6-7

**Key Roles:**

Product Manager
Product Designer/ UX
Developer

Iterate on the strongest concepts based on test results

Refine UX, copy, and interaction details

Align design decisions with technical constraints

**Outcome:**

A refined, feasible design direction ready for evaluation

# Week 8-9

**Key Roles:**

Product Manager
Product Designer/ UX
Analytics (Shared)

Step back and review how changes affected the first-time experience

Compare current behaviour with earlier observations

Identify what still causes confusion or drop-off

**Outcome:**

Clear view of what works, what doesn't, and what still needs improvement

# Week 10

**Key Roles:**

Product Manager
Product Designer/ UX
Developer

Define the MVP based on validated design and user insights

Decide which UX elements are must-have vs can-wait

Align on metrics to measure activation success

**Outcome:**

A clearly scoped MVP with design priorities and measurable goals

# Week 11

**Key Roles:**

Product Manager
Product Designer
Team/ Stakeholders

Summarise learnings, design decisions, and trade-offs

Communicate why the chosen direction solves the activation problem

Align the team on next steps

**Outcome:**

Shared understanding and alignment around how the product moves forward

# Thank you!

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2026 - WhatSizer