

CSE 463 Final Project: Milestone 1

Group 25

Group Members:

Nicholas Amari, ntamari@asu.edu 1216425717

Ishna Barwey, ibarwey@asu.edu 1216433582

Arya Chethikattil, achethi1@asu.edu 1208406884

Tomas Mesquita, tmesqui1@asu.edu 1216485166

URL: <https://www.zara.com/us/>

Shortcomings:

The most substantial problem area is the home page as described before. It violates several UX laws and generally creates problems for the user. A specific problem the home page has is the navigation UI is too small and hard to find/use. Using Fitt's Law to examine the page shows one of many problems. The functionality of logging in, searching, and moving pages, etc., is all too small and spread apart. It takes tons of time to look around and move the mouse pointer to the small words on screen. Also, the navigation buttons do not actually take the user to the page specified. Instead, it moves the dynamic photo gallery to the image related to that section. Only by clicking on the image can the user reach that portion of the site.

Not to mention how the home screen has too many stimuli upfront. When first entering the website, it is easy to forget the point is to shop at all. The pictures and dynamic slideshow take up 100% of the screen space. The different ways to interact with the site get lost on the image as there are no borders around the different clickables. The Law of Common Region is broken by this fact, as every navigation element gets swallowed by the images on screen with no borders to separate them.

Even the navigation bar being at the bottom of the screen violates Jakob's Law of familiarity since most websites have the master navigation bar on the top. However, most of these issues disappear when taken to a page other than the home screen. Unfortunately, a user is routed to the home screen, or at least a section of it, very often when shopping.

The site also frequently violates the "Recognition rather than recall" heuristic by not allowing for item comparison, as well as not making certain options visible to the user. ZARA is very much designed for a second time user. Help and documentation is

also complicated since the help chat bot is not always functional. The contact us page is also hidden behind a drop-down menu with another drop down menu inside. The search functionality is also not as great as it could be. Once found it will change the screen entirely and bring up a new menu. Here you can search for items, however there is no real time dynamic suggestions or help for mistypes. A new navigation bar shows up at the top of the screen to filter between sections of the store, but it is disconnected from the search functionality. The filter system is also not as intuitive position-wise as it could be.

Participant Tasks:

1. In the Woman section, find the cheapest option for black boots and add it to the cart.
2. Find the cheapest option for men's black, straight-leg jeans, and add this to your cart.
3. Use the Shade Finder tool to purchase a concealer with your desired shade. Add it to the cart.

Usability Goals and Metrics:

1. Our redesigned website will significantly reduce the time needed to navigate through shopping options and checkout an item. Metric: Time taken for tasks.
2. Our redesign will improve the users workflow through standardizing the look and feel of the website to be more conventional. Metric: User reporting satisfaction level on a five point Likert scale.
3. Our redesign will prevent users from making errors on the site. Metric: Amount of times the user has to go back a step.
4. Our redesign will allow for a more intuitive user experience where the user can move quicker through the site to complete tasks. Metric: Time taken for tasks.
5. Our redesign will allow users to prioritize completing shopping tasks on the site. Metric: User reporting ease to shop on the site on a five point Likert scale.
6. Our redesign will allow users to reach more specific items from the main page. Metric: Amount of clicks.
7. Our redesign will allow users to see more items and information at once with minimal scrolling or clicking. Metric: Amount of clicks and time taken to scroll.