ZARA

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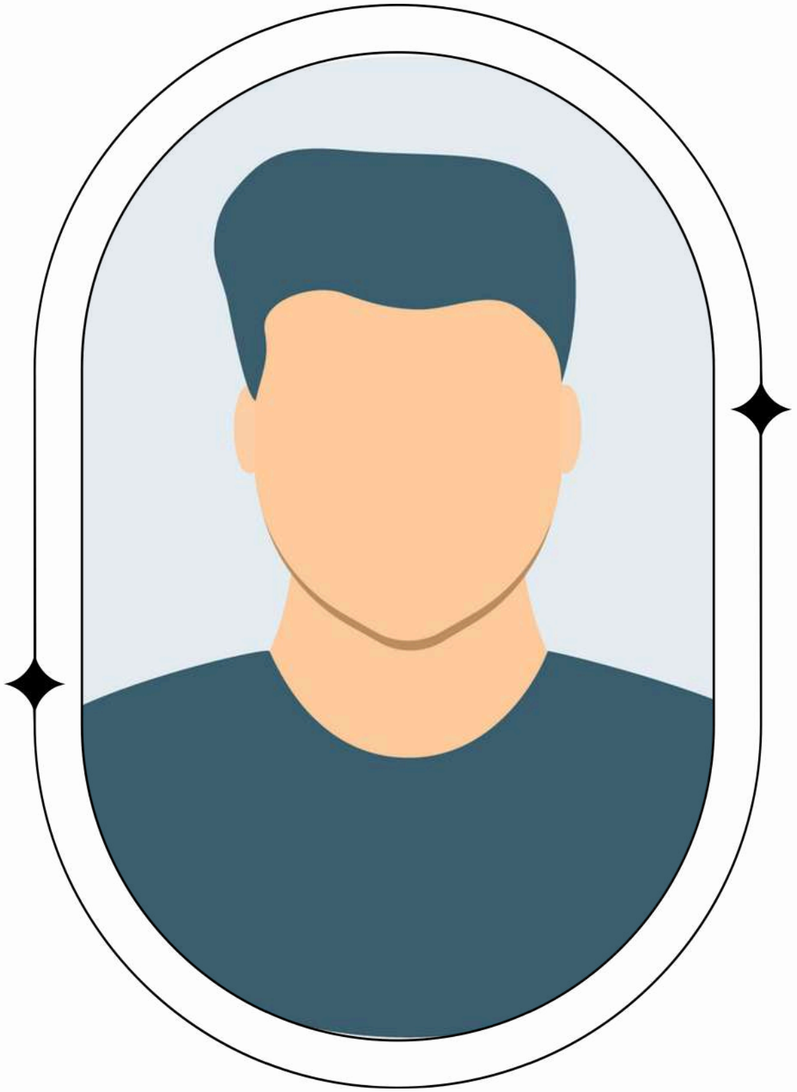
User Scenario

User

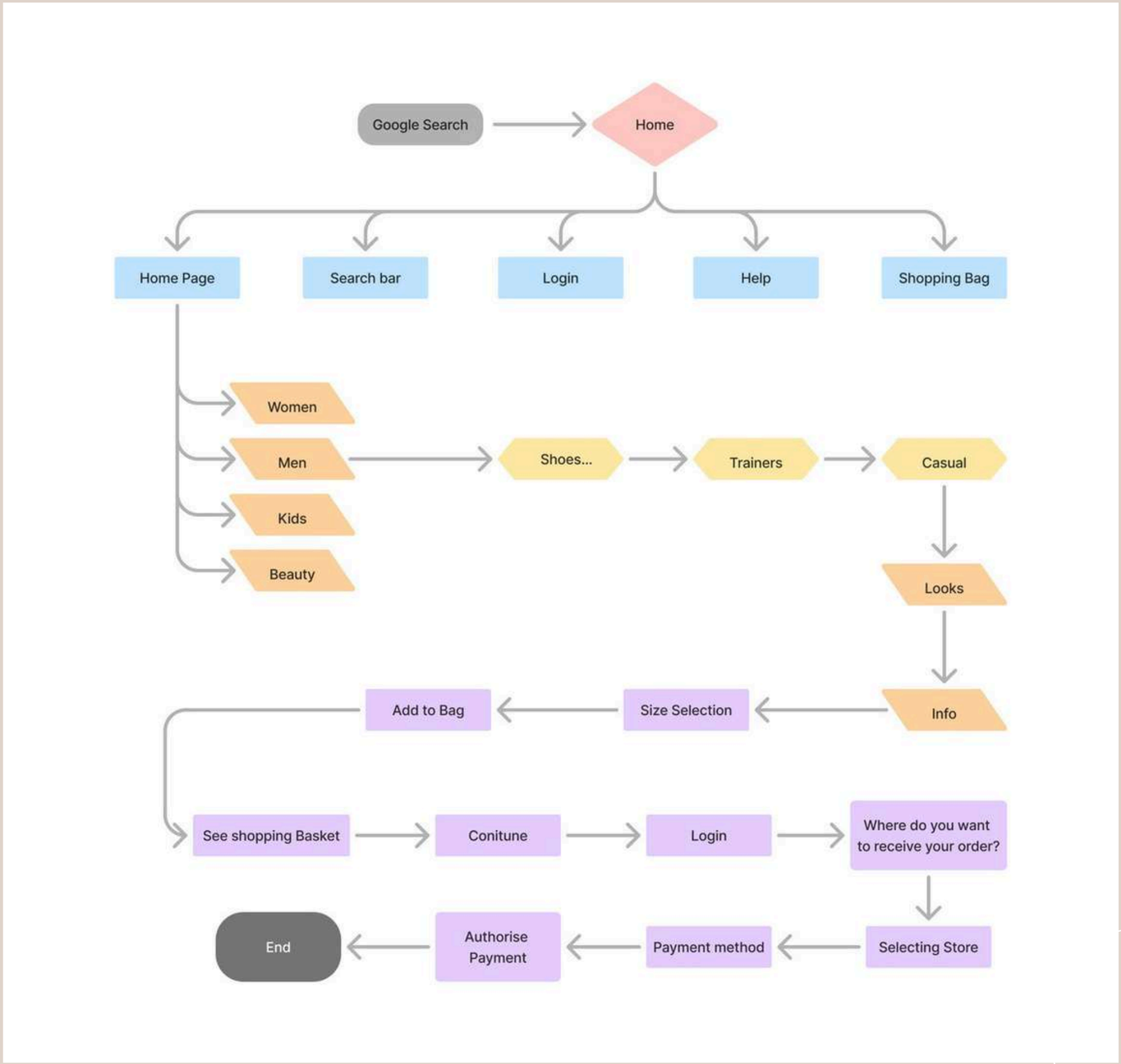
A **20-year**-old college student named **Rahul**, who is fashion-conscious and enjoys casual streetwear, wants to purchase a new pair of sneakers from ZARA. He values style, comfort, and durability.

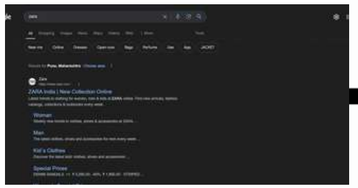
Task

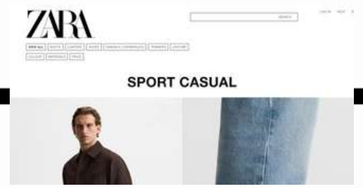
Rahul's goal is to find a pair of sneakers that are trendy, comfortable for everyday wear, and can match various outfits. He also wants to ensure they are of good quality and will last.

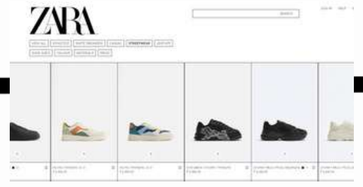


User Journey






SPORT CASUAL



Enter Any UPI ID

ZARA
WOMAN MAN KIDS BEAUTY
We use first-party and third-party cookies to understand the uses of our online store and to be able to improve it, adapt the content to your preferences and personalize our advertisements, marketing and publications on social networks. For more information you can consult our Cookie Policy.
LOG IN HELP SHOPPING BAG (0)
SEARCH

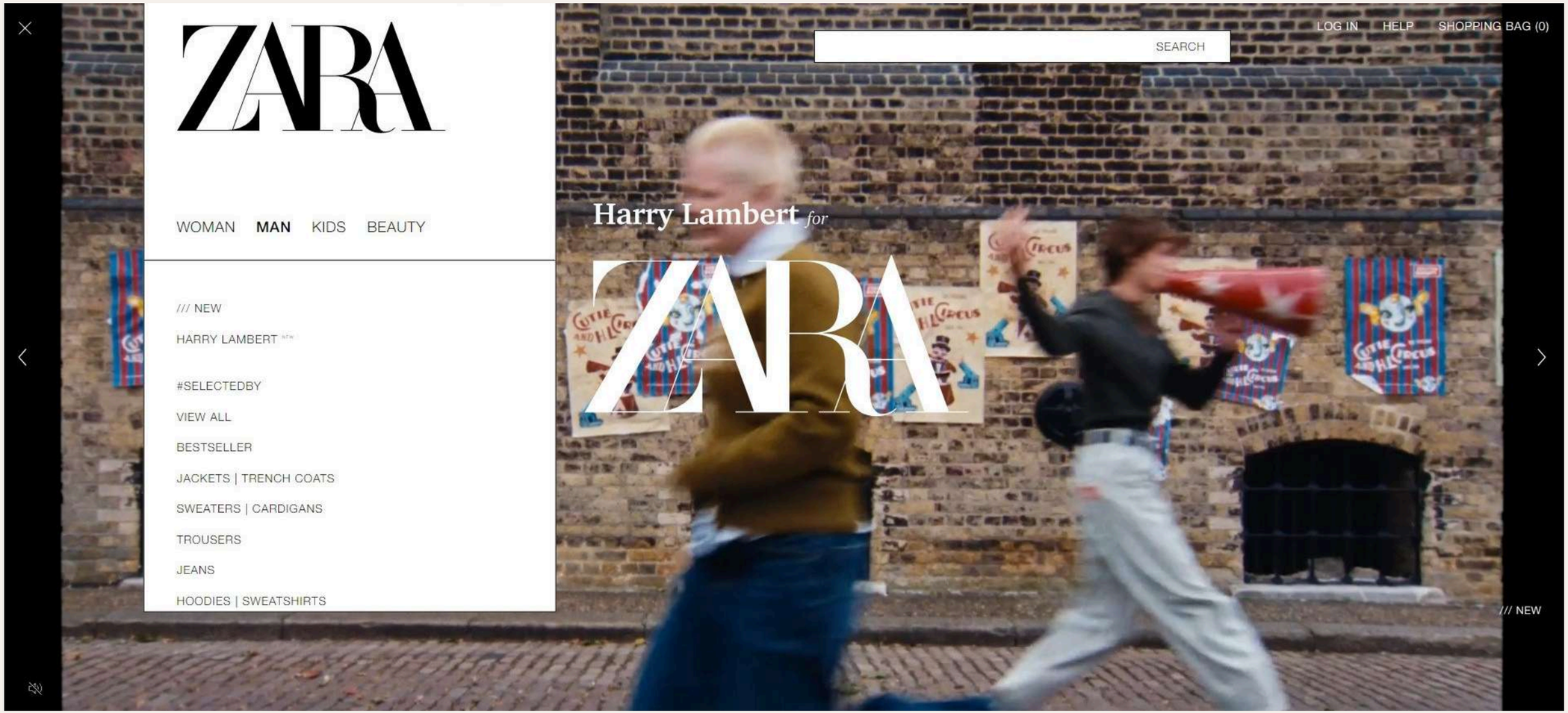
Analysis

Jakob Nielsen's General Principles

- **Visibility of System Status**: Menu options like "WOMAN," "MAN," and the search icon are clearly visible, showing available sections.
- **Match Between System and the Real World**: Categories like "WOMAN," "MAN" are familiar, making navigation intuitive.
- **User Control and Freedom**: The search icon allows easy item search, enhancing user control.
- **Consistency and Standards**: The site uses standard web conventions, such as a top menu bar and recognizable icons.
- **Error Prevention**: Good design practices likely prevent errors through clear navigation.
- **Recognition Rather Than Recall**: Visible menu items reduce the need for memory recall.
- **Flexibility and Efficiency of Use**: Search functionality enhances efficiency for all users.
- **Aesthetic and Minimalist Design**: A clean, minimalist layout emphasizes simplicity.

User Psychology Principles:

- **Recognition Rather Than Recall**: Visible options reduce the need for memory, lowering cognitive load.
- **Aesthetic and Minimalist Design**: Simple, clean designs make interfaces easier to navigate.
- **Focus, Attention, and Concentration**: Organizing content to guide attention helps users find what they need quickly.
- **The Psychology of Mistakes**: Clear feedback reassures users about their actions, reducing uncertainty.


ZARA
WOMAN
MAN
KIDS
BEAUTY
/// NEW
HARRY LAMBERT NEW
#SELECTEDBY
VIEW ALL
BESTSELLER
JACKETS | TRENCH COATS
SWEATERS | CARDIGANS
TROUSERS
JEANS
HOODIES | SWEATSHIRTS
LOG IN
HELP
SHOPPING BAG (0)
SEARCH
Harry Lambert for
ZARA
/// NEW

Analysis

Jakob Nielsen's General Principles

- **Visibility of System Status**: Clear menu options ("WOMAN," "MAN") and search icon indicate site sections.
- **Match Between System and the Real World**: Familiar categories make navigation intuitive.
- **User Control and Freedom**: Search icon allows easy control over browsing.
- **Consistency and Standards**: Follows web conventions with a top menu and recognizable icons.
- **Error Prevention**: Likely includes design practices that prevent navigation errors.
- **Recognition Rather Than Recall**: Visible menu items reduce cognitive load.
- **Flexibility and Efficiency of Use**: Search feature enhances user efficiency.
- **Aesthetic and Minimalist Design**: Clean, simple layout with ample white space.

User Psychology Principles:

- **Recognition Rather Than Recall**: Visible options reduce the need for memory recall.
- **Aesthetic and Minimalist Design**: Minimalism enhances appeal and reduces cognitive load.
- **Focus, Attention, and Concentration**: Key elements are highlighted to guide attention.
- **The Psychology of Mistakes**: Likely includes feedback mechanisms, like highlighted menu items.

ZARA

LOG IN HELP SHOPPING BAG (0)

SEARCH

VIEW ALL | BOOTS | LOAFERS | SHOES | SANDALS | ESPADRILLES | TRAINERS | LEATHER

COLOUR | MATERIALS | PRICE

SPORT CASUAL

Analysis

Jakob Nielsen's General Principles

- **Visibility of System Status**: Top navigation bar with options ("VIEW ALL," "JEANS") and a search bar clearly indicate available sections.
- **Match Between System and the Real World**: Familiar categories like "JEANS" and "JACKETS" make navigation intuitive.
- **User Control and Freedom**: The search bar offers users control over their browsing experience.
- **Consistency and Standards**: Follows standard web design with a top navigation bar and recognizable categories.
- **Error Prevention**: Likely incorporates design practices to prevent errors through clear navigation.
- **Recognition Rather Than Recall**: Visible menu items minimize cognitive load.
- **Flexibility and Efficiency of Use**: Search functionality enhances efficiency for all users.
- **Aesthetic and Minimalist Design**: Clean layout with ample white space emphasizes simplicity.

User Psychology Principles:

- **Recognition Rather Than Recall**: Visible options reduce the need for recall.
- **Aesthetic and Minimalist Design**: Clean, minimalist design enhances appeal and reduces cognitive load.
- **Focus, Attention, and Concentration**: Prominent navigation bar and large images guide attention effectively.
- **The Psychology of Mistakes**: Likely includes feedback like highlighting menu items or showing search results.

ZARA

LOG IN HELP SHOPPING BAG (

SEARCH

VIEW ALL | ATHLETICZ | WHITE SNEAKERS | CASUAL | **STREETWEAR** | LEATHER

SHOE SIZES | COLOUR | MATERIALS | PRICE

RETRO TRAINERS ■ +3
₹ 2,890.00

RETRO TRAINERS ■ +3
₹ 2,890.00

RETRO TRAINERS ■ +3
₹ 2,890.00

STATEMENT CHUNKY TRAINERS
₹ 3,990.00

CHUNKY MULTI-PIECE SNEAKERS ■ +1
₹ 3,290.00

CHUNKY MULTI-PIECE SNEAKERS ■ +1
₹ 3,290.00

Analysis

Jakob Nielsen's Principles:

- **Visibility**: Clear navigation and filters show available options.
- **Real World Match**: Familiar categories make navigation easy.
- **User Control**: Search bar and filters enhance control.
- **Consistency**: Standard design ensures a familiar experience.
- **Error Prevention**: Clear filters minimize mistakes.
- **Recognition**: Visible items reduce memory load. **Efficiency**:
- Filters streamline the search process. **Minimal Design**: Clean,
- focused on product images.

User Psychology Principles:

- **Recognition Rather Than Recall**: Visible menu items and filters reduce cognitive load.
- **Aesthetic and Minimalist Design**: Minimal text and clean layout enhance visual appeal.
- **Principle of Perpetual Habit**: Standard categories and conventions build user comfort.
- **Focus, Attention, and Concentration**: Prominent navigation and large images guide user attention.
- **The Magical Number Seven, Plus or Minus Two**: Categorized options prevent overwhelming users.
- **Principle of Least Effort**: Simple layout aids quick information processing.

ZARA

SEARCH

LOG IN HELP SHOPPING BAG (

COMPOSITION, CARE & ORIGIN

COMPOSITION

We work with monitoring programmes to ensure compliance with our social, environmental and health and safety standards for our products. To assess compliance, we have developed a programme of audits and continuous improvement plans.

UPPER
52% polyurethane
28% polyester
12% polyurethane thermoplastic
8% cotton

LINING
100% polyester

SOLE
100% sbs

INSOLE
100% polyester

MESH SKATER TRAINERS
₹ 4,990.00
MRP incl. of all taxes

Sneakers. Upper made from a combination of pieces and materials. Six-eyelet facing. Chunky sole.

CHECK IN-STORE AVAILABILITY
SHIPPING, EXCHANGES AND RETURNS

MULTICOLOURED | 2256/420

UK 5 (EUR 39)	UK 6 (EUR 40)
UK 7 (EUR 41)	UK 8 (EUR 42)
UK 9 (EUR 43)	UK 10 (EUR 44)
UK 11 (EUR 45)	UK 12 (EUR 46)
UK 13 (EUR 47)	

SEE MEASUREMENTS

ADD

CHAT

Analysis

Jakob Nielsen's Principles:

- **Visibility**: Top navigation and search bar clearly show available sections.
- **Match with Real World**: Familiar categories like "Composition" make navigation intuitive.
- **User Control**: Search bar and navigation provide control over browsing.
- **Consistency**: Standard design with recognizable elements ensures familiarity.
- **Error Prevention**: Detailed product info helps users avoid mistakes.
- **Recognition Over Recall**: Visible options reduce cognitive load.
- **Efficiency**: Search and clear navigation enhance ease of use.
- **Minimal Design**: Clean layout focuses on key visuals and information.

User Psychology Principles:

- **Principle of Least Effort**: Visible elements reduce memory strain. **Principle of**
- **Beauty**: Clean design enhances visual appeal and reduces load. **Principle of**
- **Perpetual Habit**: Standard categories build user comfort. **Focus, Attention, and**
- **Concentration**: Navigation and images guide user attention. **The Psychology of**
- **Mistakes**: Likely includes feedback, like highlighting selections.

ZARA

LOG IN HELP

SHOPPING BAG (1) | FAVOURITES

IS YOUR ORDER A GIFT? ADD

CHAT

* By continuing, I declare that I have read and accept the Purchase Conditions and understand Zara's Privacy and Cookie Policy.

TOTAL ₹ 4,990.00
INCLUDING GST
* EXCL SHIPPING COST

CONTINUE

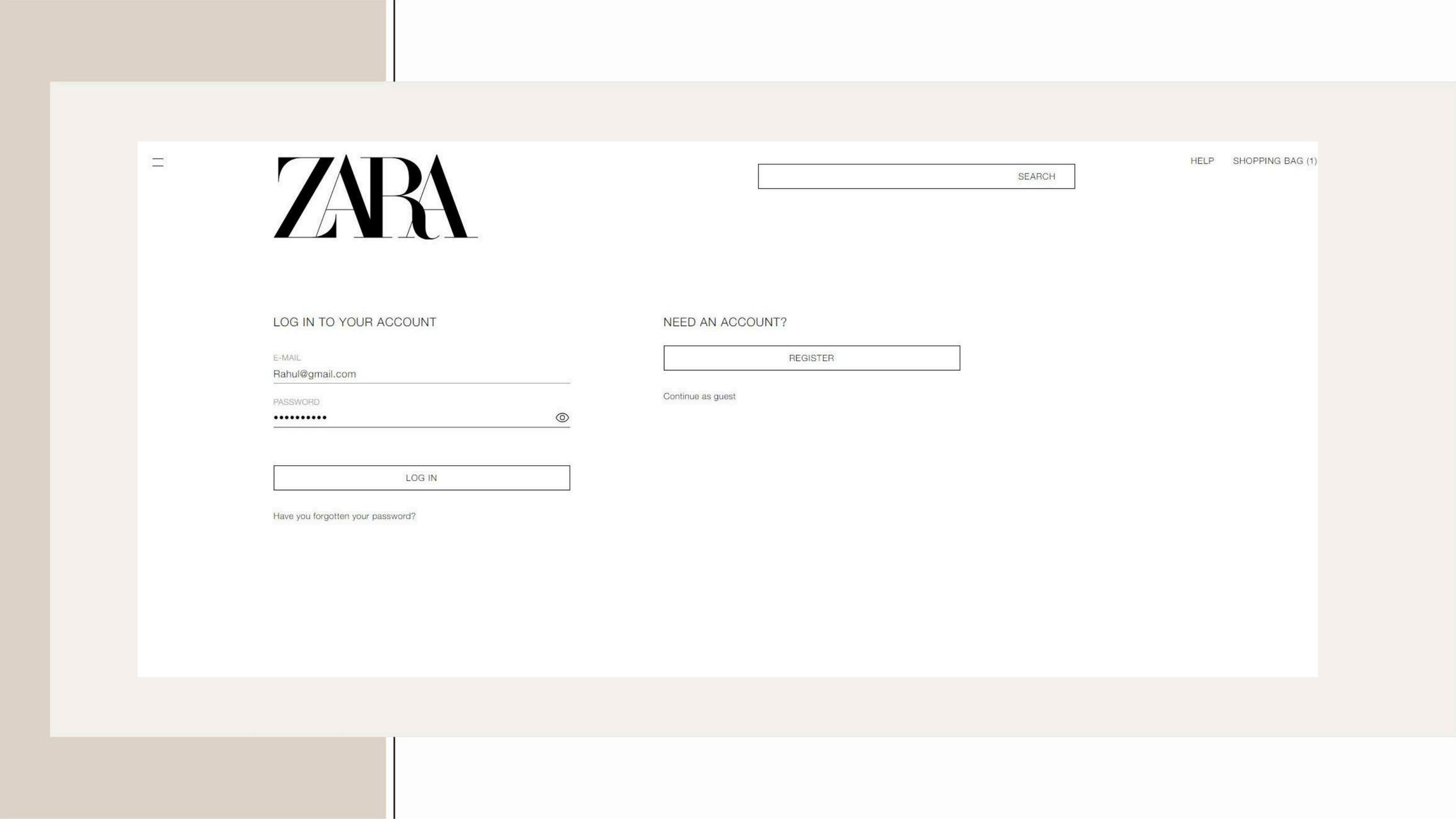
Analysis

Jakob Nielsen's Principles:

- **Visibility**: Item count and total price are clearly shown, providing immediate feedback.
- **Match with Real World**: Layout mimics a real shopping experience with familiar terms.
- **User Control**: Options like "LOG IN," "HELP," and "CHECKOUT ONLINE" enhance control.
- **Consistency**: Follows standard e-commerce conventions like cart and search icons.
- **Error Prevention**: Clear policies prevent privacy-related errors during checkout.
- **Recognition Over Recall**: Recognizable icons reduce cognitive load.
- **Efficiency**: Search and navigation improve ease of use.
- **Minimal Design**: Clean layout focuses on key info and images

User Psychology Principles:

- **Principle of Least Effort**: Visible elements reduce memory strain.
- **Principle of Beauty**: Clean design enhances appeal and reduces cognitive load.
- **Principle of Perpetual Habit**: Standard elements boost user comfort.
- **Focus, Attention, and Concentration**: Navigation, images, and price guide attention.
- **The Psychology of Mistakes**: Clear item counts and prices provide ongoing feedback.


ZARA
SEARCH
HELP
SHOPPING BAG (1)
LOG IN TO YOUR ACCOUNT
E-MAIL
Rahul@gmail.com
PASSWORD
••••••••••
LOG IN
Have you forgotten your password?
NEED AN ACCOUNT?
REGISTER
Continue as guest

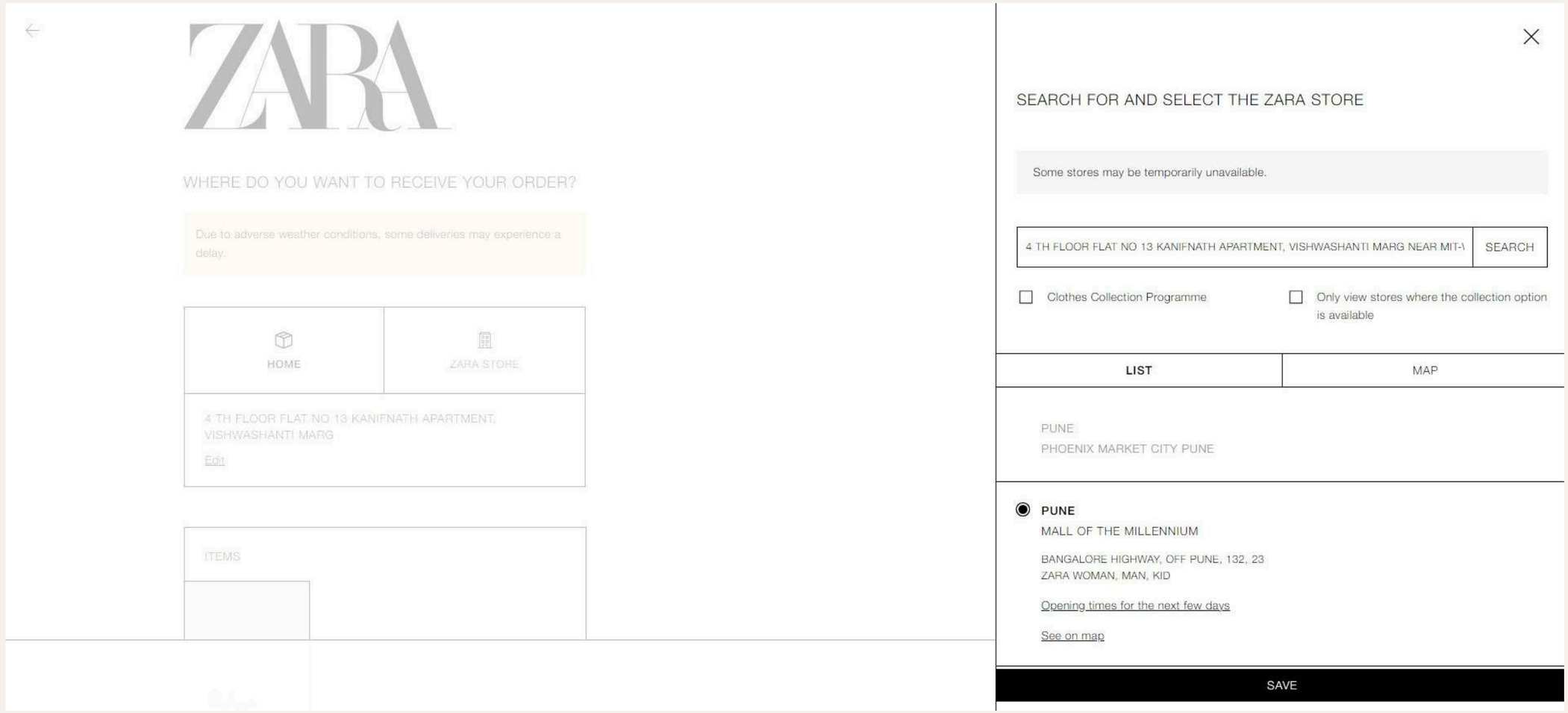
Analysis

Jakob Nielsen's Principles:

- **Visibility**: Login fields, buttons, and password recovery options are clearly visible.
- **Match with Real World**: Familiar terms like "Email" and "LOG IN" make the interface intuitive.
- **User Control**: Options to recover passwords or continue as a guest provide flexibility.
- **Consistency**: Standard login page design with email and password fields.
- **Error Prevention**: Limited actions reduce potential errors.
- **Recognition Over Recall**: Users easily recognize fields and actions.
- **Efficiency**: Options for various user types enhance usability.
- **Minimal Design**: Clean layout with white space reduces cognitive load

User Psychology Principles:

- **The Magical Number Seven, Plus or Minus Two**: Simplified options prevent decision fatigue.
- **Principle of Least Effort**: Visible fields and buttons guide users without recalling past interactions.
- **Principle of Beauty**: Simple design improves visual appeal and ease of navigation.
- **Principle of Perpetual Habit**: Standard elements make the interface comfortable.
- **Focus, Attention, and Concentration**: Form and buttons guide user attention effectively.


ZARA
WHERE DO YOU WANT TO RECEIVE YOUR ORDER?
Due to adverse weather conditions, some deliveries may experience a delay.
HOME
ZARA STORE
4 TH FLOOR FLAT NO 13 KANIFNATH APARTMENT, VISHWASHANTI MARG
Edit
ITEMS
SEARCH FOR AND SELECT THE ZARA STORE
Some stores may be temporarily unavailable.
4 TH FLOOR FLAT NO 13 KANIFNATH APARTMENT, VISHWASHANTI MARG NEAR MIT-\
SEARCH
Clothes Collection Programme
Only view stores where the collection option is available
LIST
MAP
PUNE
PHOENIX MARKET CITY PUNE
PUNE
MALL OF THE MILLENNIUM
BANGALORE HIGHWAY, OFF PUNE, 132, 23
ZARA WOMAN, MAN, KID
Opening times for the next few days
See on map
SAVE

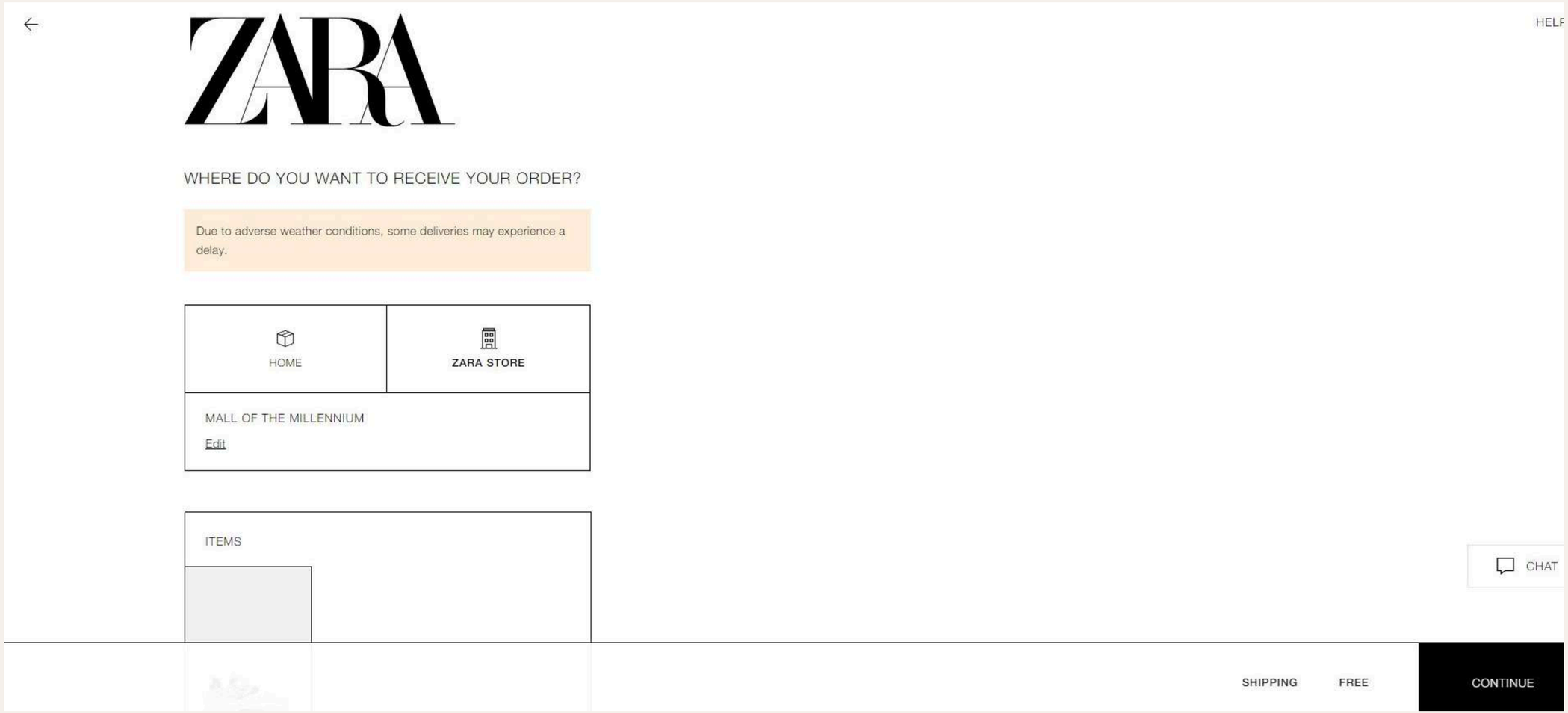
Analysis

Jakob Nielsen's Principles:

- **Visibility**: Current steps, like selecting a ZARA store, are clearly indicated.
- **Real-World Match**: Familiar language like "WHERE DO YOU WANT TO RECEIVE YOUR ORDER?" makes the process intuitive.
- **User Control**: Options like text fields and dropdowns give users control over input methods.
- **Consistency**: Follows e-commerce standards with recognizable icons and layout.
- **Error Prevention**: Structured fields like ZIP/POSTAL CODE reduce errors.
- **Recognition Over Recall**: Icons alongside text help users identify actions easily.
- **Efficiency**: Clear, familiar forms cater to all users.
- **Minimal Design**: Clean layout focuses on essential elements, reducing cognitive load.

User Psychology Principles:

- **The Magical Number Seven, Plus or Minus Two**: Limits choices to avoid overwhelming users.
- **Principle of Least Effort**: Presents information step-by-step for easy navigation.
- **Principle of Perpetual Habit**: Uses common symbols like search icons that align with real-world conventions.


ZARA
HELP
WHERE DO YOU WANT TO RECEIVE YOUR ORDER?
Due to adverse weather conditions, some deliveries may experience a delay.
HOME
ZARA STORE
MALL OF THE MILLENNIUM
Edit
ITEMS
CHAT
SHIPPING
FREE
CONTINUE

Analysis

Jakob Nielsen's Principles:

- **Visibility**: The question "WHERE DO YOU WANT TO RECEIVE YOUR ORDER?" indicates the current step, with clear action buttons like "FIND" and "CONTINUE."
- **Real-World Match**: Options like "HOME" and "ZARA STORE" use familiar language for intuitive navigation.
- **User Control**: Users can choose delivery locations and have options to clear data or seek information.
- **Consistency**: Follows web conventions with recognizable buttons and a clean layout.
- **Error Prevention**: Specific delivery options minimize user errors.
- **Recognition Over Recall**: Clear labels allow easy recognition of options.
- **Efficiency**: The design caters to both novice and experienced users with familiar fields.
- **Minimal Design**: Clean layout focuses on essential elements, reducing cognitive load.

User Psychology Principles:

- **The Magical Number Seven, Plus or Minus Two**: Limited choices (home or store) reduce decision fatigue.
- **Principle of Least Effort**: Simple design aids quick information processing.
- **Principle of Perpetual Habit**: Standard terms enhance user comfort and confidence.
- **Focus, Attention, and Concentration**: Clear placement of options and buttons guides user attention.

ZARA

HELP

DELIVERY

PICK UP IN THE STORE

Delivery Friday 27, September

Edit

ZARA
Bangalore highway, off pune, 132, 23
411057 pune

Edit

PAYMENT

Please select your payment details to complete your order

Edit

SHIPPING DETAILS

FRIDAY 27, SEPTEMBER

1 item

CHAT

TOTAL ₹ 4,990.00
INCLUDING GST

AUTHORISE PAYMENT

Analysis

Jakob Nielsen's Principles:

- **Visibility**: Clear sections for delivery, payment, and shipping guide users through checkout.
- **Real-World Match**: Familiar terms like "Delivery" and "Payment" enhance intuitiveness.
- **User Control**: Options for in-store pickup empower user choice.
- **Consistency**: Standard e-commerce design ensures a cohesive experience.
- **Error Prevention**: Separate fields minimize data entry errors.
- **Recognition Over Recall**: Necessary information is clearly displayed, reducing memory reliance.
- **Efficiency**: Designed for both novice and experienced users with clear guidance.
- **Minimalist Design**: Simple layout with white space reduces cognitive load.

User Psychology Principles:

- **Principle of Least Effort**: Clean design aids quick information processing.
- **The Principle of Socialization**: In-store pickup option enhances user satisfaction.
- **Principle of Perpetual Habit**: Standard terms boost user confidence.
- **Focus, Attention, and Concentration**: Clear placement directs attention to key elements.

HELP

ZARA

CHOOSE A PAYMENT METHOD

Please note that only cards that use 3D Secure are accepted.
Contact your bank to activate it or for further instructions.

UPI PAY BY ANY UPI APP	VISA VISA	MASTERCARD	NETBANKING NETBANKING	AMERICAN EXPRESS
RuPay RUPAY	GIFT CARD. GIFT CARD	IN IN CARD	CASH CASH ON DELIVERY + Info	

CHAT

TOTAL ₹ 4,990.00
INCLUDING GST

CONTINUE

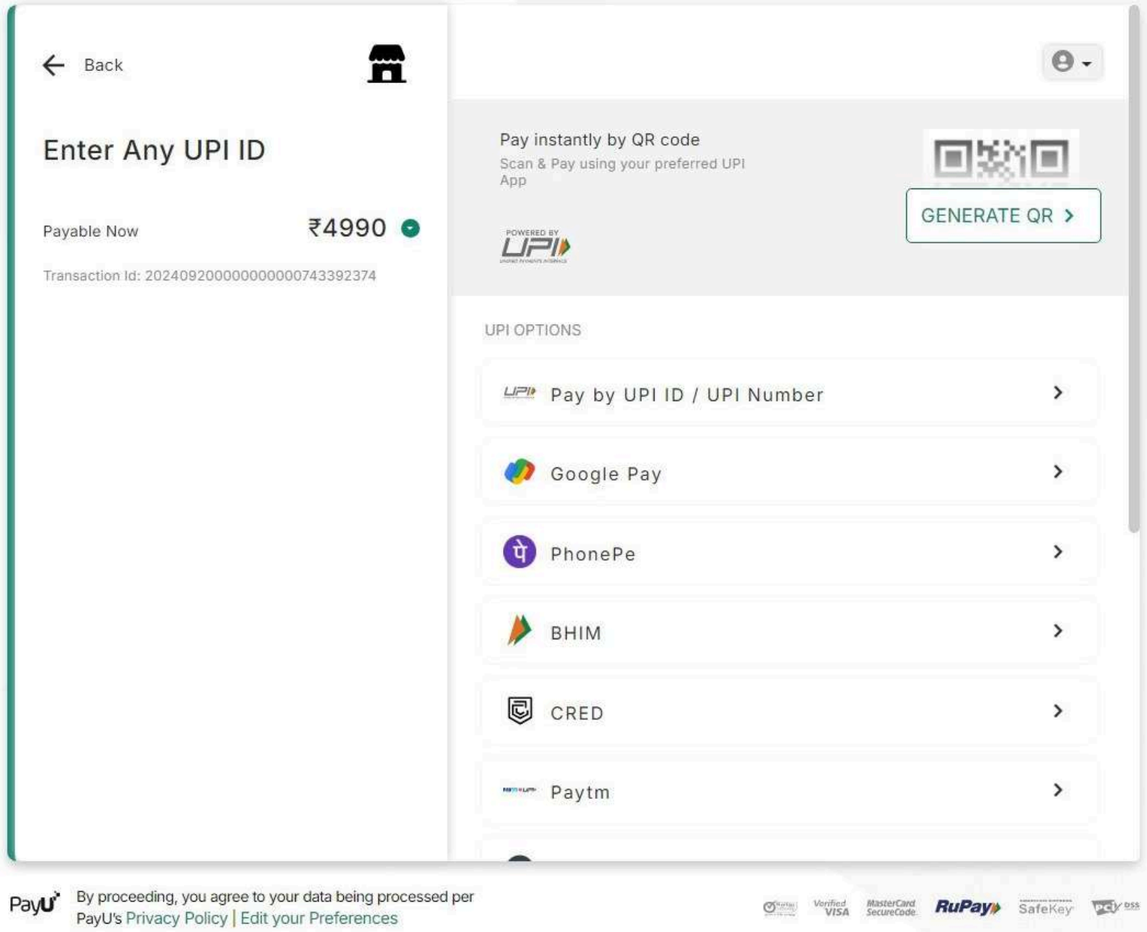
Analysis

Jakob Nielsen's Principles

- **Visibility of System Status**: Shows payment stage clearly.
- **Match with Real World**: Uses familiar payment icons for intuitive use.
- **User Control**: Multiple payment options for user choice.
- **Consistency**: Standard logos prevent confusion.
- **Error Prevention**: Clear options minimize errors.
- **Recognition**: Familiar logos aid quick identification.
- **Efficiency**: Variety of options enhances checkout speed.
- **Minimalist Design**: Simple layout reduces cognitive load.

User Psychology Principles:

- **The Magical Number Seven, Plus or Minus Two**: Balanced options simplify decisions.
- **Principle of Perpetual Habit**: Familiarity aids quick understanding.
- **Principle of Least Effort**: Clear design supports easy choices.


Back
Enter Any UPI ID
Payable Now
₹4990
Transaction Id: 2024092000000000000743392374
Pay instantly by QR code
Scan & Pay using your preferred UPI App
GENERATE QR
UPI OPTIONS
Pay by UPI ID / UPI Number
Google Pay
PhonePe
BHIM
CRED
Paytm
By proceeding, you agree to your data being processed per PayU's Privacy Policy | Edit your Preferences

Analysis

Jakob Nielsen's Principles

- **Visibility**: Shows payment stage with UPI ID prompt.
- **Real World Match**: Uses familiar icons (Google Pay, PhonePe) for intuitiveness.
- **User Control**: Includes a "Back" button for navigation.
- **Consistency**: Adheres to familiar web standards.
- **Error Prevention**: Designated field minimizes input errors.
- **Recognition**: Icons help quick identification.
- **Flexibility**: Offers varied payment options.
- **Minimalist Design**: Clean layout reduces cognitive load.

User Psychology Principles:

- **Focus, Attention, and Concentration**: Avoids overwhelming users.
- **Principle of Perpetual Habit**: Familiar logos aid quick choices.
- **The Principle of Socialization**: Known methods boost trust and comfort.

ZARA

HELP

RAHUL, THANK YOU FOR SHOPPING
AT ZARA!

YOU'LL RECEIVE YOUR ORDER:
Delivery Friday 27. September

PICK UP IN THE STORE:
ZARA, BANGALORE HIGHWAY, OFF PCNE 132, 33, 411057
PUNE

ORDER NO.

VIEW ORDER DETAILS

CHAT

Analysis

Jakob Nielsen's Principles

- **Visibility**: Confirms purchase with thanks and delivery details.
- **Real World Match**: Uses simple, familiar confirmation language.
- **User Control**: Offers options to return to shopping or view the order.
- **Consistency**: Follows standard conventions for clarity.
- **Error Prevention**: Clear options reduce misunderstanding.
- **Recognition**: Clearly labeled buttons help users identify next steps.
- **Flexibility**: Options cater to different user preferences.
- **Minimalist Design**: Clean layout minimizes cognitive load.

User Psychology Principles:

- **Principle of Least Effort**: Minimal design aids quick information processing.
- **The Principle of Socialization**: Clear next steps enhance user satisfaction.
- **Principle of Perpetual Habit**: Standard terms boost comfort and confidence.
- **Focus, Attention, and Concentration**: Prominent elements guide user attention effectively.

Thank You!