

Bad Website Redesign Assignment 3

Bad Website: <https://www.zara.com/ca/>

Wireframe redesign: <https://wireframe.cc/hW43vh>

The Problems

I want to redesign Zara's Website. C.R.A.P- Contrast, Repetition, Alignment, and Proximity.

The website has several issues with its design. It is trying to go for a magazine type look where they use bold images to be the main page with very minimal and unusual menu designs. **The contrast** of the website has some issues where a lot or most of the menu items are hidden or blend in with the current image. Only when I scrolled down, I noticed some menu items appearing. I did notice that with some images the logo and icons change colour, but only between white and black. Black fonts and icons do not play well with very colorful bold colors. Second problem is the **repetition**. The only thing consistent with the webpage is the top bar where it shows key info such as search, log in, shop. The very bottom of the webpage is non-existent on the shopping pages which can cause problems because people understand and learn that the bottom does exist but will continue to scroll looking for it on the other pages. **Alignment** dictates the way every element is placed in a design. Because it is trying to go for a magazine look, it will have minimal wording and more images, alignment is not a priority here because asymmetry is "artsy". Showing only products/videos on the main page then showing smaller images in a variety of aspect ratios, randomized columns and resolutions is not comforting or appealing to the person who is shopping. **Proximity** is when elements associated with each other should be grouped or placed close together. This website has got it half right and half wrong. On the top bar, they have all the user sections together like search, log in, help and shopping cart. That is a solid start as well as making and highlighting the logo on the top left. They put a pulldown menu on the top left before the logo, which is fine, but it causes problems because I couldn't find it for quite sometime due to its other problems like contrast. Should be placed after the logo because that is the first thing people see or beside the search icon. To switch between men, women, other, kids, it is in tiny font on the left and right side of the images. That makes no sense because you can't see much of it during the slideshow of photos. It should be placed on top then a submenu of types of clothing once gender/age is clicked. The other issue with proximity is that they put some menu classifications on the bottom that was hard to see because of the images and that is not the first-place users go to look. It should be at the top either as a smaller drop down or under/beside the logo for proximity. Also, another problem with user interaction. Initially if these names I see like new, party, beauty, shoes etc. which is categories of clothing, most users including myself think if you were to click it, it should open to a new page showing those items... They do not. They only switch between the photos that are switching every couple second on the main page which is already causing the other problems. In terms of colour theory, there is not much to go off of it. The images they use all co-inside with the clothes, so like a blue and white background inside the image is good to highlight the model and matt colored clothing. Artistically the photos are great because they are trying to publicize like as if it was a magazine, but contextually in a website trying to sell the clothes, it causes more accessibility issues and misses the main point of the website. To sell product. It is overly complicated, high rez photos can take up data and load long, important info is everywhere, not

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consistent, does not use contrast well to make appeal better, fails to do its objective of highlighting the product well. Confusing bottom row, accessibility issues are apparent.

Item #1

Description: Header

Font: Lucida Grande 30px (it's a form of sans serif)

Color: Black

Alignment: Logo Center, Gender/Unisex/Kids should go on the left alignment and Login/cart/search/favorites/Wishlist on the right alignment.

Media: Company Logo, menu options names, and shopping icons (magnifying glass for search, shopping cart or bag for cart, heart for like/Wishlist, log in will be text but then when logged in icon of profile user shows.

Interactivity: all hyperlinks, clicking men/women/kids ect will lead to a dropdown menu.

Additional info: If possible, add a flag of country beside Logo, to show if it is Canadian or USD site.

Item #2

Description: It is a sub-menu, so when you click men, it will show categories for men and sub subcategories so men – shoes/tops/swimwear, under shoes ex: would be saying spring collection, clearance, runners, tops etc.

Font: Can keep the same but smaller font like 10px.

Color: Black but a lighter shade for the main categories and sub, but bold main categories.

Alignment: Left alignment in columns

Media: Clickable hyperlink text.

Interactivity: Clickable

Additional info: Can do two kinds of menu, I was thinking like a simple sub menu with main categories only showing then it will redirect you to shopping page with that filter, or a blockier drop menu with sub-subcategories under the main categories to specify the search even more.

Item #3 ,4 ,5 (One block kind of thing)

Description: Main content block, will show featured collection, background can match the season, so fall will be orange, browns, greys, and other neutral colors. Grid based images of featured highlights.

Optional idea, under the images they can show the name (clickable hyperlink) with a add to shopping cart / favorite icons beside it, so it can implement a quick add or quick Wishlist kind of deal. Scroll bar on the side for the people who still manually scroll down or uses scroll wheel, will show other content like

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gallery, other promotions/features, and even a clearance section that is side scrolling so it will auto rotate to the next 4 images/features. On main seasonal page, button in middle to take them to the entire collection, leading into hyperlink of everything in "fall" section.

Font: Bold highlighting collection, Simple arial for sentence, discover button for the entire collection, bolded, fancy text.

Color: Fall colors (orange, grey, brown, beige, whites near text)

Alignment: Center alignment text and button, images can be floating, artistic approach up to developer or marketing can help with influence on that.

Media: Images with alt text of the name of featured article clothing. Clicking images will lead to store page of that or take them to fall collection. Images will be models wearing the clothes or just the clothing piece on a neutral background working with the seasons.

Interactivity: Clickable buttons (hyperlinks), quick add to favorites and or cart. Typing if search bar used.

Item #6

Description: Footer. This will have hyperlinks to different parts of the websites that people don't normally need but occasionally do. This will have Quick Shop Hyperlinks, so highlighting collections (Fall, spring, summer, clearance, pool party, underwear etc.). Help- FAQ, Return, shipping, contact ect. Stores/hours/jobs /about pages/Journalism, self-explained. On the side we can have a newsletter signup for discounts as incentive since the magazine style look was taken away but can be re-applied as optional emails.

Font: Arial

Color: Black, Bkcolour: matt pink or other seasonal colour. If fall, a simple dark pink or light tint brown would be suitable.

Alignment: Left alignment on all text into 4 columns.

Media: Hyperlinks

Interactivity: Clickable and some typing if it is in search or email signup

Item #6

Description: social media and Trademark

Font: Get an artist to get nice icons.

Color: Match with text colour, black

Alignment: Left alignment or can be under the newsletter to keep compact.

Media: Icons

Interactivity: Links to socials will be clickable.

Justification and Explanation

I feel like this design fixes a lot of issues while still keeping a minimalistic approach to the corporate design. It will still feature the excellent photography in a gallery if scrolled down or highlighting outfits in the main page. If no gallery included, can be added to newsletter so the page does not get cluttered and have clashing colour schemes. Proximity is fixed with essential info being clumped on the same visual space rather than searching for it. Having a submenu to it adds a depth of simplicity and makes it user friendly. Having the option to view by collection as they scroll down adds additional depth rather than making a sub menu under menu under more menu just like a videogame would. Visual hierarchy was improved because we were able to adjust the proximity of information, adjusted the scale of photos and was able to optimize space for both info and marketability. Clean and simple, not overly abstract. Contrast will be used to highlight fall colour for example. Hard to do it with some fashion, but if it was a dark greyish background for the fall collection, the outfits highlighted would be greens, pinks and browns and pink will be ascents. Those colors can be interpreted into the text to highlight Fall or the button. Understanding this as a wireframe I am limited, but I would love to do a photoshop render of the page to make this explanation simpler to who ever develops this. Repetitiveness is also improved as the header and its submenus are always accessible and the footer is always the same. Having images with the quick add/Wishlist/fav button beside the price and name is good to have because that can remain the same constant as we go into the shopping page where it will be grid based. Since the elements are the same as the front it teaches the user and shows simple familiarity while accessing menus, items and shopping buttons. Because the images will be reduced in size and everything is more isolated, load times are theoretically better for the user especially if a lot of people want to see things in store but also want to get it online so they can use minimal data. Mobility is good because everything is put into sub menus, minimizing clutter and navigation would be easy both on desktop and mobile. Shopping page will be more of a grid-based design but re-using assets of grids we can use it to highlight the selections on main page or scrollable features like clearance. With one collection being highlighted at a time it should represent a better visual hierarchy as well. Goal was, how can I make this simple to a old person trying to access the website, how would workers use the website and the average user want to use the website on first try. Simplicity was essential to highlight the product.