

Introduction

Zara is an international fashion retail company, originally founded in Spain. The company uses commerce platforms such as their mobile application available on iOS and Android devices. Users of Zara's mobile app consist of middle to upper economic consumers, high-fashion individuals, urban-located users, fast-fashion consumers, and those who fall among Generation Z to Millennials. The primary audience of mobile app retail consumers are individuals who are time-conscious, impulsive buyers, and those who do not have a brick-and-mortar store available to them. The current application presents many accessibility and navigation issues, providing a negative experience for their users. The presented redesign of the mobile app tackles navigation, accessibility, time-constraints, and visual design issues.

App Overview & Identified Issues

The retail app allows users to browse and purchase items using catalog styled navigation, search bars and filtered selection functions. The Zara app features "saved favorites", nearby stores, order history, and extensive product details for each of their items. While the app highlights amazing functions, it does not display these offers to their users in functional ways. Issues within the app's display include navigation, visual design, and information hierarchy.

The navigation bar is set to be fixed at the top of the page; however, it does not have a box to enclose the navigation bar. The issue it presents is that when users scroll, they are no longer able to read the navigation bar due to the images laying underneath them. This issue spreads across the entire interface on header text and navigation bars.

The text size and weight of the overall interface do not abide by necessary accessibility practices for their users. The app utilizes small and thin fonts, which are hard to see and become overwhelming to users when there is a larger amount of text on a page. Individuals with visual impairments were not considered in the font design, which makes up at least 2.2 billion people globally (World Health Organization, 2025).

The current interface is an overload of text and images which decreases a user's ease of navigation. The user must sift through an abundance of words and pictures to find their desired pieces, which the average user does not have time for. Both of Zara's online commerce platforms, their website and mobile app prioritize the use of visuals to showcase their items. Due to the constraint of a limited interface size on a mobile app, the

same number of images on the website do not compliment the app. Instead, the visual design becomes crowded.

The product details page places this abundance of images and text in a poor information structure contributing further to a failed visual design. Users scroll vertically through numerous photos before finding product dimensions and care instructions for their chosen item. The bar that provides users with their offered sizing options and colors, appears fixed when first arriving at the pages then disappears as the users scrolls vertically. The application utilizes vertical scrolling over horizontal scroll which tires their users. The application has further pain points in their design, but these prove to be the primary issues users are met with.

Redesign Choices & Solutions

The primary goal was to improve the purchasing process based on a user persona of a busy professional with acute time constraints. Without taking away from the secondary target audience, I wanted to provide the users with a faster checkout process. To address this issue, I created flip cards for the product images that provides the price, sizing, color options, a “saved favorites”, “add to bag” button, and an ellipse that navigates the user to the full product page. Once arriving at the user’s shopping bag, the individual can flip through tabs or select the buttons at the bottom to fill out the shipping and payment information. If a user has the account set to saved shipping and payment information, then they call immediately click “Place order”.

The secondary issue was the navigation across the application. To solve this issue, I created fixed header accompanied by a fixed background. Images and text scroll underneath the bar without jeopardizing the readability of the header text. For the women’s product catalog, I redesign the navigation to display as tabs so readers will be able to accurately tell what category they are on. To tackle font readability, I increased the font size, weight, and chose a different typography that still corresponds to the professional aesthetic Zara highlights.

As for the information hierarchy on the product page, I decided to place all product information directly underneath the product image. The additional products images can be seen by scrolling horizontally. The title and price are fixed on each of the image cards, so it can be seen no matter how far the user scrolls.

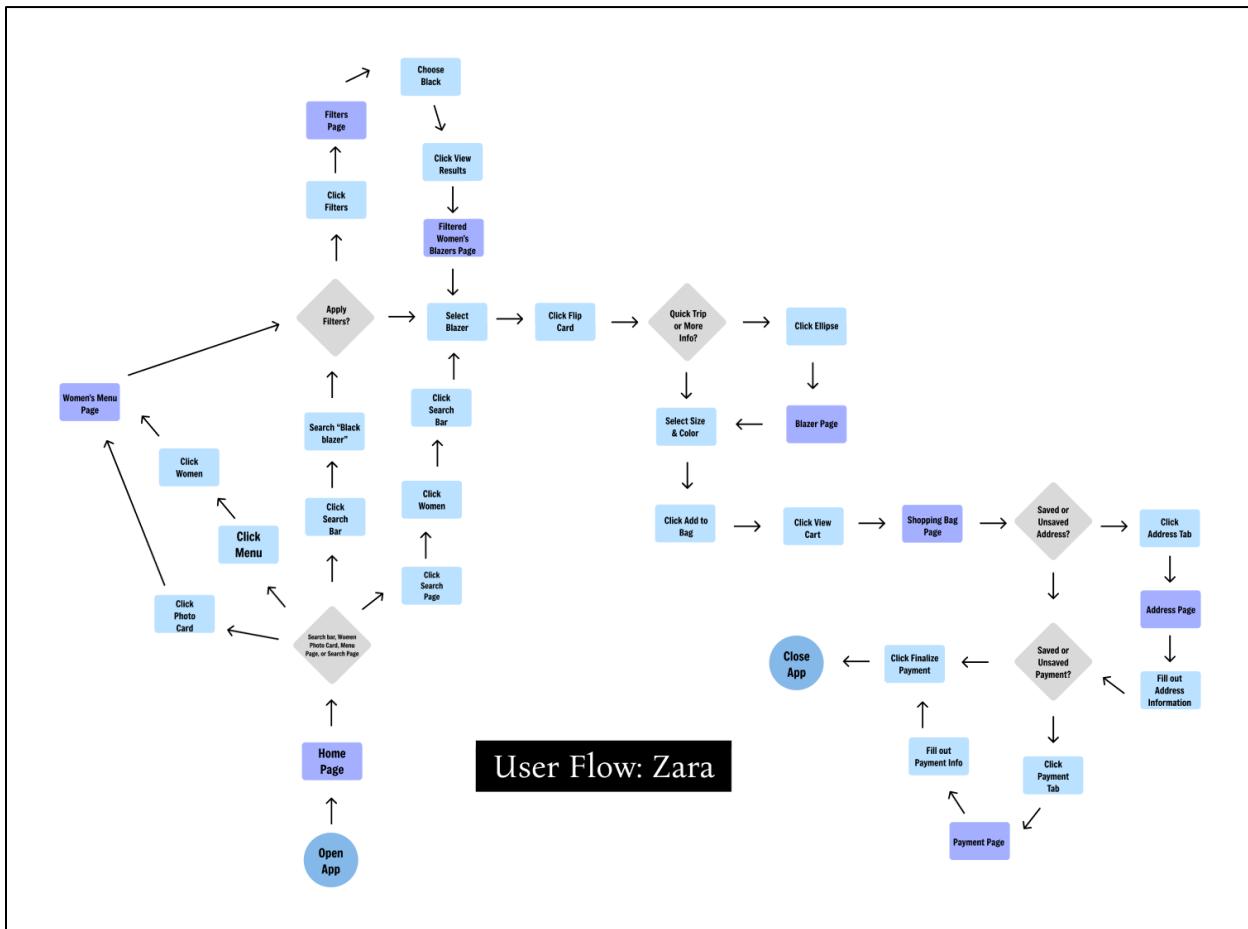
The filters features have their own tab, allowing a user to have more personalization to their filtered pages. The buttons will turn dark gray with white font once selected to signal to the user that their selection has been saved. Once clicking apply, the user will be

navigated directly to their filtered page. The transformation of the filtered feature into a separate experience for users demonstrates an emphasis on personalization for the individual, fostering necessary engagement.

Conclusion

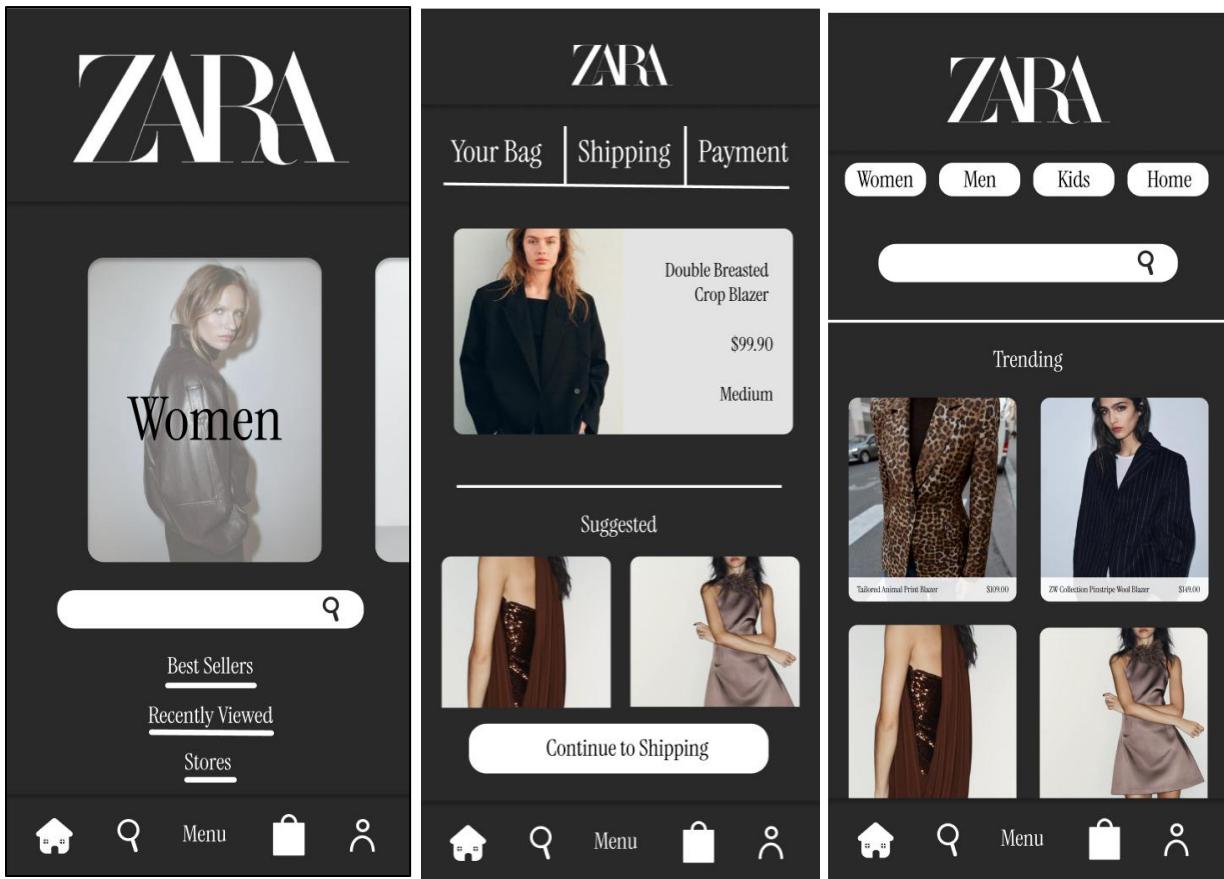
The presented redesign prototypes address the core pain points the users of Zara's mobile app are facing. By simplifying the menu structure and product pages, streamlining the checkout process, and enhancing navigation and readability, the app's interface transformed into being more user-friendly and human centered. These changes cause the user to spend less time on purchasing items from the platform, have a lower frustration and abandonment rate, and lead to a high satisfaction rate that gives the company an advantage over their competitors. The key goal was to find a solution for time constraints for the target audience of busy individuals experience, which the redesign solves with a "fast fashion" purchasing process.

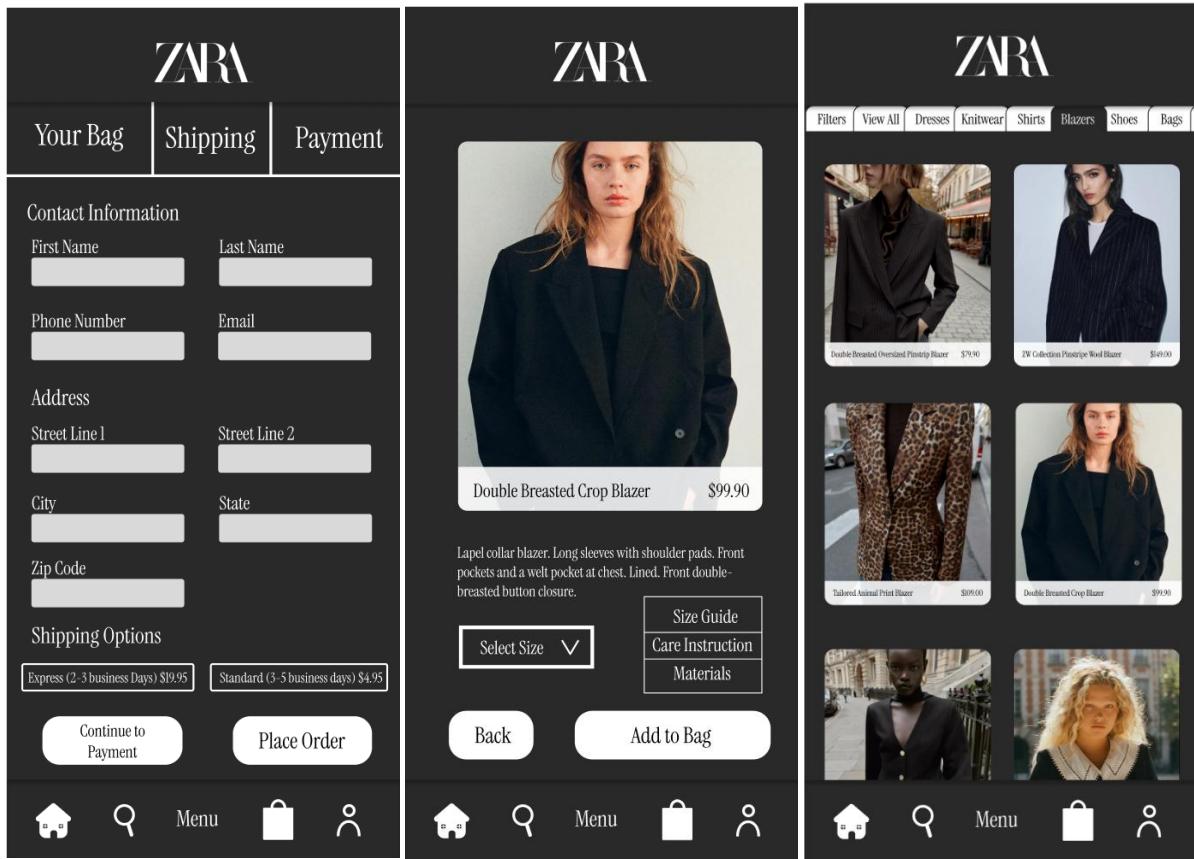
User Flow Illustration



<https://www.figma.com/design/m7ML9aTs2aHgdBwkmgxhNZ/Zara-User-Flow?node-id=16-50&t=21JxB9KCWxy4X8RZ-1>

Prototype Illustration





<https://www.figma.com/design/hxOENJxQglEA7PChVhW3eW/Untitled?node-id=0-1&t=nazM3DhyLaTeR7ls-1>

References

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