**Redesigned Zara Website**

**Detailed Report**

**Objective**

The project involved redesigning key pages of the Zara website, including the landing page, cart page, login page, signup page, Wishlist page, search page, and product page. The goal was to enhance user experience, improve visual aesthetics, and introduce new functionalities.

**Problem Statement**

The original Zara website faced several challenges:

* User Experience Issues: Many pages lacked intuitive navigation and responsiveness.
* Performance Concerns: Slow load times affected user engagement.
* Visual Design Limitations: The design did not align with modern UI/UX standards or user expectations.
* Limited Features: Features such as Wishlist management, product filtering, and detailed product pages were either missing or underdeveloped.

To address these problems, a complete redesign was undertaken focusing on user-centric enhancements and technical optimizations.

**User Research**

To identify and prioritize UI/UX problems, a Google Forms survey was shared with a diverse group of users. Key questions focused on:

* Navigation difficulties.
* Responsiveness across devices.
* Desired features and improvements for shopping experiences.

**Findings from Research:**

* **Device Usage**: The majority of users primarily browse Zara's website on mobile phones, with a smaller group using desktop or laptop devices. This emphasizes the need for a mobile-first approach to the redesign.
* **Navigation**: Users expressed mixed feedback on navigation. While some users find it "very easy" or "easy," a significant portion finds it difficult. This suggests that improving navigation to make it more intuitive could be a key area of focus.
* **Page Load Time**: A number of users reported experiencing slow loading times on the website, with many indicating that it happens "occasionally." Faster page load times emerged as a critical need for improving the overall user experience.
* **Search Functionality**: The search functionality was rated variably, with some users rating it as "very poor," while others rated it "excellent" or "good." This disparity suggests that the search functionality could benefit from further refinement to ensure consistency and ease of use.
* **Product Filtering**: While some users find it "very easy" to filter products by size, colour, or price, others expressed that the filtering system could be clearer. Improving the filtering options for better usability and visibility is an area that requires attention.
* **Overall Satisfaction**: User satisfaction varies, with some reporting frustration due to factors such as font style, unclear search functionality, and difficulties in finding products. This feedback indicates the importance of addressing these concerns for a smoother and more engaging experience.
* **Suggestions for Improvement**: Several users suggested the inclusion of AI-driven features such as personalized product recommendations and AI filters to improve the shopping experience. Additionally, some suggested enhancements like improved product discovery mechanisms and better font design.

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**Design Process**

**1. Wireframes and Prototypes:**

* Initial designs were created in Figma to visualize improvements.
* Prototypes were shared with stakeholders and users for feedback.

**2. Feedback Iterations:**

* Incorporated suggestions from user testing sessions.
* Adjusted layouts, typography, and visual hierarchy for better clarity.

**3. Development:**

* Converted Figma designs into functional pages using React and JavaScript.
* Employed modular components to maintain consistency and reusability.

**1. Landing Page**

**Original Problem:**

* The landing page lacked clear visual hierarchy, leading to a cluttered user experience.
* Key campaigns and collections were not prominently highlighted.
* Page load times were high due to unoptimized assets.

**Features:**

* Hero Section: Dynamic and visually appealing with lazy-loaded components for improved performance.
* Sections for Collections: Features new collections, sustainability initiatives ("Join Life"), and newsletter subscription.
* Responsive Design: Ensures accessibility and usability across devices.

**Approach:**

* Conducted user research to understand the primary goals of Zara's landing page visitors.
* Designed a visually engaging layout emphasizing Zara's collections and campaigns.
* Implemented lazy loading using React's `Suspense` and modularized the structure for scalability.

**Code Highlights:**

* Leveraged React's `Suspense` and lazy loading for performance optimization.
* Modular structure allows for reusability and maintainability.

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**2. Cart Page**

**Original Problem:**

* The cart page provided limited functionality for updating product quantities.
* Users had difficulty understanding the cost breakdown.
* The interface was not responsive across all devices.

**Features:**

* Product Listing: Displays product details, image, quantity adjustment, and price.
* Order Summary: Includes breakdown of total price, tax, delivery charges, and a discount code option.
* Interactive Elements: Quantity adjustment buttons and trash icon for product removal.

**Approach:**

* Focused on creating a clean and intuitive interface for cart management.
* Designed an interactive quantity adjustment feature with real-time updates.
* Included validation to prevent invalid cart states.

**Code Highlights:**

* Uses React state to manage product quantities dynamically.
* Ensures data validation, like restricting quantities to a minimum of one.

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**3. Login Page**

**Original Problem:**

* The login process lacked validation feedback, leading to user frustration.
* Navigation to other authentication-related pages was unclear.
* Security features were not emphasized.

**Features:**

* Simple Login Form: Includes fields for email and password with validation.
* Navigation Links: Redirects to signup and forgot password pages.
* User Authentication: Integrates with the auth context for user login.

**Approach:**

* Prioritized simplicity and security for the login process.
* Integrated basic validation and error feedback for better user experience.
* Ensured compatibility with future authentication system enhancements.

**Code Highlights:**

* Implements basic validation for user inputs.
* Redirects users post-login based on their navigation history.

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**4. Signup Page**

**Original Problem:**

* The registration process was overly complex and lacked clarity.
* Users were not informed about privacy policies during signup.
* Integration with third-party sign-up options was missing.

**Features:**

* Registration Form: Includes fields for full name, email, password, and optional newsletter subscription.
* Privacy Agreement: Requires users to accept the Privacy Statement.
* Google Signup Option: Placeholder for future Google integration.

**Approach:**

* Focused on simplifying the registration process while ensuring compliance with privacy laws.
* Added an option for users to subscribe to newsletters directly during sign-up.
* Designed a modular structure to allow easy integration with third-party authentication providers.

**Code Highlights:**

* Validates all fields before form submission.
* Includes subscription toggle and privacy checkbox.

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**5. Wishlist Page**

**Original Problem:**

* Users found it difficult to manage their wishlist due to poor interactivity.
* Saved products were not displayed in an organized and visually appealing manner.
* There was no mechanism to toggle wishlist items.

**Features:**

* Product Grid: Displays saved items with images, names, and prices.
* Interactive Wishlist: Allows users to toggle wishlist items directly.

**Approach:**

* Conducted user interviews to identify common wishlist usage patterns.
* Designed an interactive interface for easy management of saved products.
* Used efficient state management to ensure seamless user interactions.

**Code Highlights:**

* Uses `Set` to efficiently manage wishlist items.
* Includes responsive design for better user experience across devices.

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**6. Search Page**

**Original Problem:**

* The search functionality was limited to basic keyword matches.
* Filters were not intuitive or comprehensive.
* The interface did not allow users to directly interact with products from search results.

**Features:**

* Search Functionality: Filters products based on user input.
* Filter Options: Includes size, color, price, and other attributes.
* Wishlist Integration: Users can add items to their wishlist directly from the search results.

**Approach:**

* Focused on optimizing search performance and relevance.
* Designed an intuitive filter system to help users narrow down results.
* Incorporated real-time search and filtering for improved user experience.

**Code Highlights:**

* Dynamic filtering using React state.
* Efficient rendering of filtered results using optimized DOM updates.

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**7. Product Page**

**Original Problem:**

* The product page lacked detailed information, limiting user decision-making.
* Interactivity such as adding to cart or wishlist was not intuitive.
* Users could not view multiple images easily or leave product reviews.

**Features:**

* Product Details: Displays images, descriptions, specifications, and pricing.
* Interactive Elements: Add to cart, wishlist, and color selection options.
* Review Section: Allows users to view and submit reviews.

**Approach:**

* Focused on enhancing the shopping experience with detailed product information.
* Designed a review system to build user trust and engagement.
* Included interactive elements to make the product exploration seamless.

**Code Highlights:**

* Integrates user reviews with rating functionality.
* Utilizes event listeners for thumbnail image navigation.

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**User Feedback**

After implementing the redesign, feedback was collected through surveys and testing:

**Positive Highlights:**

* Users appreciated the new clean and intuitive layout.
* The Wishlist and cart pages were particularly well-received for their ease of use.
* Faster page load times improved the overall experience.

**Constructive Criticism:**

* Suggestions to include more advanced search options (e.g., voice search).
* Requests for more animations and visual cues.

**Challenges Faced**

**1. Performance Optimization:**

* + Handling large image files and ensuring fast load times required extensive optimization.

**2. State Management:**

* + Managing complex states for wishlist, cart, and filters was challenging and required advanced React techniques.

**3. User Testing Constraints:**

* + Scheduling and conducting usability tests during tight deadlines.

**Future Work**

**Advanced Features:**

* + Implement AI-driven product recommendations.
  + Add voice search and AR try-on functionality.

**Accessibility:**

* + Ensure compliance with WCAG 2.1 standards.

**Integration:**

* + Connect the frontend to a robust backend API for real-time data.

**Overall Improvements**

* + Enhanced Usability: The redesigned pages improve navigation and user interactions.
  + Visual Consistency: Adheres to modern design principles and Zara's branding.
  + Performance Optimization: Utilizes lazy loading and state management for efficient rendering.
  + Scalability: Modular and reusable components ensure easy updates and feature additions.