

ZARA

LIKE NEW



Project #2 - Web Design

ANNA LOMBARD

ZARA

LIKE NEW



BRAND ADVERTISEMENT &
PROMOTION

CUSTOMER COUNT GROWTH

CUSTOMER RETENTION &
LOYALTY

BUSINESS NEEDS

ZARA

LIKE NEW



BUYERS & SELLERS

- All Ages
- Limited Budget
- Missed chance to buy new
- Parents who shop for children

CUSTOMER BASE

ZARA

LIKE NEW



SELF-EXPRESSION & STYLE

SAVING MONEY

OPPORTUNITY TO BUY USED

USER NEEDS

ZARA

LIKE NEW

USER FLOW

Added new category to Homepage main menu

WOMAN MAN KIDS PERFUMES LIKE NEW



Upon selection a popup window is opened with available choices to buy



Depending on the selection, customer can choose a subcategory or click on actual product

/// NEW

BEACHWEAR

CLARKS®

BLAZERS

JACKETS

WAISTCOATS

DRESSES

SKIRTS

CARDIGANS | SWEATERS

VIEW ALL

BIKER

DOUBLE-FACED | FAUX FUR

CROPPED

COLOUR

SIZE

PRICE

COLLECTION

ZARA

LIKE NEW



FUNCTIONAL SPECS

FEATURED PRODUCT PAGE

USER CAN DO

- Select size
- Buy product
- Make a counter offer to seller
- Chat with Zara customer support
- Contact Seller
- Add product to Wish list

USER CAN VIEW

- Read about product
- Read about product's condition
- Compare with original price
- See product season/year
- See product photos
- Read about Seller
- See Seller's store on Zara

ADDITIONAL LINKS & POPUPS

- Accessibility Option

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FUNCTIONAL SPECS

FEATURED PRODUCT PAGE

ADDITIONAL LINKS & POPUPS (continued)

[Measurements & Size Guide](#)

[Condition Guide](#)

[List of other sellers on Zara with same product](#)

[Subscription to Notification \(if unavailable\)](#)

[Redirect to other seller who has missing size](#)

[Return policy & Shipping costs](#)

[Search & Top Menu & Hamburger menu](#)

ZARA

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COLLABORATION

COMMUNITY

SAVING MONEY

FEATURED VALUES

ZARA

LIKE NEW



CHALLENGES

BUYERS & SELLERS

COMMITMENT TO HIGH QUALITY
STANDARDS (SELLERS)

TRUST IN SELLER'S INTEGRITY
(BUYERS)

UNCERTAINTY

ZARA

LIKE NEW



SITES WITH SIMILAR FEATURE



lululemon

- **LIKE NEW** wording
- Site offers trade-in
- Items Collected & Checked in-stores
- Quality guarantee
- Items Sold to customers by brand
- Original Photos (professionally taken)



- Site offers platform to sell used
- Quality - up to Seller/Buyer discretion
- Customers feedback provided
- eBay money back guarantee



- "Make Offer"
- Photos provided by sellers
- Sellers' shop & contact info
- Customer Reviews
- Condition description
- Buyer Protection Coverage

ZARA

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SITES WITH SIMILAR FEATURE

amazon

- Featured Item has multiple sellers
- “Other Sellers on Amazon” window
- Page Layout
- Price range
- Filter for used items depending on condition and price

INSPIRATIONS

- Make Offer concept
- “Like New” copyright
- Comparison with Original/Initial Price
- Zara photos only
- Description of defects (condition)
- Seller’s rating & details
- Multiple Sellers per item

ABOUT SELLER

ANNA

★★★★★ (340 REVIEWS)

95% POSITIVE FEEDBACK

SHIP FROM NETANYA

Hello! I love to shop! I keep my clothes in a very good condition Hope you will enjoy wearing them as much as I did! Thank you in advance for sharing this amazing experience with me!

[View more](#)

[CHECK SELLER'S ZARA STORE](#)

[CONTACT SELLER](#)



ROMANTIC BLOUSE WITH LACE TRIM

VERY GOOD CONDITION

€ 129.00

Original Price is 229.00

Blouse made of spun cotton. Round neck with lace trim and long sleeves with buttoned cuffs. Matching lace trim and embroidery details. Buttoned opening at the back.

[View more](#)

[SELLER NOTES](#) | [CONDITION GUIDE](#)

[COMPOSITION & CARE](#)

[SHIPPING, EXCHANGES AND RETURNS](#)

ECRU | 8372326

[Other Sellers On ZARA Offer This Item](#)

XS VIEW OTHER SELLER	S NOTIFY WHEN COMING
M	L VIEW OTHER SELLER
XL NOTIFY WHEN COMING	

[FIND YOUR SIZE](#) | [MEASUREMENT GUIDE](#)

ADD

MAKE OFFER



CHAT

FIGMA LINK



ZARA

LIKE NEW



ROMANTIC BLOUSE WITH LACE TRIM
VERY GOOD CONDITION



€ 129.00 Original Price € 229.00

Blouse made of spun cotton. Round neck with lace trim and long sleeves with buttoned cuffs. Matching lace trim and embroidery details. Buttoned opening at the back.

[View more](#)

SELLER NOTES | CONDITION GUIDE
COMPOSITION & CARE
SHIPPING, EXCHANGES AND RETURNS

ECRU | 8372/296

[Item Offered by Other Sellers on ZARA](#)

<input type="checkbox"/> XS VIEW AVAILABLE	<input type="checkbox"/> S NOTIFY WHEN COMING
<input type="checkbox"/> M	<input type="checkbox"/> L VIEW AVAILABLE
<input type="checkbox"/> XL NOTIFY WHEN COMING	

[FIND YOUR SIZE | MEASUREMENT GUIDE](#)

ADD

MAKE OFFER

ABOUT SELLER
CHECK SELLER'S ZARA STORE
CONTACT SELLER

SEARCH

LOG IN HELP SHOPPING BAG (0)



This new feature called “Like New” offers familiar and consistent look & feel to Zara brand users.

Whether they are buying or selling their merchandise.

With flexible prices and variety of choices to bit, this can easily become a new hit!

SPRING SUMMER 2023



ZARA



ROMANTIC BLOUSE WITH LACE TRIM
Condition: Like New
\$ 229.00

Blouse made of pure cotton. Round neck with lace trim and long sleeves with gathered cuffs. Matching lace trim and extraordinary details. Backless opening at the back.

COMPOSITION & CARE
SHIPPING AND DELIVERY DETAILS

SIZE & FIT GUIDE

VIEW SIZE GUIDE	VIEW SIZE GUIDE
VIEW SIZE GUIDE	VIEW SIZE GUIDE

ADD

MAKE OFFER

ABOUT SELLER
CHECK SELLER'S ZARA STORE
CONTACT SELLER

CHAT



ZARA USED



ROMANTIC BLOUSE WITH LACE TRIM
Condition: Like New
\$ 229.00

Blouse made of pure cotton. Round neck with lace trim and long sleeves with gathered cuffs. Matching lace trim and extraordinary details. Backless opening at the back.

COMPOSITION & CARE
SHIPPING AND DELIVERY DETAILS

SIZE & FIT GUIDE

VIEW SIZE GUIDE	VIEW SIZE GUIDE
VIEW SIZE GUIDE	VIEW SIZE GUIDE

ADD

MAKE OFFER

ABOUT SELLER
CHECK SELLER'S ZARA STORE
CONTACT SELLER



DESIGN PROCESS & CHANGES

- Changed background color to improve Look & Feel. Added a “Face” to the brand
- Changed page layout to accommodate above
- Changed copyright from “Used” to “Like New”
- Added “Original Price” for comparison
- Added Seller’s Note related to product’s condition + Condition Guide link
- Added product’s season & year
- Added link to other sellers also offering this product
- Added redirect to other sellers who offer unavailable size
- Added ability to notify user, when desirable size becomes available



ROMANTIC BLOUSE WITH LACE TRIM

100% COTTON

Blouse made of 100% cotton. Round neck with wide trim and long sleeves with buttoned cuffs. Matching lace trim and embroidery details. Buttoned opening at the back.

Colors in stock: AVAILABLE

Shipping, exchanges and returns

SIZE / COLOUR	
S / AVAILABLE	M / AVAILABLE
L / AVAILABLE	XL / AVAILABLE
XXL / AVAILABLE	

Price: 12.900 €

100% COTTON

LAYOUT CHANGES

Changed background to deeper grey to create a depth and to add character to the brand. This change will greatly improve user experience and distinguish Used feature from the rest of the site.



Brand "Face" is work in progress - will have to reduce the model to make it less stand out, so not to diverge user's attention from offered item.

Moved Product Details Tab and Photos to create a more balanced look