

Project #2 - Web Design

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BRAND ADVERTISEMENT & PROMOTION

**CUSTOMER COUNT GROWTH** 

CUSTOMER RETENTION & LOYALTY

**BUSINESS NEEDS** 



# **BUYERS & SELLERS**

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

**CUSTOMER BASE** 





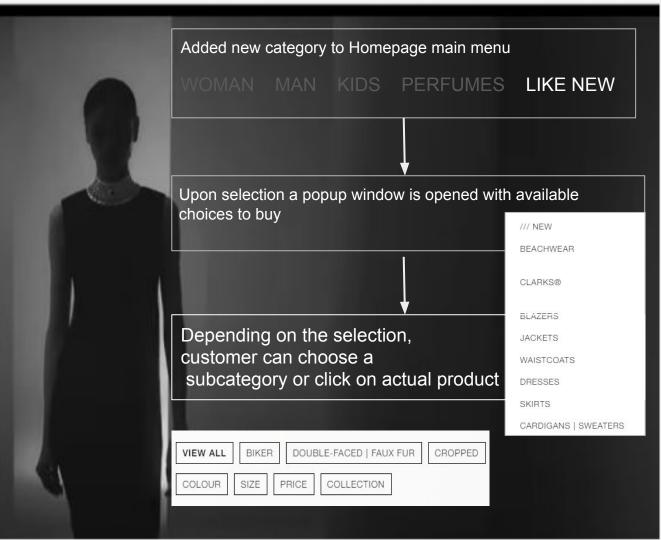
SELF-EXPRESSION & STYLE

SAVING MONEY

OPPORTUNITY TO BUY USED

**USER NEEDS** 





**USER FLOW** 



# 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** 





# 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



COLLABORATION

COMMUNITY

SAVING MONEY

FEATURED VALUES





# **BUYERS & SELLERS**

COMMITMENT TO HIGH QUALITY STANDARDS (SELLERS)

TRUST IN SELLER'S INTEGRITY (BUYERS)

**UNCERTAINTY** 

**CHALLENGES** 

# LIKE NEW





### 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

### depop

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





### 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

SEARCH



SPRING SUMMER 2023



ROMANTIC BLOUSE WITH LACE TRIM VERY GOOD CONDITION ex 129:00 Original Price to 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 MOTES | CONDITION GUIDE COMPOSITION'S CARE SHIPPING, EXCHANGES AND RETURNS ECRU | 83721296 Other Sellers On ZARA Offer This Item XS VIEW OTHER SELLER NOTIFY WHEN COMING VEW CITHER SELLER NOTIFY WHEN COMING FIND YOUR SIZE | MEASUREMENT GUIDS ADD

MAKE OFFER

**FIGMA LINK** 

View more

ABOUT SELLER

★★★★ (340 REVIEWS) 95% POSITIVE FEEDBACK

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!

SHIP FROM NETANYA

ANNA

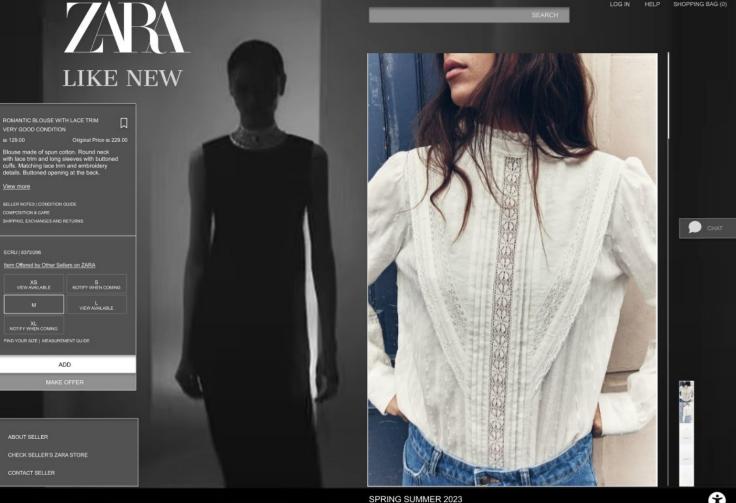
CHECK SELLER'S ZARA STORE

CONTACT SELLER









VERY GOOD CONDITION

ECRU | 8372/296

ABOUT SELLER

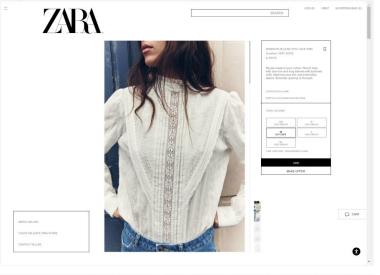
CONTACT SELLER

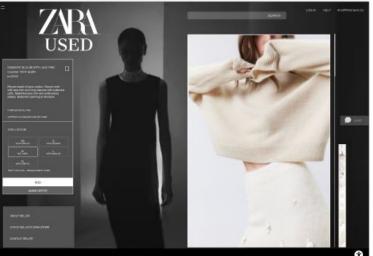
ADD

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!





### **DESIGN PROCESS & CHANGES**

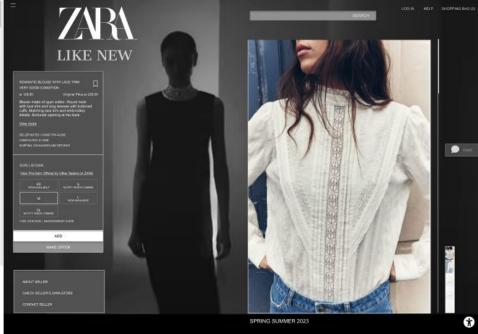
- Changed background color to improve Look & Feel. Added a "Face" to the brand
- Changed page layout to accommodate above
- Changed copyright from "Used" to "Like New"
- Added "Original Price" for comparison
- Added Seller's Note related to product's condition + Condition Guide link
- Added product's 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





# 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 standout, so not to diverge user's attention from offered item.

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