

Topic: Improving Zara online user experience (UX)

Author: Cristina Figueroa

Date:30/01/23

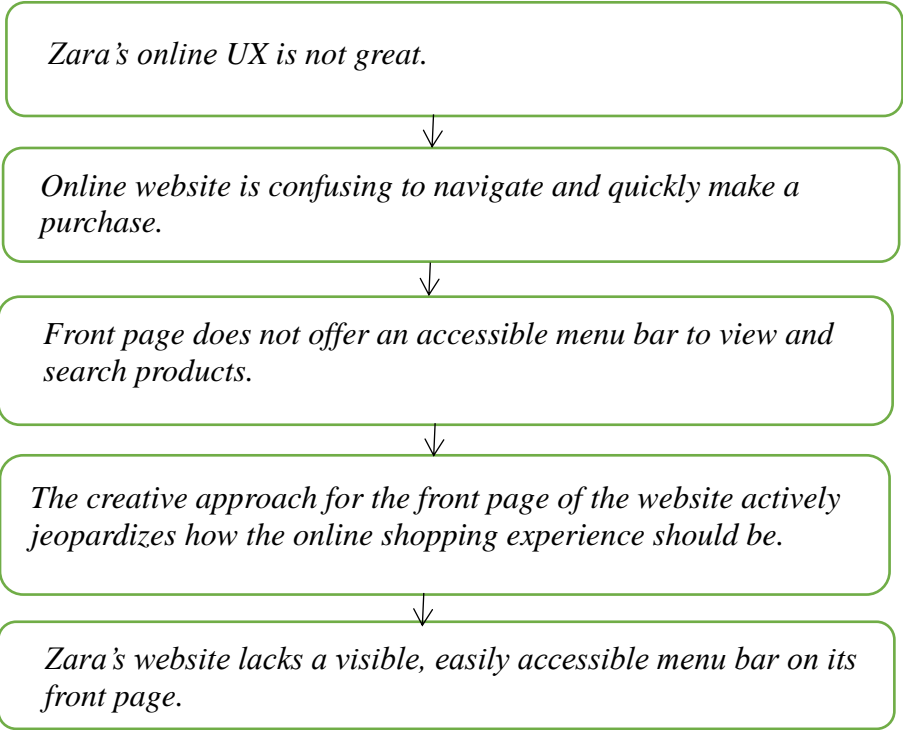
Problem Background

- Website design makes it confusing to find items and make a purchase instantly. The front page is like a magazine, where there are photos of models in rapid progression. There is no way to know what is new from the front page of the site.
- For a newcomer, it is hard to know how to shop, might prefer to use another more simple, straightforward website.
- A view on their Facebook profile reveals Zara has an overall rating of 1.6 stars from 23,882 reviews. Similarly, in an online review site called site jabber, the rating is 2.13 stars from 1,050 reviews, where most of them circle on the bad online experience of the customer.

Target

The goal is to improve user experience while using the online website. A way to do this is by improving the navigation menu on the website, making more accessible and easier to see. Similarly, adding suggestions on the front page will help newcomers and registered users know what is new and available.

Causes



Countermeasures

- Employ new temporary staff to improve front page and navigation window on website
- Assign personnel to regularly update the website for new arrivals

Check/Evaluate

- If project is successful then the online experience will improve, online sales will rise, and customers reviews will improve.
- If project is not successful, then there will be dissatisfaction in form of reviews and low online sales.

Act/Standardize

- Add a Comprehensive support system for quick and easy answers to most common questions.