ZARA

Analytical evaluation of an Interactive Application/System usability/UX.

Human-Computer Interaction course
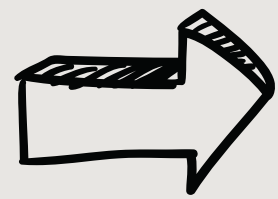
ASSIGNMENT BY:

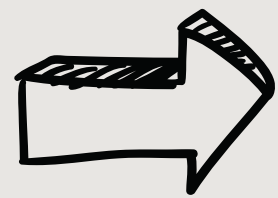Eduardo Alves, nº104179, LECI

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Pedro Azevedo. nº102456, LECI

Why we chose to analyse Zara
Main aspects about the store

➡ ZARA is an online clothing and accessory store founded in Spain, broadly known in Portugal for its physical stores
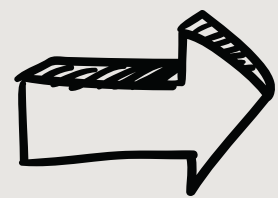
➡ Target Audience: 18+ year old adults (or people with the financial and legal capability to make online purchases)

We chose this specific store because of its known website's minimalistic and strange layout of the UI

How the Evaluation Method was used

We followed 2 of the multiple analytical evaluation methods (without users being involved)

Using the 10 Heuristics by Nielsen and the Severity ratings for Usability Problems, we performed a **Heuristic Evaluation**, which despite being a subjective method, it is meant to help analysts find usability problems by independently inspecting the UI design and it is proven to be effective for a small group of evaluators, 3 in this case.
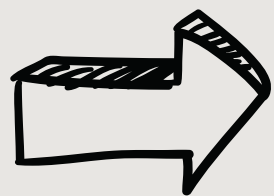
Perform a **Streamlined Cognitive Walkthrough** for a chosen task, answering the 2 questions at each step to further the analysis.

Usability Issue #1

Description: Adding an item to the cart and then marking it as a favourite, automatically removes the item from the cart without any warning or explanation.

Heuristic: Visibility of System Status

Severity of the Issue: 3
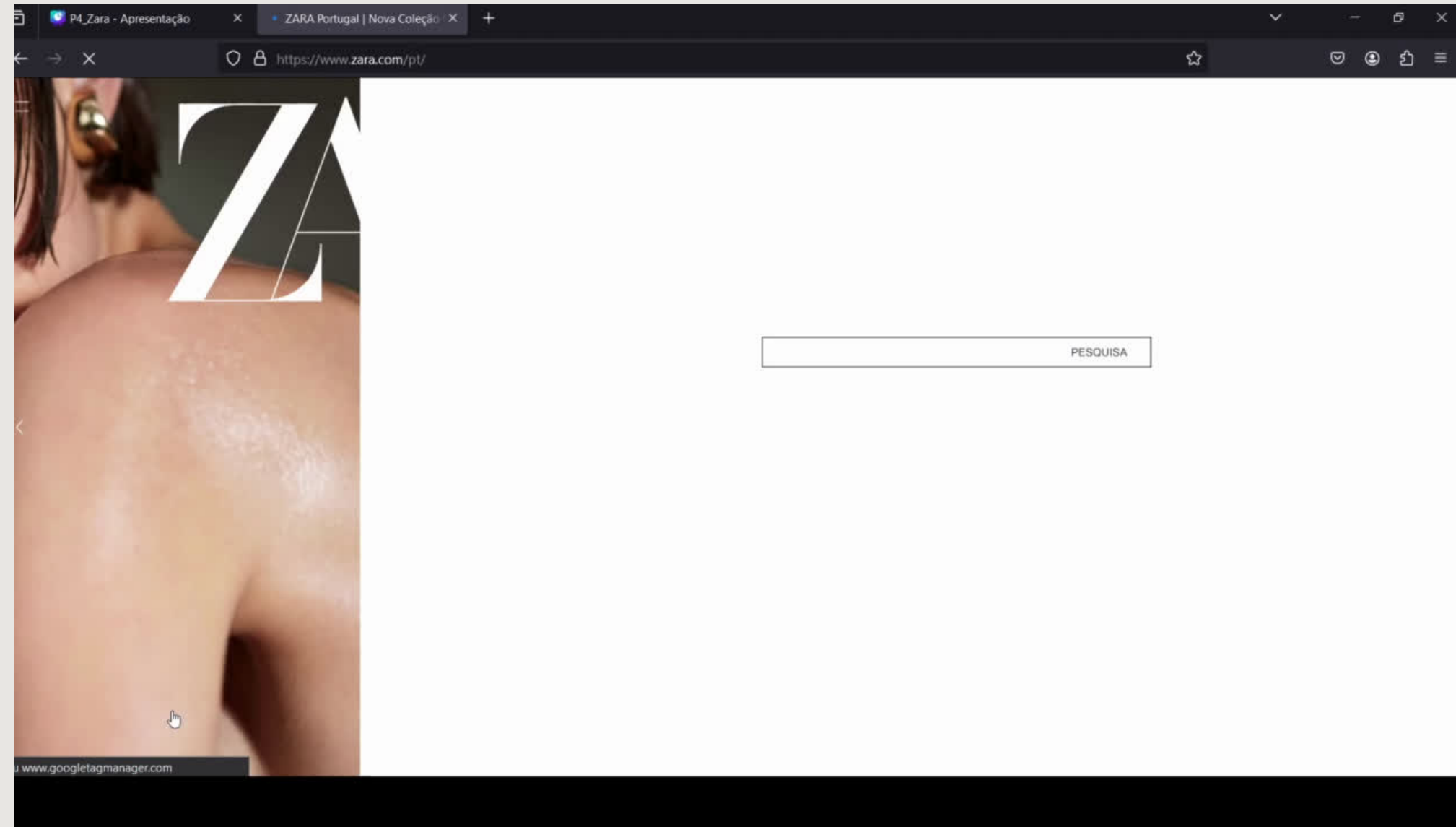

https://youtu.be/FE43plnhBBQ
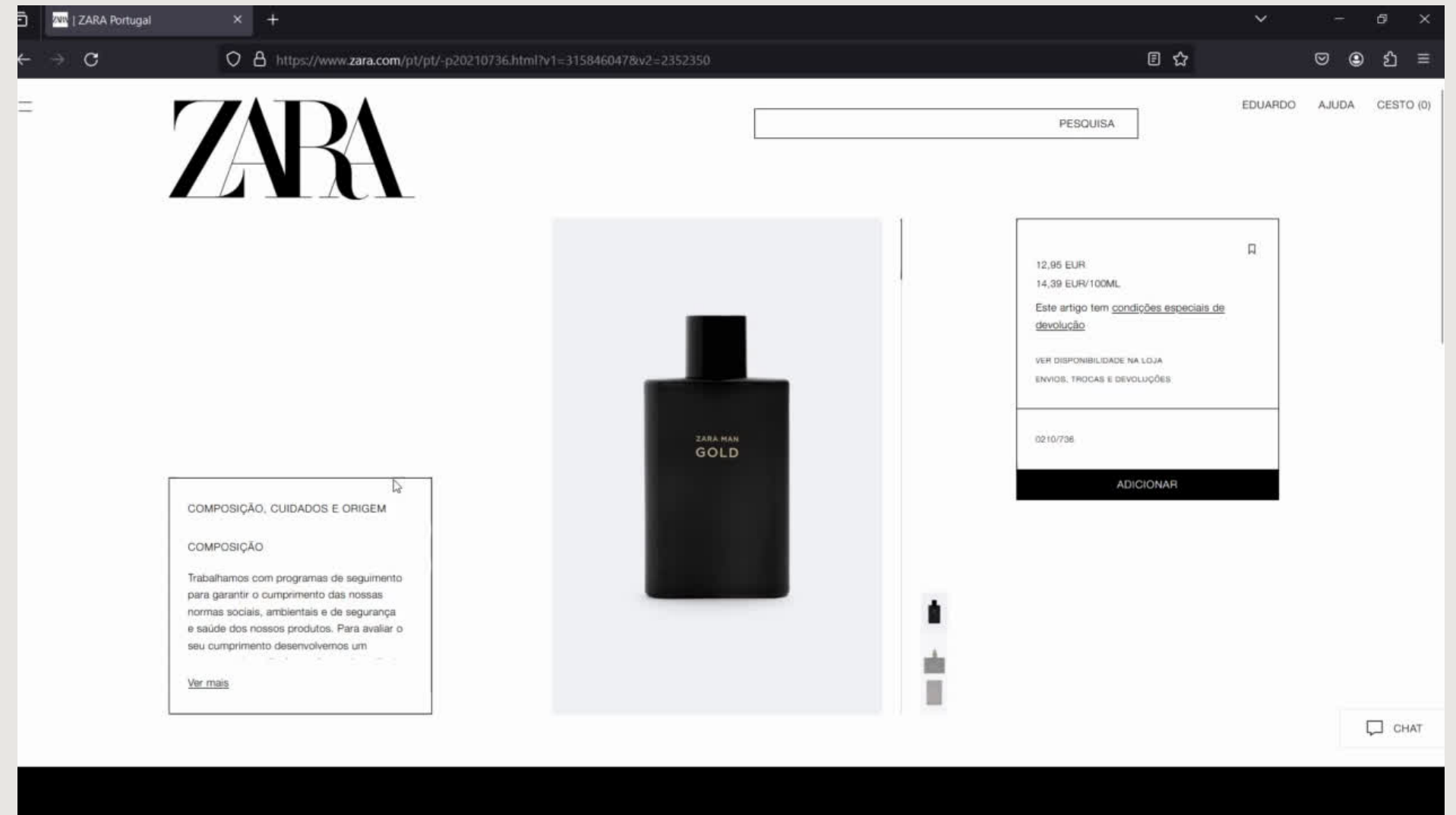
Usability Issue #2

<u>Description:</u> When clicking on the about section of 'Zara pre-owned', it takes the user to the main page instead of returning a page with information regarding the organization/store.

<u>Heuristic:</u> Visibility of System Status

<u>Severity of the Issue:</u> 2

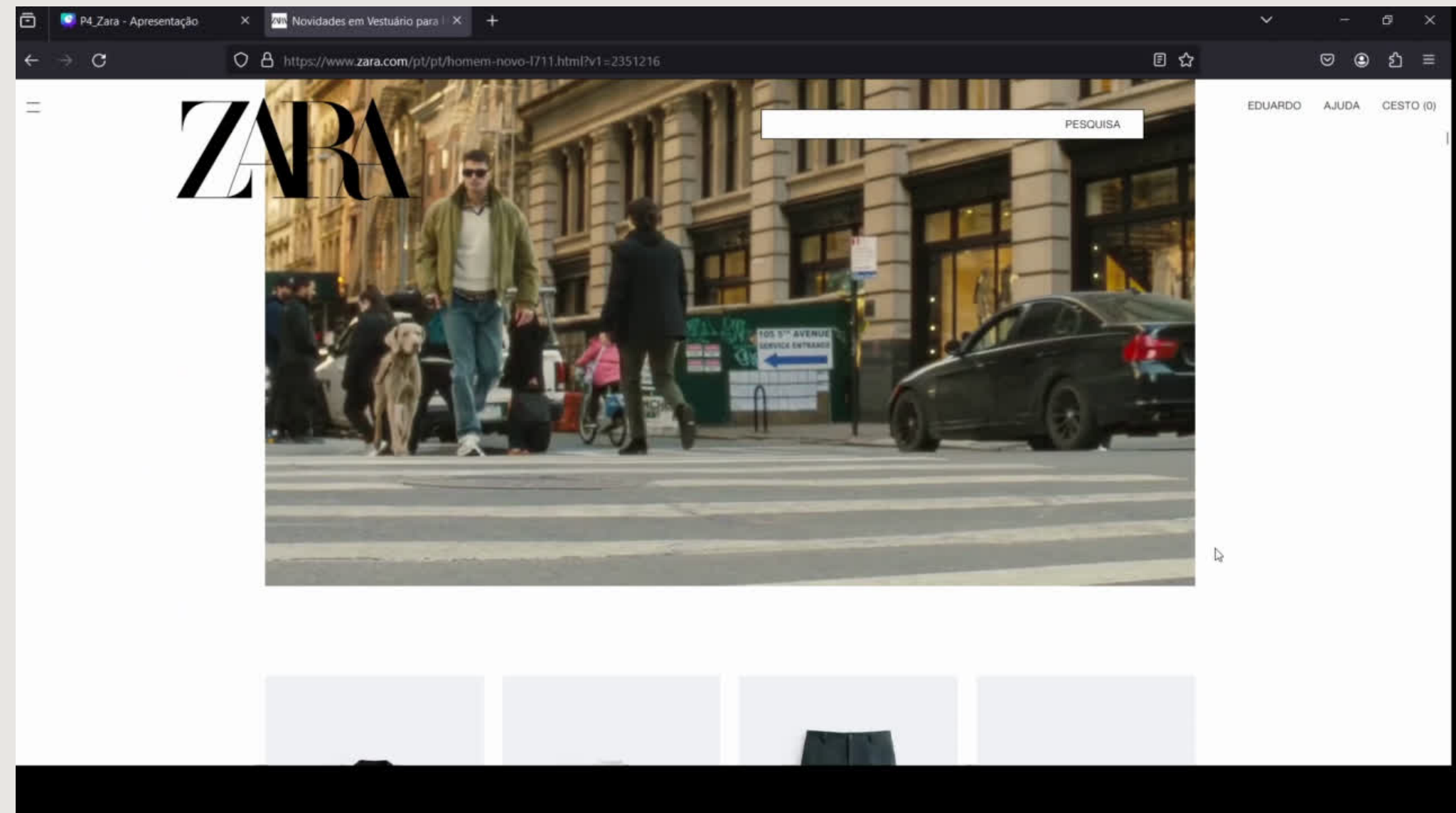https://youtu.be/e5OB9h1vsZ0

Usability Issue #3

Description: By clicking the search bar, the user is taken to another page and the previous search is lost without any easy way back.

Heuristic: User Control and Freedom

Severity of the Issue: 3

https://youtu.be/r2aFn2yEPCQ

Usability Issue #4

Description: When shopping around the website, its common to see information displayed in different languages without any option to choose one or the other, it's a non-negotiable default.

Heuristic: Consistency and Standarts

Severity of the Issue: 2

ABOUT

REPARAÇÃO

COMPRAR | VENDER

DOAÇÃO

JOIN LIFE

PERFUMES

SPECIAL PRICES

HOME

MAQUILHAGEM

ZARA ORIGINS

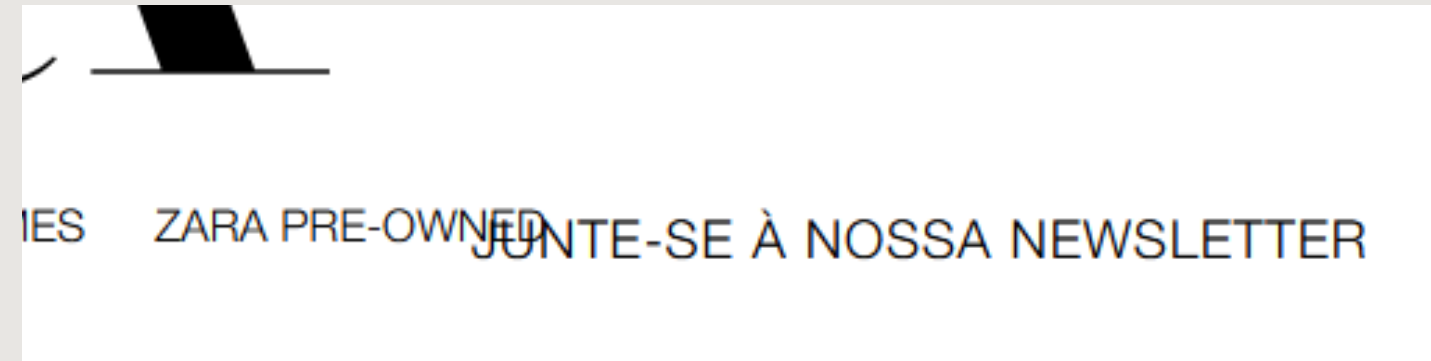VER TUDO   TOP VENTAS   PACKS

Usability Issue #5

<u>Description</u>: Zara's main page is full of alternating images that blend in with the navbar and merge with the text, making it difficult to read and distinguish words.

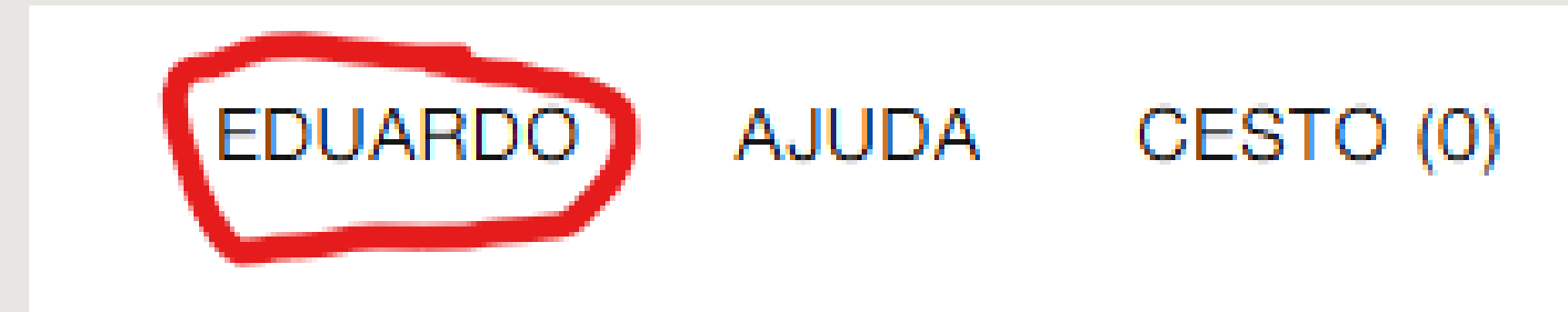<u>Heuristic:</u> Recognition rather than recall

<u>Severity of the Issue:</u> 2
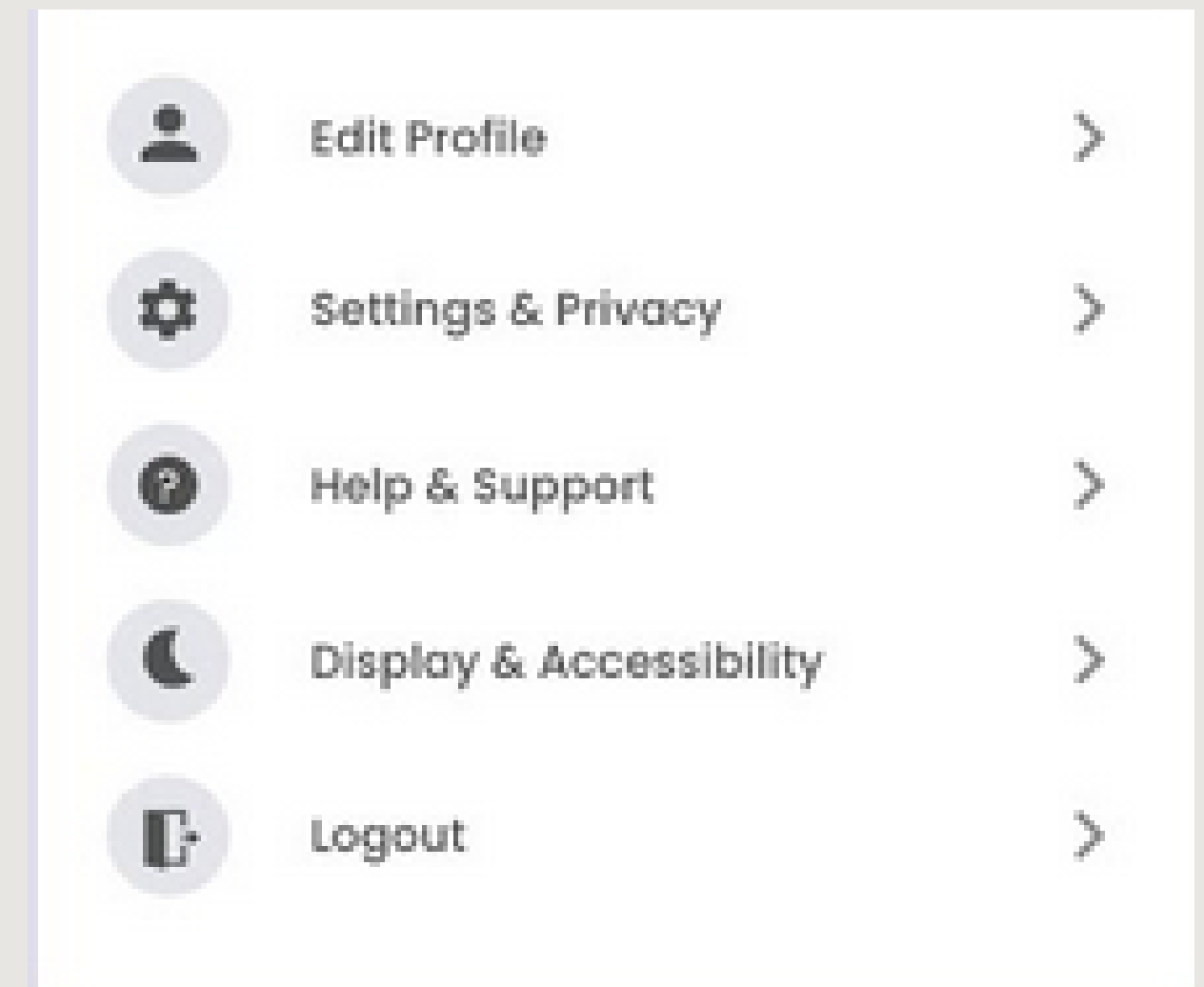
Usability Issue #6

Description: Zara's user profile on the navbar lacks a dropdown menu, making it difficult to find useful information fast. Some actions such as logout take longer than needed.

Heuristic: Flexibility and Efficiency of Use

Severity of the Issue: 2

What Zara has:

What Zara should have:

Cognitive Walkthrough

When performing a Streamlined Cognitive Walkthrough, we must analyse a certain important task step by step. Each step is analysed based on 2 important questions:

Question #1: Will the user know what to do at this step?

Question #2: If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal?

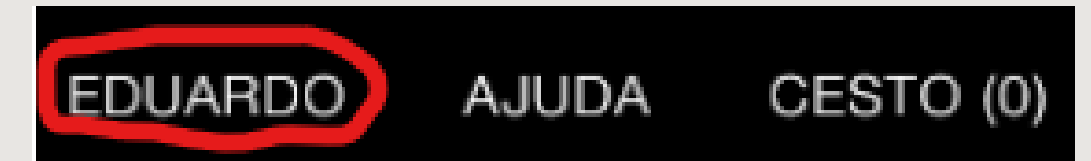**<u>Task we chose</u>: Execute a Logout of the User's Account**
<u>Target User</u>: Any client of the online store with a Zara account

Cognitive Walkthrough - Step 1

Task: Logout

0 - The User must already be Logged In.

1 - Click on user's name at the top right of the page. $\longrightarrow$ EDUARDO   AJUDA   CESTO (0)

Question #1: Will the user know what to do at this step?   **A: Yes** $\longrightarrow$ (User's tend to select Avatar/Name in these scenarios)

Question #2: If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal?   **A: No** $\longrightarrow$ No feedback displayed to inform progress

Improvements: Implement a dropdown menu with the information the user needs.

Cognitive Walkthrough - Step 2

Task: Logout

2 - Select the profile option. ⟶

Question #1: Will the user know what to do at this step? **A: No** ⟶ No feedback displayed to inform what to do

Question #2: If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal? **A: Yes** ⟶ Button to close session becomes visibly available afterwards
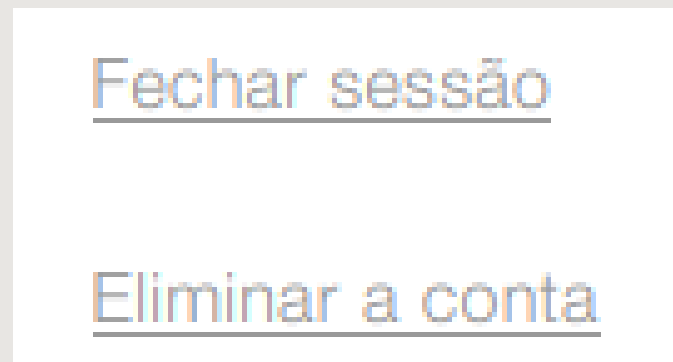
<u>Improvements:</u> The Logout option should be easily detectable. If a dropdown menu is not implemented, the Logout option should be directly seen on this page.

Cognitive Walkthrough - Step 3

Task: Logout

3 - Select the close session option. $\longrightarrow$

Fechar sessão

Eliminar a conta

Question #1: Will the user know what to do at this step? **A: Yes** $\longrightarrow$ Button to close session is available

Question #2: If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal? **A: Yes** $\longrightarrow$ Clicking the button will close the session (Task Completed)

<u>Improvements</u>: Increase the size and change the color of Logout button to allow for better visibility. Distance the Logout and Delete account (Especially with the low visibility colors).

Heuristic	Issues	Eduardo	Inês	Pedro	Average Severity
Visibility of System Status	Adding as Favourite removes from cart	3	2	3	3
	About section leads to main page	2	2	2	2
User Control and Freedom	Lose progress by clicking on search bar	3	3	3	3
Consistency and Standarts	Information displayed in different languages	2	3	2	2
Error Prevention	Dangerous and Non-dangerous actions together in low-font Size	3	3	2	3
Recognition rather than recall	Blended or Hard to Visualize text	2	3	2	2
Flexibility and Efficiency of Use	Lack of fast access to important features	3	2	2	2
Aesthetic and Minimalist Design	Distracting alternating images and Videos	1	2	1	1

Severity Table

Overall UI Usability Appreciation

- Respects Nielsen's Heuristics more often than it deviates from them.

- Zara has an extensive selection of products tailored to suit the unique preferences of every customer.

- Although the interface could be improved, it's safe and trustworthy.