ZANOV

Our Mission

Create a minimalistic, easy to maintain website, that will offer a synergy between the powerful photography of daring and feminine designs and the experience of looking and choosing high fashion items online.

Main goal

Present simple, visible and easy to navigate pages and a quick way for customers to get in touch with the designer, make an order, or book an appointment for a custom creation.

Scope

Mobile app

Tools

Figma

Role

Team:
Zlatka Sazdova, Mirijam Janevska, Elena Petrovska, Maleschska Efimovay Research, Visual Design.

The process

EMPATHIZE → DEFINE → IDEATE → PROTOTYPE

EMPATHIZE	DEFINE	IDEATE	PROTOTYPE
Competitor Analysis	User Persona	User Flow	Low-fidelity prototype
Stakeholder Interviews	Empathy Map	Information Architecture	Hi-fidelity prototype
User Interviews	User Journey	Moodboard	Usability Testing
		Related Ideas	

Empathize

Competitive Analysis

Based on the data that we obtained, 7 apps are direct competitors of *Zanov*.

	Lookbook	Collection	Inspiration Board	Chat	Appointment	Wishlist	Cart
Asos	✓	✓	✗	✗	✗	✗	✗
Farfetch	✓	✓	✗	✗	✗	✗	✗
Mango	✓	✓	✗	✗	✗	✗	✗
Zara	✓	✓	✗	✗	✗	✗	✗
Bershka	✓	✓	✗	✗	✗	✗	✗
Pull&Bear	✓	✓	✗	✗	✗	✗	✗
Stradivarius	✓	✓	✗	✗	✗	✗	✗
Massimo Dutti	✓	✓	✗	✗	✗	✗	✗
Bershka	✓	✓	✗	✗	✗	✗	✗

Stakeholder Interview

Further understander the business and market by speaking with the CEO of *Zanov*.

Questions

Do you plan to expand the brand in the future, for example handbags and shoes?

How do you imagine the categorization of the pieces? As a collection or in pieces?

In what words would you describe your style?

What feelings do you want to arouse in your potential clients?

Describe your customers?

How is the procedure of payment, delivery and delivery of the product currently?

Do you have clients you wish with exclusively tailor-made offer a personalized design? Something that is not part of the collection?

What do you like and what do you you like about the current site you are using?

Are the pieces one of a kind or do they have different sizes and colors?

According to which metrics are the sizes of the pieces, because they are different everywhere so they differ even in countries in Europe?

About the designer TAB – what information to have here? Summary? Link? Participation in shows, guest appearances?

What language do you want the page to be in?

Do you want the products displayed on the page to be in runway style, high fashion or commercial photo session?

Will we get resources or we them from the current site?

Do you publish articles related to fashion and do you need space for blog posts on your e-shop?

We believe that customer feedback is very important to you, would you like a special section where they can leave you reviews?

Zanov Overview

ZANOV is Skopje based fashion brand. It was founded in 2015. The first collection, *women*'The Naked Dance", was presented at Skopje Fashion Weekend. Since 2015, a total ofdiverse collections were launched. Collections include coats, blouses, skirts and knitwear. ZANOV's distinctive vision, the inspiration for the leading fashion local magazineand the designs are adorned and worn by many music and other performance artists.

Mission Statement

ZANOV stands for femininity, sensuality and highlighting the women's figure. Making daringclothes that let you express and play with your femininity. Many garment are embellishandmade with crystals, pearls, lace, and other decorative elements that feeling or pamperher with metal rings. ZANOV garments are recognizable by the precise cut, structuredform, bold colors and experimental materials.

Target Audience

Consumers that want to include well-designed and extraordinary fashion in their life. The majority of the styles are made for special occasions, going out, partywork occasions, etc.

Achievement

A website with online shop that is made easy to be updated as new fashion styles arrproduced and will be offered to the consumers

Market of success

Easy to use website. The design to reflect the ENA of the fashion brand A functional redesign with multiple filtering options as per product category, style, etc.

Problem

The current website is outdated and without online shop. Not appealing to GEN Z.

Demographics, habits and goals

Instagram insights
Top locations: Skopje and Belgrade
Countries: Macedonia, Serbia and Germany
Age 18-24 29%
23-34 32%
35-44 20%

User Interviews

To understand the user, we created a survey and distributed it to potential users.From the survey we have faced interested problems which is that 88 % of the users on e-commerce-that are affraid of ill-fitted clothes and 30% would rather shop in personthat find it too time consuming and at times annoying.

Also for the Qualitative research, we talk to we get a good overview of problems which the users we faced and their basic requirements.

Qualitative research

What is your way of searching for a designer?

What is the way to contact the designer?

What problems do you face with the designer?

Your opinion on the whole process of dropping a piece of clothing?

Do you think that classic store search is better than designing a unique piece of clothing?

What is your way of looking for clothes in store?

What irritates you and what motivates you to search for pieces of clothing?

About the existing site of *Zanov*
What is your first impression when visiting the site?

What is your experience with the site?

What excited you about the site?

What disappointed you on the site?

Your opinion on the website and instagram profile?

Quantitative research

Pick your age?

How would you describe yourself and your style?

Do you use e-commerce website for online shopping?

What apps do you use for clothing inspiration?

Would you like to see how different body types fit the design clothes?

What is your ideal shopping experience?

What do you prefer more: online shopping or in-person?

In which occasions would you buy custom made clothing from a designer/a designer?

What device do you use when you do online shopping?

Do you know how to measure yourself if necessary?

Would you like to have a video that explains how it is best to measure?

Do you use filters when you do online shopping?

What filters do you use mostly? (name filters)

Do you prefer to buy single piece /blouse/shorts etc/ or a full combination?

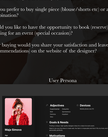
Would you like to have the opportunity to book (reserve) a piece of clothing for an event (special occasion)?

After buying would you share your satisfaction and leave reviews /recommendations on the website of the designer?

DEFINE

Empathy Map

User Persona



IDEATE:

Current user flow allows the user just to browse the collections and to look in each other.

New proposal to share collections and reserve method for collection/piece.

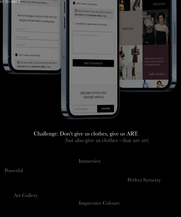
Wireframes

Challenge: We want it all

glamorous # comfortable
neutral # home-girl
sophisticated # wrinkleffable
sexy # unrushed
sporty # free

Solution: A shopping experience to fit all needs

- An autonomy to explore collections and order from home
- A personalized communication channel with the designer
- An opportunity to purchase remotely or have in person appointments


ZANOV
Your Wishlist is Empty
Add items to your wishlist to save them for later.
Start Shopping
Home
Collections
Wishlist
Cart
Profile
ZANOV
Collections
Dress
Blouse
Skirt
Pants
Jacket
Coat
Knitwear
Accessories
Shoes
Bag
Jewelry
Hat
Scarf
Belt
Sunglasses
Gloves
Sale
Sale
Sale