

**By Pixel Perfect**

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**ZARA**  
**Redesign**

# RECAP: What's the problem?



## Low Visibility

There is insufficient text-to-background contrast, making it difficult for users to see certain desktop features such as the search bar, buttons, and text.



## Overlapping Features

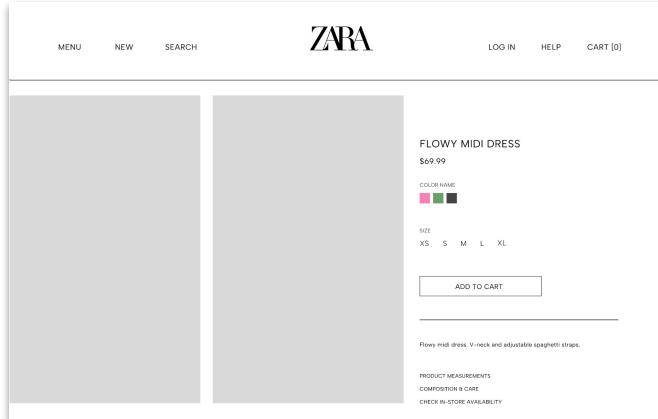
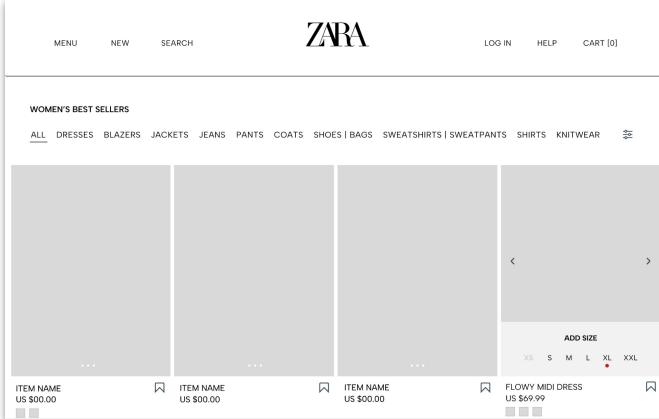
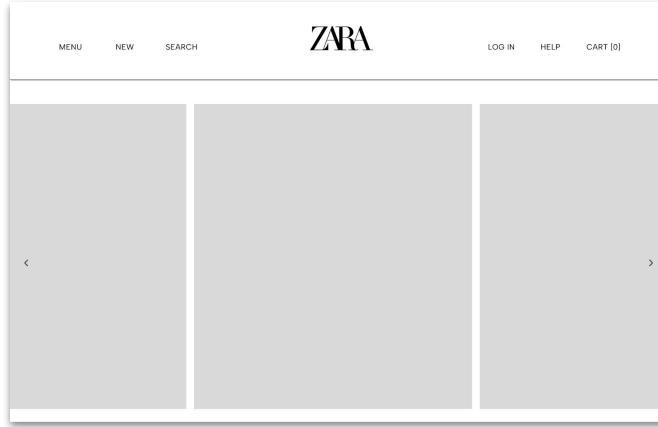
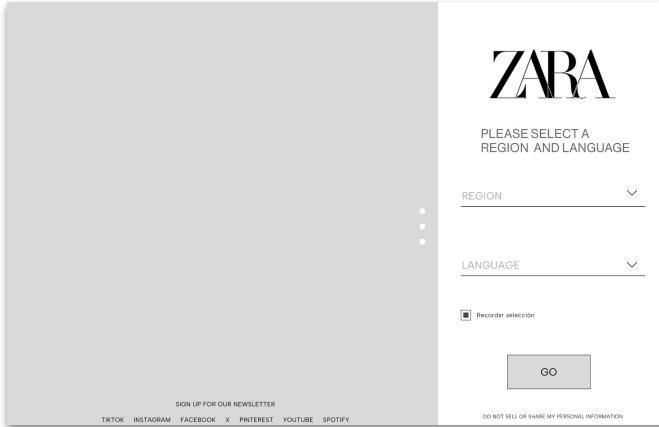
Broken layout responsiveness prevents the website from being fully accessible as images and texts overlap, making it difficult for user to navigate through the website.



## Truncated Content

When using the provided accessibility features "Dark High-Contrast" and "Enlarge Text", the descriptive text and other content are cut off.

# RECAP: Medium Fidelity Prototype



# Feedback & Proposed Changes

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## Feedback:

- No major participant errors or common mistakes were observed.
- One notable and unexpected behavior came from one user:
  - Lacks regular access to a reliable personal computer (PC)
  - Not familiar with desktop website functionality
  - Struggled to return to the home page:
    - Did not realize that clicking the “ZARA” logo would complete the task.
    - Expected a visible “home” button (e.g., house icon or menu link).
- Additionally, users also expressed some confusion over specific tasks and provided suggestions for possible changes.

# Feedback & Proposed Changes

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## Proposed Changes:

- 1. Add a dedicated “home” button in the main menu in addition to the logo.**
  - Enhances navigation and accessibility for less experienced users
- 2. Add a dedicated “add to cart” button to product listings on the catalog page to help users shop using quickview.**
  - Better aligns with user's mental model and reduces errors
- 3. Add confirmation when changing the quantity of items in the cart**
  - Improves feedback and prevents errors
- 4. Make clickable items more visually distinct**
  - Enhance clickability affordance and discoverability
- 5. Decrease white space between product images on product detail page**
  - Provide clearer affordance for scrolling and maintains layout consistency

# Proposed Change 1

**Add a dedicated “home” button in the main menu in addition to the logo.**

- Enhances navigation and accessibility for less experienced users



MENU

NEW

SEARCH

ZARA

LOGIN

HELP

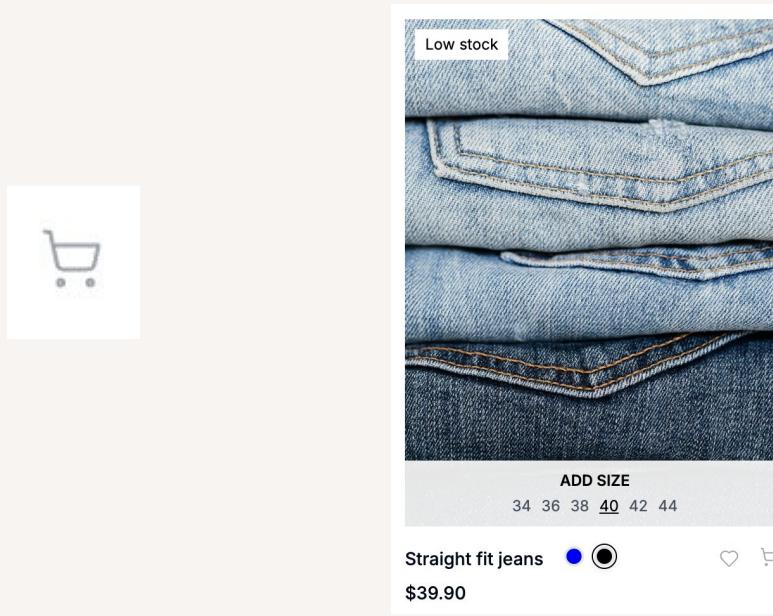
CART [3]

Home icon added to left side of menu bar

# Proposed Change 2

## Add a dedicated “add to cart” button under products on the catalog page

- Helps users shop more efficiently when using quickview
- Better aligns with user’s mental model and reduces errors



Must click on cart icon to  
add item to cart

*(Instead of just clicking  
on a size)*

# Proposed Change 3

## Add confirmation when changing the quantity of items in the cart

- Improves feedback and prevents errors

Item added

The screenshot shows a Zara website interface. At the top, there is a navigation bar with links for HOME, MENU, NEW, and SEARCH. The ZARA logo is centered above a 'Shopping Bag (1)' section. This section displays a product thumbnail of a person wearing a grey oversized linen blend shirt, with the text 'Oversized linen blend shirt', 'Size: S', and 'Color: white'. Below the size/color information are quantity controls: a minus sign, the number '4', and a plus sign. To the right of the product details, there is a price of '\$114.88' and a crossed-out original price of '\$143.60'. Further to the right is an 'Order Summary' table:

Order Summary	
Subtotal	\$114.88
Shipping	Free
Total	\$114.88

At the bottom of the page, there is a large black 'Checkout' button. A note at the very bottom states 'Taxes included. Shipping calculated at checkout.' On the far right of the top navigation bar, there are links for LOGIN, HELP, and CART [4]. The 'CART [4]' link is highlighted with a black box, and next to it, the text 'Item added' is also highlighted with a black box.

"Item added" confirmation appears under cart

# Proposed Change 4

**Make clickable items more visually distinct**

- Enhance clickability affordance and discoverability

## SPECIAL PRICES

Underline categories when hovering

WOMAN

MAN

KIDS

HOME

BEAUTY

### TRENDING

THE NEW  
SPECIAL OCCASION  
SPECIAL PRICES

### CLOTHING

TOPS  
DRESSES  
JEANS  
COATS  
SKIRTS

### ACCESSORIES

ACCESSORIES/JEWELLERY  
BAGS

### BEAUTY

PERFUMES  
BEAUTY  
ZARA HAIR

## MENU

Bold menu links when hovering



MENU

NEW

SEARCH

ZARA

LOGIN

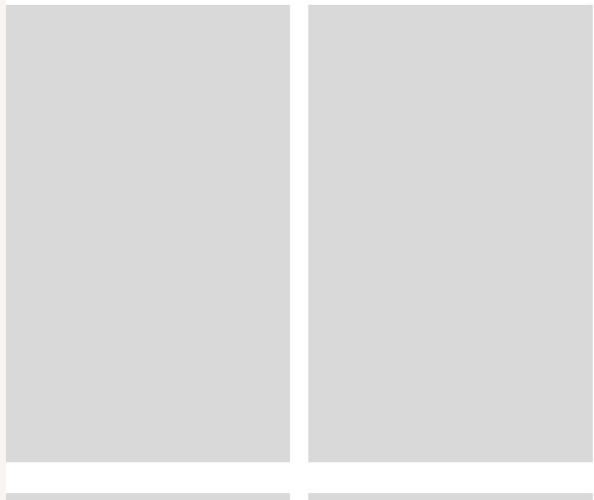
HELP

CART [4]

# Proposed Change 5

## Decrease white space between product images on product detail page

- Allows next set of images to peek into view and provide clearer affordance for scrolling



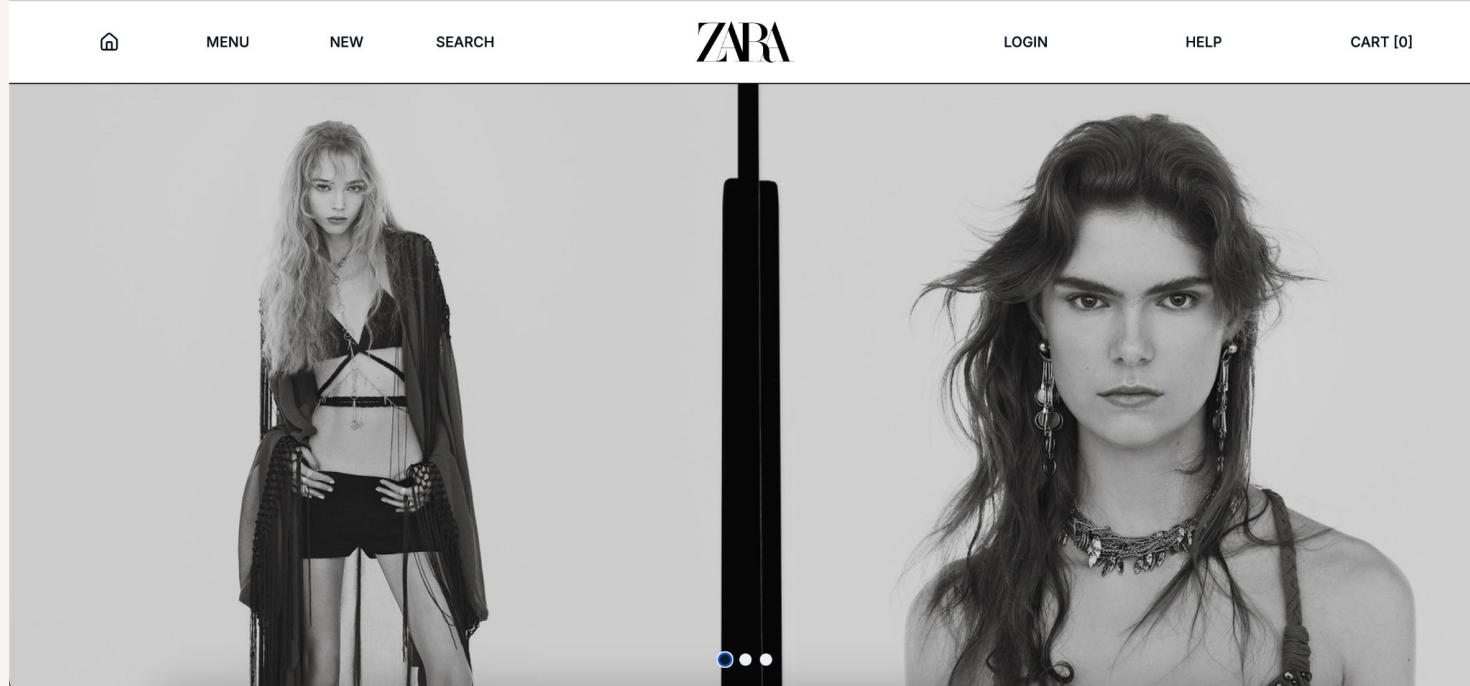
Next set of images hidden



Next set of images clearly peek into view

# Final Product

Fashion meets function – our final Zara.com redesign delivers a strikingly simple and fully accessible shopping experience built for everyone.

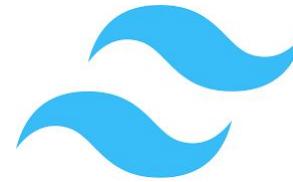


# Framework & Libraries choices

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// shadcn/ui



# Why We Chose Next.js

- Easily create a scalable, responsive, user-centric interface
- Improves SEO via server-side rendering
- Next.js's **<Image>** component automatically resizes, compresses, and lazy-loads images => Ensuring high-resolution product photos

# Let's walk through the final prototype

<https://zara-ecommerce-web-app.vercel.app/>

# Summary of changes



24022\_0041

ZARA

PLEASE SELECT A REGION AND LANGUAGE

Country

Language

Record Selection

Go

## Redesigned Landing Page

- Clear design
- Clear workflow



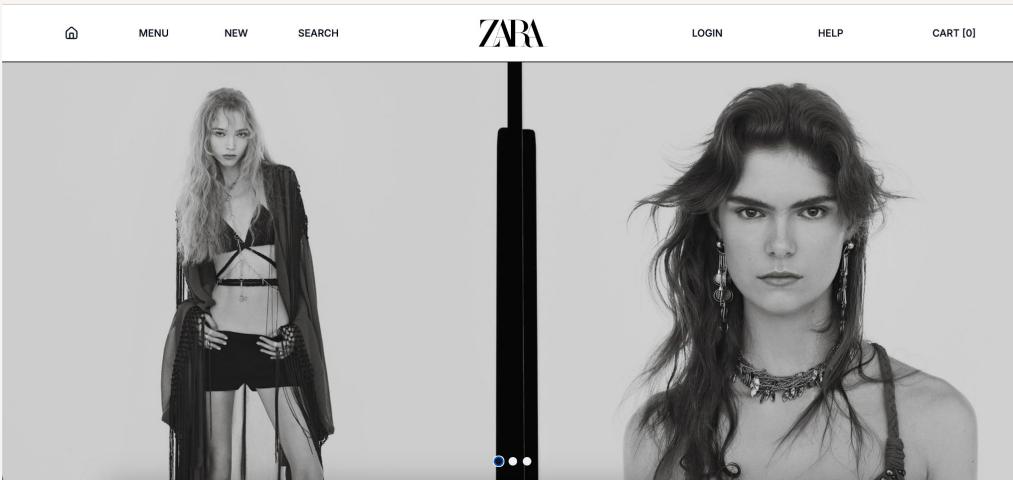
## Original Landing Page

- Dropdown boxes are hard to see
- Text blends in with background image



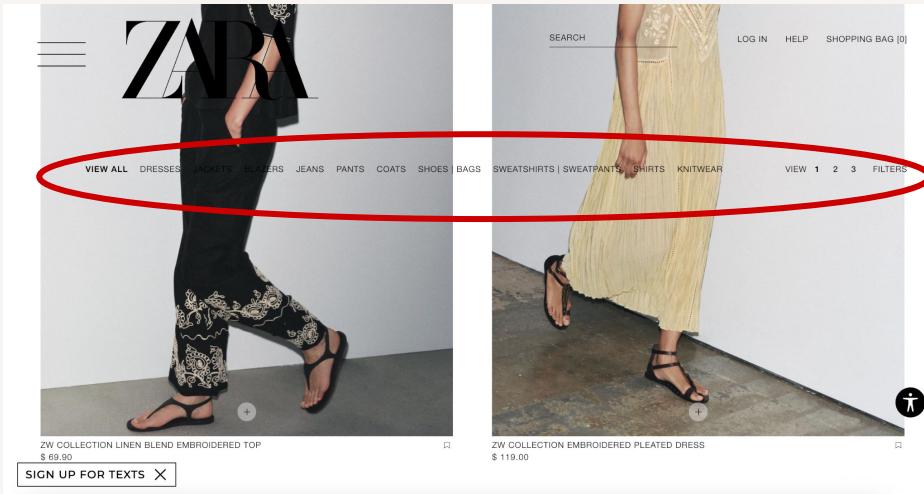
## Original Home Page

- Header bar is unorganized
- Header bar overlaps images



## Redesigned Home Page:

- Applied **Gestalt's principles** to create a clean, visually structured page
- Header is clearly separated
  - > Clear navigation
  - > Reduce user's skimming time



## Original Catalog Page:

- Images are too large -> cut off
- Category options is floating in the middle

ZARA

SEARCH

LOG IN HELP SHOPPING BAG [0]

VIEW 1 2 3 FILTERS

WOMAN

Newest

Basic t-shirt • ○  
Out of stock

Straight fit jeans • ● ○  
\$39.90

Leather ankle boots • ● ○  
\$129.90

Knit sweater ○ ● ○  
\$59.90

## Redesigned Catalog Page:

- Images' height fit in the page
- Easier to browse through



# ZARA

WOMAN MAN KIDS 50TH ANNIVERSARY HOME BEAUTY

50TH ANNIVERSARY

THE NEW

SUMMER GETAWAY

BEST SELLERS

DRESSES | JUMPSUITS

TOPS | BODYSUITS

T-SHIRTS

CO-ORD SETS

JEANS

PANTS

SKIRTS



## Original Menu:

- Clutter

## Redesigned Menu:

- Subcategories are separated by column
- Easier to navigate

A screenshot of the redesigned Zara website's navigation bar. The layout is more organized and clean. At the top, there is a search bar, followed by links for 'MENU', 'NEW', and 'SEARCH'. The 'ZARA' logo is centered. Below the main menu, there are five primary categories: 'WOMAN', 'MAN', 'KIDS', 'HOME', and 'BEAUTY'. Under each category, there are sub-links: 'TRENDING' (links to 'THE NEW', 'SPECIAL OCCASION', and 'SPECIAL PRICES'); 'CLOTHING' (links to 'TOPS', 'DRESSES', 'JEANS', 'COATS', and 'SKIRTS'); 'ACCESSORIES' (links to 'ACCESSORIES/JEWELLERY', 'BAGS', and 'SKIRTS'); and 'BEAUTY' (links to 'PERFUMES', 'BEAUTY', and 'ZARA HAIR'). Below the menu, there are two fashion images: a woman in a black dress and a woman wearing a necklace.

# More demo images

HOME MENU NEW SEARCH ZARA LOGIN HELP CART [0]



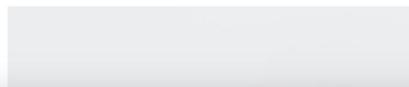
Basic t-shirt  
\$19.90

Color

Size

Add to Cart

Description  
Round neck t-shirt with short sleeves.



Product Detail Page



MENU

NEW

SEARCH

ZARA

LOGIN

HELP

CART [0]

WOMAN

Newest



Basic t-shirt    
Out of stock



ADD SIZE  
34 36 38 40 42 44

Straight fit jeans    
\$39.90



Leather ankle boots    
\$129.90

Please select a size



Knit sweater      
\$59.90

## Catalog Page

Error message when users try to add item to cart  
before choosing size / color



MENU

NEW

SEARCH

ZARA

LOGIN

HELP

CART [1]

Item added

WOMAN

Newest



Basic t-shirt    
Out of stock



Straight fit jeans    
\$39.90



Leather ankle boots    
Added to cart



Knit sweater     
\$59.90

## Catalog Page

Confirm message for adding  
an item to cart



MENU NEW SEARCH

ZARA

LOGIN

HELP

CART [3]

## Shopping Bag (2)



Straight fit jeans  
Size: 40  
Color: black

- 2 +

x \$79.80

### Order Summary

Subtotal \$139.70

Shipping Free

Total \$139.70

Checkout

Taxes included. Shipping calculated at checkout.



Knit sweater  
Size: L  
Color: Gray

- 1 +

x \$59.90

## Cart Page

### Shopping Bag (1)



Knit sweater  
Size: S  
Color: Gray

- 1 +

x \$59.90

### Order Summary

Subtotal \$59.90

Shipping Free

Total \$59.90

Checkout

Taxes included. Shipping calculated at checkout.

Confirm message for  
deleting an item

Removed  
Straight fit jeans

# Challenges Faced

- Deciding which features to add or enhance from the original website
- Making sure to conduct proper user evaluations with the amount of tasks we had
- Deciding which page should be rendered from the server-side and which should be from client-side is tricky.
- Took time to do research and understand the aesthetic of Zara original website to keep our implementation/UI align with it

# Future Work

- Continue implementing the unfinished features we had planned
  - Database to store users' preferences
    - Favorited items page
    - Post reviews for items
  - Make an employee system
- Continue testing and implementing the feedback given from user evaluations

# What We Learned

Through this project, we learned the importance of the scrum process which includes:

- Problem statement
- User evaluations
- Prototypes
- Testing
- Finalizing the product

Each step in this process has key importance in making the final product come alive

# THANK YOU!

Do you have any questions?

**CREDITS:** This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)