Assignment M3

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Abstract— The report showed the ideas from brainstorming practice and selected three ideas to move forward to prototyping. The ideas include the decluttering navigation bar, adding extra functions to product overview page, and showing the selected filter. The three prototypes study the implementation of the idea and try to improve the functionality and learnability of Zara interface.

INTRODUCTION

In the M2 assignment, three needfinding methods have been conducted to study the needs from different users when using Zara online shopping, their goals, the context of interaction, and their tasks and subtasks. In this report, a brainstorming session will be conducted to translate the findings from previous report into some more concrete ideas to meet the user's needs and improve the efficacy and usability of Zara interface.

BRAINSTORMING PLAN

The brainstorming plan starts with searching for the brainstorming template and technique that can have a clear presentation of all the ideas generated and can show a relationship between each ideas. After comparing different brainstorming methods, the method of mind mapping was selected as the preliminary brainstorming method to generate ideas as it shows a diagram of separate thoughts and I can draw nodes to connect the thoughts and build linkage between the information. To make the brainstorming session efficient, I will generate as many ideas as possible during the session and my goal is to make 20 ideas. I will allocate three time slots for the session in the week, maybe 1 hour for each session and try to get as many ideas as possible. And in the later session, I can select the ideas that I think will be more feasible into prototyping. Next, I can think of ideas that are wild and ambitious. Thinking out of the box should be encourage in the session as the wild idea may later inspire the others to build ideas upon it and create a collaborative atmosphere and transfer into something useful in the prototyping.

BRAINSTORMING EXECUTION

Mind map of brainstorming results:

- **Zara interface**
  - **Feature 1: search**
    - make the search bar prominent
    - change the category capitalized font
    - declutter the navigation bar
    - include a magnifying glass icon in the search bar
    - simplify the placeholder text
    - show user the related auto suggest, show in a list vertically instead of horizontally
    - don't show the result until user press enter, and show the result in a separate page
  - **Feature 2: view search results**
    - correct typos automatically or give user the option to change typo
    - add sort by feature
    - change the view bar into view icons
    - show the result number
    - display layout more prominently
    - add feature of wishlist
    - add feature of go to top
    - add more color icons under the product
    - display all the pictures of product in result page
  - **Feature 3: Filter results**
    - rearrange the list filter order
    - add audio control feature
    - rephrase the detail filter
    - change the price filter bar
    - show the filter selected
  - **Feature 4: check out**
    - minimize the steps and combine some check out pages
    - show the total price more prominently
  - **Overall design&other**
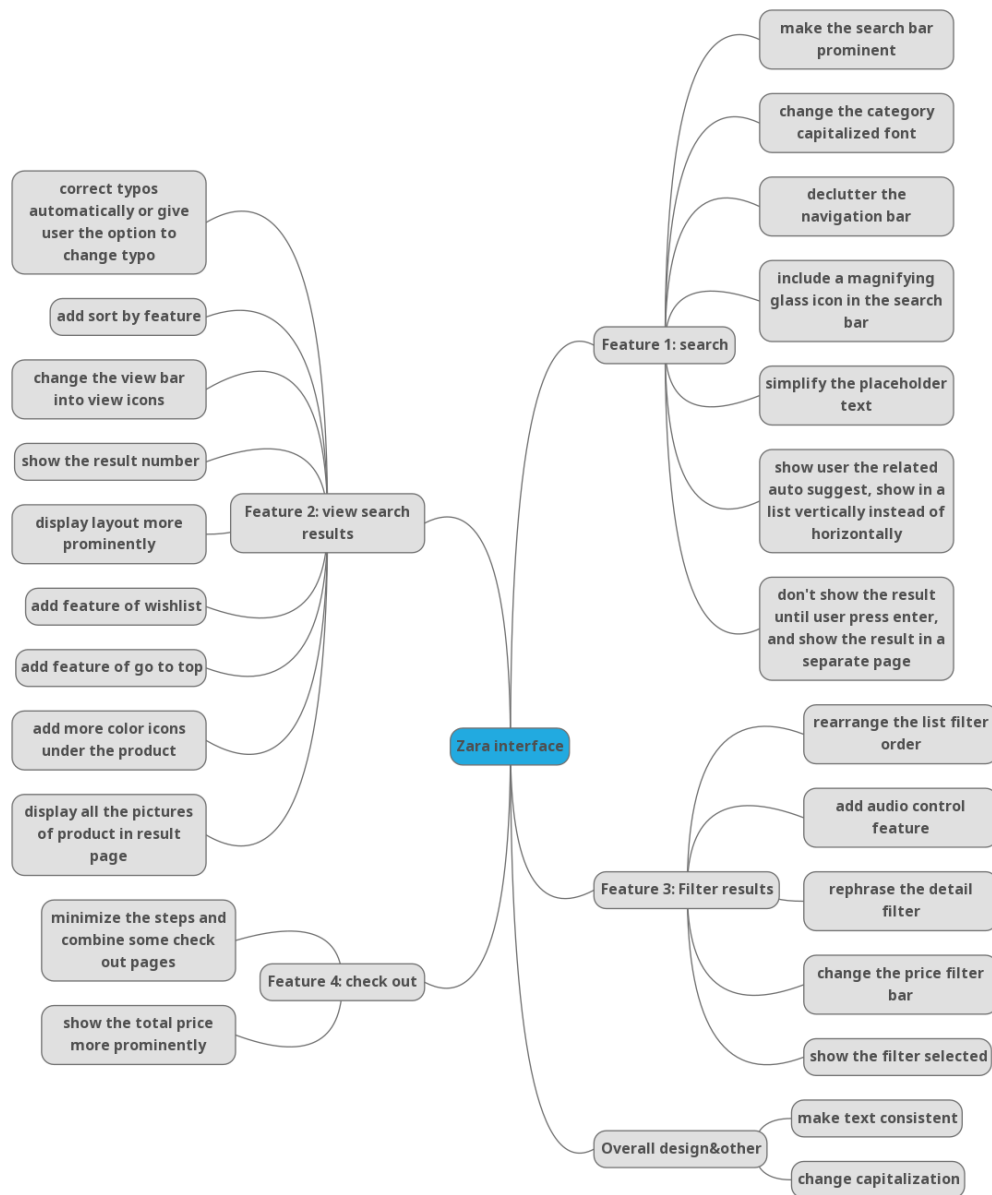   - make text consistent
    - change capitalization

Figure 1—Brainstorming result

The brainstorming session was conducted and more than 20 ideas were generated. Most of the ideas were related to the feature of searching products, viewing search results and filtering search results, which is consistent with our

needfinding results that most of the people in the survey have the difficulty with these functions.

SELECTION CRITERIA

In order to select three ideas and make alternative designs, two personas were created to have a better understanding of the user and find out which design serves better for specific users. One of the user is female and has high expertise in online shopping. She is also very motivated in shop on Zara website and she likes the efficiency of online shopping. Another user has relatively low expertise in online shopping and so he is less motivated than the first user. But he likes to see the visual elements of Zara interface and is interested to know the latest trend in the fashion. For the first user, the functionality is very important. The interface should be able to help her find her favorite products easily and quickly. So that she can shop more within a short time frame and improve the efficiency. For the second user with less expertise, the learnability is more important as it can help him to learn to use the interface quickly. When he visit the website the next time after a while, he can still remember how to use the interface. Also the visual design and fashion trend are one of his core needs so they might also be considered in the design. Considering the requirements, one of the idea of decluttering the navigation bar will be meshed into the prototype. The navigation bar now is crowded with more than 20 categories and it's frustrating for the users to find the right category. By decluttering the navigation bar, user can narrow down the options more easily and don't get lost in the text. Next, a feature of sorting and view grid change will also be added to the overview page to help the user sort out the long list of products according to their own sorting preference. This idea aims to help the user find their favorite products more easily with sorting by function. For example, some users' top criteria may be price, some may be the newest products as they are more conscious of fashion trends. Next, the filter feature should show the selected filters and the filter categories should be rephrase so they are more prominent to users.

PROTOTYPE 1: TEXTUAL PROTOTYPE

From the last survey, many users stated that they were somewhat dissatisfied with the searching, viewing and filtering the products on Zara website. So the

prototypes will include the searching header page, product overview page and a filtering feature redesign to help the user find their favorite products with ease.

The first prototype will be textual prototype. A header with searching and navigation functionality will be included in the Zara home page. First, the location of Zara logo will be placed into the middle of header. Currently the logo is at the up left corner and people in the survey mentioned that the logo on the left is not prominent enough to them to see and also when they scroll down the page, the logo overlaps with product overview. With the logo in the middle, it will catch the user's eye and make the design looks more balanced. Also the logo should not go together when the page is scrolled down. On the right side of the logo, there are search bar, sign in icon, wish list icon and a shopping cart icon. The search bar has a magnifying glass icon on the right and a line to type in text on the left. The line has the placeholder text of "search" showing the user that this is the search place.

On the left side of the Zara logo, there are different product categories label showing "women", "men","kids","beauty","press". The categories are transferred from the previous version of navigation bar. The current categories are hidden inside the navigation button and it's hard for user to see if they did not click on the navigation place. Even when they click on the button, it's frustrating to see over 20 kinds of subcategories under each category of woman, man, kids and beauty. The redesign of adding woman and other major categories into the header of home page help to declutter the navigation button and shorten the time users need to find the major categories. When the user hovers over the label of each category, a drop down menu will show up with the subcategories such as top, bottom, outwear, dress, accessories and etc. By moving the categories from single navigation button to the home page header, it fulfills the requirement of functionality and learnability, as the function will be more visible to the user so that they can learn to use the function without heavy cognitive load. Also the feature is consistent with other shopping websites such as Amazon and Uniqlo, so it will be easier for the user to recognize the functions and use their past experience to interact with the new interface. The press label will navigate the user to a new page showing the news of different designers and related stories. The feature is designed to satisfy the need of users whose core need is to know the fashion design and trends. Feature mentioned above mesh well with the

audience in the data inventory from assignment M2 and the personas listed in appendix.

Next for the overview page, a sort by icon and view grid icon will be displaced on the right side of the product overview. Currently the view function is only a line without any label or explanation. From the survey and thinkaloud process, users showed the confusion around this function. As a result, a view icon with buttons of "2" "4" will be displayed and so users can easily adjust the view grid size. Some users like the second persona in appendix might have specific preference for the visual size of the products. This feature solves the pain point and makes it easy to interact by showing the number of products. The sort by icon will have a drop down menu of recommended, price and newest, allowing the user to sort the results by these criteria.

For the filtering feature, it will mostly keep the current design while showing the selected filter and result number. When selecting the filters, the item number should show on the right corner of the page, together with the selected filter criteria.
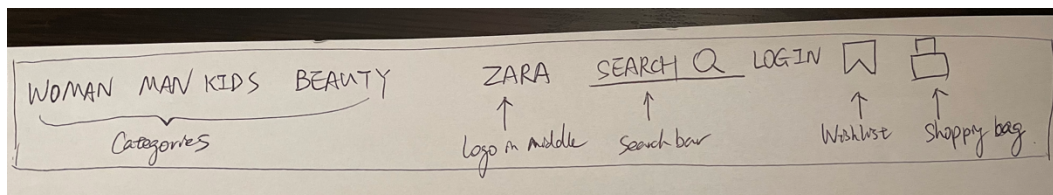
PROTOTYPE 2: PAPER PROTOTYPE
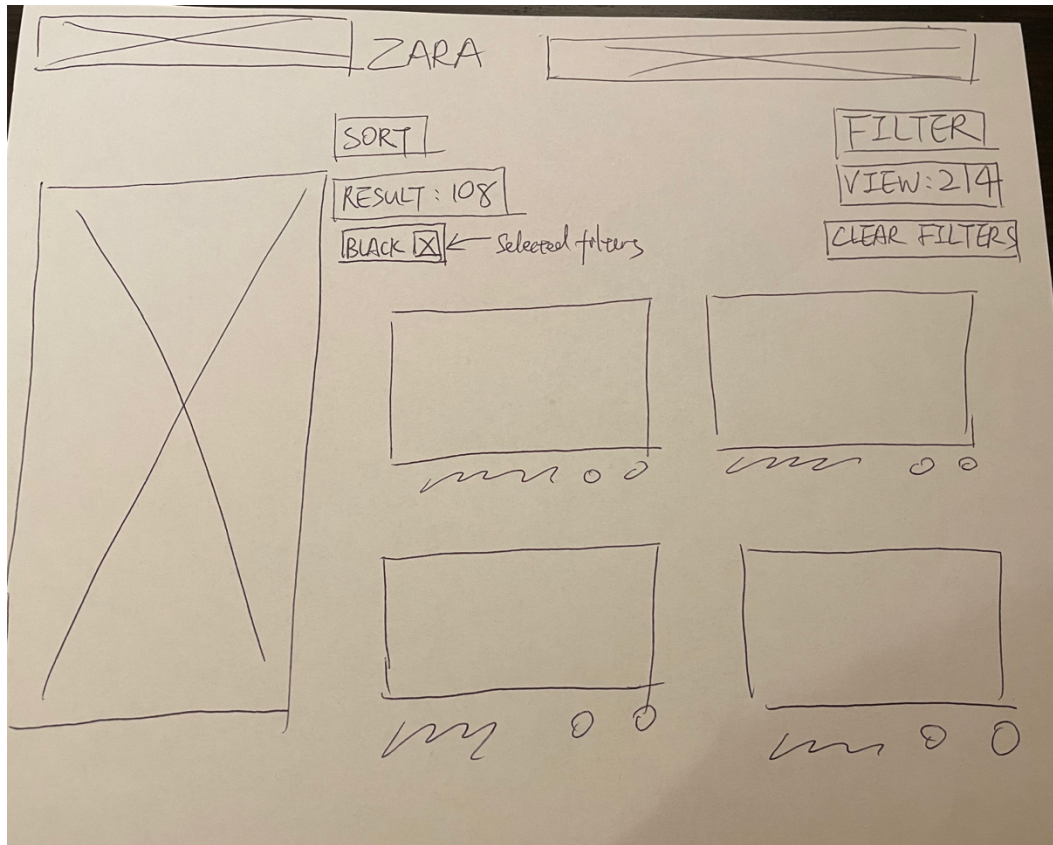

Figure 2—Header part of home page of Zara website

Figure 3— product overview page of Zara website

The paper prototype shows a header part of Zara home page and the product overview page with sorting by and other functions. The header part of home page focuses on making the search bar more visible and declutter the navigation bar. The search bar is underlined with a single line and with placeholder text, magnifying glass. The three signifiers will make the user learn right away it's the place for searching. A wishlist bookmark was added because some users mistakenly take the shopping bag as the wishlist bag. This helps the user with less expertise to learn fast where to find the wishlisted item.

The overview page includes the sorting by, filter selected, and revised view features. The newly designed features give the feedbacks to users and minimize the gulf of interpretation. It meets the requirement of functionality and learnability so the gulf of execution is also minimized.

PROTOTYPE 3: WIREFRAMING

WOMAN MAN KIDS PRESS **ZARA** Q SEARCH LOG IN

Icon ButtonIcon Button

Figure 4 — Wireframing of the header of Zara website
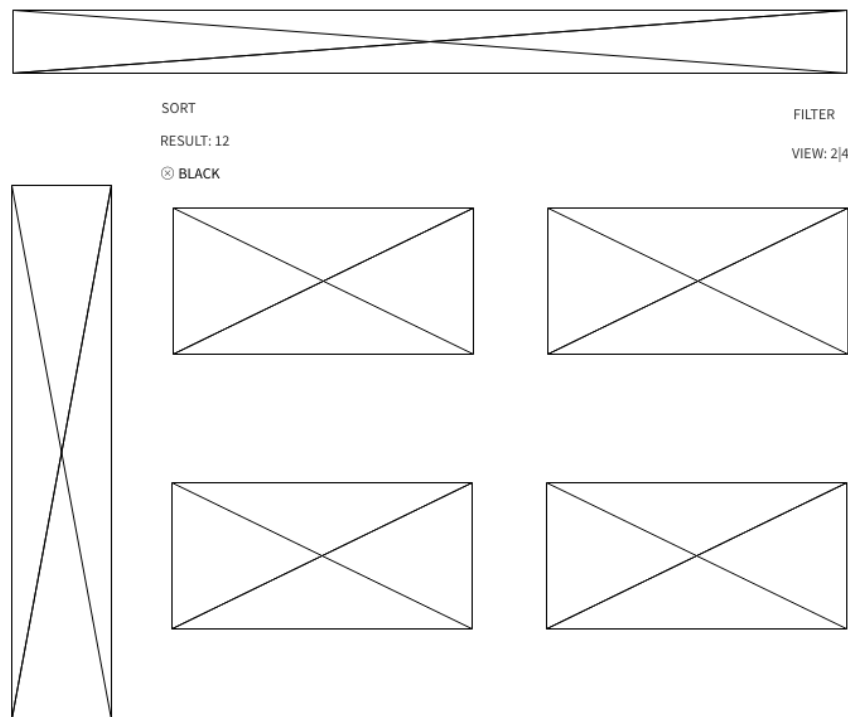
SORT FILTER

RESULT: 12 VIEW: 2|4

⊗ BLACK

Figure 5 — Wireframing prototype of the overview of Zara website

The wireframing prototypes are shown in the figures and it gives a little bit more details for the overall design and gives a sense of what the revised features look like in the interface. Likewise to the paper prototypes, the header part was redesigned and declutter the navigation bar into four different categories in the header. The subcategories can be found by hovering over the button. The product

overview page is added with the show filter selection, the view grid selection and sorting by function. The functionality of the page become more visible and uses will find it easier to use and learn with the signifier of label and icon. It meets the requirement of functionality and learnability.

CONCLUSION

After reviewing over 20 ideas of brainstorming session, three ideas were narrowed down and analyzed with the textual, paper and wireframing prototype techniques. The prototypes are meshed well with the target audience and meet their requirements and help them to partially achieve their goal and finish the task of shopping on Zara website. With the three ideas implemented, the user may spend less time searching around and filtering through the results. It might help the user to experience a more efficient and satisfying shopping process.

APPENDIX

Alison

Age: 20-29

Gender: Female

Use frequency: Frequently

Core needs: to search for the product easily, to view the results clearly, to sort and filter the results and narrow down the options

Frustrations: hard to find the target product; fail to find the sort function, too many options to choose in the result page

Bryan

Age: 40-49

Gender: Male

Use frequency: occasionally

Core needs: to search for the product easily, like the basic pieces and sometimes like to see the fashion trend, like visual description more than text

Frustrations: visual details are hard to read, too many options to choose from

Brands: H&M, Amazon, Nike, Uniqlo, Aritzia