**Participant 1:**

**Female, has not used Zara before**

1. Task: buy a skirt
2. Doesn't like top menu camouflaged in pictures when scrolling down and up
3. Find the right size: too many questions, want to skip some questions.
4. Search cannot find a filter
5. Endless list when scrolling down. Too many options.
6. Wish they can have a sorting function.
7. The category is random
8. Wish they could have filter by price function
9. Wish they could have ratings, reviews
10. Tried to buy e-gift card, cannot type in the number, dislike the interval of $5, hard to scroll the bar, cannot tell min and max number
11. Miss the save to wishlist icon
12. Tried to look into loyalty plan, cannot find it
13. Design styling: black & white, not marketing enough
14. Product page pictures don’t have zoom in/out function
15. Confused what product they are selling, pants or jacket when the model shows too many products.

**Participant 2:**

**Female, used Zara before, not very often**

1. The front page: the animation is too quick to see
2. The page layout has too many blanks
3. The font size is small and all capitalized, hard to read.
4. The product page: left details are hard to see, should put underneath the pictures.
5. Filter: category cannot find
6. Filter in details, not sure what it is
7. Why not color in details
8. Filter: prefer box to check, like they can choose multiple criteria at same time
9. Tried to find return policy on bottom of page, failed to find
10. When scrolling down, dislike the overlapping of zara brand and text
11. View bar: do not know what’s it for, tried it and do not understand which side is to zoom in/out, wish they can have some labels of “+” “-“
12. The view scrolling bar is same as price filter, confusing it to price filter at first.
13. Like the 3D model, you can see how it looks on people from 3D view
14. No back to top function, the list is endless, don’t want to keep going down
15. Wish it has the video triggering when the cursor hover on it
16. When the cart is empty, the page looks like unfinished page and font size is too small.
17. Using the website less often than on mobile app
18. When the model is wearing pants, jacket, sunglasses, wish the related accessories can be added to the product page. The link can show extra products that people may be interested in.

**Participant 3:**

**Female, used Zara before, not very often**

1. Task: look for a jacket
2. The searching results are unrelated
3. Dislike the style
4. Dislike scrolling so much, prefer an overview
5. The function of view scrolling bar broke
6. Confused what they are selling
7. Prefer single item rather than the model wearing multiple items

**Participant 4:**

**Female, used Zara often**

1. Task: Search for a yellow sweater
2. Models poses look weird
3. Information about the model height, weight….
4. Find my size: type in instead of dragging the bar due to easiness
5. Chat box: Ask questions for return policy? Find FAQ first, then use chat box. Chat about how many inventory in specific store
6. Strange order of functions: address information, then select delivery method
7. Store finder: failed, don’t understand the result
8. Buy E-gift: not very convenient to use the dragging bar
9. View grid confusing for minimize and maximize
10. Color: +3, might list all the colors
11. Pants: could show measurements of length and other parameters
12. Bookmark: useful

**Participant 5:**

**Male, used Zara before, not often**

1. A lot unnecessary information
2. Shoes details font size too small
3. Add to wish list, cannot find the bookmark
4. E gift bar: scroll bar: good to know the min and max
5. Styling: would like a bit more colorful, happy style. Current version is boring.