

# ZARA

## UI & UX DESIGN

**Cohort:** BSE21BFT3

**Assigned by:**

Mr Ramwodin Loovesh

**Done by:**

Sesungkur Keshini: 2110\_22847

Sooumbur Keerty: 2110\_22852

Ujoodha Lovena: 2110\_22856

Veeraragoo Ishwari: 2110\_22858

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# Table of Contents

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Summary .....	3
Project Overview .....	4
Moodboard.....	5
Style Guide .....	6
<b>Font</b> .....	6
<b>Color Palette</b> .....	6
<b>Logo</b> .....	6
<b>Typography Guidelines</b> .....	7
<b>Iconography</b> .....	8
Model Hierarchical/ Sitemap .....	9
Gantt Chart.....	9
Redesign Recommendations.....	10
Wireframe.....	11
<b>Homepage Wireframe (Desktop and mobile phone)</b> .....	11
<b>Navigation Wireframe (Desktop and mobile phone)</b> .....	12
<b>Product Page Wireframe (Desktop &amp; Mobile)</b> .....	14
<b>Cart Wireframe (Desktop &amp; Mobile)</b> .....	16
<b>View Product Page Wireframe (Desktop &amp; Mobile)</b> .....	19
Mockup .....	20
<b>Homepage Mockup (Desktop and Mobile phone)</b> .....	20
<b>Navigation Mockup (Desktop and Mobile phone)</b> .....	21
<b>Product page Mockup (Desktop &amp; Mobile)</b> .....	22
<b>Cart Mockup (Desktop &amp; Mobile)</b> .....	23
<b>View Product page Mockup (Desktop &amp; Mobile)</b> .....	24
Usability Principles .....	25
➤ <b>Homepage</b> .....	25
➤ <b>Product Page</b> .....	27
➤ <b>Cart</b> .....	29
➤ <b>View Product Page</b> .....	30

## Summary

This report is about the redesign of the ZARA website based on the survey and hypothesis made. Using the recommendation, the ZARA website includes some sketches about some wireframe for homepage, product page, view product page and cart also design their mockup to amend some critical usability issues.

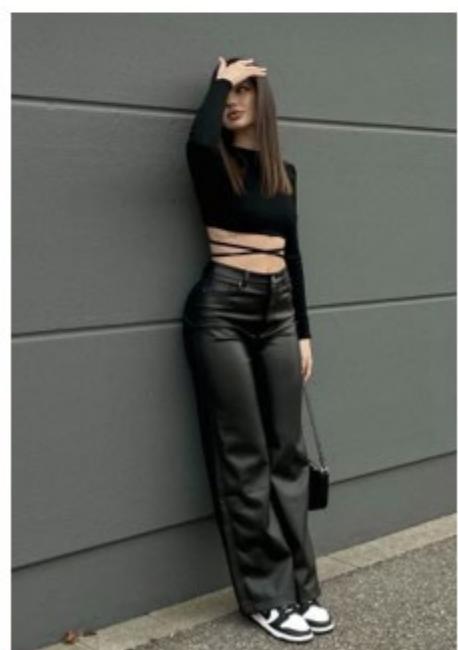
Standard website usability and design principles such as the color, scale, typography, navigation, iconography, and accessibility are used to make design decision. A hierarchy is used to maps out the various interactions a user will take within the system. The hierarchy begins with the main goal of finding a product and adding it to the cart. Moreover, a Gantt chart is used to show the time taken for each process to complete. Finally, we compare the current pages with the mockup to mention how the application is easy to use now after redesigning the mock up.

## Project Overview



The goal of this project is to improve the online shopping experience for millennials who are interested in fashion by reworking the Zara website. There are several collections available on Zara's current website, whether they are seasonal or not. Every two weeks, the website is updated with the most recent fashion trends. We discovered that the volume of information and the manner it is now presented make it more challenging than necessary to browse, which discourages customers from making online purchases. Their website redesign's primary objective was to reorganize the navigation into a more contemporary and straightforward look. We discovered via study and personal experience that internet customers have trouble believing in businesses that don't have honest and accurate photos and evaluations. Our purpose is to add features to the website that would help Zara customers feel more confident about their online purchases.

## Moodboard



# Style Guide

## Font

Header 1

**Header 2**

Footer Header

**Footer Text**

Body Text

**12:34:00**

## Color Palette

#222A35



#F3AA79



#767171



#000000



## Logo



## Typography Guidelines

### Desktop

Scale Category	Size	Weight	Font
Header 1	36px	Regular	AR JULIAN
Header 2	75px	Bold	Bell MT
Footer Header	36px	Semi-Bold	Bahnschrift
Footer Text	32px	Regular	Arial Rounded MT Bold
Body Text	24px	Regular	Arial
Number	70px	Regular	Bernard MT Condensed

### Phone

Scale Category	Size	Weight	Font
Header 1	24px	Regular	AR JULIAN
Header 2	24px	Bold	Bell MT
Footer Header	20px	Semi-Bold	Bahnschrift
Footer Text	16px	Regular	Arial Rounded MT Bold
Body Text	16px	Regular	Arial
Number	24px	Regular	Bernard MT Condensed

## Iconography



Facebook



TikTok



Instagram



Twitter



Pinterest



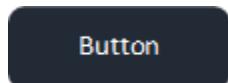
Spotify



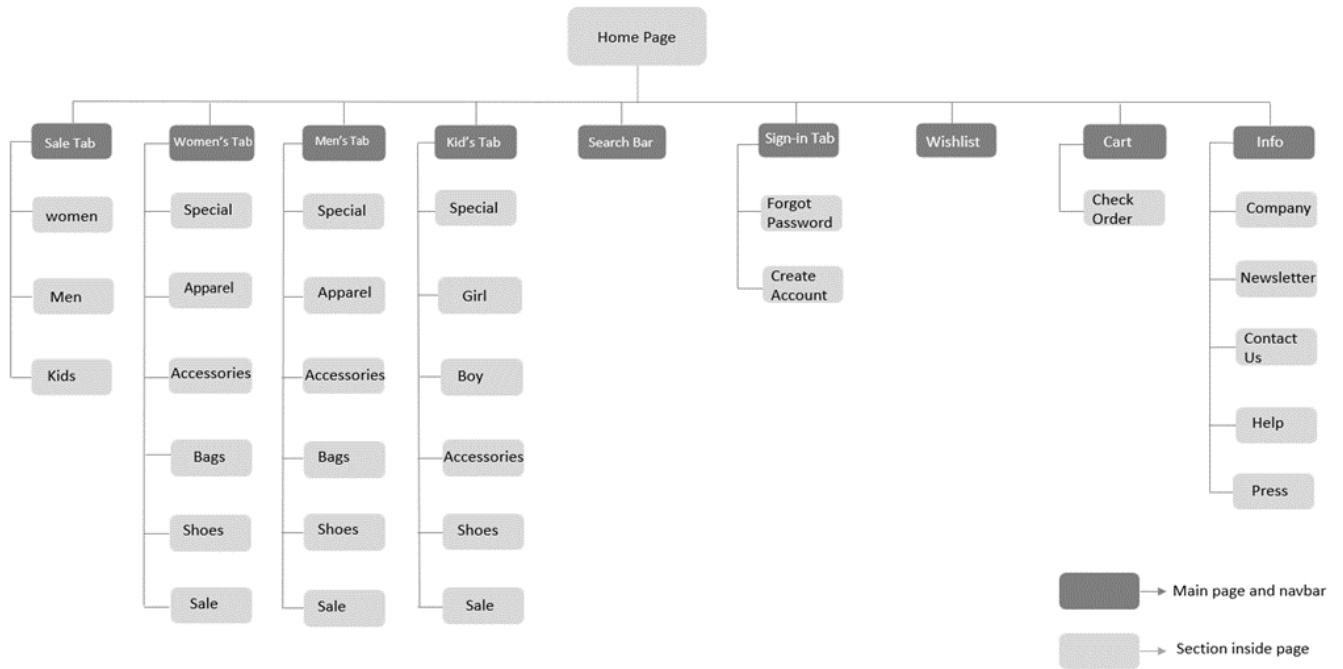
YouTube



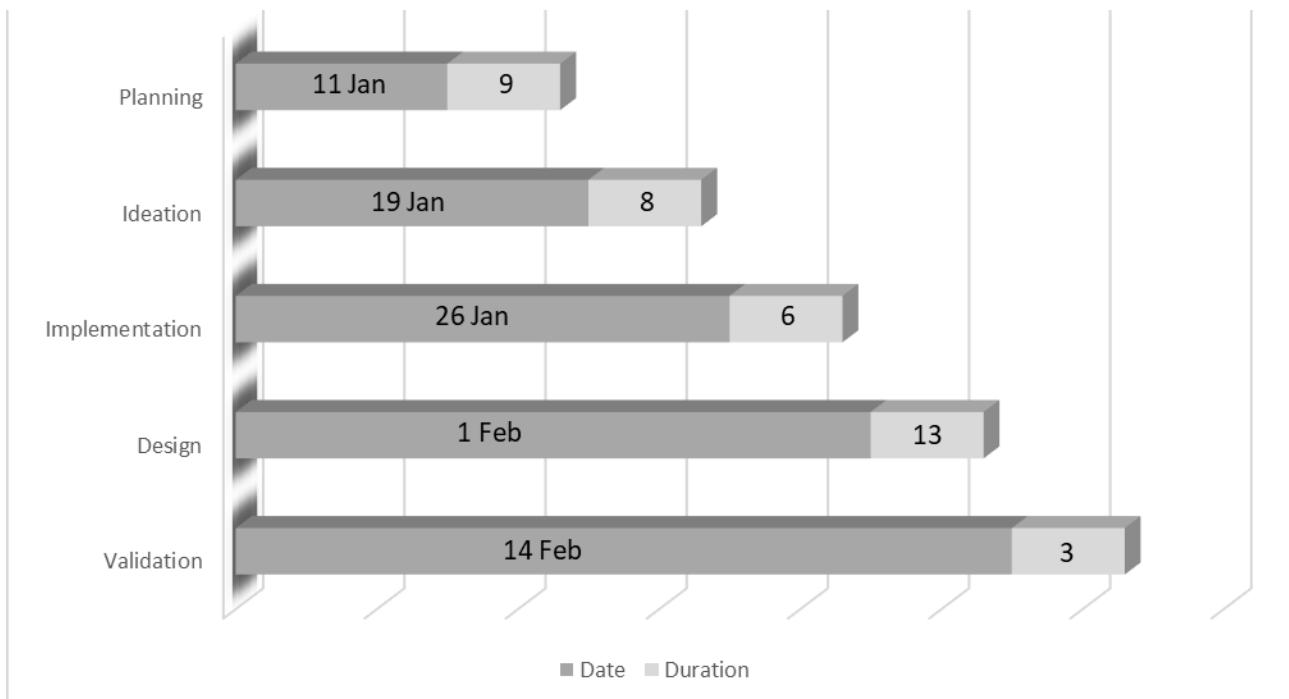
< >



## Model Hierarchical/ Sitemap



## Gantt Chart



## Redesign Recommendations

The following redesign recommendations are based on all the usability issues that the users faced in terms of user interaction and user experience. Thus, the redesign of the homepage, product page, cart solves all the problems that users mention on the survey made. We design each mockup according to the user's recommendation like they mentioned before about having a clear view of everything on the page where they does not need to look for minutes about the main features so that they can navigate. These mockup are design in order to make user experience smooth and users are able to use the ZARA website without any difficulties.

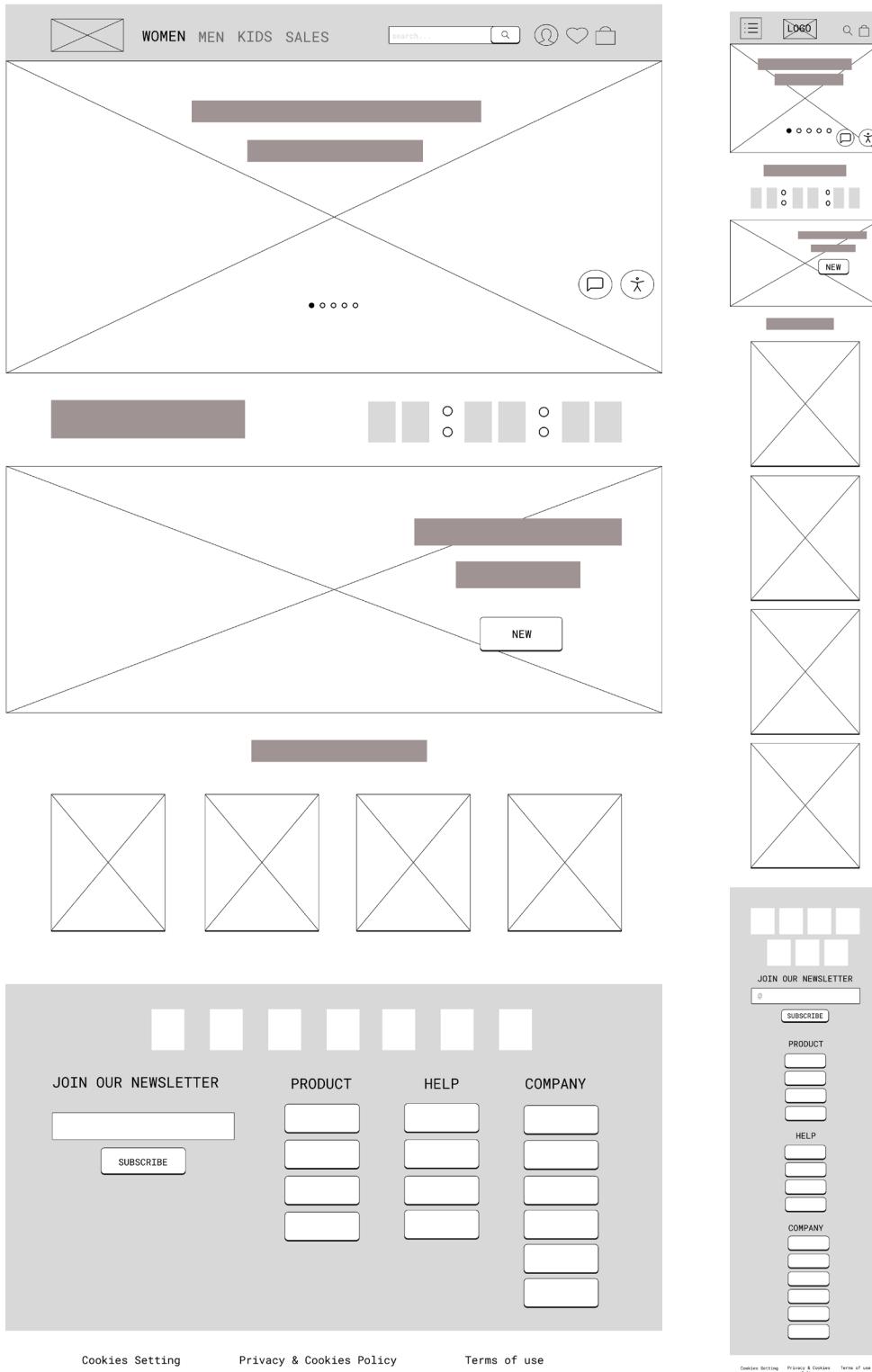
### Home Page

➤ Current Homepage



# Wireframe

## Homepage Wireframe (Desktop and mobile phone)



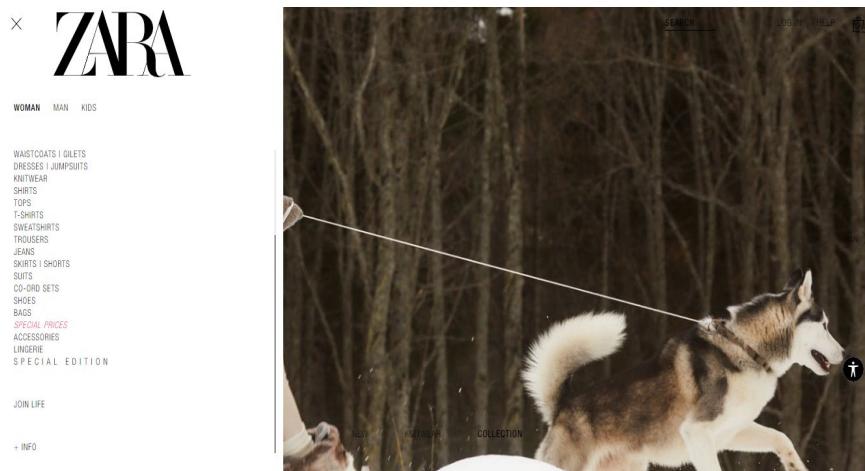
Cookies Setting

Privacy & Cookies Policy

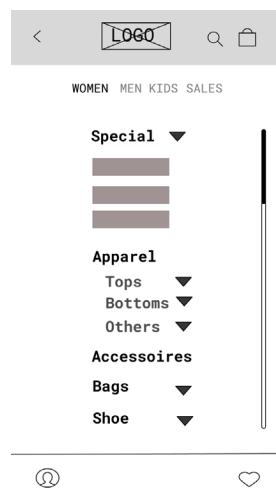
Terms of use

Cookies Setting Privacy & Cookies Policy Terms of use

## ➤ Current Navigation Menu



## Navigation Wireframe (Desktop and mobile phone)



# Product Page

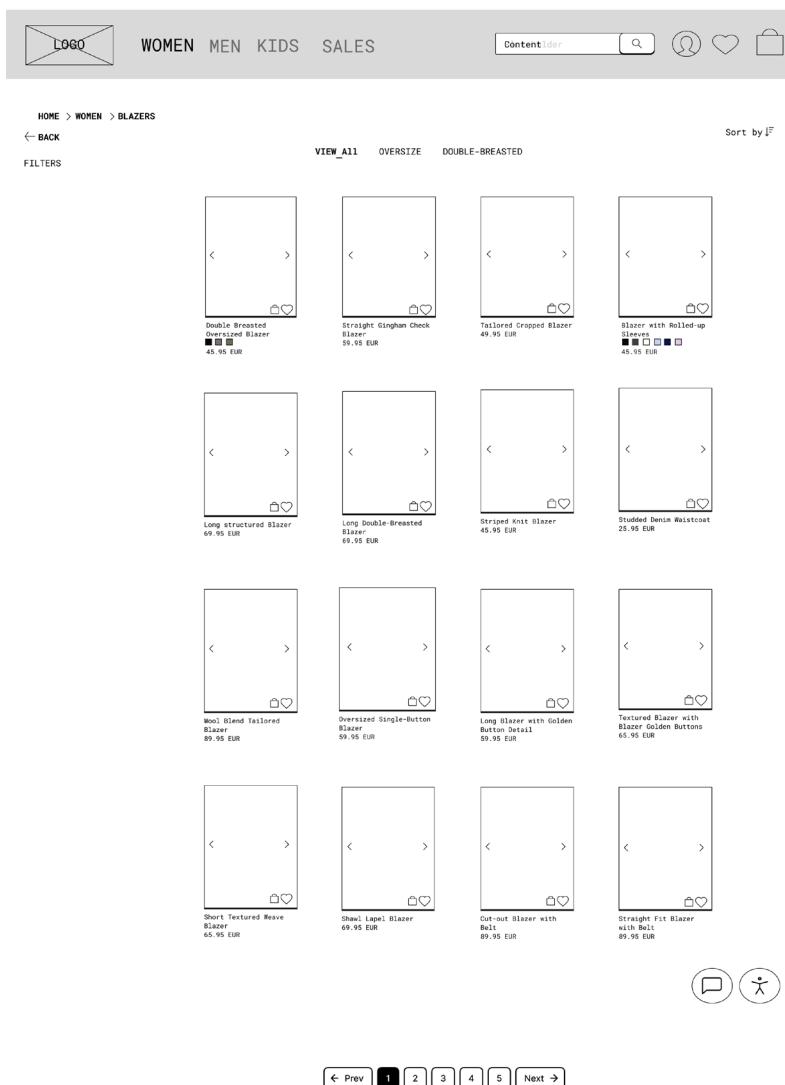
➤ Current Product Page

The screenshot shows a Zara product page with a search bar at the top right containing "SEARCH". Below the search bar are "LOG IN" and "HELP" buttons, along with a user icon. On the left, there's a menu icon (three horizontal lines) and the "ZARA" logo. The main content features two product cards side-by-side. The left card shows a person wearing a beige double-breasted blazer and matching trousers, with a price of 59.95 EUR. The right card shows a person wearing a yellow multiway straight blazer and trousers, also with a price of 59.95 EUR. Navigation arrows (+ and -) are visible between the cards.

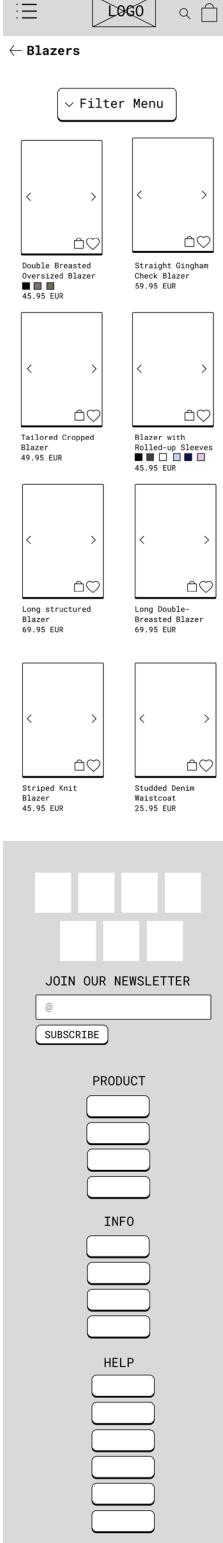


This screenshot shows a different section of the Zara website. On the left, there's a large image of a woman in a black and white zebra-print blazer and a grey pencil skirt. Below it, text reads "BLAZER WITH ROLLED-UP SLEEVES" and "49.95 EUR". In the center, another woman is shown in a dark navy double-breasted oversized blazer and matching trousers, with a price of 49.95 EUR. To the right, a vertical sidebar contains filtering options: "VIEW ALL" (selected), "OVERSIZE", "DOUBLE-BREasted", and "WAISTCOATS". Further down are filters for "COLOUR", "SIZE", "PRICE" (with a slider from 20.00 EUR to 90.00 EUR), and "COLLECTION". At the bottom of the sidebar are "VIEW RESULTS 137" and "CLEAR" buttons, along with two small circular icons.

# Product Page Wireframe (Desktop & Mobile)



The desktop wireframe shows a product grid of 16 blazer items arranged in four rows of four. Each item card includes a small image, a title, a price, and a color-coded size chart. Navigation includes back/forward arrows, a search bar, filters, and a footer with newsletter sign-up and social media icons.



The mobile wireframe shows a similar grid layout but with a more compact design. It includes a filter menu, a sidebar for navigation, and a sidebar for newsletter sign-up and product info.

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# Cart

➤ Current Cart

# ZARA

LOVENA HELP

CART (3) FAVOURITES ▾



STRAIGHT BLAZER

59.95 EUR

- 1 +

EU M / US M | OYSTER WHITE

DELETE

LONG SLEEVE T-SHIRT

22.95 EUR

- 1 +

HIGH-WAIST TROUSERS

29.95 EUR

- 1 +

EU M / US M | BLACK

DELETE

TOTAL 112.85 EUR

CONTINUE



LONG SLEEVE T-SHIRT

22.95 EUR

-

+

EU M / US M | LIGHT GREY

DELETE



HIGH-WAIST TROUSERS

29.95 EUR

- 1 +

EU M / US M | BLACK

DELETE

COMPLETE YOUR LOOK



CHAT

## Cart Wireframe (Desktop & Mobile)

### Shopping bag

CONTINUE SHOPPING >

Shopping Bag > Place Order > Pay > Order Complete

Item Summary(3)

All	Item	Price	Quantity	Total
<input checked="" type="checkbox"/>	[Image]	[Slider]	[Slider]	[Slider]
<input checked="" type="checkbox"/>	[Image]	[Slider]	[Slider]	[Slider]
<input checked="" type="checkbox"/>	[Image]	[Slider]	[Slider]	[Slider]

Order Summary

Checkout

X Shopping Bag Heart

Location icon [Input field]

Three items listed vertically, each with a checkbox, a large X icon, a quantity slider, and a minus/plus button.

Checkout(3)

## Place Order



CONTINUE SHOPPING

Shopping Bag > Place Order > Pay > Order Complete

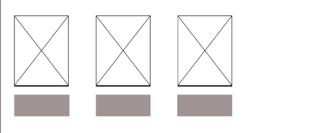
Shipping Address

Billing Address

Order Summary

Checkout

Shipping Bag



Choose your Shipping Options

Payment Method



Payment Method



← Order Confirmation

Content

Shipping Method

Payment Method

Total:

PLACE ORDER

## Pay



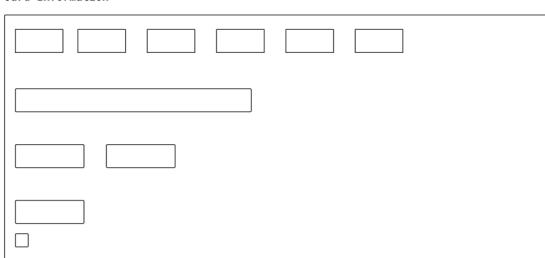
Shopping Bag > Place Order > Pay > Order Complete

< Back to Place Order Page



Order Summary

Card Information



Checkout

## [View Product Page](#)

➤ Current View Product Page

≡

# ZARA

SEARCH

LOG IN HELP

LONG STRUCTURED BLAZER 69.95 EUR

Round neck blazer featuring long sleeves with padded shoulders. Front pockets. Fastens at the front with buttons.

BLU/WHITE | 2137/857

EU XS / US XS  
EU S / US S  
EU M / US M  
EU L / US L  
EU XL / US XL

SIZE GUIDE

ADD TO BAG

CHAT

SHIPPING AND RETURNS

👤



COMPOSITION & CARE

COMPOSITION

We work with monitoring programmes to ensure compliance with our social, environmental and health and safety standards for our garments.

To assess compliance, we have developed a programme of audits and continuous improvement plans.

OUTER SHELL  
100% polyester

LINING

[View more](#)

## View Product Page Wireframe (Desktop & Mobile)

The wireframe illustrates a product page design across two platforms: Desktop and Mobile.

**Desktop Layout:**

- Header:** Features a logo icon, navigation links for WOMEN, MEN, KIDS, and SALES, a search bar, and user icons for profile, heart, and bag.
- Breadcrumbs:** Shows the current path: HOME > WOMEN > BLAZERS > PRODUCT NAME.
- Back Button:** A "BACK" button with a left arrow.
- Product Images:** Two large square placeholder boxes with diagonal X's.
- Product Details:**
  - Name of product
  - Price
  - Also available in: A row of five empty square checkboxes.
  - Select a size: Buttons for XS, S, M, L, and XL.
  - Size Guide: A button with a t-shirt icon.
  - Add To Cart: A button with a shopping bag icon.
  - Product Details: A button with a plus sign.
- PAIR IT WITH:** A section with three smaller product cards, each showing a placeholder box with a shopping bag and heart icon, followed by "Name of product" and "Price" sections.
- Footer:** Includes a newsletter sign-up form with fields for email and subscribe, and links for JOIN OUR NEWSLETTER, PRODUCT, INFO, and HELP.

**Mobile Layout:**

- Header:** Similar to the desktop, with a menu icon, logo, and user icons.
- Search:** A "PRODUCT NAME" input field with a back arrow.
- Product Placeholder:** A large rectangular placeholder box with left and right arrows.
- Product Details:** Mirrors the desktop version with "Name of product", "Price", "Also available in", "Select a size", "Size Guide", "Add To Cart", and "Product Details" buttons.
- PAIR IT WITH:** A section with three smaller product cards, each showing a placeholder box with a shopping bag and heart icon, followed by "Name of product" and "Price" sections.
- Footer:** Includes a newsletter sign-up form with fields for email and subscribe, and links for JOIN OUR NEWSLETTER, PRODUCT, INFO, and HELP.

# Mockup

## Homepage Mockup (Desktop and Mobile phone)

**1**

**SALES END IN**

**15 : 22 : 05**

**2**

**SALES  
20-30% OFF**  
Coupon: zara20

**3**

**4**

**5**

**#Campaign**

**SALES END IN**

**15 : 22 : 05**

**#Campaign**

**ZARA**  
**Fall Collection**

**NEW**

**JOIN OUR NEWSLETTER**

**SUBSCRIBE**

**PRODUCT**

- Women
- Men
- Kids
- Sales

**HELP**

- Shop at ZARA.COM
- Product
- Payment
- Shipping
- Returns
- Shops and Company
- My Account

**COMPANY**

- About us
- Join life
- Offices
- Work with us
- Contact
- Legal notes

**JOIN OUR NEWSLETTER**

**SUBSCRIBE**

**PRODUCT**

- Women
- Men
- Kids
- Sales

**HELP**

- Shop at ZARA.COM
- Product
- Payment
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**6**

**Cookies Setting**

**Privacy & Cookies Policy**

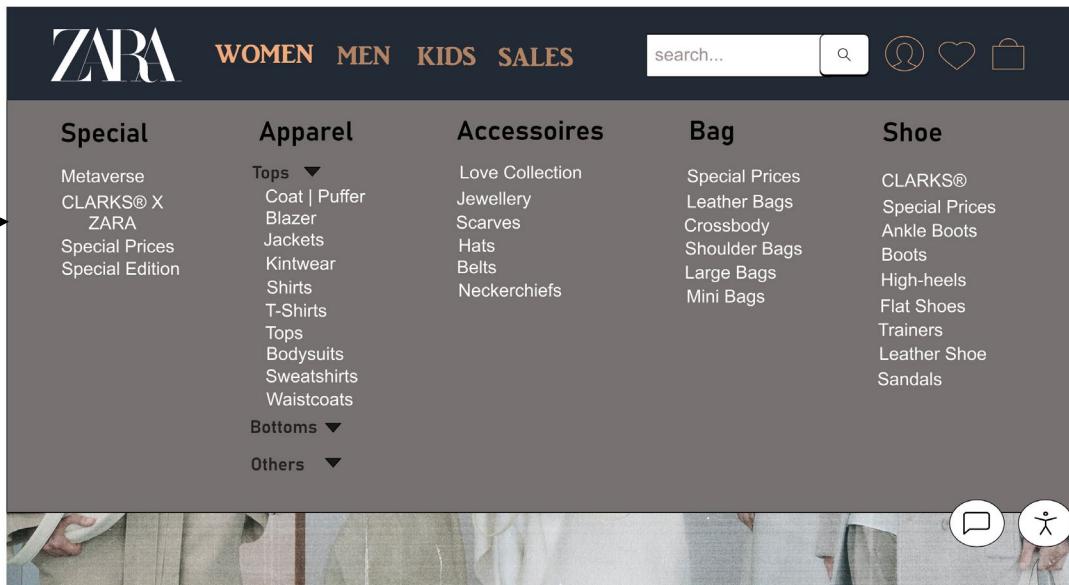
**Terms of use**

**Cookies Setting**

**Privacy & Cookies Policy**

**Terms of use**

## Navigation Mockup (Desktop and Mobile phone)



The desktop navigation bar features the ZARA logo, followed by menu links: WOMEN, MEN, KIDS, and SALES. To the right is a search bar with a magnifying glass icon, and social media icons for Instagram, Facebook, and a shopping bag.

**Special**

- Metaverse
- CLARKS® X ZARA
- Special Prices
- Special Edition

**Apparel**

- Tops ▾
  - Coat | Puffer
  - Blazer
  - Jackets
  - Kintwear
  - Shirts
  - T-Shirts
  - Tops
  - Bodysuits
  - Sweatshirts
  - Waistcoats
- Bottoms ▾
- Others ▾

**Accessoires**

- Love Collection
- Jewellery
- Scarves
- Hats
- Belts
- Neckerchiefs

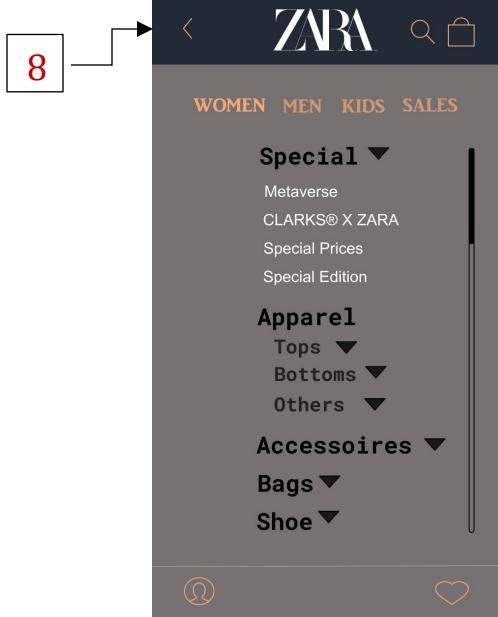
**Bag**

- Special Prices
- Leather Bags
- Crossbody
- Shoulder Bags
- Large Bags
- Mini Bags

**Shoe**

- CLARKS®
- Special Prices
- Ankle Boots
- Boots
- High-heels
- Flat Shoes
- Trainers
- Leather Shoe
- Sandals

7



The mobile navigation bar includes a back arrow, the ZARA logo, a search bar with a magnifying glass icon, and a shopping bag icon.

**WOMEN MEN KIDS SALES**

**Special ▾**

- Metaverse
- CLARKS® X ZARA
- Special Prices
- Special Edition

**Apparel**

- Tops ▾
- Bottoms ▾
- Others ▾

**Accessoires ▾**

**Bags ▾**

**Shoe ▾**

**Instagram Facebook Shopping Bag**

8

## Product page Mockup (Desktop & Mobile)

The mockup illustrates a Zara product page for blazers, divided into desktop and mobile sections.

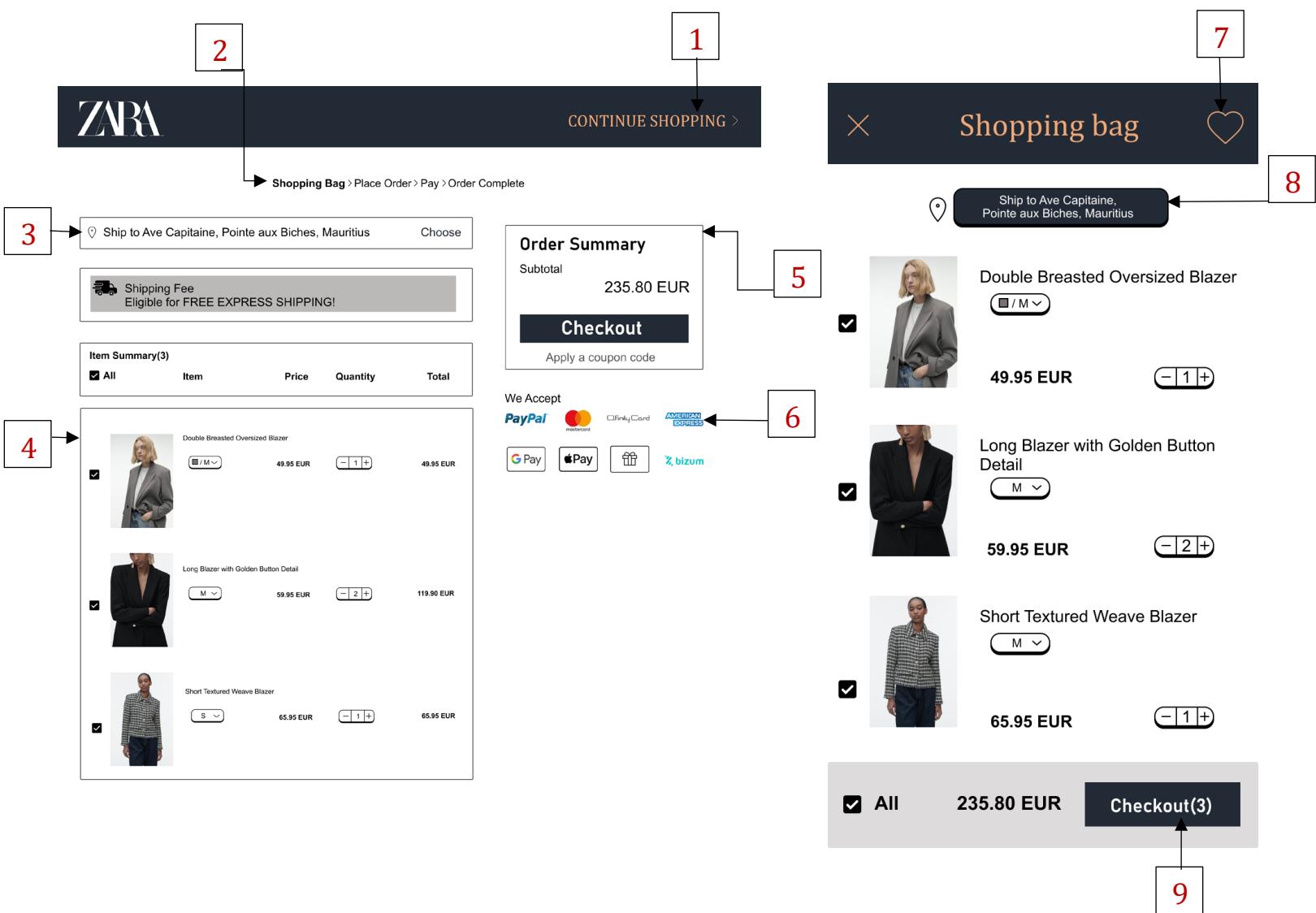
**Desktop View:**

- 1**: Zara logo and navigation menu (WOMEN MEN KIDS SALES).
- 2**: Breadcrumbs (HOME > WOMEN > BLAZERS) and back button.
- 3**: Filters icon.
- 4**: Sort by dropdown menu.
- 5**: Product grid with blazer images and details.
- 6**: Product grid with blazer images and details.
- 7**: Product grid with blazer images and details.
- 8**: Product grid with blazer images and details.
- 9**: Product grid with blazer images and details.
- 10**: Pagination controls (Prev, Next, page numbers 1-5).
- 11**: Social media icons (TikTok, Instagram, Facebook, Twitter, Pinterest, YouTube, Spotify) and newsletter sign-up form.

**Mobile View:**

- 12**: Zara logo and search bar.
- 13**: Search results for "Blazers".
- 14**: Filter menu icon.
- 15**: Product grid with blazer images and details.

## Cart Mockup (Desktop & Mobile)



## View Product page Mockup (Desktop & Mobile)

**1**

The desktop product page shows a woman wearing the blazer over a black top and wide-leg trousers. The blazer is displayed separately. A red box labeled '1' points to the top navigation bar.

**2**

A red box labeled '2' points to the left side view of the blazer.

**3**

A red box labeled '3' points to the right side view of the blazer.

**4**

A red box labeled '4' points to the product details section, which includes a description of the blazer's features: "Blazer with a lapel collar and long sleeves. Double-breasted button fastening. Front flap pockets. Double-breasted golden button fastening."

**5**

A red box labeled '5' points to the "PAIR IT WITH" section, which shows three outfit suggestions: a wide-leg trouser with darts, a cropped top, and a shoulder bag.

**6**

A red box labeled '6' points to another outfit suggestion featuring wide-leg trousers with darts.

**7**

A red box labeled '7' points to the "PAIR IT WITH" section on the desktop footer.

**8**

A red box labeled '8' points to the "PAIR IT WITH" section on the mobile footer.

# Usability Principles

## How the application is easy to use compared to before redesign?

### ➤ Homepage

**Color theory** – According to the survey made and the response we got from the participants most of them mention they want a blue homepage. So, using the complementary colors ocean blue and apricot from the color wheel, we design the navigation bar taking these complementary colors into consideration. The color blue gives customers an impression of inner security and as for the color apricot it has a positive energetic vibe which draw users attention to call to action such as profile, cart and Wishlist. Moreover, we added a little bit of gray to create a balancing and calming effect as well as to give it the sophisticated ZARA aesthetic.

- 1) **Navigation bar** – We made the navigation bar fix to avoid the links in the navbar from overlapping the content and images on the page which was very disturbing for customers while scrolling down the pages. According to Miller's Law arranging content into smaller chunks so that users do not have to memorize anything we kept the items in the navigation bar to a minimum by listing the 4 main categories of ZARA's products. Search bar has been made more prominent to encourage quicker searching of products. The navbar consists of the most common and important elements that a user is going to use most of the time. Abiding by Jakob's Law users often users' application which are similar to other websites therefore we design have design a navbar which users are familiar with for example the cart icon, user know if they click on this they are directed to their shopping cart.
- 2) **Font Styling** – A red highlight color has been introduced to lay emphasis on the important elements on the page such as sales we used the color red and a different font weight to grab the attention of the users as red is very eye catching.

- 3) **Carousel** – We added a carousel to display the photography and styling options of ZARA clothes.
- 4) **Icon** – We provided Accessibility and Customer Service shortcut for frequent users to make users life easy and fast on the website.
- 5) **CTA** – We added a shortcut for Zara fall collection, when the user clicks on the new button the user is directed to the fall collection page.
- 6) **Footer** – The footer is added to every single page on the website. It contains quick links that users might want to check out such as if a user need to return an item, they can directly click on returns to know more how to proceed or if they want to go to men section they can directly click on category men rather than going back to the homepage. It saves user's time. Otherwise, the footer consists of the least important features such as cookies setting, privacy and cookies policies as well as terms of use which are links that are barely used by users that why we put them on the bottom of page.
- 7) **Category links** – Hick's Law states that the greater the number of choices, the longer it takes to make a decision so we categories the product into sub-categories to make everything clear and avoid overwhelming users. Unlike how it was before when the user deals with such interface to search something the user will feel lost because everything is clustered together.
- 8) **Back button** – It permits easy reversal of actions. For instance, if a first-time user is using the ZARA website, they might hesitate to go on a page and cannot revert back hence adding a back button it will help user go back to the initial page without any issue.

➤ Product Page

- 1) Header** - Zara logo overlapped the content and navigation menu was hiding. Putting the header this way gives a better definition of all categories and it makes sure no content is hidden.
- 2) Category header** - We added the category header, so users know where they are on the website, and they can make use of backward steps instead of undoing and redoing previous actions.
- 3) Filter menu** - Filters menu covers the content which can be annoying for users. We added it to the left without it covering any content.
- 4) Middle header** - The header in the middle blended in with content of products listing, covering images and texts, however, it is fixed on the webpage.
- 5) Sort functionality** - We also added a sort functionality so user can navigate more effectively than doesn't exist in the existing website. The sort functionality consists of sorting products in alphabetical order and price ranges.
- 6) Cart and Wishlist icon** - We also added the shopping bag and favourite icon inside the image placeholder directly instead of clicking on the "+" icon.
- 7) Texts and product colour** - When users zoom on the website the images stay the same while the texts decrease. I increased the text size, made it non-editable and added product colors. They are aligned with the images.
- 8) Carousel** - The user cannot swipe through different photos of a product but instead must click directly on the product to be taken to a separate page and from there view multiple pictures by scrolling up and down therefore I added multiple product shots in carousel format.
- 9) Images** - Varying image sizes and placement are impossible for the user to view the page. I then set the default view to 4 items per row with the right distance used.

**10) Pagination** - Pagination at the bottom of the page is to show users their path on how they got to where they are currently and they can also jump to any pages they want. They do not have to keep scrolling as in the existing system.

**11) Chat box** - Chat box added next to accessibility to be visible instead of people searching for it.

**12) Mobile back button** - We have a back button to allow user to go back to their previous action.

**13) Mobile header icon** - On the mobile app we added shopping bag and search icon on header so users can have easier access.

**14) Mobile filter menu** - Filter menu is in the middle as it is one of the important steps when going through a category page.

**15) Mobile images** - Lastly, we added two items per row with proper alignment of texts and images.

## ➤ Cart

- 1) Header** - The header “continue shopping” is added if a user wants to go back to shopping. This header is different from the others as the page is a cart page.
- 2) Checkout steps** - Steps of checkout is broken down in four different steps. The prototype of the four steps is not shown completely however you can see the steps as wireframes. In the existing system steps are not shown leaving users confuse as to how many steps they should go through.
- 3) Shipping address** - Address is added so users do not have to go back to setting to modify their address. They can also choose their billing and shipping address.
- 4) Items summary** - Items bought are resized smaller, so users do not need to scroll to see items summary such as size, quantity, and prices. Also, you can modify those details on the “shopping bag” page.
- 5) Order summary** - An order summary is added bigger with the price text visible. In the existing page the texts are small. The total of items should have bigger size as it is important information that should not go unnoticed. After clicking on “Checkout” you go to the next step.
- 6) Payment cards** - We added all payments cards that ZARA accepts however the payment will be on another page to prevent customers from being overwhelmed by the amount of information on the page.
- 7) Mobile header icon** - On the mobile app we added the Wishlist icon and a cancel button in the header.
- 8) Mobile Shipping address** - In the middle of the page we added the shipping address as it is more eye-catching.
- 9) Checkout button** - We didn’t add many details in the checkout section for mobile app as we don’t want users to feel confused with lots of information.

➤ **View Product Page**

- 1) **Path** – We have included a path which acts as a guide to the users, and they can go back to the previous page whenever they want and also, this way they get a much better understanding of their actions.
- 2) **Pictures layout** – In the current ZARA website the users are presented with one large picture, and they have to scroll up and down to view the outfits. It can be real nuisance for the users to scroll up and down each time. Hence, we have redesigned this whole situation and displayed 4 - 5 items in which they can click on, and it expands.
- 3) **Font styling** – We have used a much proper font with more weight. Compared to the website which has used a light grey colored font as a result of making the page boring and quite dormant.
- 4) **Description box** – We added a description box for the product details, and if ever the user wants to know more information about the product he/she just has to click on the plus sign and it displays the information. Displaying the information this way, makes the website much neater.
- 5) **Chat box & Accessibility feature** – We made sure that both the chat box and the accessibility feature are fixed, so that they do not overlap with other contents when the user has to scroll.
- 6) **Wishlist & Cart** – Users can directly add their items to cart / Wishlist , by clicking on the cart / heart icon.
- 7) **Carousel button** – We have added carousel buttons so that the user can view all pictures related to the product in a single grid.