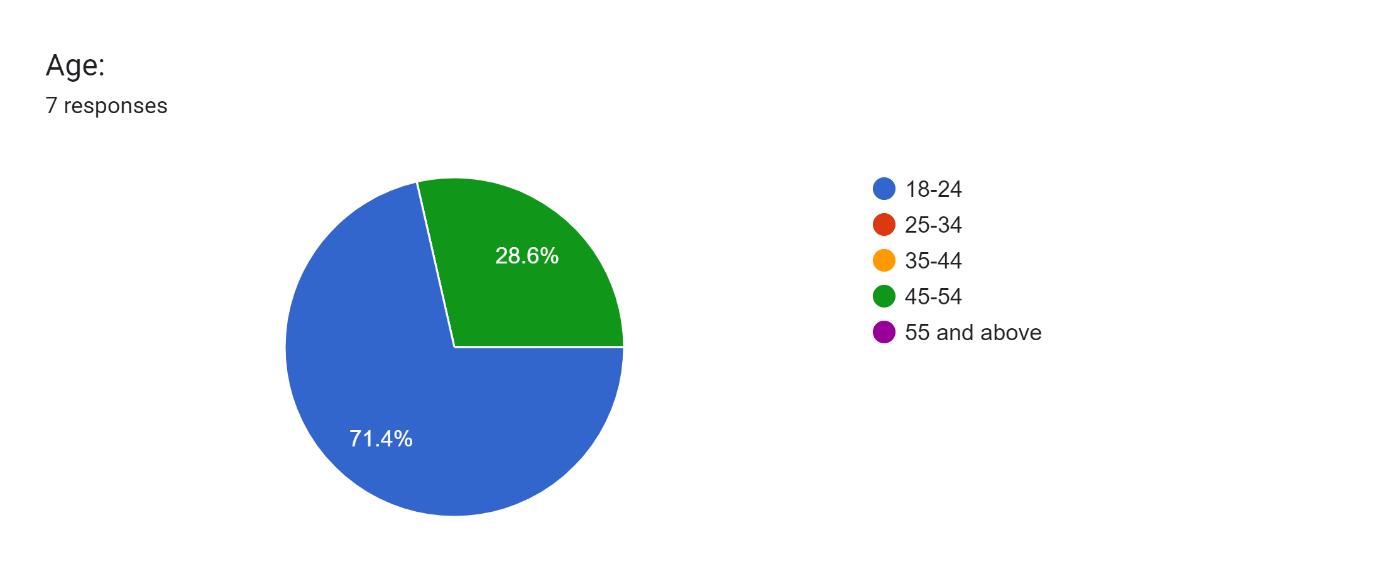
Greetings, we are a group of university students doing a survey on the ZARA website. The survey is for you to give your opinions on the changes about designs and interfaces we would like to bring to the website.

Age:



1. Users need to choose country and language before accessing the homepage.

**Chart, pie chart

Description automatically generated**

2. Homepage takes too much time to load.

Chart, pie chart

Description automatically generated

3. ZARA logo is too huge and overlaps the page content.

Chart, pie chart

Description automatically generated

4. All texts are in upper-case and low contrast colours small fonts.

Chart, pie chart

Description automatically generated

5. Navigation menu is hidden behind a hamburger button and not categorised.

Chart, pie chart

Description automatically generated

6. Poor colour contrast of elements across the website.

Chart, pie chart

Description automatically generated

7. The slider on the product page doesn’t indicate what it is used for; confusing and not helpful.

Chart, pie chart

Description automatically generated

8. Navigation bar on bottom of the homepage doesn’t work. Instead, it changes the slides of images and sometimes get lost with bad contrast colour of images.

Chart, pie chart

Description automatically generated

9. Large images with small texts and many white spaces on product page.

Chart, pie chart, bubble chart

Description automatically generated

10. Same products are shown multiple times.

Chart, pie chart

Description automatically generated

11. Search bar is randomly place on the right side, floating kind of in mid-air; not noticeable.

Chart, pie chart

Description automatically generated

12. If a product is “New” or a “Best Seller”, the coloring should be bright rather than black.

Chart, pie chart

Description automatically generated

13. No channel for customer feedback.

Chart, pie chart

Description automatically generated

14. User must scroll horizontally to see cart.

Chart, pie chart

Description automatically generated

15. During checkout items bought are not displayed and prices are barely visible.

Chart, pie chart, bubble chart

Description automatically generated

16. Filters menu and customer service are not as easy to identify.

Chart, pie chart

Description automatically generated

17. Chat box not responsive

Chart, pie chart

Description automatically generated

18. Newsletter page uses too much of white space.

Chart, pie chart

Description automatically generated

19. ZARA should have ability to change the currency.

Chart, pie chart

Description automatically generated

Chart, pie chart

Description automatically generated

20. Have you ever encountered an issue while shopping on the ZARA website?

Chart, pie chart

Description automatically generated  
If yes, please specify

The sizes are not there

Chart, bar chart

Description automatically generated