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.

Name:

Age:

* 18-24
* 25-34
* 35-44
* 45-54
* 55 and above

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

* Keep it the same.
* Go directly to the homepage.

2. Homepage takes too much time to load

* True
* False

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

* It looks good.
* Put logo smaller

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

* I like it.
* Increase font size and use darker font colours.

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

* I like how the navigation bar is displayed.
* Use a horizontal navigation bar with a dropdown categorised menu.

6. Poor colour contrast of elements across the website.

* False
* Change colouring to blue
* Change colouring to red

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

* False
* True

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.

* The bottom navigation bar doesn’t affect the homepage.
* Remove bottom navigation bar.
* Keep bottom navigation bar but, change font colour accordingly to images each time content is updated.

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

* Not an issue.
* Make a uniform layout and use a heavier font weight so details of items are more visible.

10. Same products are shown multiple times.

* Not a bother.
* Show images in one container.

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

* It is placed correctly.
* Make it bigger.

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

* No
* Yes
* Or labeled inside a red box

13. No channel for customer feedback.

* It’s not necessary.
* Add social media posts to homepage.

14. User must scroll horizontally to see cart.

* Horizontal scrolling is better.
* Change it to vertical scrolling with a better layout.

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

* Not an issue
* Display all items bought and add a heavier font.

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

* True
* False

17. Chat box not responsive

* True
* False

18. Newsletter page uses too much of white space.

* Doesn’t matter
* They could have centered the information

19. ZARA should have ability to change the currency.

* Agree
* Disagree

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

* No
* Yes
* Specify