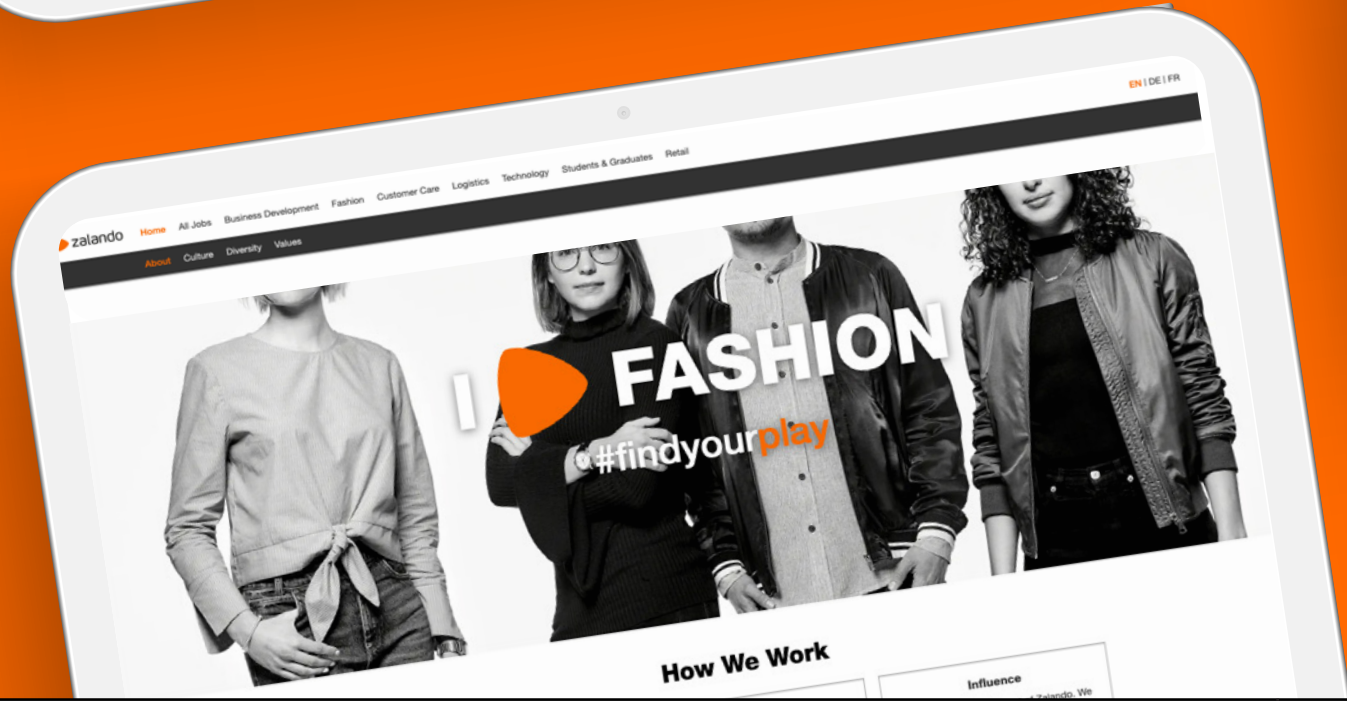
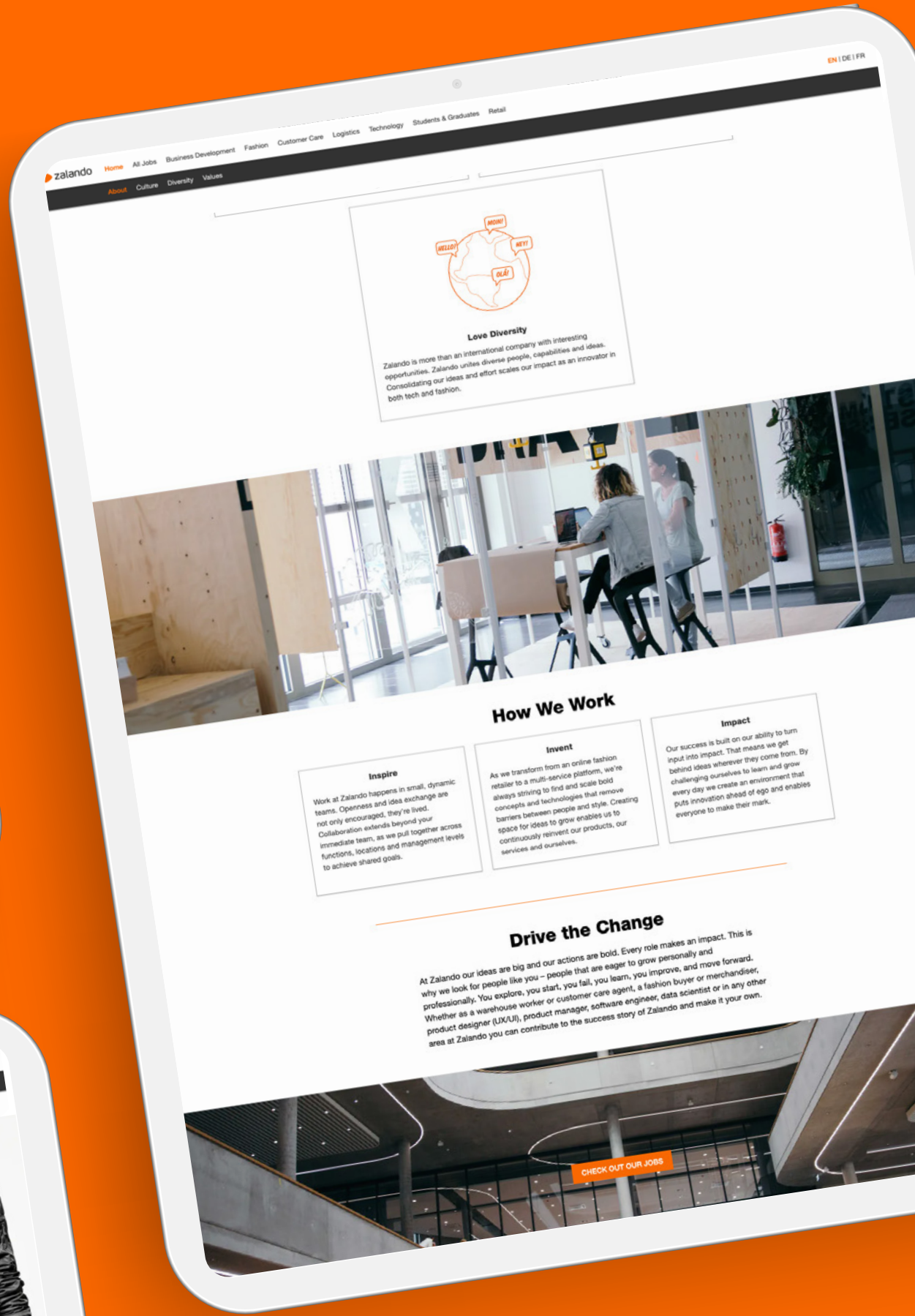


# UX AUDIT

SEPTEMBER 2021





# PURPOSE OF THIS REPORT

**The aim of this report is to evaluate and suggest improvements for the users of your careers website.**

## **What do we want to achieve?**

1. Audit the website
2. Compare what competitors are doing online
3. Diagnose the positives and pain points

## **Deliverables**

5. Recommendations
6. Proposed sitemap





# WHAT YOU'VE TOLD US

**WISER HAVE PULLED OUT SOME KEY FINDINGS  
FROM ZALANDO'S EXISTING CAREERS SITE  
RESEARCH AND PLANNING DOCUMENTS.**



# WHAT HAVE YOU TOLD US?

## #1

**We need to discover and develop our own employer brand between corporate and consumer brands**

- ▶ New site needs to reflect the employer brand across all pages
- ▶ Current content is outdated

**The careers website is the main vector of the employer brand.**

## #2

**New careers pages should fit our EVP - both in terms of key messaging and visuals**

- ▶ Current website displays old EVP

**EVP should be represented in all content and pages of the site.**

## #3

**Website structure requires complete change**

- ▶ Navigation is broken
- ▶ Current site architecture was based on old Zalando structure, it doesn't reflect how Zalando is now functioning

**It's not just about design.**

## #4

**Need better consistency between the internal and external websites**

- ▶ Both sites are too separated and internal talents can get confused
- ▶ Integrating better internal vs external

**Better integration between internal and external websites is a must.**



YOUR GOALS & REQUIREMENTS

QUALITATIVE GOALS

- ▶ **Structure/Navigation:** reduce complexity - content can be found easily and logically in a clear and simple structure.
- ▶ **Content:** make it easy to understand and see at a glance what Zalando stands for as a company including latest news and strategically relevant focus topics like platform services. The company’s position towards topics such as sustainability and D&I should also be clearly highlighted.
- ▶ **Central contact point:** bring the Zalando digital ecosystem closer together, connect and integrate other Zalando web presences like career page, brand hub, fashion PR page.
- ▶ **Expansion of tier 1 target group:** include applicants and talent (directly addressed) to tier 1 target group next to journalists, investors, analysts and partners.
- ▶ **Streamline the brand experience:** offer a holistic brand experience for all corporate target groups. Create a digital touchpoint that reflects the corporate brand and brand personality.
- ▶ **Accessibility:** offer an inclusive and accessible digital touchpoint based on WCAG principles.
- ▶ **Optimise performance measurement:** develop performance measurement, esp. qualitative KPIs (currently only quantitative measurement via Google Analytics: user, page views, average session duration).

REQUIREMENTS

- ▶ Relaunch rather than redesign
- ▶ One Zalando look and feel
- ▶ Home page as a connector
- ▶ Dedicated job category, business unit and location content pages
- ▶ Content owned by creators
- ▶ Scalable navigation
- ▶ Blog as a content driver
- ▶ More media formats - videos, gifs, photos, podcasts, opinion pieces
- ▶ Modular design so pages are flexible - 14 blocks used to create pages with a variety of content to inform, inspire and engage candidates
- ▶ Fixed design that supports customer experience (my applications page, wish list, job ads, job listings, FAQ, Blog, etc.)

# THINGS TO CONSIDER

## ZALANDO CONSIDERATIONS

- ▶ We need to ensure the careers website and corporate website have a consistent experience (especially on navigation and accessibility).
- ▶ While the design can change, as the careers website will have its own identity (through EVP), we still need to ensure that the Zalando brand stays consistent.
- ▶ Both sites will be connected, some elements on the careers site will also be part of the corporate website, and traffic will be sent from the corporate site to the careers site, and the other way around.

## WISER CONSIDERATIONS

- ▶ Zalando corporate website is also going through a full redesign. How will this link with Wiser's work and when will it be finished?
- ▶ Sitemap and high-fidelity mockups have been completed. How much of this is here to stay?
- ▶ Content collection & stakeholders - who will be responsible for signing off designs?



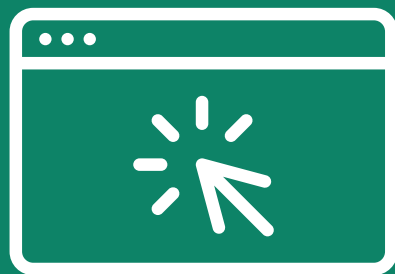




# METHODOLOGY

# METHODOLOGY

The analysis was undertaken by Wiser's UX/UI team, who focus on crafting seamless careers experiences every day.



## UX analysis of the current site

Wiser completed an in-depth written analysis of the current site to see what's worth keeping, what should be removed and what is missing.

1. Analysis using heuristics
2. Accessibility review
3. Review of analytics



## User journey mapping

Wiser have created user journey maps to identify pain points and high point of the core user journeys.

1. Analysis by UX designer
2. Steps to application user testing



## Competitor analysis

Wiser have evaluated how Zalando ranks against its competitors, scoring the company using heuristics, analysing the key areas of navigation, content and design and comparing content.

1. Analysis using heuristics
2. Written analysis
3. Content comparison





# GOAL SETTING

**A good website balances the needs of the business and the user. There will be more goals than written here, but from our experience these are the most frequent.**

## User goals

1. Find and apply to a role
2. Find out more about the company
3. Check the culture and benefits
4. Prepare for an interview

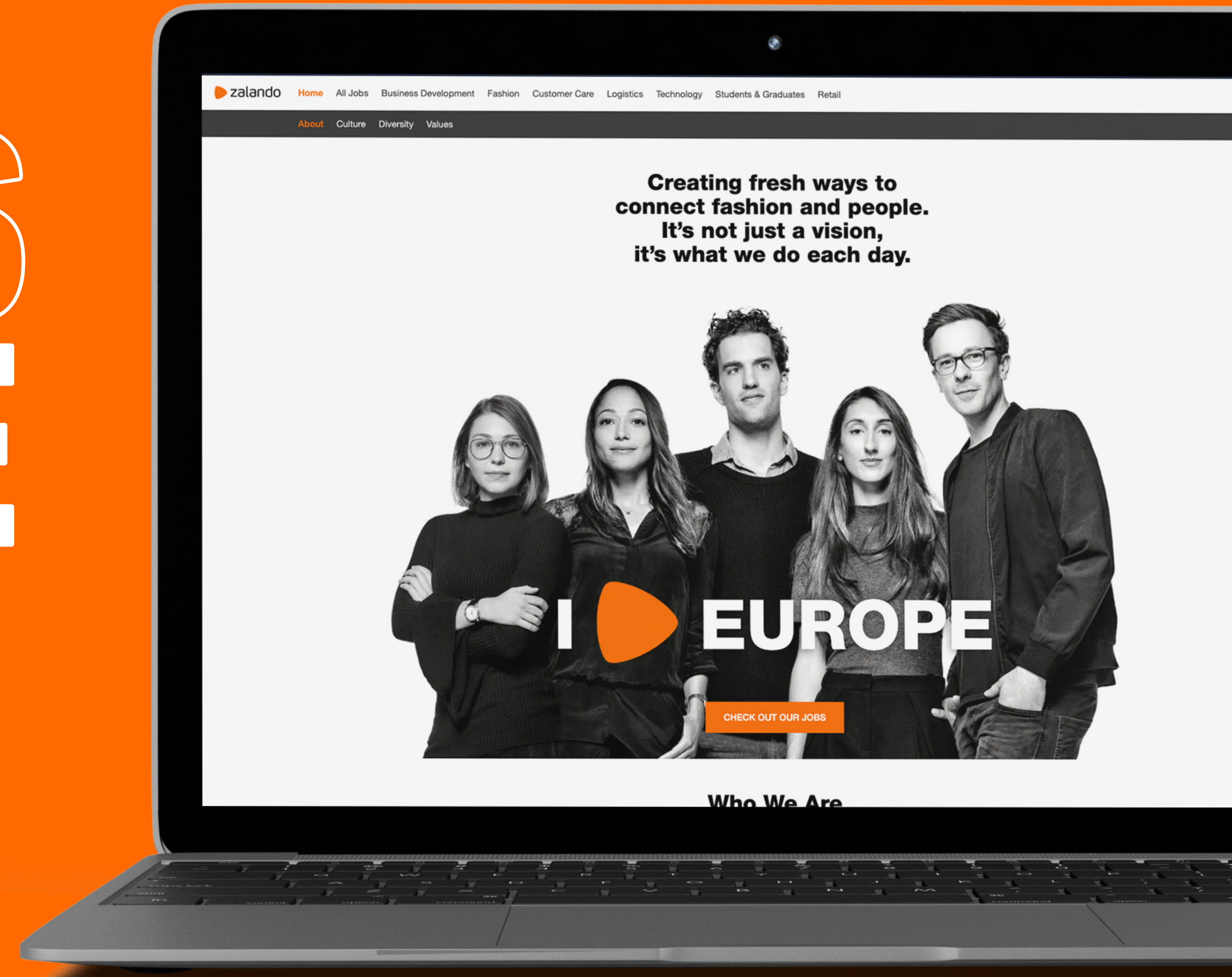
## Company goals

1. Attract top candidates
2. Provide candidate information efficiently
3. Tell your story via authentic, inspiring and engaging content to encourage candidates to join our company
4. Provide a candidate focused UX design via an easy-to-navigate, clear application path



# UX ANALYSIS OF THE SITE

FIRSTLY, WISER COMPLETED AN IN-DEPTH ANALYSIS OF ZALANDO'S EXISTING WEBSITE USING ITS UX MATRIX. THE AIM WAS TO DIAGNOSE WHAT IS WORKING AND WHAT IS NOT.





# NAVIGATION

The navigation looks clean but functionally isn't optimised across all devices. There are too many items and the secondary page function is not responsive.

NAVIGATION HEURISTICS	
Navigation is easily located	
Navigation labels are clear / descriptive	
7 or fewer primary menu items	
Footer links to main pages	
Indicates current page	
Secondary navigation	
Total	4

## SUMMARY

- + Fixed 'sticky' navigation
- + Footer with all pages
- + Language options in the top right
- Too many menu items
- Mobile navigation bar feels too small
- Mobile navigation feels like a template
- Secondary navigation isn't scalable if further pages are added
- Secondary navigation has not been designed for mobile
- Culture information being underneath home doesn't make sense

## OPPORTUNITIES

- Reduce menu items by grouping teams into a drop down or secondary menu
- Pull 'All jobs' into CTA that sits separately from the main menu
- Ensure your navigation functionality is optimised for mobile-first
- Build a 'mega menu' that shows secondary pages upon hover
- All menu items should be obvious as to what they are
- Add a primary CTA to the navigation to apply



# CONTENT

There is a good amount of content for prospective candidates to read through. At this stage, the candidate also needs to be convinced to pick you but the site feels more factual than persuasive.

CONTENT HEURISTICS	
The user can find out what you do	
Clear value proposition on the homepage	
Mixture of visual and written content	
The copy is scannable	
Headings and CTAs are explicit	
The user can get a sense of your culture	
Total	4

## SUMMARY

- + Teams follow a template
- + Clear value proposition on homepage
- + Content is broken down into digestible chunks
- Content focuses around the different functions
  - which are now outdated
- Testimonials are too wordy and don't always sound genuine
- Idioms used throughout can be excluding to non-english speakers or those who haven't heard them
- Lack of diversity of people shown in images
- Little content on the different locations

## OPPORTUNITIES

- Make sure menu items have obvious names
- Keep the information in digestible chunks
- Talk more about the day-to-day life on the culture page
- Include location pages as a way of showcasing your scale whilst allowing flexibility to tailor the template and content to suit each location's needs



# DESIGN

The design of the site feels clean and balanced. The bespoke imagery and icons are especially effective. The site does feel a little repetitive - some interactivity or different styles of content blocks could break up the experience.

DESIGN HEURISTICS	
The design and UI are consistent	
High quality, bespoke imagery is used	
CTAs are clear and obvious	
Balance of information and white space	
Clear visual hierarchy / typography rules	
Icons / graphics are used throughout	
Total	5

## SUMMARY

- + Lots of white space
- + Use of blocks help to create a hierarchy
- + Use of bespoke icons / graphics
- + Bespoke imagery that shows people and office space
- + High quality testimonial imagery makes them feel more authentic
- + Black and white headers are good for accessibility
- Orange does not meet minimum AA compliant contrast as a foreground or background
- Boxes do become repetitive
- Black and white headers could be seen as quite corporate and not as energetic
- Content blocks are quite repetitive

## OPPORTUNITIES

- Reconsider black and white colouring - potentially opt for a more colourful introduction to the company
- Break up the design with different components - it's great for build but it feels repetitive from a user perspective
- Add more animation / interactivity to make the site feel less static
- Clean up the filters on the job search page - they currently feel quite overwhelming when you click 'advanced search'

# USER JOURNEY

Zalando benefits from jobs being built into the site as it provides a consistent feel for the user and keeps their tabs clean. On the flip-side, housing jobs on an external site (such as Workday) makes it easier for Zalando to track where applicants have come from and whether they apply.

## USER JOURNEY HEURISTICS

Each page has a specific goal	
Descriptive/specific CTAs	
Obvious CTA above the homepage fold	
Clear path to jobs at all times	
Exit points limited after form	
Integrated jobs	
Total	4

## SUMMARY

- + Job specification with application form built in makes the journey much quicker for candidates
- + The application form is also concise
- + Primary CTA
- Linking out to lots of other websites takes the focus off of the primary goal
- Only showing 10 jobs will add lots of clicks for the user
- No primary CTA in the menu - 'All jobs' gets lost in the main navigation links

## OPPORTUNITIES

- Keep jobs integrated with the application within one page
- Show at least 20 jobs as a default on the job listing page
- Pull 'All jobs' into a CTA within the menu to separate it from the 'content' links



# ACCESSIBILITY & USABILITY

The website feels like it has been designed with desktop in mind which is frustrating for mobile users.

## ACCESSIBILITY & USABILITY HEURISTICS

The colour contrast is AA compliant	
The site is responsive	
Keyboard friendly browsing	
Legible typeface and font sizes	
Load time is under 2 seconds	
Media does not autoplay / can be paused	
Total	2

## SUMMARY

- + Font and typeface is legible / a good size for desktop
- + Using black and white imagery makes CTA stand out
- Menu is not optimised for mobile first
- Fonts on mobile are small
- Load time is 3 seconds
- Orange is not accessible for text or UI components
- Autoplay video on culture that cannot be paused will slow down browsers

## OPPORTUNITIES

- Design your new website to be mobile-first
- Run a full accessibility check after build. There are many free resources online such as [wave.webaim.org](https://wave.webaim.org)
- Ensure your colour palette is AA compliant using a contrast checker
- Make sure to have more than 300 words on all content pages for SEO
- Avoid putting images over text

# ANALYTICS





# ANALYTICS

1 January 2021 - 1 August 2021

Wiser reviewed your Google Analytics to see how the careers site is performing from the inside.

However, your GA is not optimised for data collection. One of the most useful features is the ‘Pages’ report. Zalando’s URL names are muddled with multiple ‘job’ pages and no clear page names to work from. Wiser were therefore unable to accurately assess each page for an in-depth analysis of which content is most successful.

## OPPORTUNITIES

- Clean up your GA page names so that you can compare which pages are performing well in the future
- Set up ‘goals’ and ‘events’ for key actions like ‘see jobs’ buttons. That way you can monitor their success in the future
- Set up a dashboard with key information you’d like to check regularly - such as page views by page. That way it will be easier to review your site regularly without having to search through GA
- Not everyone will be looking to apply. Make sure any content could be found within three clicks
- Your navigation should be clear, comprehensive and intuitive so that return visitors can re-find content

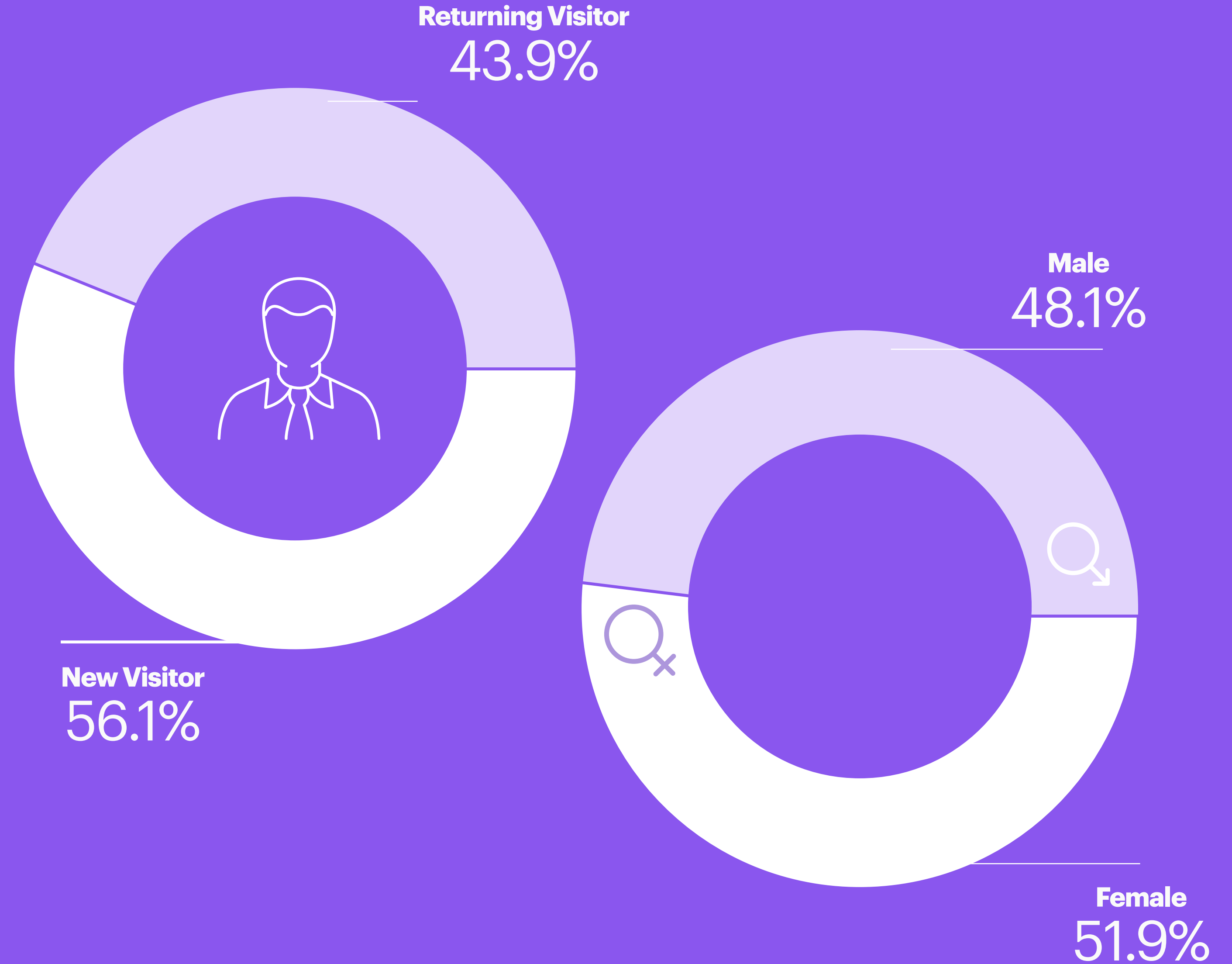
Sessions	921,230
Visitors	525,854
Avg. page / session	2.61
Avg. session duration	00:02:41
Bounce rate	3.39%*
Most entered page	<b>JOB</b> S
Most exited page	<b>JOB</b> S / <b>HOME</b>
Average page load	<b>3.3 SECONDS</b>

# USERS

## New vs. returning

The amount of users who return is almost the same as new visitors. This is a sign that users are coming back to either:

1. look for jobs
2. apply to a specific job
3. find out more about you

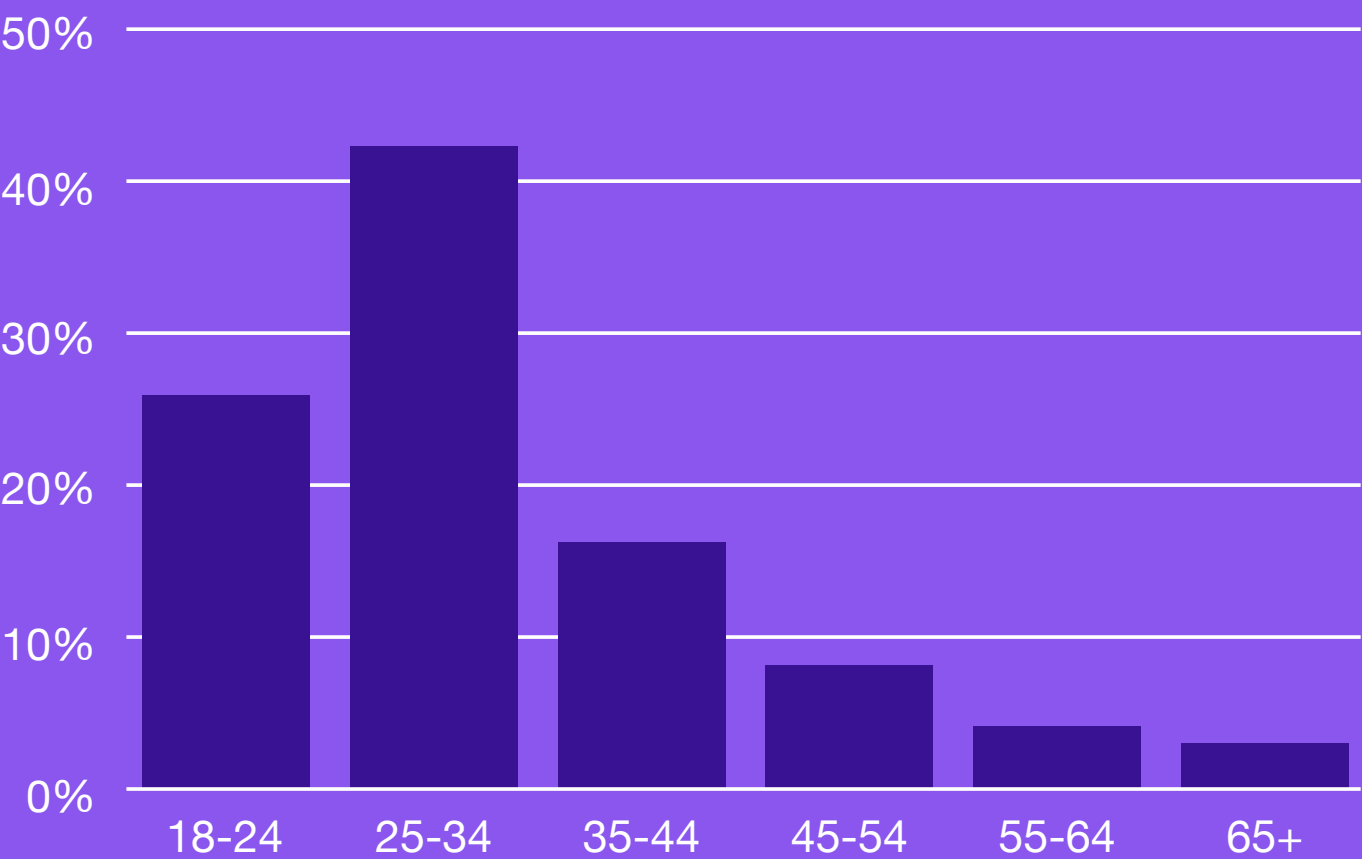




Demographics

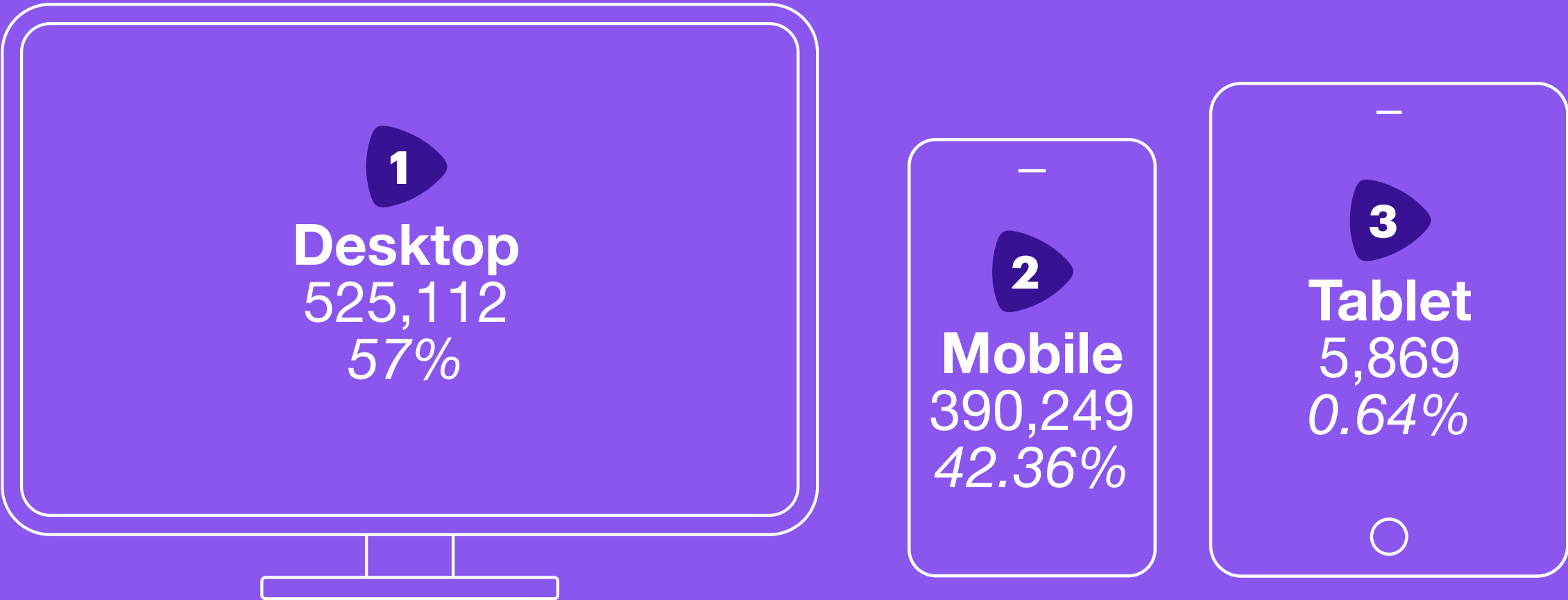
Your gender split is perfect at almost 50/50 male to female ratio.

The site is mainly attracting an audience of young professionals with ages 18-44 being the largest demographic. This audience will expect a sleeker website experience than the generations above - especially those under the age of 34.



Devices

You should optimise your experience for mobile and desktop devices with both making up a large amount of your users.



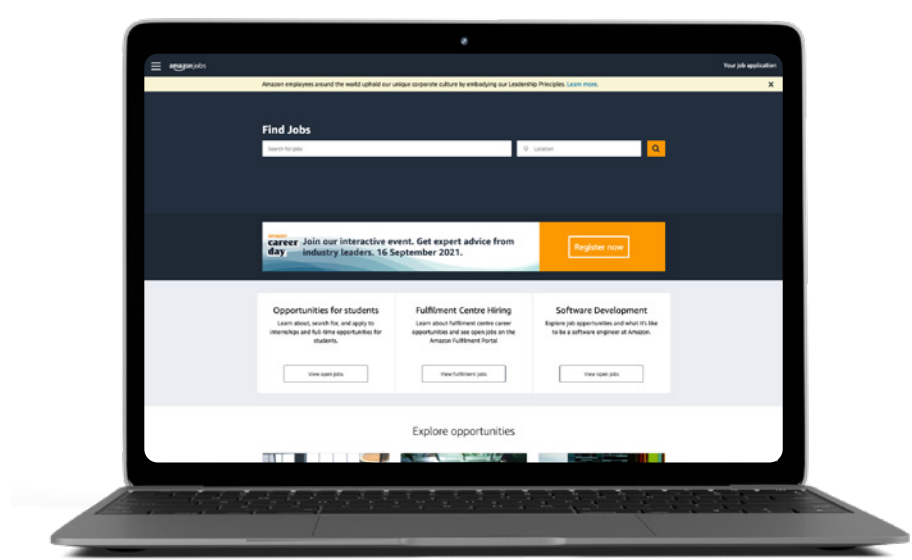
# COMPETITOR ANALYSIS

TO SEE HOW ZALANDO RANKS AGAINST ITS COMPETITORS, WISER HAVE SCORED YOU USING OUR UX MATRIX. THIS HELPS US TO UNDERSTAND WHAT CANDIDATES IN THIS SPACE MIGHT EXPECT.





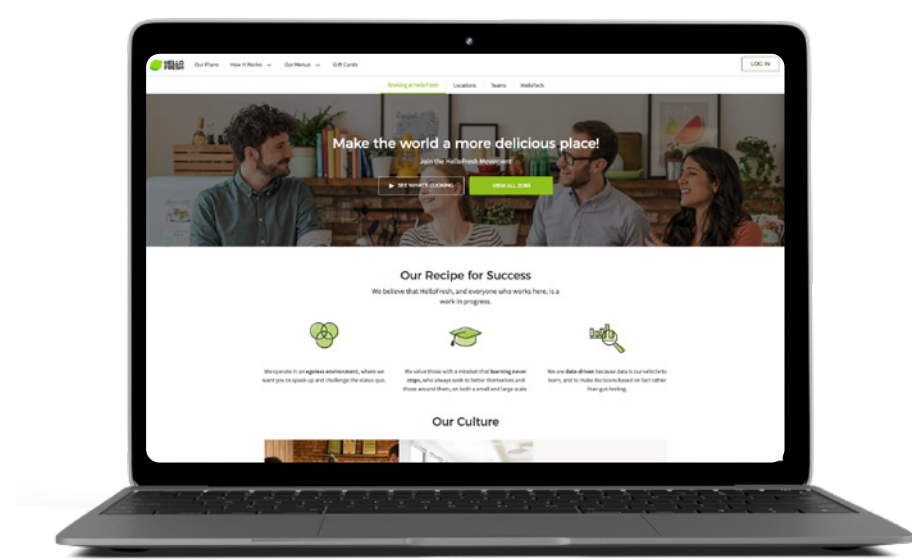
COMPETITORS



The lack of bespoke design shows **Amazon** is relying on their brand to attract candidates. This site feels like their product site with a UI that feels very functional and stripped back. They do have excellent accessibility and a slick user journey that keeps the candidate focused on the task at hand.

Opportunities

- Slide out menu allows more items and creates a more consistent navigation across devices
  - Opt for a bespoke design with bolder visuals and imagery to attract the candidate and show off your culture
- Careers websites are more of a ‘brochure’ of your company so
- need to impress. The navigation and job pages are where ‘functional’ UI is most important



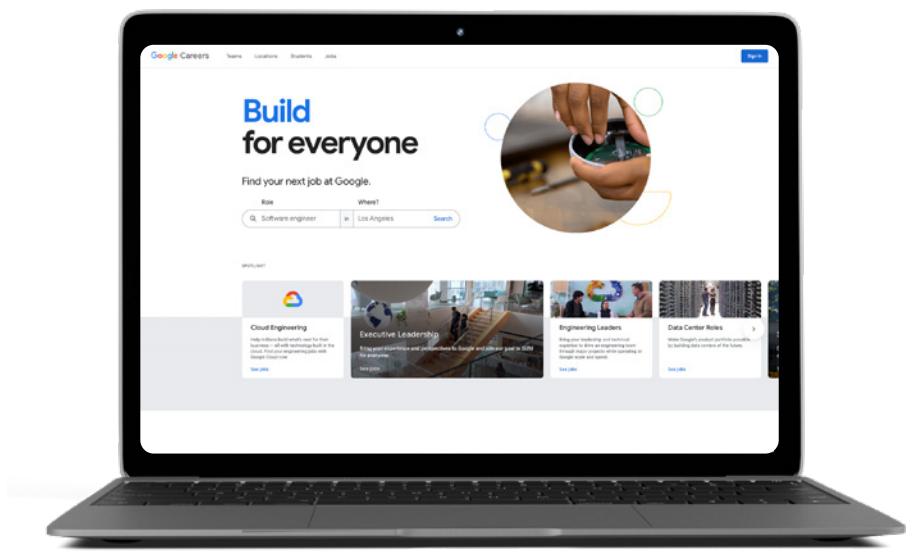
**HelloFresh** has made a good start on its online employer brand. The content and design is unique to HelloFresh; it feels like some effort has been made to craft this experience for candidates specifically. The jobs are built in which streamlines the user journey.

Pulling ‘HelloTech’ into a primary careers page is great for attracting talent - although the actual page, like other content on the site lacks depth.

Opportunities

- Consider putting a spotlight on key hiring areas to help with attracting those in more competitive areas like tech
- Play around with component styles - HelloFresh use an interesting grid of text and images that break up the experience for the user
- Avoid wordy testimonials

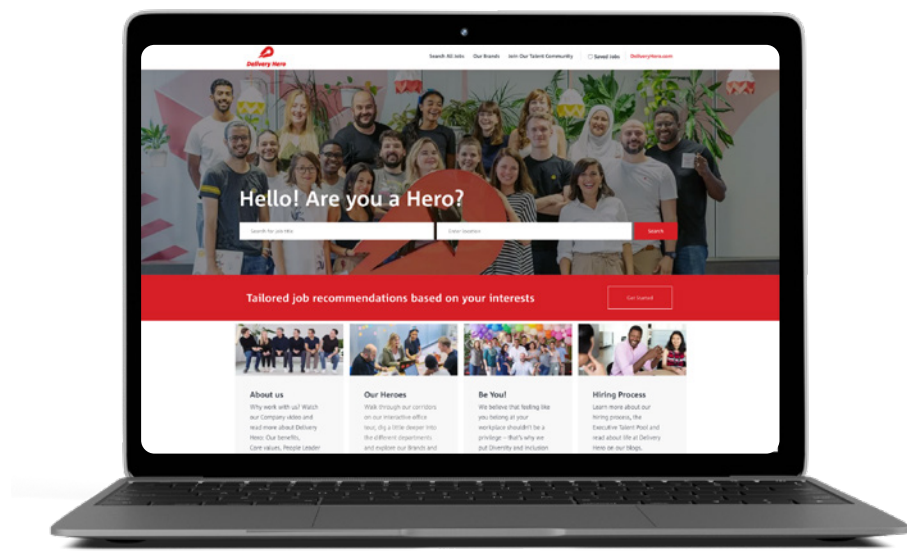
COMPETITORS



As expected, **Google’s** careers website is a delight to use and navigate. The journey and functionality are very focused without losing branding. They use their colours subtly to keep it clean and visually interesting. Bespoke imagery of people and offices are a bonus. There isn’t great depth of content - perhaps because they are so well-known and sought-after as an employer.

Opportunities

- ▶ Include a page on ‘how we hire’ where you can talk about the process and tips for prospective candidates. This will help them and hopefully streamline your hiring comms with candidates
- ▶ A secondary ‘jobs’ navigation that appears on an upward scroll reminds the user to apply without it being there constantly
- ▶ Have variants of reusable components like cards to keep the journey interesting whilst maintaining a robust build phase



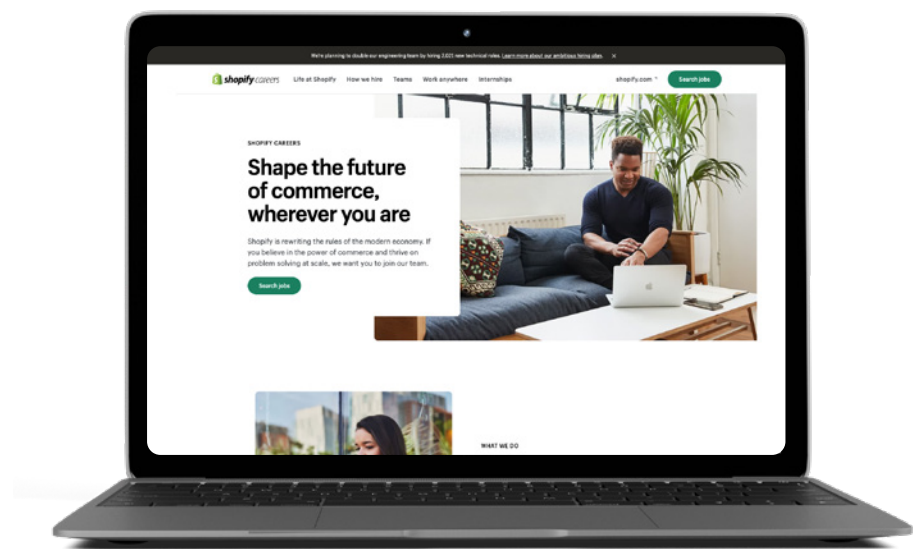
Although this site is a separate experience from their corporate site, it is not intuitive to navigate. The branding is bold and gives a real sense of their office and culture. It’s easy to find and apply to jobs with a consistent, career-focused menu and integrated job listings.

Opportunities

- ▶ Fix functional UI components (like filters) on the job page so that users can alter without scrolling back to the top
- ▶ Make sure your primary CTA (apply / find jobs) are more dominant than links to content page
- ▶ Interactive office tours or office tour videos are a great way to showcase your company and engage talent
- ▶ Make sure you can navigate to every page from the menu - content should not be only accessible via other pages
- ▶ Avoid generic links like ‘get started’
- ▶ Include extensive content on ‘Diversity and Inclusion’ that is specific and honest about where you are currently and where you plan to be in the future



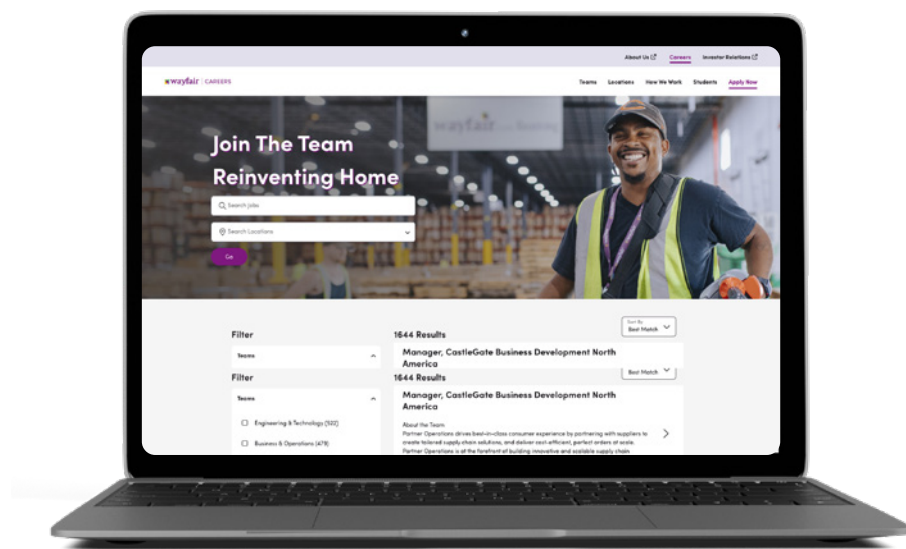
COMPETITORS



The **Shopify** careers site is well-designed, with plenty of white space, good use of typography and bespoke, high quality imagery. The content is warm and welcoming, and gives the impression that Shopify really takes care over its hiring process and employees. The user journey is sleek. It’s definitely a site to take inspiration from.

Opportunities

- ▶ If you would like to use more colloquial titles, use subtitles above them that are more descriptive
- ▶ If remote working is an option, potentially pull that into its own page or make it very obvious to the user as it’s a draw for may applicants
- ▶ Keep menu items clear and concise - make sure to pull ‘jobs’ into a primary CTA
- ▶ Iconography would help to break up long pages of text



Similar to Shopify, the **Wayfair** site makes good use of white space while maintaining bold elements. It feels well balanced. It lacks a tailored value proposition, however, opting for a generic tagline on home. The overarching area pages are good for targeting specific audiences and allowing teams to flex their content.

Opportunities

- ▶ Create team pages that allow areas to flex their needs within a template
- ▶ A small banner with a link to your site and 'about us' page is a nice way to include that content without sending users out of the site as a primary action
- ▶ A careers-specific logo seems obvious but does help the user to understand that this is a separate experience to the corporate one



HEURISTICS SCORES

	Feature	Zalando	Amazon	HelloFresh	Delivery Hero	Google	Shopify	Wayfair
Design	The design and UI are consistent	●	●		●	●	●	●
	High quality, bespoke imagery is used	●		●	●	●	●	●
	CTAs are clear and obvious		●	●	●	●	●	●
	Balance of information and white space	●				●	●	●
	Clear visual hierarchy / typographic rules	●		●		●	●	●
	Icons / graphics are used throughout	●		●	●			●
Navigation	Navigation is easily located	●	●		●	●	●	●
	Navigation labels are clear / descriptive	●	●	●	●	●	●	●
	7 of fewer primary menu items			●	●	●	●	●
	Footer links to main pages	●	●				●	●
	Indicates current page	●		●		●	●	●
	Secondary navigation		●	●			●	●
Content	The user can find out what you do	●		●	●	●		●
	Clear value proposition on the homepage	●		●	●	●	●	
	Mixture of visual and written content	●		●	●	●	●	●
	The copy is scannable	●	●	●		●	●	●
	Headings and CTAs are explicit		●	●	●	●	●	●
	The user can get a sense of your culture		●		●		●	●
User journey	Each page has a specific goal	●	●	●	●	●	●	●
	Descriptive/specific CTAs	●	●			●	●	●
	Obvious CTA above the homepage fold		●	●	●	●	●	●
	Clear path to jobs at all times	●			●	●	●	●
	Exit points limited after form	●	●			●	●	●
	Integrated jobs	●	●	●	●	●	●	
Usability & accessibility	The colours contrast AA compliant		●		●	●	●	●
	The site is responsive	●	●		●	●	●	●
	Keyboard friendly browsing	●	●	●		●	●	●
	Legible typeface + font sizes		●	●	●	●	●	●
	Load time is under 2 seconds		●			●	●	
	Media does not autoplay / can be paused		●	●	●	●	●	●



CONTENT  
COMPARISON

Content + features

About

Application process

Application/interview tips

Blog (careers specific / specific posts)

Campaign video / welcome video

Career path

Culture / life at page

Diversity & inclusion

Email for job opportunities / network

Emerging talent information

FAQs

Leadership/Exec information

Learning + Development

Locations pages / overview of locations

Video content

Perks & benefits

Responsibility / CSR

Social media links

Statistics (company overview)

Teams pages / overview of teams

Testimonials (video)

Testimonial (written)

Values

Why join us?

Zalando

Amazon

HelloFresh

Delivery Hero

Google

Shopify

Wayfair





# KEY FINDINGS



# USER GOALS VS PAIN POINTS

## FIND AND APPLY TO ROLE

- + Find and apply to role
- + Quick user journey
- + Integrated jobs
- + Simplified job description and application page all in one

- Lack of primary jobs CTA in the navigation - link is hidden amongst others
- Jobs not integrated into team pages - adding an extra click
- Too few jobs shown in the jobs list
- Advanced search is quite clunky and hard to decipher so many items

## PREPARE FOR INTERVIEW

- + Prepare for interview
- + Values as a page
- + Team-specific pages mean people can find out more than what is on their job description about the area they'll join

- Lack of information about Zalando and what you do
- No application process or hiring tips

## CHECK CULTURE & BENEFITS

- + Culture page
- + Values page
- + Diversity page

- Benefits clearly labelled and in buckets
- Video content of real people adds life
- Benefits could be more specific and maybe need labels or filters by location to make the section more useful
- Lots of buzzwords on the diversity page and not enough stats/goal stats
- Lack of diversity shown in imagery

## FIND OUT MORE ABOUT YOU

- + About page talks about how you work

- You don't clearly state in one sentence what you do as a business
- Lack of information about what you do
- No obvious link back to your main site
- About page feels a little buzzword heavy

# KEY FINDINGS + RECOMMENDATIONS

## THE NAVIGATION IS INCONSISTENT & NOT SCALABLE

### Our recommendations:

- Any content should be reached within three clicks
- Collate all business units / teams into a dropdown
- User isn't overwhelmed with number of choices in primary navigation
- Make sure it's consistently intuitive to use across desktop and mobile

## THE DESIGN LACKS PERSONALITY

### Our recommendations:

- Use the EVP findings to bring your digital brand to life
- Integrate content in a more exciting and intuitive way
- Reduce the repetition of blocks, create a more authentic experience

## D&I, CULTURE AND BENEFITS CONTENT LACK DEPTH

### Our recommendations:

- Make sure the benefits are really specific to Zalando and reflect all locations
- Inject blog posts to keep it fresh
- Put people at the centre of your employer brand and let them express the culture for you
- Add locations pages / options on landing so that you can flex the culture and benefits information for each one

## ACCESSIBILITY SHOULD BE A PRIORITY

### Our recommendations:

- Avoid colloquial terms that don't translate well
- Avoid using your orange as a button colour as it is not accessible
- Run a full accessibility check at the design and build stages



# UX AUDIT

SEPTEMBER 2021

