



Digital Product Enhancement Plan

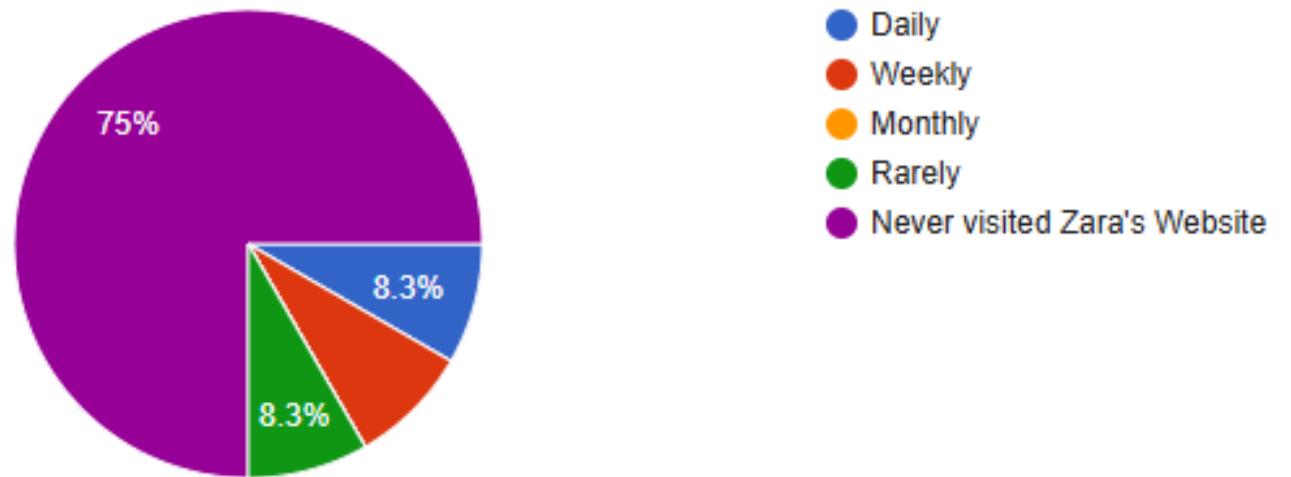
Defining solutions using user research methods to refine, enhance, and improve the user experience of ZARA's website



Survey Research Data

How often do you visit Zara's Website?

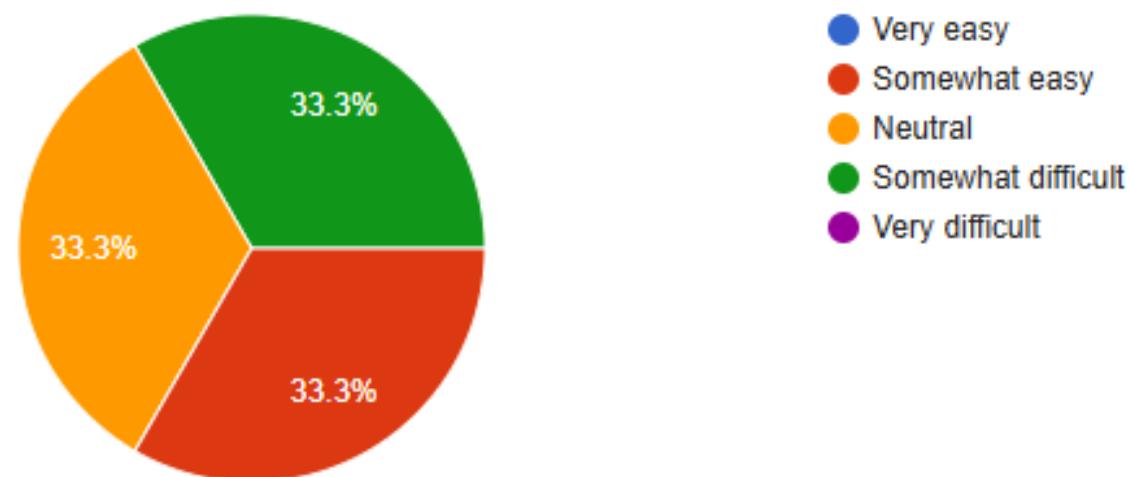
12 responses



[Copy chart](#)

How easy is it to find what you're looking for on Zara's website?

3 responses



[Copy chart](#)

From my survey research, I had 12 responses with 75% responding that they had never visited Zara's Website before and the other 25% had at least known and visited it before

This is important because it allows me to gauge the experience fairly based on whether my users had prior experiences with the Zara Website

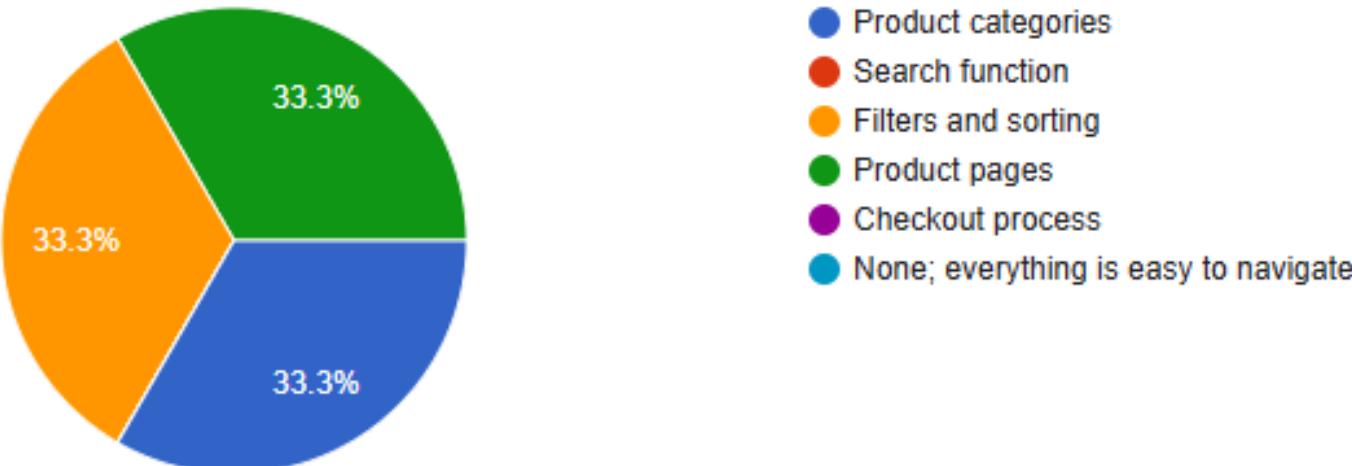
Among the 25% that had visited Zara's Website before, the results were split among "Somewhat easy", "Neutral" and "Somewhat difficult" when asked how easy it is for them to find what they're looking for on the Zara's Website

Survey Research Data

Which part of the website do you find the hardest to navigate?

3 responses

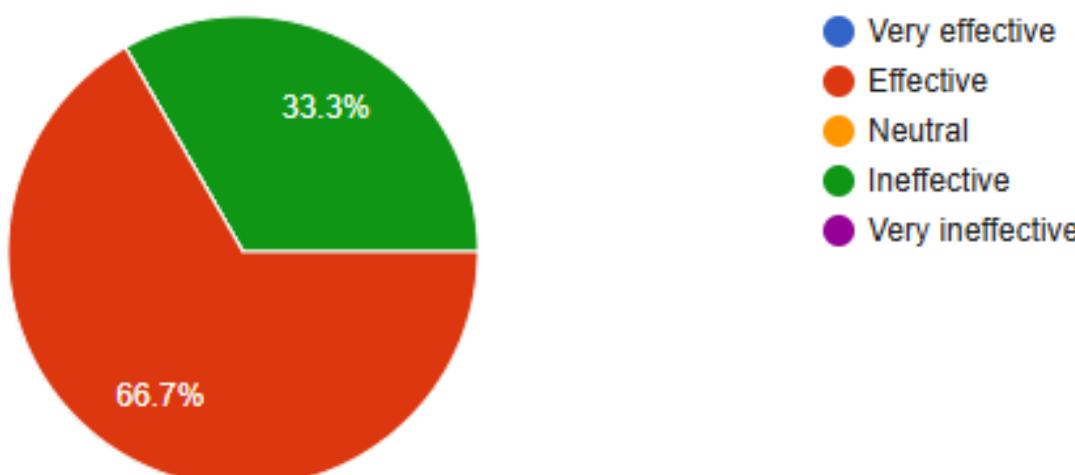
 Copy chart



How effective is the filtering system (e.g., filtering by size, color, price) on Zara's website?

3 responses

 Copy chart



When asked about which part of the website they find the hardest to navigate, results were split between “Product categories”, “Filters and sorting”, and “Product pages”.

This is important as this allows me to look deeper into these parts for any potential enhancement or changes

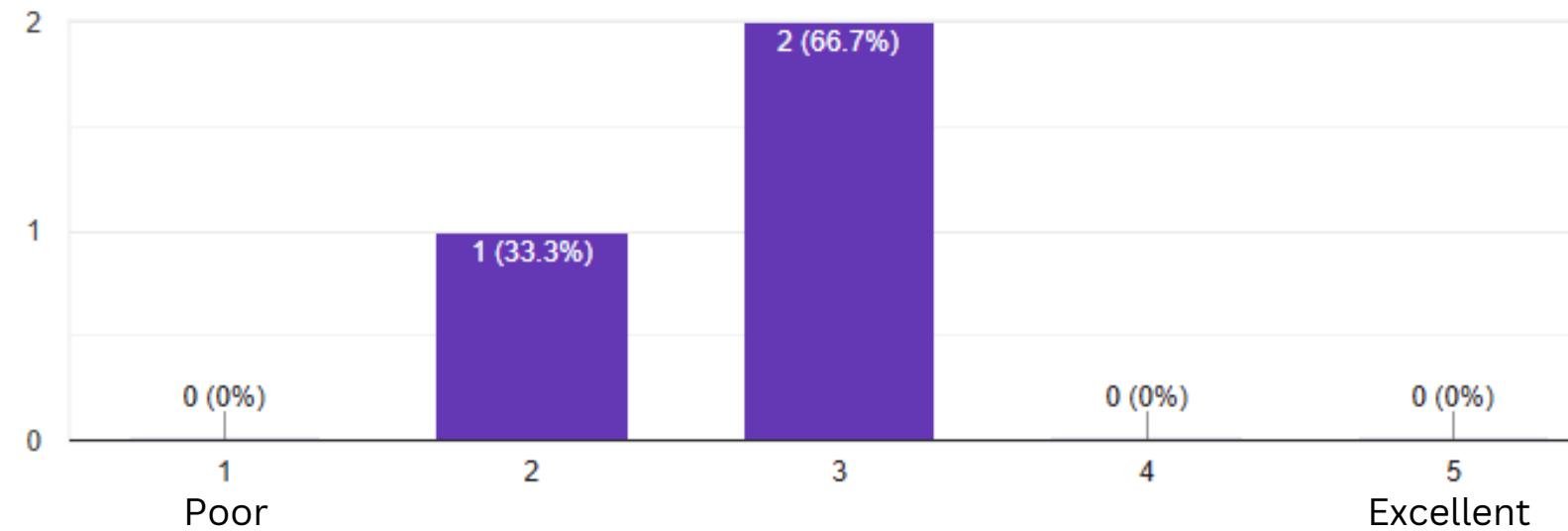
66.7% responded that the filtering system on Zara's Website is “Effective” and 33.3% responded that it is “Ineffective” when asked.

Survey Research Data

How would you rate the visual design of Zara's website? (e.g., colors, images, layout)

3 responses

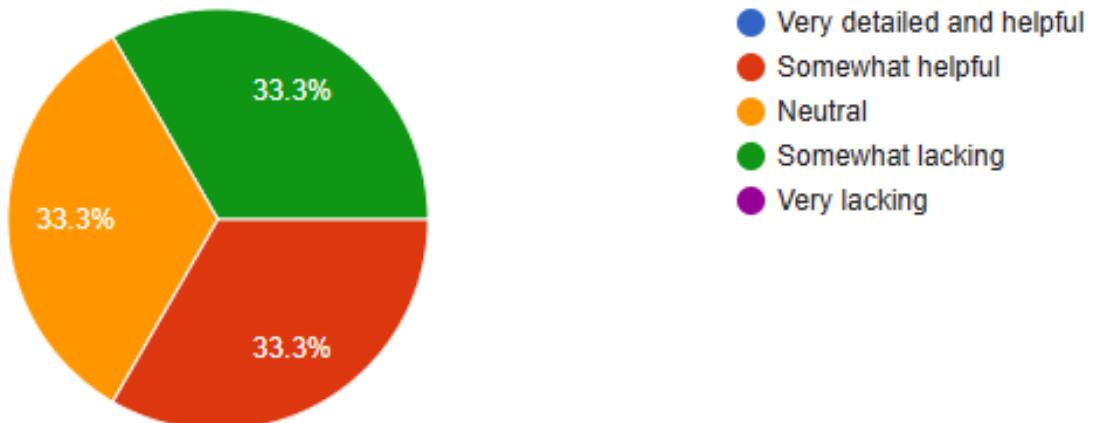
 Copy chart



How detailed and helpful is the product information provided on Zara's website?

3 responses

 Copy chart



When asked to rate the visual design of Zara's website, with the options ranging from 1 (Poor) to 5 (Excellent), 33.3% rated “2” and 66.7% rated “3”.

This is important as this allows me to gauge how potential Zara customers or users feel about the visual design of the website.

When asked about how detailed and helpful the product information provided on Zara's Website, results were split among 3 results; “Somewhat helpful”, “Neutral”, and “Somewhat lacking”.

Survey Research Data

Are there any design elements on the website that feel outdated or unappealing to you?

3 responses

NA

Looks very forced to me

landing page, text and button blended into the background, very hard to find at first glace.

product item page has to click on "view more" to view product details when there is enough space on the website, useless interaction.

TOP BAR NOT SCROLLING WITH PARENT, MASSIVE PAIN

When asked to provide details on whether any design elements on the website feel outdated or unappealing to them, I received responses that allowed me to understand the pain points of potential Zara customers as shown by the contents inside the highlighted red box.

Survey Research Data

For the 75% of users that had never visited Zara's Website before, I provided them with screenshots of the website so that my research can be as fair as it can be even for those who had never experienced the website.

Based on this image, how do you feel about the visual design of Zara's landing page? E.g., *
readability, colors, images, layout



pictures great just that ZARA title cannot be seen

Went to look at the website.

This is giving me a major eye sore as a UX Designer and as a User.

-Very very low readability on the logo, nav bar.

-The layout is so messy

-The icon and the nav bar readability relies too much on the photo.

-Some are left alignment some are right alignment. The layout is just very inconsistent which makes me question just which is their brand and style as im confused.

-Font wise i feel its a bit small for the nav bar that I had to squint just a bit

-THAT HUGE ICON, okay i understand ZARA loves their brand but its shouting at my face.

Btw i aint a hater of zara i swear. I just am aware of Zara but i did not expect their website to be like this... Am Speechless.

Can't see the title and buttons layout very well.

There's literally just 1 point of interest which is the person. After that my eyes go to the hidden zara logo at the back to find out what to do. Layout leaves some to be desired where i don't know where the main navigation method is.

It is abit hard to see

the navigation bar feels hard to read against darkcolour images. The search bar feels out of place

I cant see the Zara logo and the layout lol

it looks sketchy

The logo and the background image blends, making it difficult to read. However, I like its minimalistic style with the image and clean background color.

Survey Research Data

Based on this image, how do you feel about the layout of Zara's Log In page?

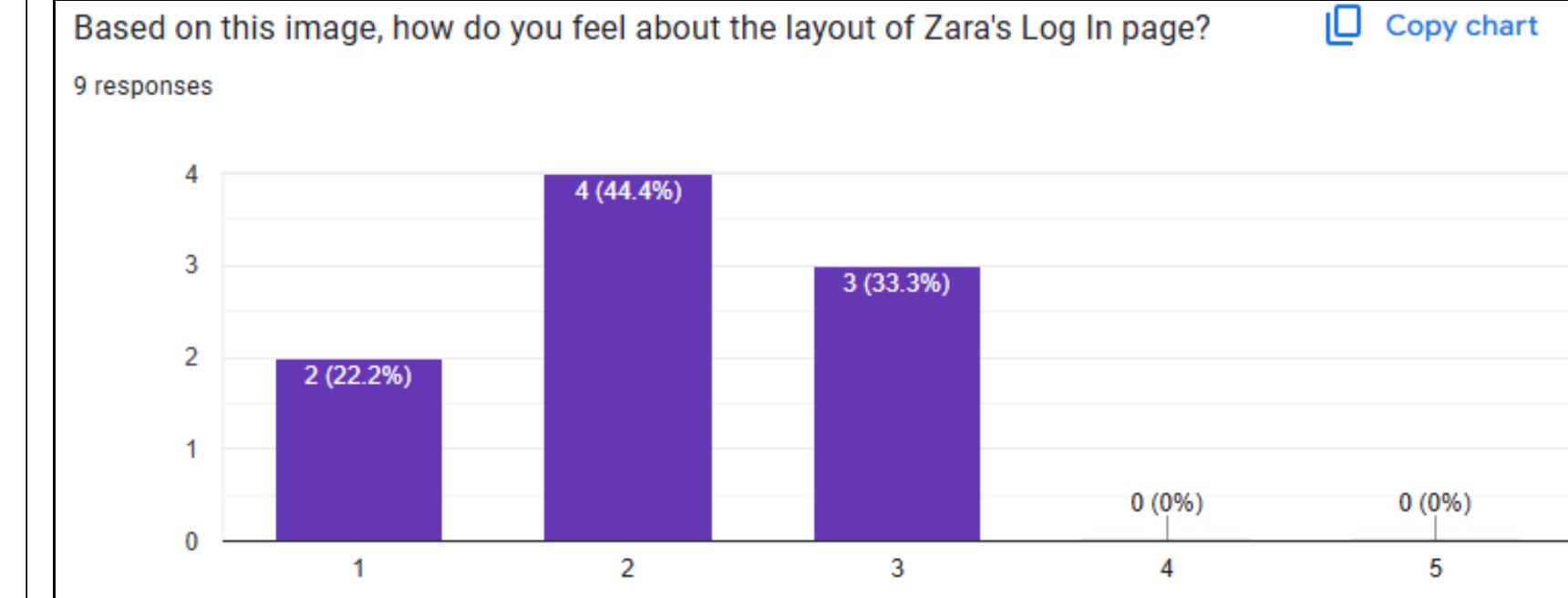
The screenshot shows the Zara website's login page. At the top, there is a search bar and a shopping bag icon. Below the header, there are fields for 'LOG IN TO YOUR ACCOUNT' (Email Address and Password) and 'NEED AN ACCOUNT?' (REGISTER). The main content area contains the survey question. At the bottom, there is a footer with links like 'HELP', 'MY ZARA ACCOUNT', 'FOLLOW US', 'COMPANY', 'POLICIES', and 'PRIVACY POLICY'.

Based on this image, how do you feel about the layout of Zara's Log In page?

Poor 1 2 3 4 5 Excellent

Rating	Percentage
1	22.2%
2	44.4%
3	33.3%
4	0%
5	0%

When asked about how they feel about the layout of Zara's Log In page, ranging from 1 (Poor) to 5 (Excellent), 22.2% rated "1", while 44.4% rated "2", and finally the remaining 33.3% rated "3".



Survey Research Data

Based on this image, how do you feel about the menu design for Zara? *



The screenshot shows the Zara homepage. On the left, there's a vertical navigation menu with categories like WOMAN, MAN, KIDS, BEAUTY, and various product sections such as TOPS, JEANS, and JACKETS. A large image of a woman in a red coat is centered on the page. At the top right, there are links for LOG IN, HELP, and SHOPPING BAG (0).

When asked about how they feel about the menu design for Zara, many responded with negative feedback and suggestions as highlighted by the red box.

very cramp not visually appealing

I feel like this website is being created by a developer that just cared about functionality...

Anyways, no that is just very very odd the fact that is float.

I cannot see the cross sign to close the menu because of the very low readability.

On top that computer screen has a lot space. Zara should reallly make use of the computer space.

Kinda readable, but not every visually appealing

Bruh where the menu come from? If this image is from a single screen cap then they need to place the search bar much closer to the menu, which is covering the model btw so what's the point of the menu being there?

Very cluttered

would be good if this menu is a mouse-over drop down, and the navigation bar stays on top all the time. It would be better if there are parent categories to the types of products, to ease reading for the user, don't have to scan through word by word to find the type of product they are interested in

looks very simple, maybe its the kind of vibe they are going for but it looks very plain

its aite

I feel that the menu could look more engaging to be interacted with clearer hierarchy and visual feedback.

Survey Research Data

Based on this image, how do you feel about the quick add to cart feature design as highlighted * by the red ink?



When asked about how they feel about the quick add-to-cart feature, many responded with negative feedback as highlighted by the red box.

very boring

One glance is that suppose me indication of the measurement only?

Where is the add to cart button?

A table? Where do I click? Theres no primary or secondary button and lack of button hierarchy.

Where to indicate the qty.

Is there option to add more quantity? A bit confused at the start. Words are readable, but again not visually appealing

The size selection is fine but i wouldn't have seen the plus/add button without the red arrow

Very confusing

cannot see... didnt even know there is a add to cart button. I dont get why there is a 'view more' in the button

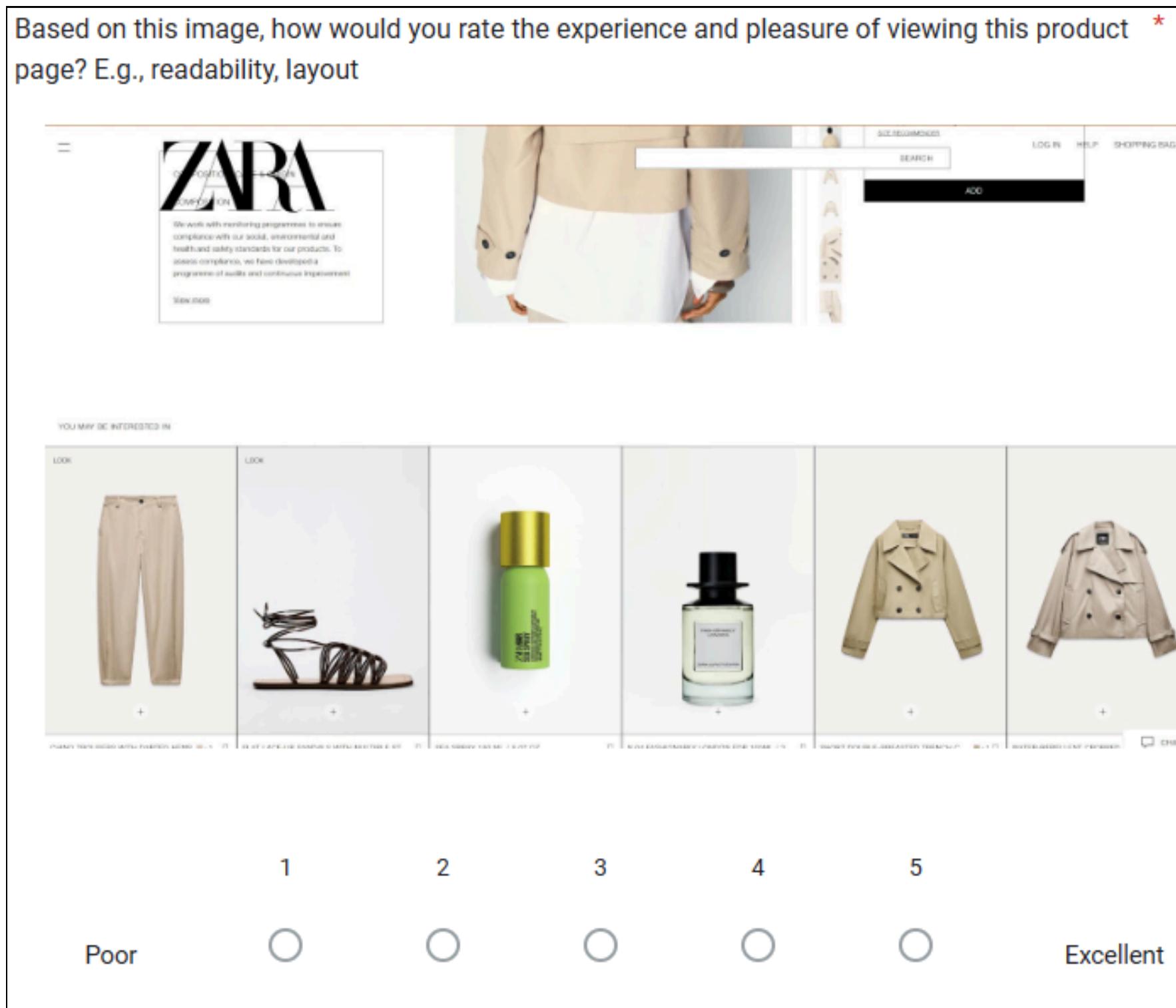
ugly sia home come ethe spacing is so uneven

looks normal

I did not notice the button at first glance and felt it is too small for me to click it comfortably.

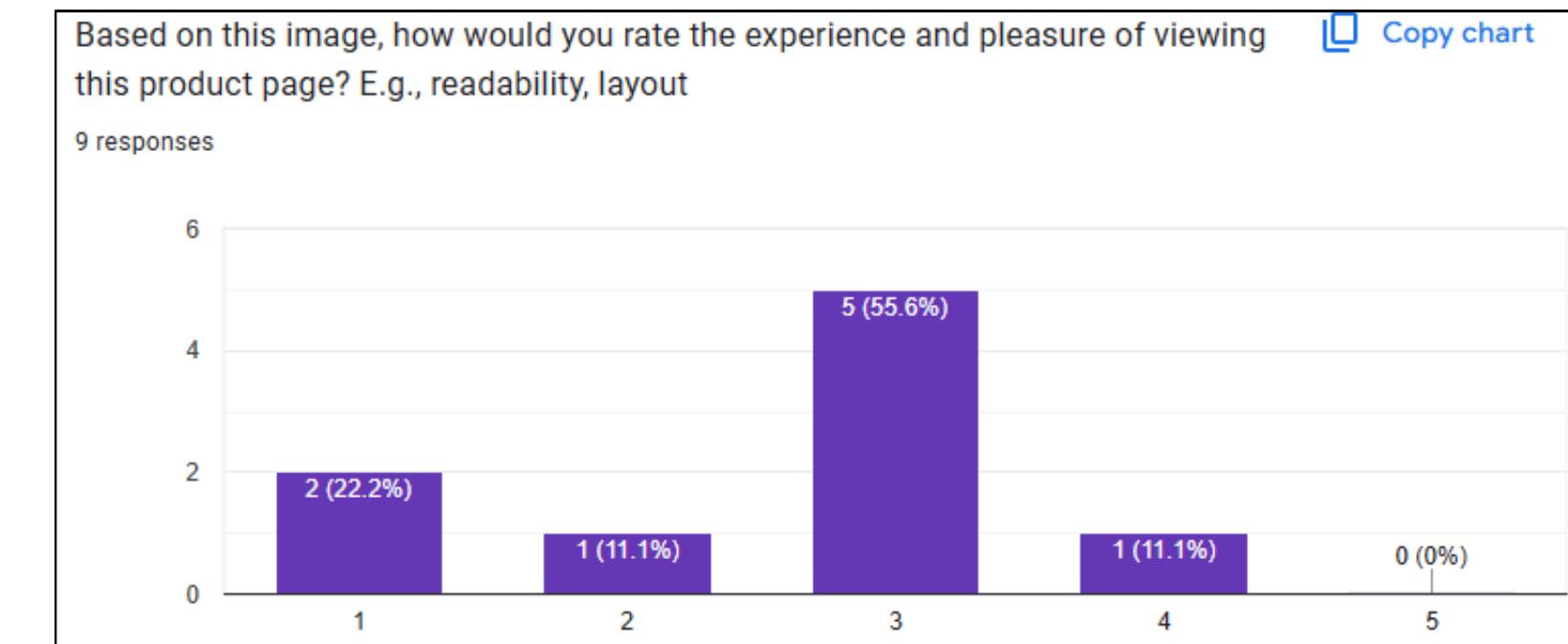
Survey Research Data

Based on this image, how would you rate the experience and pleasure of viewing this product page? E.g., readability, layout *



When asked about how they would rate the experience and pleasure of viewing the product page, ranging from 1 (Poor) to 5 (Excellent), 22.2% rated “1”, while 11.1% rated “2”, the majority 55.6% rated “3” and finally the remaining 11.1% rated “4”.

Rating	Percentage
1	22.2%
2	11.1%
3	55.6%
4	11.1%
5	0%



Survey Research Data

Finally, I asked everyone about their Overall Satisfaction and Improvement Suggestions starting with their top three frustrations with Zara's Website, with the results highlighted by the red box.

cramp menus, color contrast and cart feature very boring	it feels very design aesthetic sure buy not readable. Like they are trying to go for a cutting-edge style of design but they dont account for users readability, which makes it unpleasant to use the website.
1) That BIG ASS ZARA LOGO 😊	There are way too many large-scale images, especially when browsing in a type of product (e.g. jackets), i feel bombarded and the image is way too large, the user has to scroll multiple times to swipe past 1 image. Often find myself not even knowing what is the product that is being shown in the image. (ok after some time i realise can change the view layout of the image at the top right 🤷‍♀️)
2) Messy Layout	It's the use of large images for me, in their home page too. After some time i realise that each of them is direction to a page in the section, but the text is so small, didnt see at all. Was just very confused and that the images seem absolutely random
3) Bad Readability	too much white space
UI and UX not very visually appealing. Get the minimalist vibe, but there can be more offered	hamburger menu, idk why slideshow left and right
Messy layout, confusing points of interest, inconsistent navigation (i guess)	Visual appeal, intuitivity, and readability
The user interface is cluttered at one glance and i do not know where to view the products. When i click on the menu it doesnt bring me to the products but rather like images of the latest trends which feels more like a fashion magazine and the view more is abit too small to see. As a user, my main purpose would be to browse through the product catalogue but having to browse through the list of the latest trend can be very troublesome. It would be good if there is like a separate blog for fashion related for me as a user to view the latest trends. The join life page is abit too wordy but i understand that they are going for a contemporary look but at the same time it is hard to read.	1 additional button to view detailed information of the product every single time.
	UI elements is misaligned

Survey Research Data

Next, I asked everyone if they have any new features or improvements they would like to see on Zara's website to enhance their experience, with the results highlighted by the red box

make the menus have more space and not so cramp

Organize product listing. If ur trying enhance zara website which is meant to have online shopping feature. That UI is the most important thing to add and improve. As right now their add to cart is so confusing I do not know how is the company gonna get any profits from online.

Prioritisation should be the add to cart and a more organize way to look at the product. For eg, some shopping websites have different shots of the same product. Perhaps each product can have a model pic, product pic etc. That would increase their profits they can get online.

Honestly this website has tooo many things to really make changes. It really depends on ur time scope left.

make it boomer friendly

less floaty feel?

Better UI

Engaging interactions and clearer navigation

More call to action buttons (e.g. add more quantity for clothes?) Add colours to interactable buttons

i was thinking, maybe an outfit builder feature. Imagine a virtual mannequin off to the side of the screen where you add layers of clothing to it to build your own outfit, then you can just add all included items to cart. It can be used for navigation also, where clicking the body part of the mannequin brings you to relevant clothing categories.

So essentially mmorpg game equipment customization.

Balancing functionality over aesthetics and keeping it simple would be ideal. Keeping pages shorter for blogs or posts would be ideal. Number of images in a row can be kept to about 5 instead of 12. Since there are so many products having suggestive text when users are searching for a product can be ideal .

their menu button is on the left, but the drop menu is from the top where the logo is, not where the menu button is. it is very weird. Browsing feature needs to be improved, the layout view option needs to be more obvious, product text needs to be bigger for products in browsing view, and call to aaction buttons like add to cart need be more obvious

less clicks, show me all the information in the same page such as clothes composition, care & origin on screen without having to click "view more", and just go straight to the point.

Survey Research Data

Next, I asked everyone if they would recommend Zara's website to others, and to explain their answer, with the results highlighted by the red box

Yes, with the improved Zara website this will really help in user have a greater time to look through

MAJOR. NO.

Because this website is just gonna be an eyesore to anyone regardless if they understand UX and UI. This website does not even have a basic website structure (Nav Bar, Menu Bar, Visibility).

Within 1-2second, users are gonna give up trying figure out how their website works. Hence no.

Yes. Quick and easy.

If they are really in need of purchasing the clothes online, otherwise they are better off buying in person

No, expensive. If the have cash, the physical store's probably better for shopping. If what you want is unavailable, tough luck, scroll through the website with bad UI/UX

No, it is really cluttered like i would prefer H&M website as it looks cleaner and it brings me to the page that i want quickly.

No, might as well go and try the clothes at the physical store. Unless you are regular customer that already know what you want to buy, browsing online is not intuitive and a hassle to look through multiple products, or even figure out how to use the website.

no the app btr

no. Its so abstract to the point where idk if they are actually being serious with this design

Nope

No because I feel that the current website does not embody the luxury and essence of the actual brand's product when paired with the current user interface.

No, hell no, I will not subject my friends to such horrible UI.

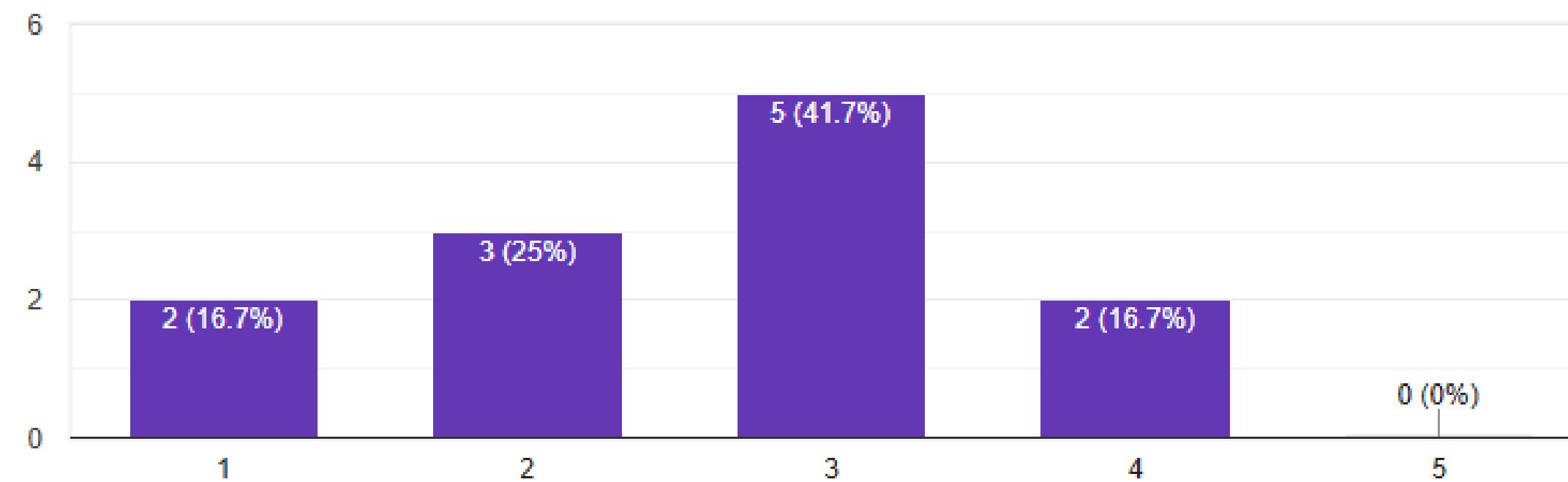
Survey Research Data

Lastly, I asked everyone how would they rate their overall experience on Zara's website, ranging from 1 (Poor) to 5 (Excellent), 16.7% rated “1”, while 25% rated “2”, the majority 41.7% rated “3” and finally the remaining 16.7% rated “4”.

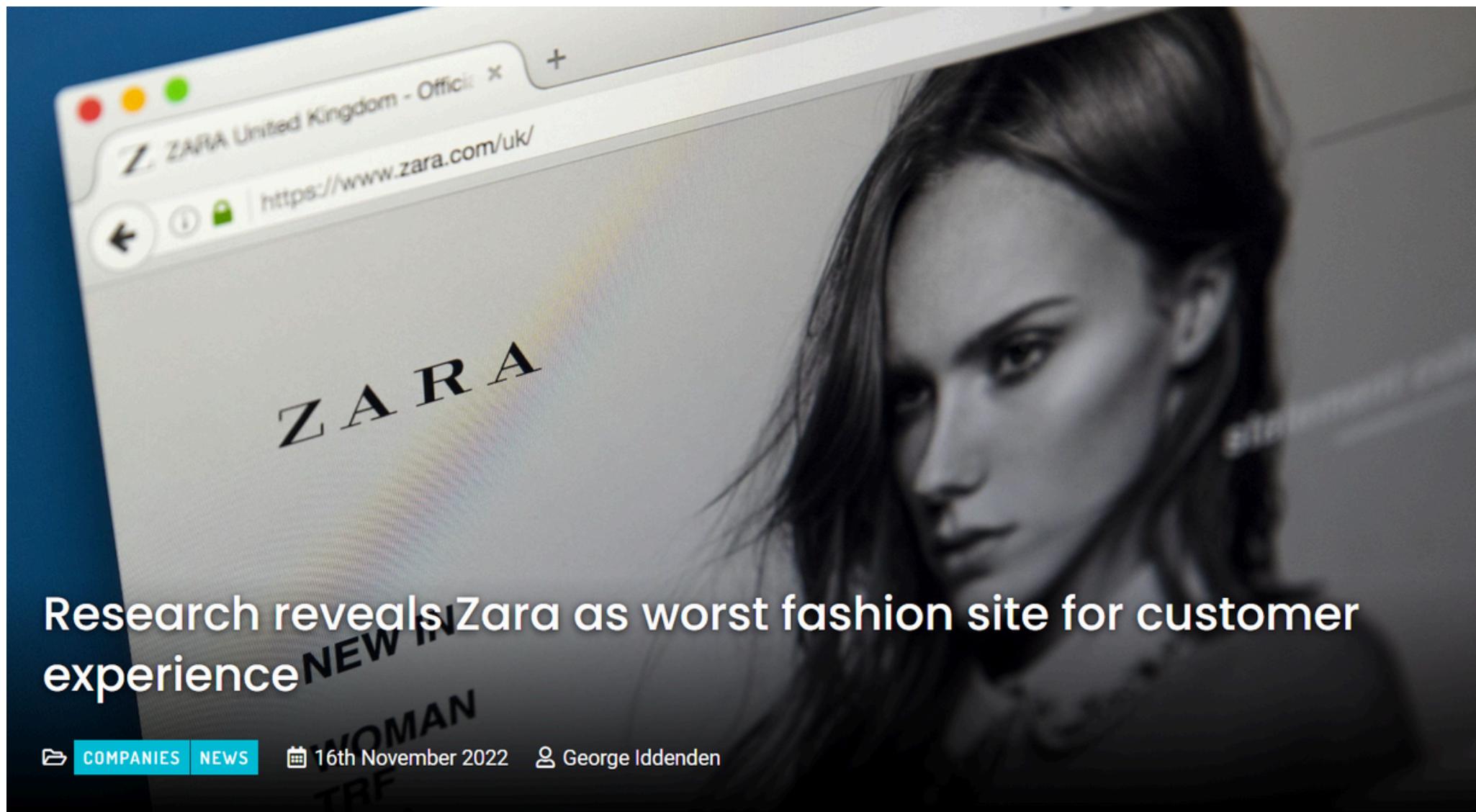
How would you rate your overall experience on Zara's website?

 Copy chart

12 responses



Further Research Data



<https://www.chargedretail.co.uk/2022/11/16/zara-as-worst-fashion-site-for-customer-experience>

Upon further research, I discovered additional supporting evidence from Charged Retail News. According to a 2022 report, Zara received the lowest customer rating among 152,000 TrustPilot reviews analyzed for fashion shoppers purchasing from Asos, H&M, New Look, Next, and Zara.

Heuristics Evaluation

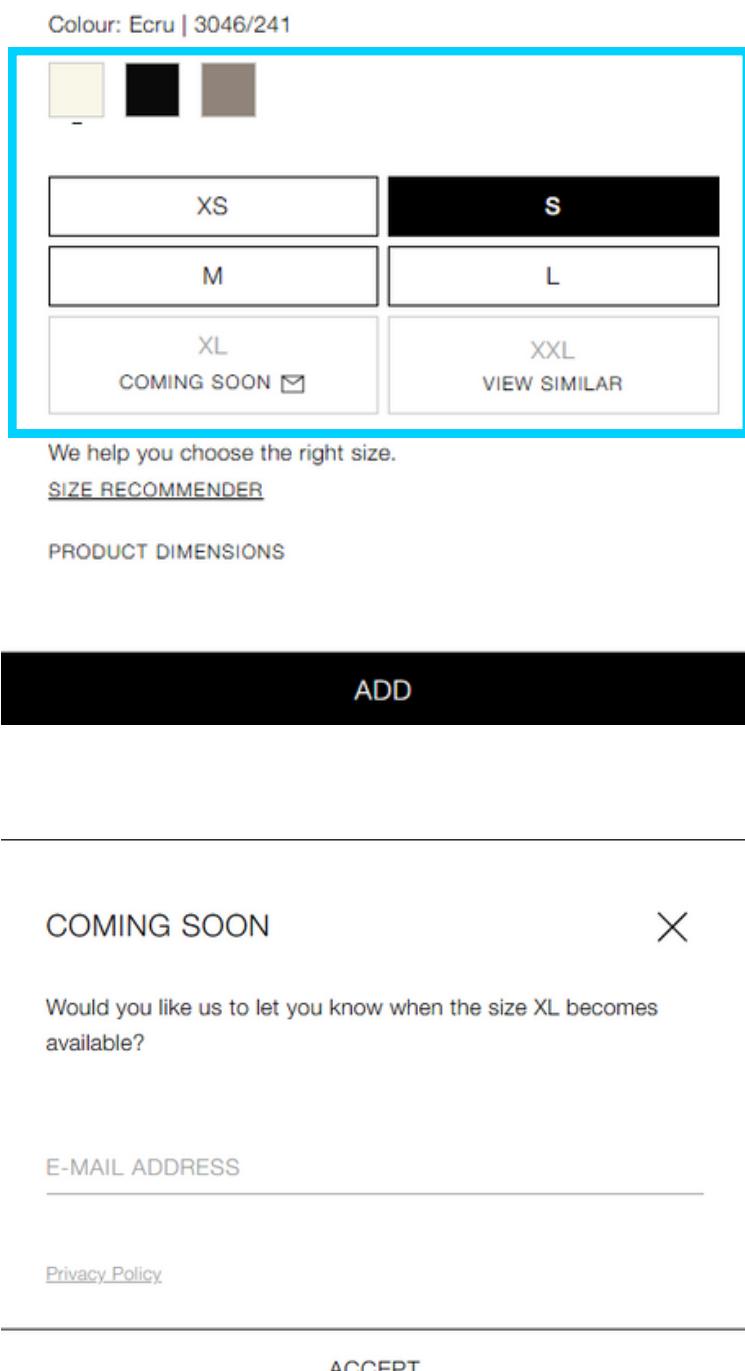
[#1 Visibility of system status]

#Rule - The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.



Heuristics Evaluation

[#1 Visibility of system status]



Colour: Ecru | 3046/241

-	XS	S
M	L	
XL COMING SOON	XXL VIEW SIMILAR	

We help you choose the right size.
[SIZE RECOMMENDER](#)

PRODUCT DIMENSIONS

ADDING...

PROCESS ORDER

ADDED TO YOUR BASKET

WATER AND WIND PROTECTION SHORT PUFFER ANORAK SIZE S

SEE SHOPPING BASKET

YOU MAY BE INTERESTED IN

\$S 39.90 +4	\$S 119.00 +5	\$S 29.90 +5
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SIMILAR PRODUCTS SIZE XXL 5 items X

+ PADDED HOODED JACKET \$S 139.00	+ STITCHED PADDED A... \$S 139.00	+ WATER-REPELLENT JACKET \$S 99.90	+ SOFT ZIP-UP JACKET \$S 75.90	+ SOFT BOMBER JACKET \$S 75.90
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Appropriate feedback:

A core element of Jakob Nielsen's first heuristic principle is providing clear and timely feedback to users. This is well demonstrated in Zara's "add to cart" process. When selecting items, users receive clear visual cues for color and size, and if a selected size, like 'XL,' is unavailable, Zara provides feedback, inviting users to enter their email addresses to be notified when it's back in stock. Similarly, if a product doesn't come in 'XXL,' users can quickly view similar items available in that size.

Additionally, an animation appears when items are added to the cart, along with a prompt saying "Added to your basket." The shopping bag status also updates with a visual indicator, such as a "(1)" beside it, confirming that the item has been added.

One recommendation I could provide is that Zara could add an actual shopping cart icon as the small shopping bag status and text is not really clear and visible

Heuristics Evaluation

[#2 Match Between the System and the Real World]

#Rule - The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon.

Follow real-world conventions, making information appear in a natural and logical order.



Heuristics Evaluation

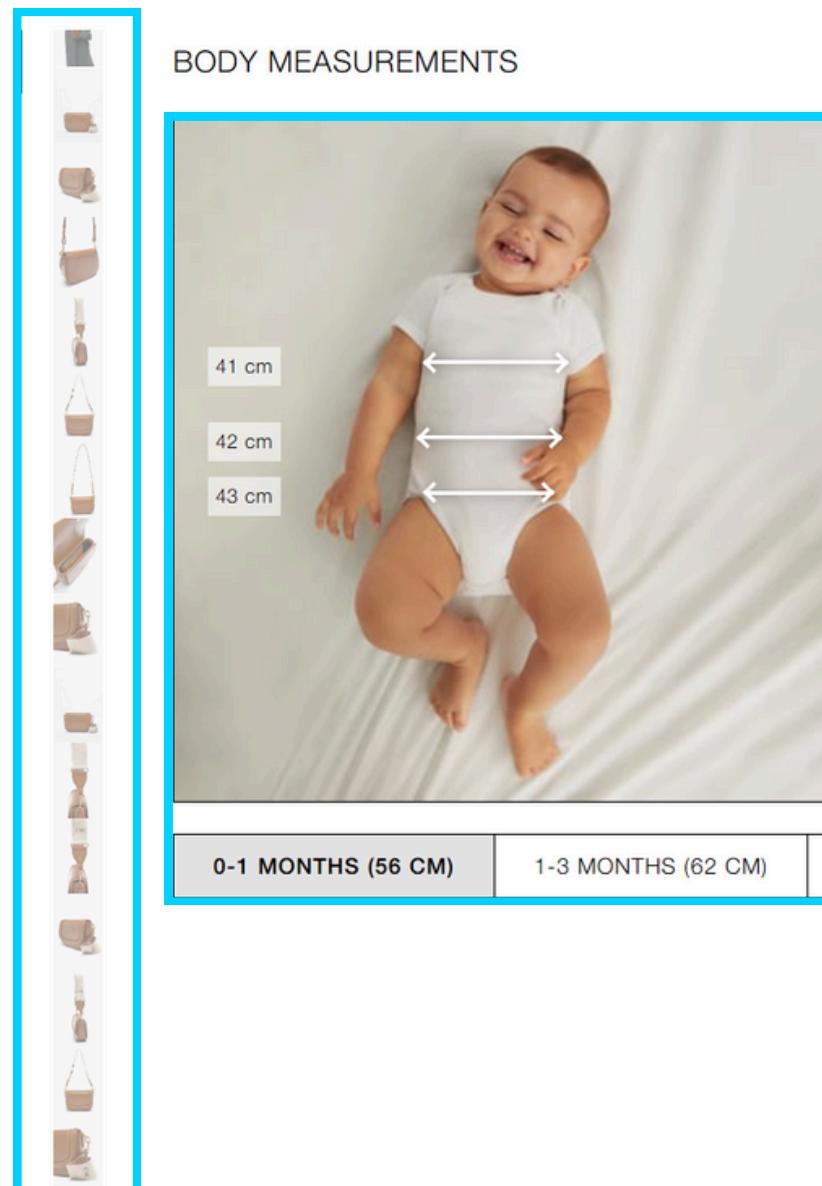
[#2 Match Between the System and the Real World]

ZARA

WOMAN MAN KIDS BEAUTY

/// NEW

BEST SELLERS
SPECIAL PRICES
SPECIAL EDITION



Familiar Terminology and Labels:
Zara uses terms that mimic and resonate with how customers would think about shopping and clothing selection such as “Best Sellers”, “Special Prices”, and “Special Edition”.

Provide Realistic Product Imagery:
Every Zara product showcases various images that realistically portray the look and color of the product, with some images even showing models using it to resonate with customers as if they were viewing it in person.

Size Guides with Familiar Measurements:
Zara provides familiar size measurements and visual comparison, one good example would be the baby section where customers could visualize their baby’s fit as shown by the body measurements of varying baby ages.

Heuristics Evaluation

[#3 User Control and Freedom]

#Rule - Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.



Heuristics Evaluation

[#3 User Control and Freedom]

The screenshot shows a search interface for 'HOODIE'. At the top left, there are filters for 'WOMAN', 'MAN', and 'KIDS'. Below these are categories for age groups: '6-14 YEARS | GIRL', '6-14 YEARS | BOY', '1-6 YEARS | GIRL', '1-6 YEARS | BOY', and '0-18 MONTHS | BABY'. The main area displays four hoodies: a pink one on the left, a black one, a dark blue one with an apple logo, and a yellow one with '80 NEW YORK' printed on it. To the right is a large filter panel titled 'FILTERS (0)' with sections for 'SIZE', 'COLOUR', and 'PRICE'. The 'SIZE' section contains a grid of age ranges and their corresponding chest widths. The 'COLOUR' section shows a grid of colors: BEIGE, BLACK, BLUE, BROWN, GREEN, GREY, ORANGE, PINK, PRINTED, RED, WHITE, and YELLOW. The 'PRICE' section shows a grid of price ranges: 13-14 YEARS (164 CM), 11-12 YEARS (152 CM), 8-9 YEARS (130 CM), 7 YEARS (122 CM), 6 YEARS (116 CM), 3-6 YEARS (52 CM), 1½ YEARS (86 CM), 6-9 MONTHS (74 CM), 8/9 YEARS (134 CM), 9-10 YEARS (140 CM), 8 YEARS (128 CM), 6-9 YEARS (54 CM), 5 YEARS (110 CM), 3 YEARS (98 CM), 12-18 MONTHS (86 CM), 3-6 MONTHS (68 CM), 9 YEARS (134 CM), 7/8 YEARS (128 CM), 6-7 YEARS (120 CM), 4 YEARS (104 CM), 2 YEARS (92 CM), and 9-12 MONTHS (80 CM). At the bottom of each filter section are 'CLEAR' and 'VIEW RESULTS (185)' buttons. A blue arrow points from the 'VIEW RESULTS (185)' button in the first filter section down to the 'VIEW RESULTS (2)' button in the second filter section.

SIZE	COLOUR	PRICE
6/7 YEARS (122 CM)	8/9 YEARS (134 CM)	13-14 YEARS (164 CM)
11-12 YEARS (152 CM)	9-10 YEARS (140 CM)	9 YEARS (134 CM)
8-9 YEARS (130 CM)	8 YEARS (128 CM)	7/8 YEARS (128 CM)
7 YEARS (122 CM)	6-9 YEARS (54 CM)	6-7 YEARS (120 CM)
6 YEARS (116 CM)	5 YEARS (110 CM)	4 YEARS (104 CM)
3-6 YEARS (52 CM)	3 YEARS (98 CM)	2 YEARS (92 CM)
1½ YEARS (86 CM)	12-18 MONTHS (86 CM)	9-12 MONTHS (80 CM)
6-9 MONTHS (74 CM)	3-6 MONTHS (68 CM)	

SIZE (1)	COLOUR (1)	PRICE
BEIGE	BLACK	BLUE
PINK	PRINTED	RED
		BROWN
		GREEN
		GREY
		ORANGE
		WHITE
		YELLOW

SIZE (1)	COLOUR (1)	PRICE
13-14 YEARS (164 CM)	11-12 YEARS (152 CM)	9-10 YEARS (140 CM)
8-9 YEARS (130 CM)	6-7 YEARS (120 CM)	

Easily Editable Filters and Search Results:

In Zara's search feature, Zara allows users to quickly and efficiently adjust filters (such as size, color, price, gender, and age for kids) and sort options without needing to refresh the entire page or spend a long time looking for the specific product.

A good example would be as shown by the top image on the left, the keyword "Hoodie" is being searched and it showed 185 results available, however after further filters and sorting options the results cut down to 2 available options pertaining to the customer's preference.

Furthermore, the "VIEW RESULTS" and "CLEAR" button indicators shown in the filter section also provide freedom for customers as it allow users to try or sort different combinations of filters without the need for refreshing the page or feeling stuck.

Heuristics Evaluation

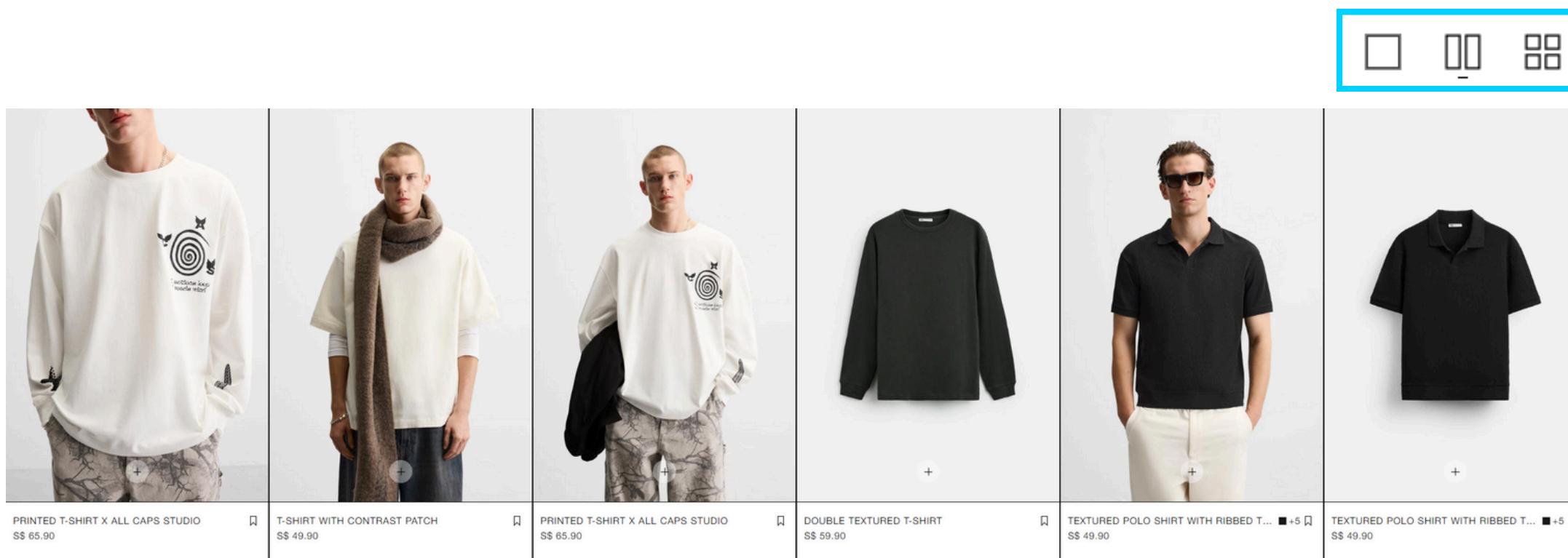
[#4 Consistency and Standards]

#Rule - Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.



Heuristics Evaluation

[#4 Consistency and Standards]



Consistent Navigation Structure:
Zara's navigation structure consisting of the logo, search bar, and navigation for log in, help, and shopping bag is consistent across pages.

Zara also has a layout feature that is consistent across all the products in which users are available to choose their preferred layout format to view.

Heuristics Evaluation

[#5 Error Prevention]

#Rule - Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.



Heuristics Evaluation

[#5 Error Prevention]

The figure consists of three vertically stacked screenshots of a digital form titled "Size Recommender".

- Screenshot 1: Basic Information**
 - FAVOURITE SECTION***: Man
 - HEIGHT***: 180 CM (input field)
 - WEIGHT***: 80 KG (input field)
 - AGE**: 27 YEARS (input field)
 - NOTE**: Age influences the distribution of your weight. Knowing your age enables us to recommend the correct size for you.
- Screenshot 2: Silhouette and Preferences**
 - SHAPE OF YOUR ABDOMEN**: FLAT (selected)
 - SHAPE OF YOUR CHEST**: NARROW (selected)
 - CLOTHING USAGE PREFERENCE***: LOOSE (selected)
- Screenshot 3: Result**
 - Image**: A pair of light-colored jeans.
 - Text**: YOUR SIZE IS EU 44 (US 34)
 - Details**: Height: 180 cm, Weight: 80 kg, Age: 27 years, Chest: Medium, Adjustment: Loose, Abdomen: Medium.

At the bottom of each screenshot is a horizontal line with a blue button labeled "CONTINUE" or "END".

Size and Fit Recommendations:
Zara employs an error prevention tool, the Size Recommender, which helps customers avoid sizing mistakes. By collecting user-provided data such as height, weight, age, and body shape (abdomen and chest shape for men, underbust and cup size for women), the tool suggests the best-fitting size, reducing the likelihood of customers selecting the wrong fit.

One recommendation I can provide is that the delete feature of shopping bag item does not have a confirmation warning for error prevention.

Heuristics Evaluation

[#6 Recognition Rather than Recall]

#Rule - Minimize the user's memory load by making elements, actions, and options visible.

The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.



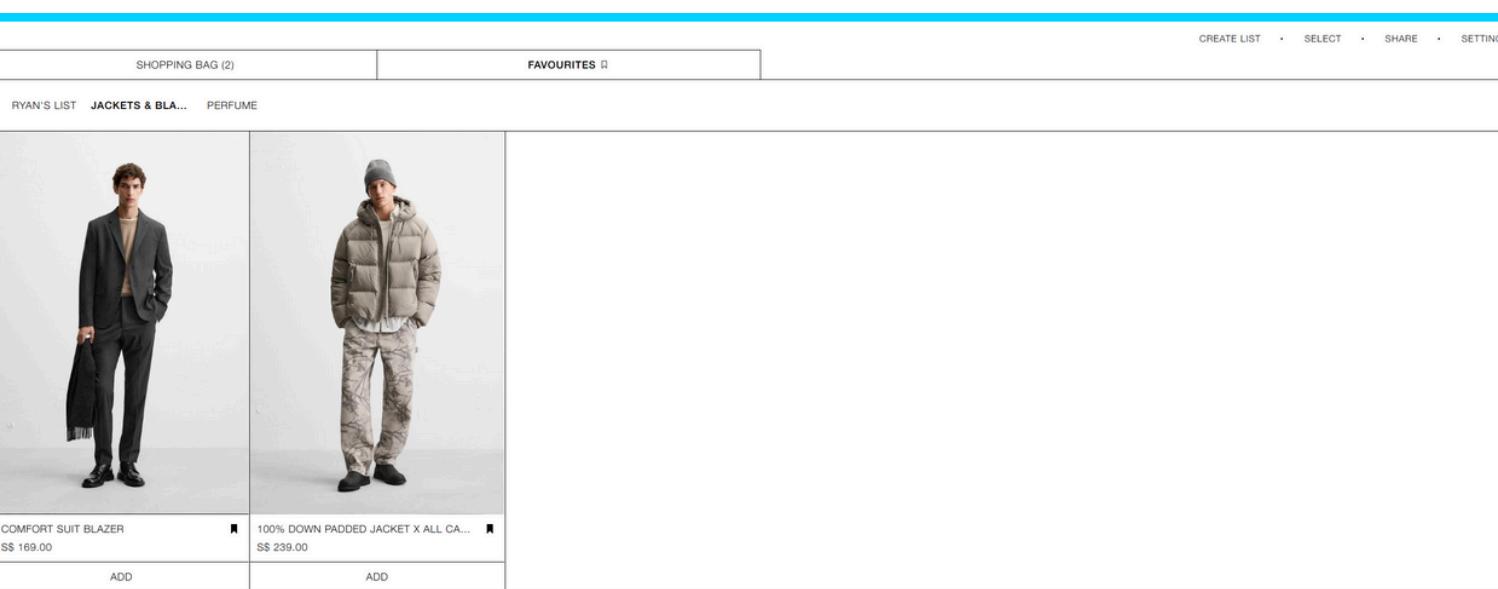
Heuristics Evaluation

[#6 Recognition Rather than Recall]



The screenshot shows a shopping cart interface. At the top, there's a navigation bar with categories like JEANS, WOMAN, and KIDS. Below that is a sub-navigation bar for JEANS, listing sub-categories: JEANS, JEANS WOMAN, MOM JEANS, GREY JEANS, BAGGY JEANS, WIDE LEG JEANS, FLARED JEANS, BLACK JEANS, BLACK HIGH-WAIST JEANS, and LOW RISE JEANS. The main area is titled "SHOPPING BAG (2)". It displays two items: a "WATER AND WIND PROTECTION SHORT PUFFER JACKET" and a "TECHNICAL CROSSBODY BAG". Each item has a small image, a product name, a price (\$\$ 99.90 or \$\$ 39.90), and quantity selection buttons (-, 1, +). A "CONTINUE" button is at the bottom right.

Preview Thumbnails in the Shopping Cart:
Zara's shopping cart includes preview images of products, allowing users to quickly recognize items they've added at a glance—especially helpful when multiple items are in the cart.



This screenshot shows a shopping cart with two items: a "COMFORT SUIT BLAZER" and a "100% DOWN PADDED JACKET X ALL CA...". The items are shown as full-body models wearing the respective garments. The interface includes a "CREATE LIST" button, "SELECT", "SHARE", and "SETTINGS" buttons at the top right. The bottom features "ADD" buttons for each item.

Quick Access to Saved Items and Wishlist:
Zara's “Favorites” feature is conveniently accessible from the user’s profile or within the shopping bag. Customers can also create multiple wishlists for different items, making it easy to recognize and retrieve saved products.

Detailed Product Search Suggestions:
As customers begin typing in the search bar, Zara instantly provides relevant, recognizable suggestions based on their input. This helps users find what they’re looking for without needing to recall exact product names or terms.

Heuristics Evaluation

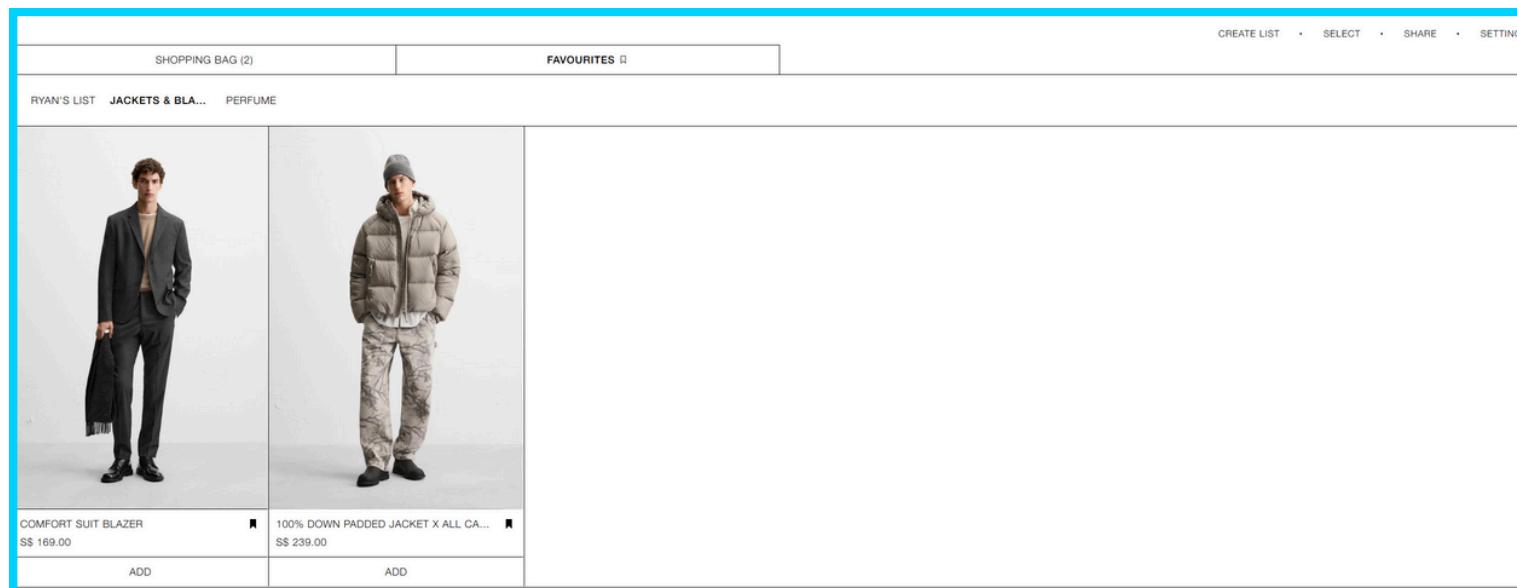
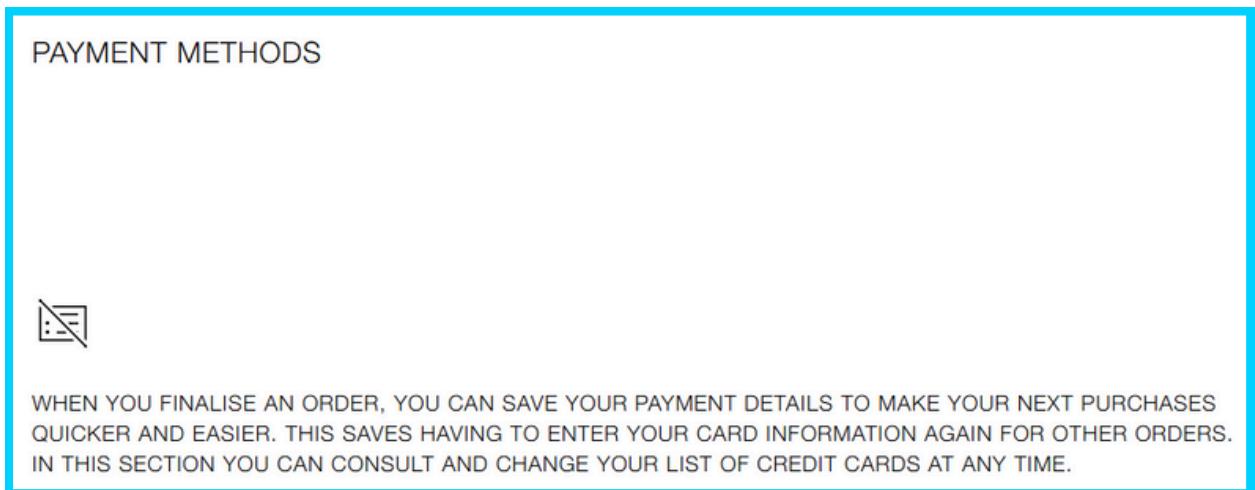
[#7 Flexibility and Efficiency of Use]

#Rule - Shortcuts – hidden from novice users
– may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.



Heuristics Evaluation

[#7 Flexibility and Efficiency of Use]



Guest and Account Login Options:

Zara's allow customers to checkout as a guest or sign in for faster checkout options, such as the saved payment methods. Guest checkout adds flexibility, while logged-in users can experience quicker, more efficient transactions.

Multi-Wishlist Functionality:

Zara allows users to create and name multiple wishlist for different categories. This way, users can organize and quickly locate items, improving browsing efficiency.

Customizable Sorting and Filtering Options:

Zara also allows users to customize filters with options like size, color, and price which enhances flexibility and saving time for users with specific requirements.

Heuristics Evaluation

[#8 Aesthetic and minimalist design]

#Rule - Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.



Heuristics Evaluation

[#8 Aesthetic and minimalist design]

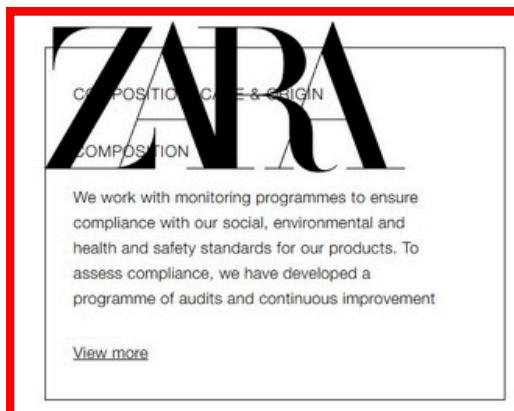


ISSUE:
Overlapping
text and images
thus making
readability
poor

Recommendation:
Improve text-detail visibility, maybe add a solid or semi-opaque background behind text.



Have the Zara logo and navigation menu inside of a sticky nav-bar so that when users scroll downwards, it will not overlap any product images or text.



Heuristics Evaluation

[#9 Help Users Recognize, Diagnose, and Recover from Errors]

#Rule - Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.



Heuristics Evaluation

[#9 Help Users Recognize, Diagnose, and Recover from Errors]

LOG IN TO YOUR ACCOUNT

E-MAIL ADDRESS
qwert 
! Enter a valid e-mail address.

PASSWORD 
! Required field.

[Have you forgotten your password?](#)

WARNING
The user name and password provided do not correspond to any account at Zara.com.

[CLOSE](#)

RESET PASSWORD
We will send you an email with instructions on how to recover it

E-MAIL ADDRESS 
We help you choose the right size.

QUARTER-ZIP SWEATSHIRT 

\$\\$ 89.90

Model height: 183 cm | Size: L

Relaxed fit sweatshirt made of cotton with a napped interior. Featuring a high neck, front zip fastening, long sleeves, contrast logo appliqué and ribbed trims.

[VIEW MORE](#)

CHECK IN-STORE AVAILABILITY

SHIPPING, EXCHANGES AND RETURNS

Colour: BURGUNDY | 0761/314 

S COMING SOON 	M COMING SOON 
L COMING SOON 	XL VIEW SIMILAR

We help you choose the right size.

[SIZE RECOMMENDER](#)

PRODUCT MEASUREMENTS

Highlight Missing or Incorrect Fields in Forms:
Zara highlights the specific fields in red and displays an explanatory message whenever users forget to fill out the required fields or fill in wrongly.

Account Recovery Options:
If users struggle to log in due to forgotten credentials, Zara offers clear recovery options like “Have you forgotten your password?” and it provides instructions to the account recovery via email.

Inventory Availability Updates for Size and Color:
If an item is out of stock in the selected size or color, Zara notifies the users by showing the “COMING SOON” text. Zara also provides a notify feature so users can be alerted when it’s back in stock.

Heuristics Evaluation

[#10 Help and Documentation]

#Rule - It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.



Heuristics Evaluation

[#10 Help and Documentation]

The screenshot shows two views of Zara's support system. On the left is a chat interface with a message from the 'Virtual Assistant with generative AI' stating: 'Hello, I'm the Virtual Assistant with generative AI from Zara. How can I help you?'. Below the message is a link: 'If you want to learn more about the interaction with a generative AI, please click [here](#)'. At the bottom is a message input field with a placeholder '+ Message' and a send button. On the right is a 'HELP' section with tabs for 'RYAN', 'HELP' (which is selected), and 'SHOPPING BAG (2)'. The 'HELP' tab is highlighted with a blue box. Below the tabs is a 'FREQUENTLY ASKED QUESTIONS' section with links for 'ITEMS AVAILABILITY', 'REFUNDS', 'ORDER STATUS', 'RETRIEVE MY STORE RECEIPT', and 'HOW TO RETURN'. Under 'ALL HELP TOPICS', there are six categories: 'MY ZARA ACCOUNT', 'ITEMS AND SIZES', 'SHIPPING', 'PAYMENTS AND INVOICES', 'MY PURCHASES', 'EXCHANGES, RETURNS AND REFUNDS', and 'ZARA EXPERIENCES'. Each category has a brief description and a 'View more' link.

The screenshot shows a search bar with the word 'CART' in it. Below the search bar is a grid of 15 small cards, each containing a question or topic. The visible cards include: 'OUR USED CLOTHING DONATION PROGRAMME', 'I CAN'T ACCESS MY ACCOUNT. WHAT CAN I DO?', 'COMPOSITION AND CARE', 'I NO LONGER HAVE THE CARD I USED TO MAKE THE PURCHASE. HOW WILL I RECEIVE MY REFUND?', 'HOW CAN I ADD A BANK CARD?', 'CAN I PAY FOR MY PURCHASES IN INSTALMENTS?', 'DOES ZARA RECEIVE ANY ECONOMIC BENEFITS FROM THIS INITIATIVE?', 'HOW CAN I DETERMINE THE MEASUREMENTS OF AN ITEM?', 'MY ORDER SHOWS AS HAVING BEEN DELIVERED, BUT I HAVEN'T RECEIVED IT. WHAT CAN I DO?', 'CAN I FIND AN ITEM WITH A PHOTO?', 'PAYMENT SECURITY', 'SHIPPING TO A ZARA STORE', 'RETRIEVE MY STORE RECEIPT', 'SPECIAL RETURN CONDITIONS', 'RETURNS TO A ZARA STORE', 'ONLINE AVAILABILITY OF AN ITEM', 'REFUNDS', and 'WHAT HAPPENS TO THE GARMENTS ONCE I HAVE DONATED THEM?'. The cards are arranged in three rows of five, with some cards partially obscured by others.

Interactive Chatbot with Common Queries:
Zara has a virtual assistant chatbot to help with any error-related message or questions, this allows users to get assistance quickly if they're unable to resolve the issue on their own.

Comprehensive FAQ Section:
Zara provides an easy-to-navigate FAQ section that answers common questions customers might have.

Searchable Help Center with Auto-Suggestions:
Zara also has a help center which is accessible from the top right-hand side of every page and the help center provides a search bar that auto-suggest relevant topics as users type, making it faster for them to find the information they need.

One recommendation I could offer is to reposition the image, as the suggested relevant topic's current placement completely obscures the underlying image.

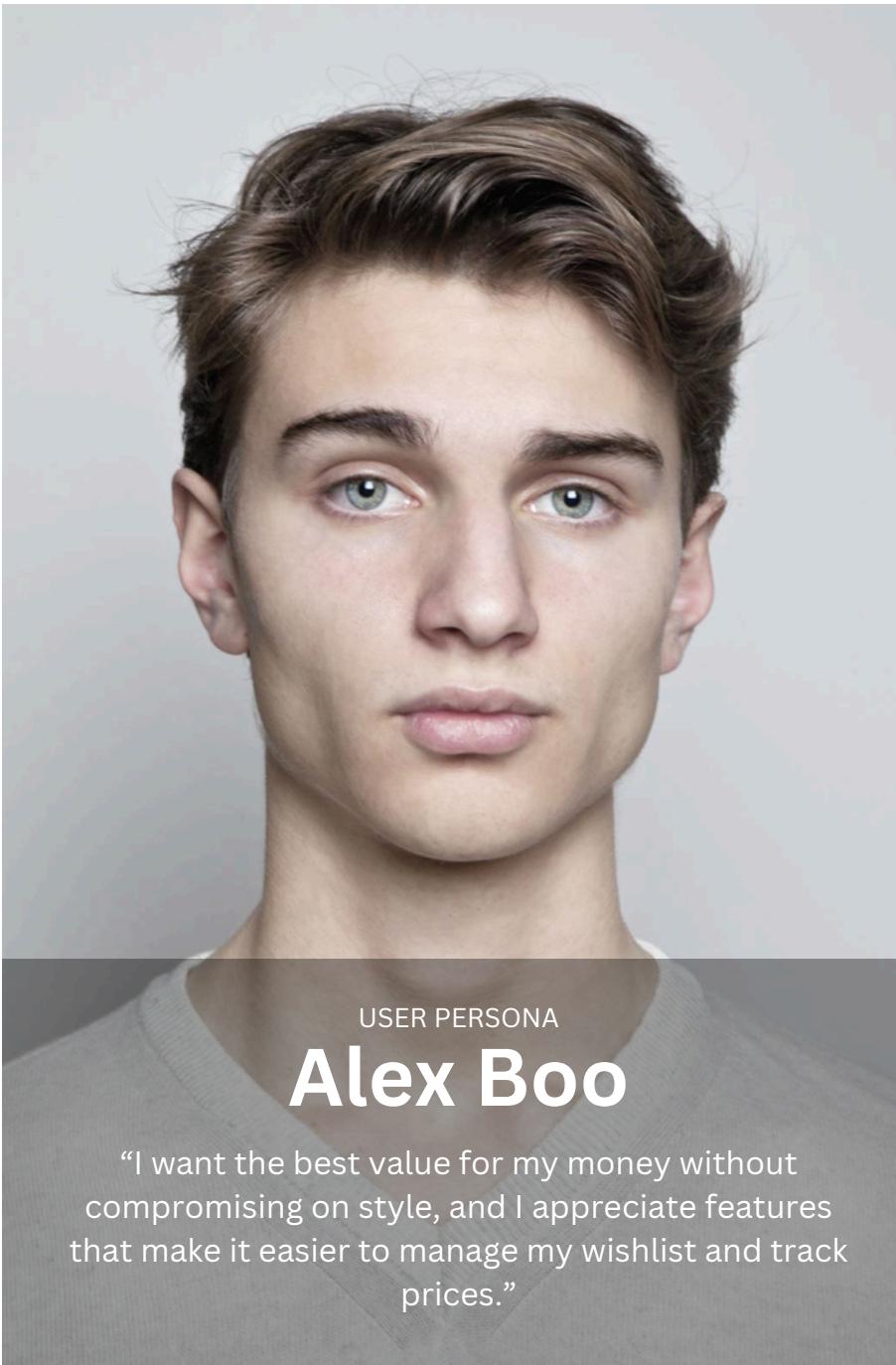
Heuristics Evaluation

[Conclusion]

In conclusion, the heuristic evaluation of the Zara website identifies the primary issue as a violation of Jakob Nielsen's principles related to aesthetic design, particularly in terms of readability and overall layout. Refining the User Interface layout could effectively address this issue and enhance the website's usability.



User Persona (Alex Boo)



ABOUT

Alex is a freelance designer who loves finding deals on stylish clothing. He values quality but is mindful of his budget. He often waits for sales or discounts and uses the wishlist feature to track items he likes.

AGE

28

OCCUPATION

Freelance Graphic Designer

INCOME

\$3000/MTH

STATUS

Single

LOCATION

Singapore

GOALS

- Find trendy and versatile clothing that fits within his budget.
- Easily monitor items for price drops or seasonal sales.
- Quickly check if items in his wishlist are available in his size.

FRUSTRATIONS

- The inability to see if wishlist items are available in his size without navigating to each product.
- Difficulty filtering sales items by size, which makes browsing time-consuming.
- Feeling frustrated when items in his cart or wishlist sell out without notification.

User Persona (Callie Chen)



ABOUT

Callie works in a fast-paced marketing firm in a big city and loves to keep up with the latest fashion trends. She has a busy schedule and often shops online to find stylish pieces that fit her work-to-evening lifestyle.

AGE

35

OCCUPATION

Marketing Executive

INCOME

\$6000/MTH

STATUS

Married

LOCATION

Singapore

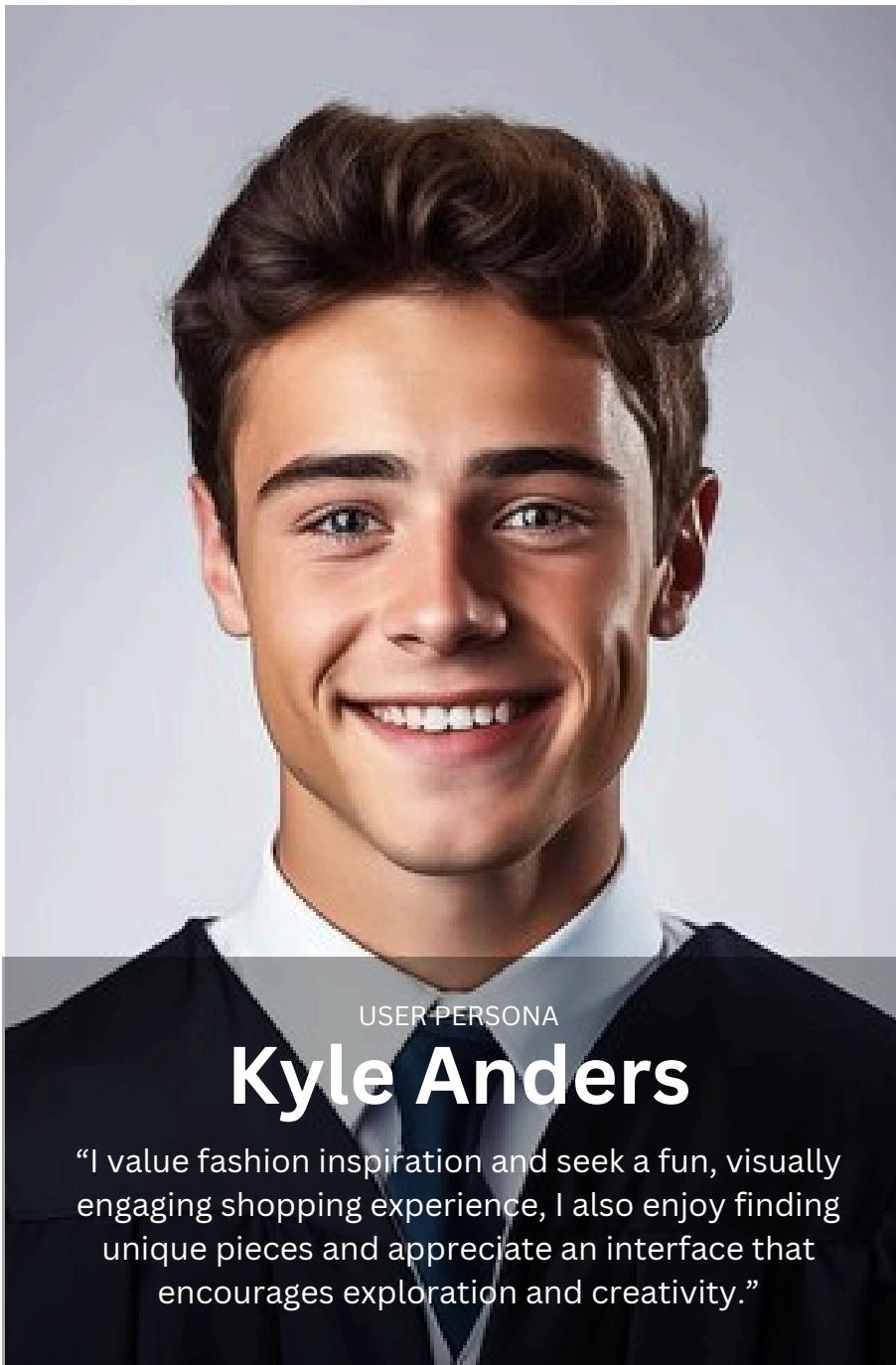
GOALS

- Quickly find trendy, work-appropriate outfits that can transition to evening wear.
- Access styling suggestions and outfit ideas to save time.
- Receive accurate fit and sizing recommendations to avoid returns.

FRUSTRATIONS

- Finding the right sizes online without the chance to try on items the way she would at a physical store.
- Inconsistent fit between different products, leading to returns.
- Limited time to search through large inventories, often leading to her not able to find her desired items.

User Persona (Kyle Anders)



ABOUT

Kyle is a student who enjoys fashion but doesn't follow trends too closely. He browses the ZARA website occasionally for fun and looks for pieces that fit his style. He is often inspired by ZARA's editorial photos and featured looks.

AGE

22

OCCUPATION

College Student

INCOME

\$800/MTH

STATUS

Single

LOCATION

Singapore

GOALS

- Discover new outfits and fashion inspiration for himself.
- Save items he likes for future purchases when he has more budget.
- Have a seamless and engaging browsing experience.

FRUSTRATIONS

- Lack of style inspiration or lookbooks to help him find new ideas.
- Limited ability to organize or categorize saved items in his wishlist for future reference..
- Feeling frustrated when encountering slow-loading pages while browsing

User Stories

**Alex Boo**

As a **savvy budget shopper**, I want to **add items to my wishlist** so that I can **monitor price drops and buy at the best price**.

Accept Criteria

- Users can save filters like “Sale” or “Under \$50” for quick reuse.
- A “Add to Wishlist” button is available on all product pages.
- A comparison tool allows users to view items side by side with their price, features, and availability.

**Callie Chen**

As a **fashion-forward professional**, I want to **find versatile outfits easily** so that I can **transition from work to evening events effortlessly**.

Accept Criteria

- A size recommender tool is accessible on all product pages.
- Selecting a filter dynamically updates the product list.
- Users can browse through curated collections labeled “Workwear” and “Evening Wear.”

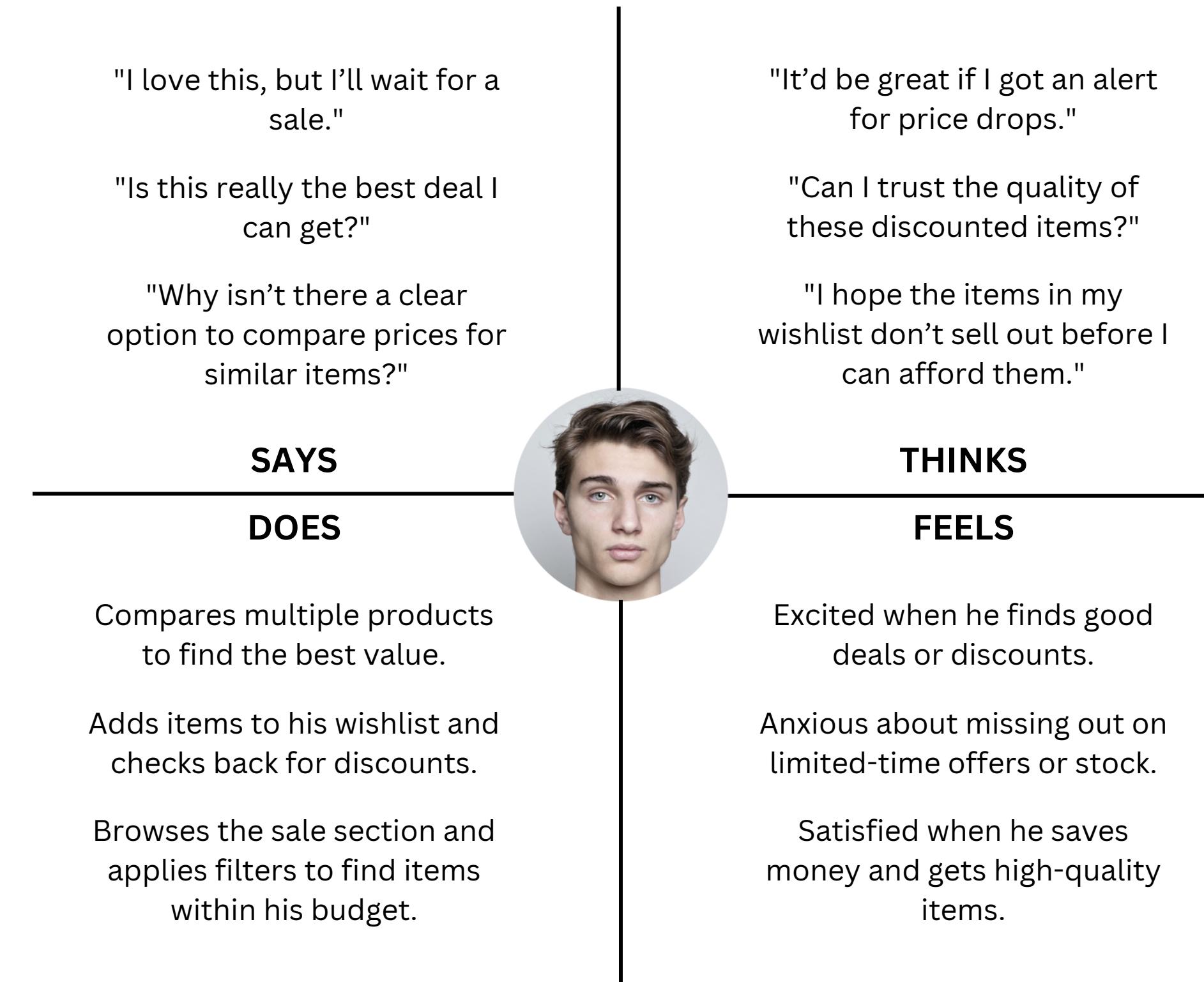
**Kyle Anders**

As a **casual shopper**, I want to **discover new outfit ideas** so that I can **find inspiration for clothing that matches my personal style**.

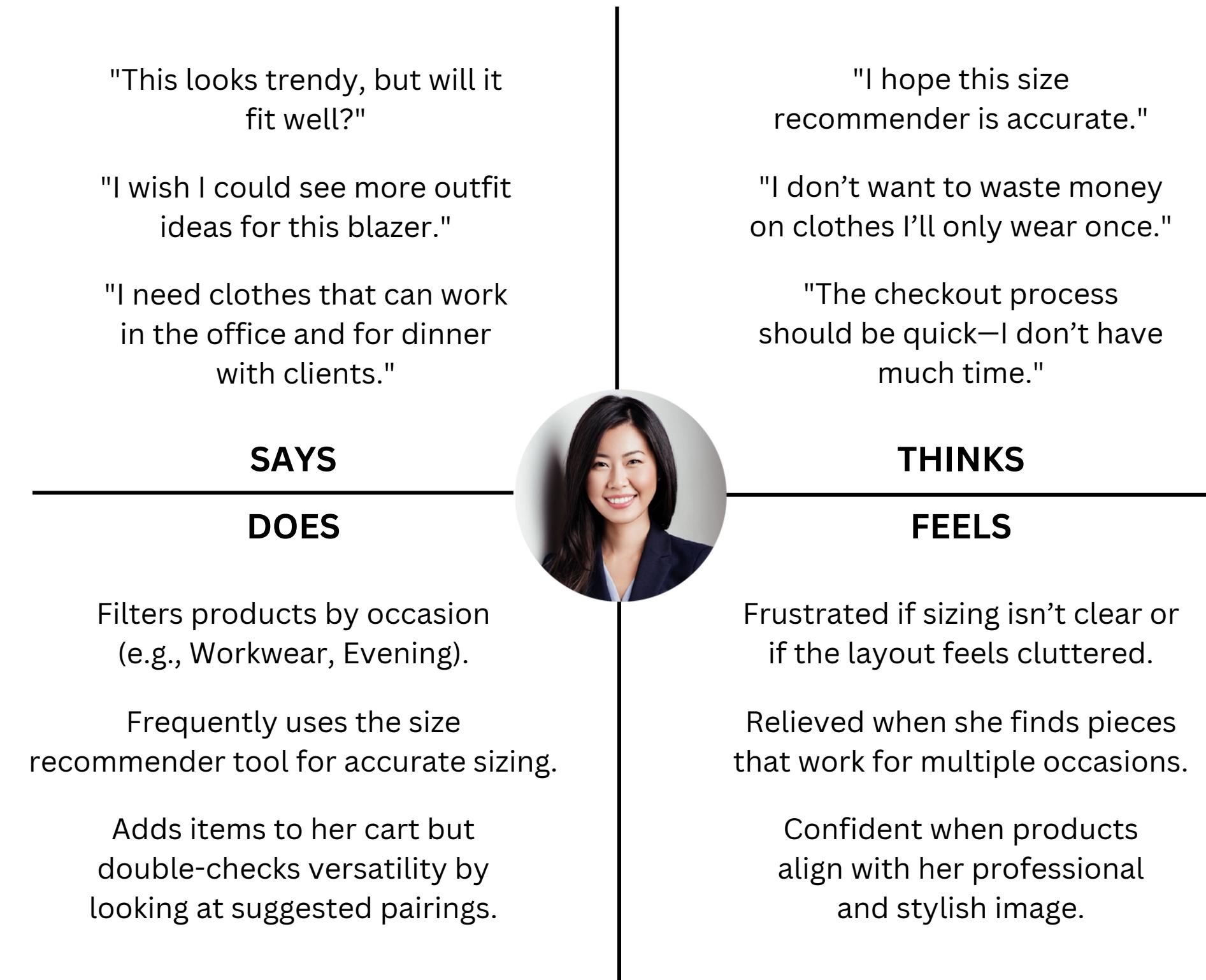
Accept Criteria

- Wishlisted items show availability and price changes dynamically.
- Each product page includes a “Similar Items” section.
- Editorial photos and videos are displayed prominently on the homepage and product pages.

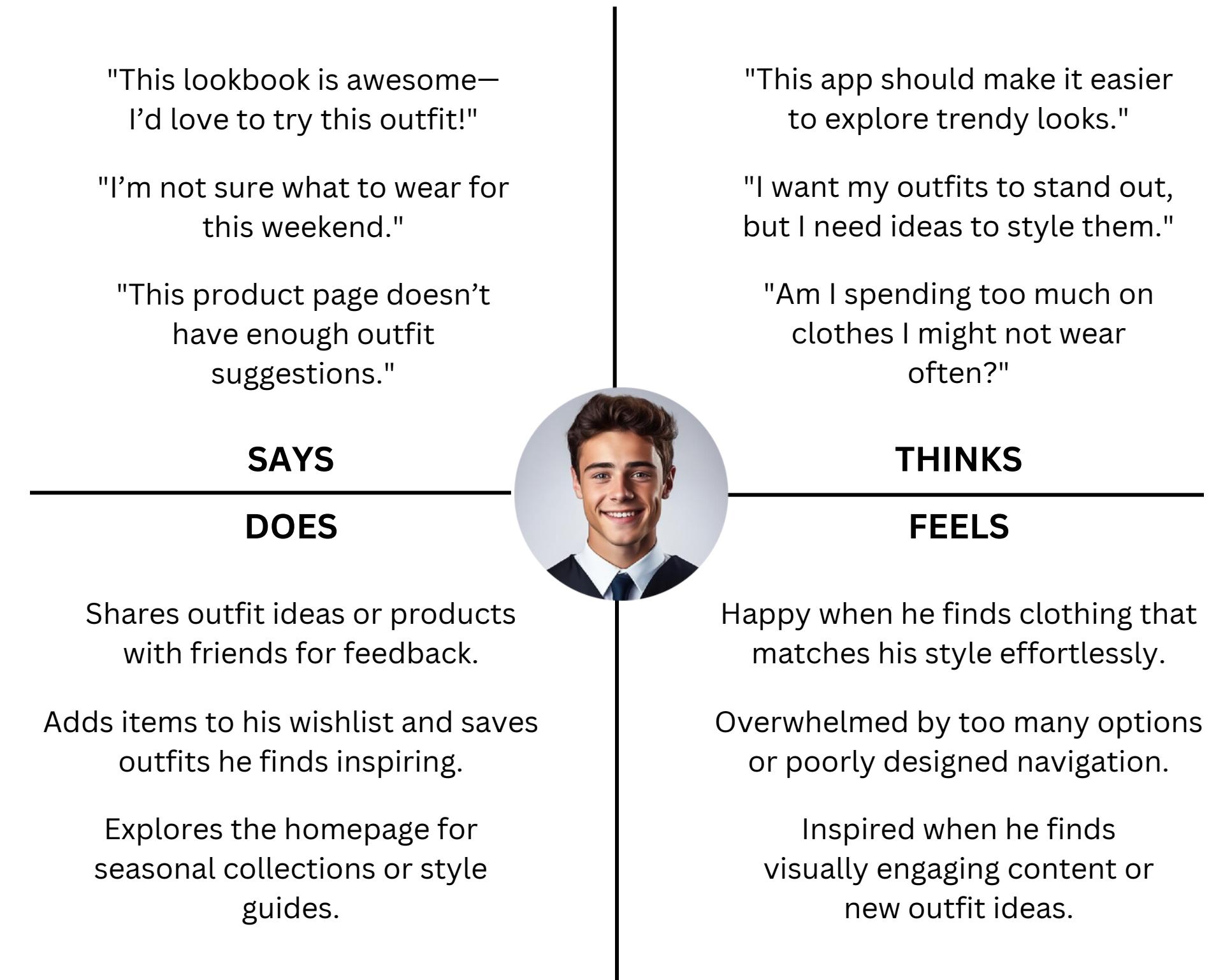
User Empathy Map (Alex Boo)



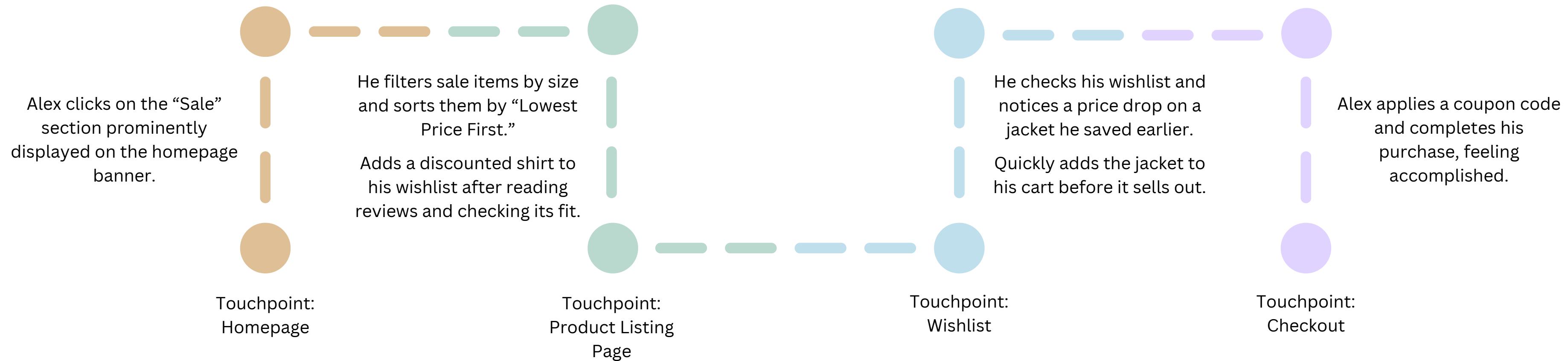
User Empathy Map (Callie Chen)



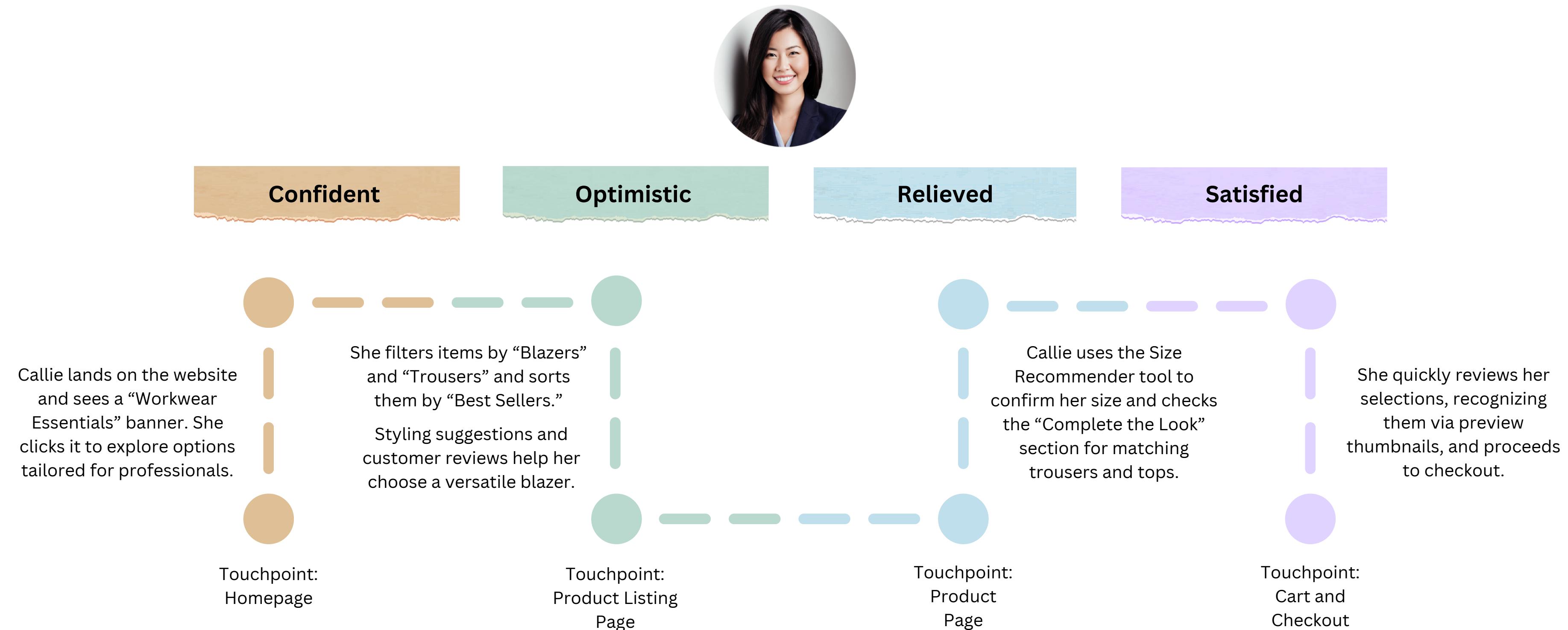
User Empathy Map (Kyle Anders)



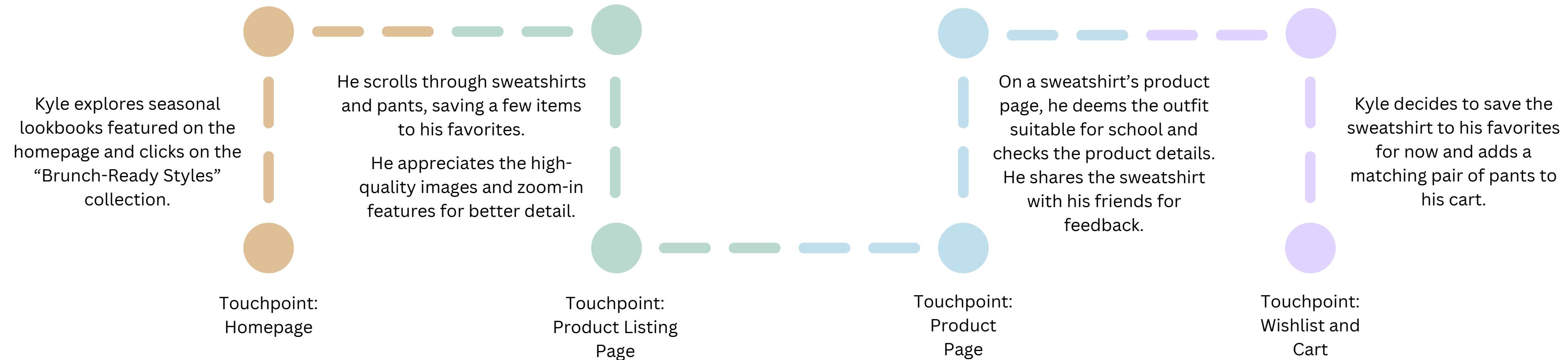
User Journey Map (Alex Boo)



User Journey Map (Callie Chen)



User Journey Map (Kyle Anders)



Concept and Ideas

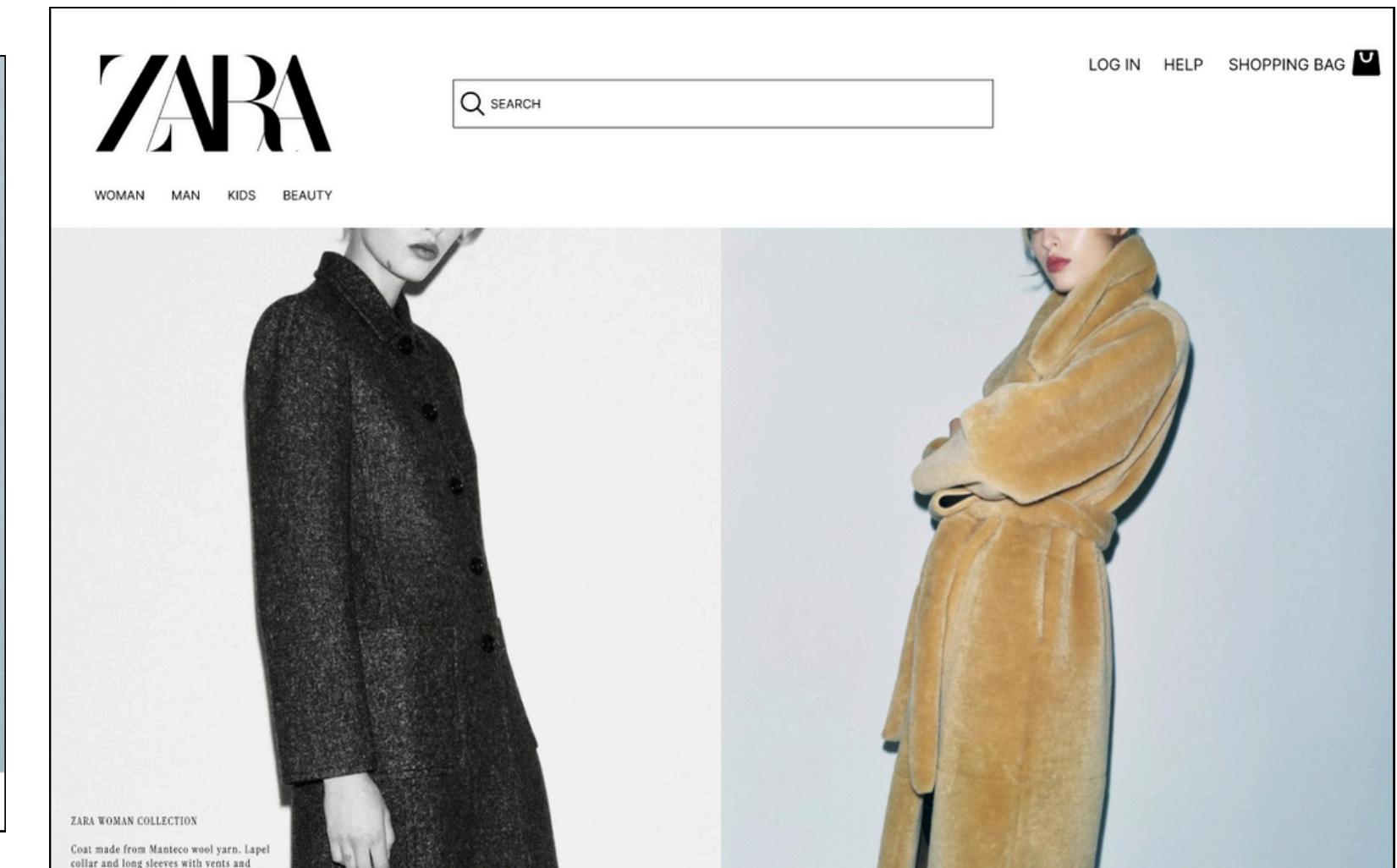
After gathering feedback and suggestions from my survey and research, along with analyzing Jakob Neilson's 10 principles of Heuristics Evaluation, I came up with my concept and ideas for enhancing the Zara Website.

Firstly, I redesigned the landing page of the Zara Website, primarily targeting the navigation bar by adding a white background behind it and having it stick to the top while scrolling to avoid the text layering on top of images, I also relocated the search bar to the middle and added icons the search bar and shopping bag for better visibility.

Original



Redesign



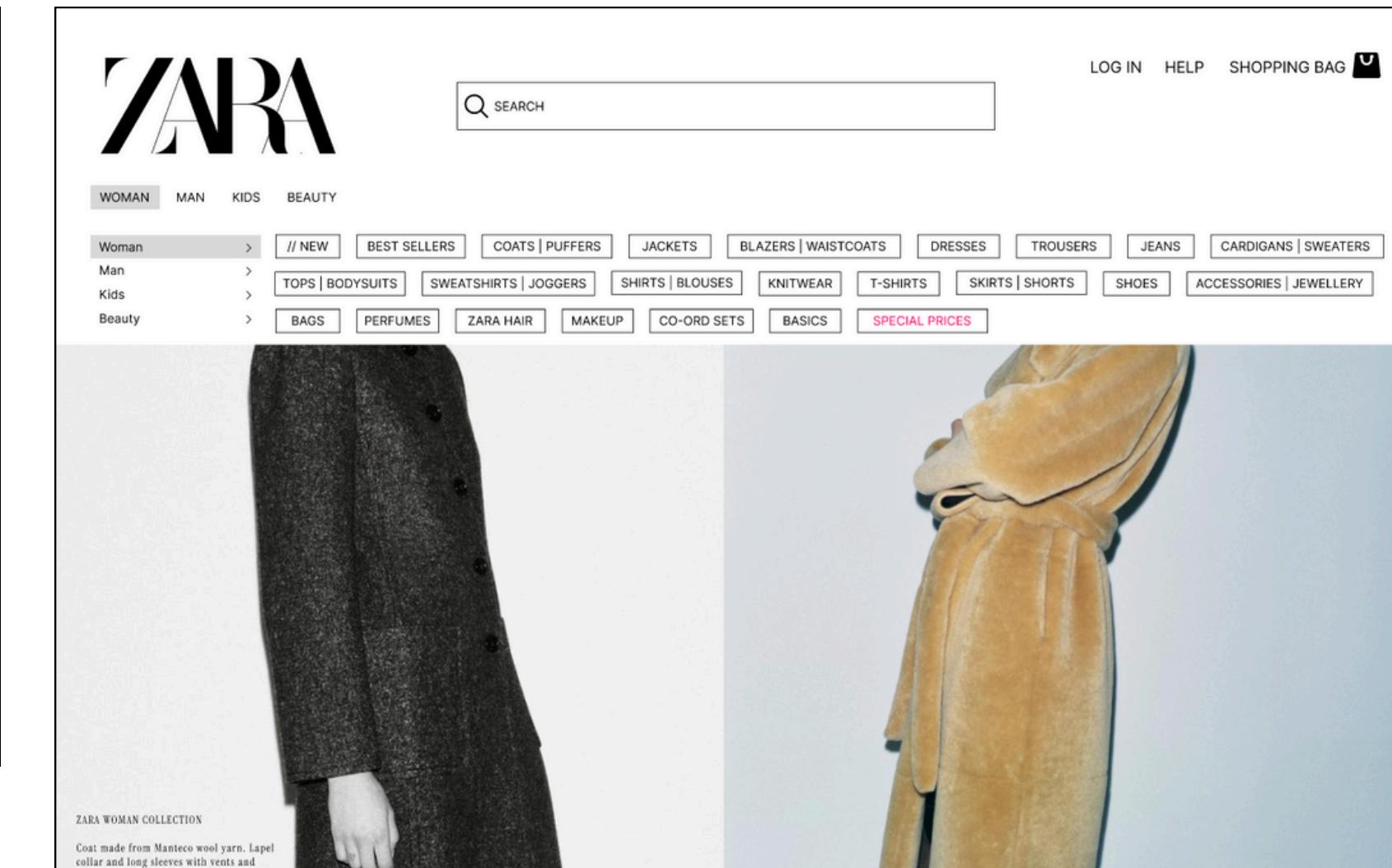
Concept and Ideas

I then redesigned the hamburger menu of the Zara Website, by changing removing the hamburger menu and instead adding it to the hover drop-down menu for better access and visibility.

Original



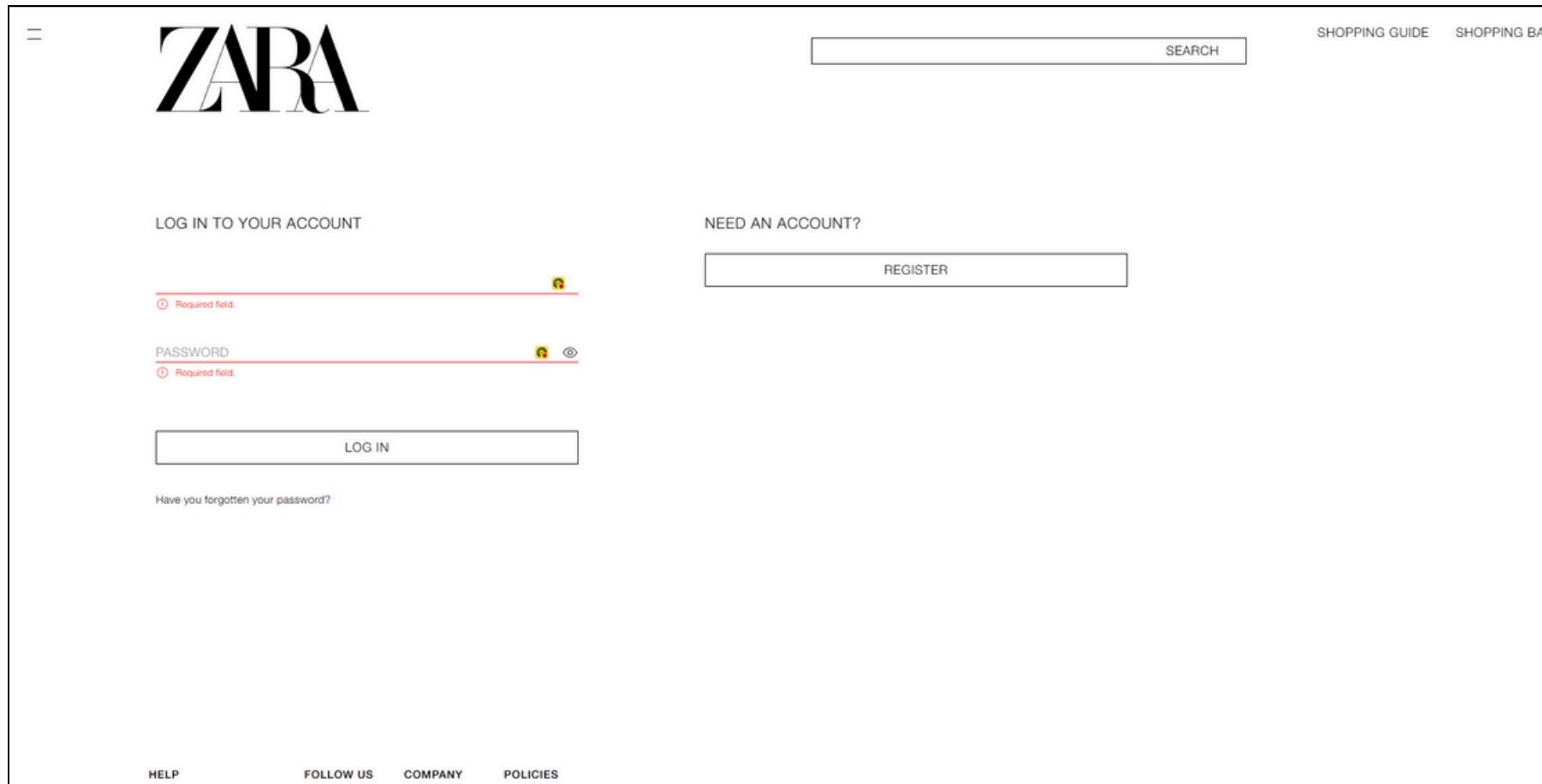
Redesign



Concept and Ideas

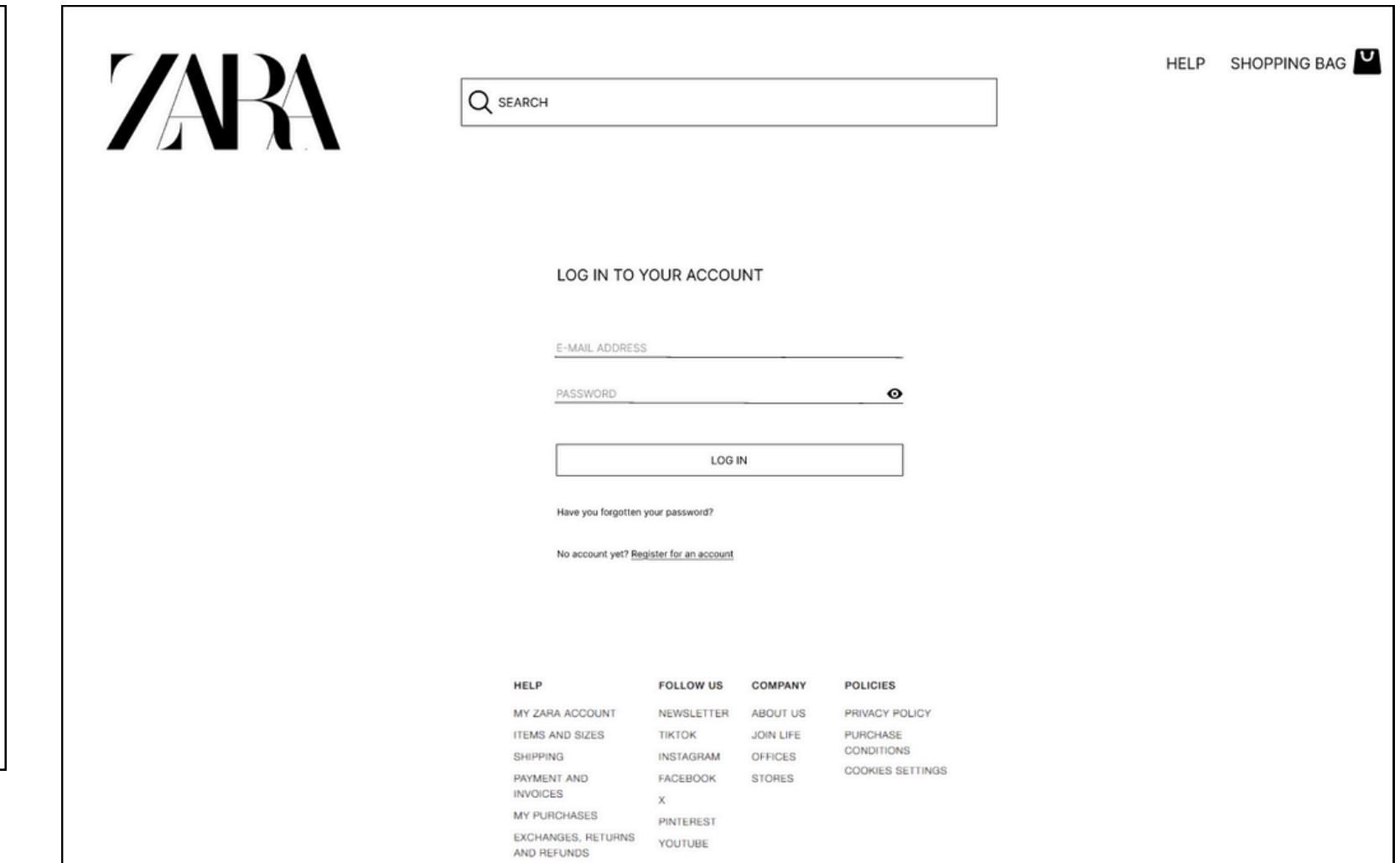
For the Login page, I redesigned the layout as the original website really seemed very out of place, so for the redesigned version I centered the search bar, the login feature, and the footer to the middle of the screen.

Original



The original Zara login page features a top navigation bar with the Zara logo, a search bar, and links for 'SHOPPING GUIDE' and 'SHOPPING BAG (0)'. Below the header, there are two main sections: 'LOG IN TO YOUR ACCOUNT' on the left and 'NEED AN ACCOUNT?' on the right. The 'LOG IN' section contains fields for 'E-MAIL ADDRESS' and 'PASSWORD', both with red validation error messages ('Required field.') and eye icon password helpers. A 'LOG IN' button is at the bottom. The 'NEED AN ACCOUNT?' section has a 'REGISTER' button. At the bottom, there's a link for forgotten passwords and footer links for 'HELP', 'FOLLOW US', 'COMPANY', and 'POLICIES'.

Redesign

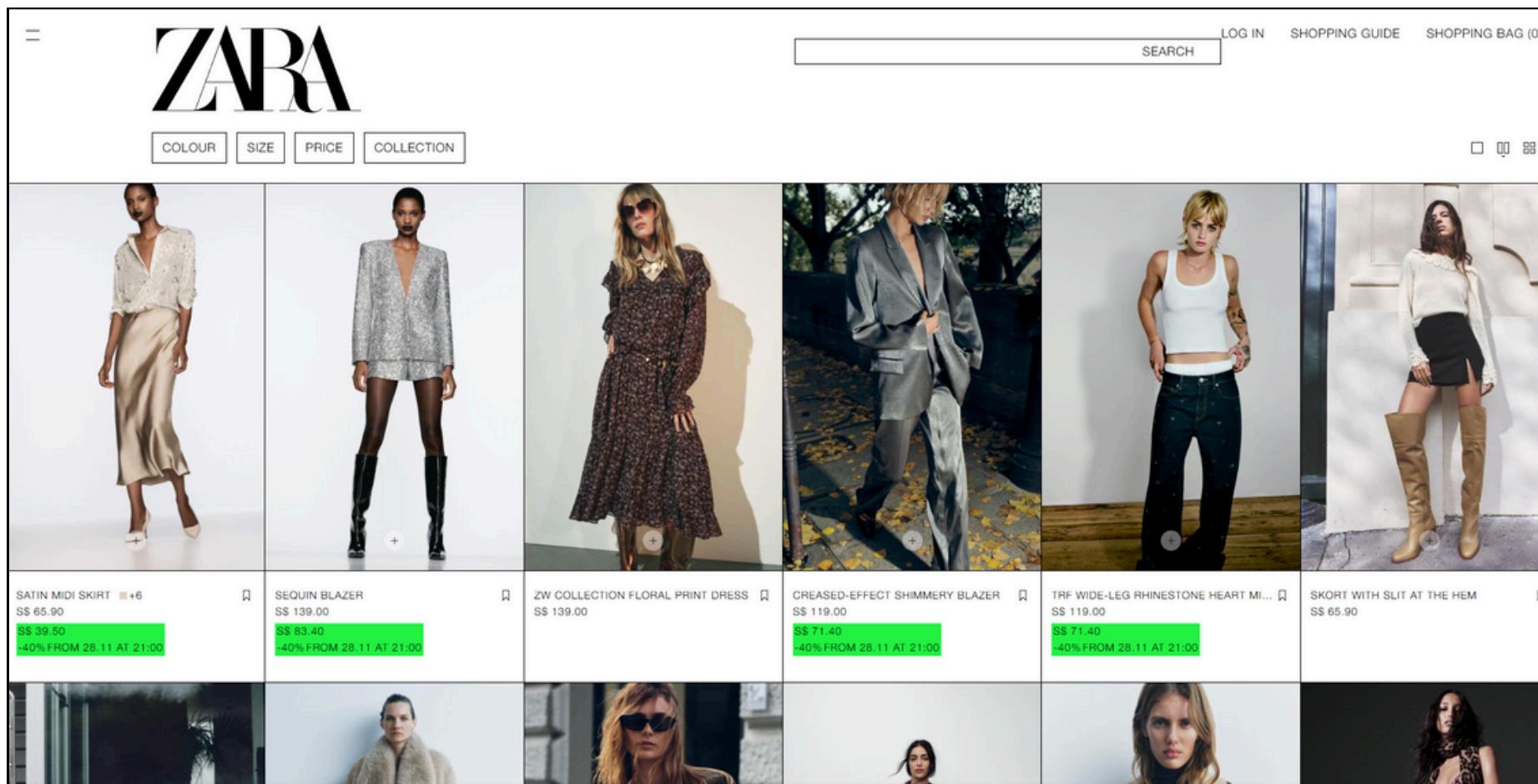


The redesigned Zara login page has a clean, centered layout. It starts with the Zara logo and a large search bar at the top. Below the search bar is a 'LOG IN TO YOUR ACCOUNT' section containing 'E-MAIL ADDRESS' and 'PASSWORD' fields, each with an eye icon for password visibility. A 'LOG IN' button is centered below these fields. To the right of the login form is a 'NEED AN ACCOUNT?' section with a 'REGISTER' button. At the bottom of the page, there's a link for forgotten passwords and footer links for 'HELP', 'FOLLOW US', 'COMPANY', and 'POLICIES'. The footer also includes links for 'NEWSLETTER', 'ABOUT US', 'PRIVACY POLICY', 'TIKTOK', 'JOIN LIFE', 'PURCHASE CONDITIONS', 'INSTAGRAM', 'OFFICES', 'FACEBOOK', 'STORES', 'X', 'PINTEREST', and 'YOUTUBE'.

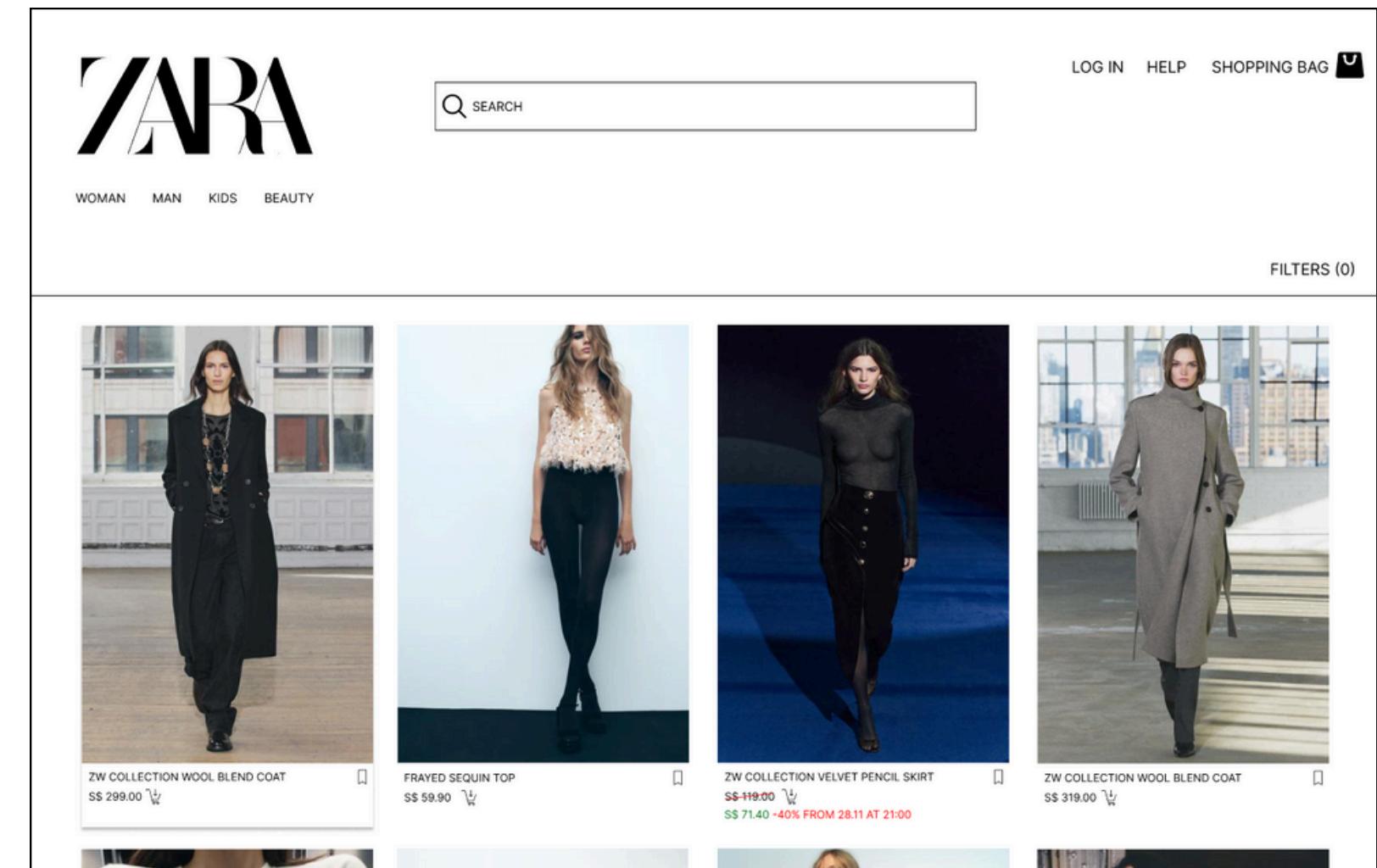
Concept and Ideas

For browsing products, I have redesigned the layout so that all the products are not clustered tightly together and I also added a hover effect to show which product the user's mouse is currently pointing at. I added a filter feature and replaced the quick add-to-cart button with an actual add-to-cart icon for better visibility. Lastly, I redesigned the discounted sale price UI to showcase discounted prices.

Original



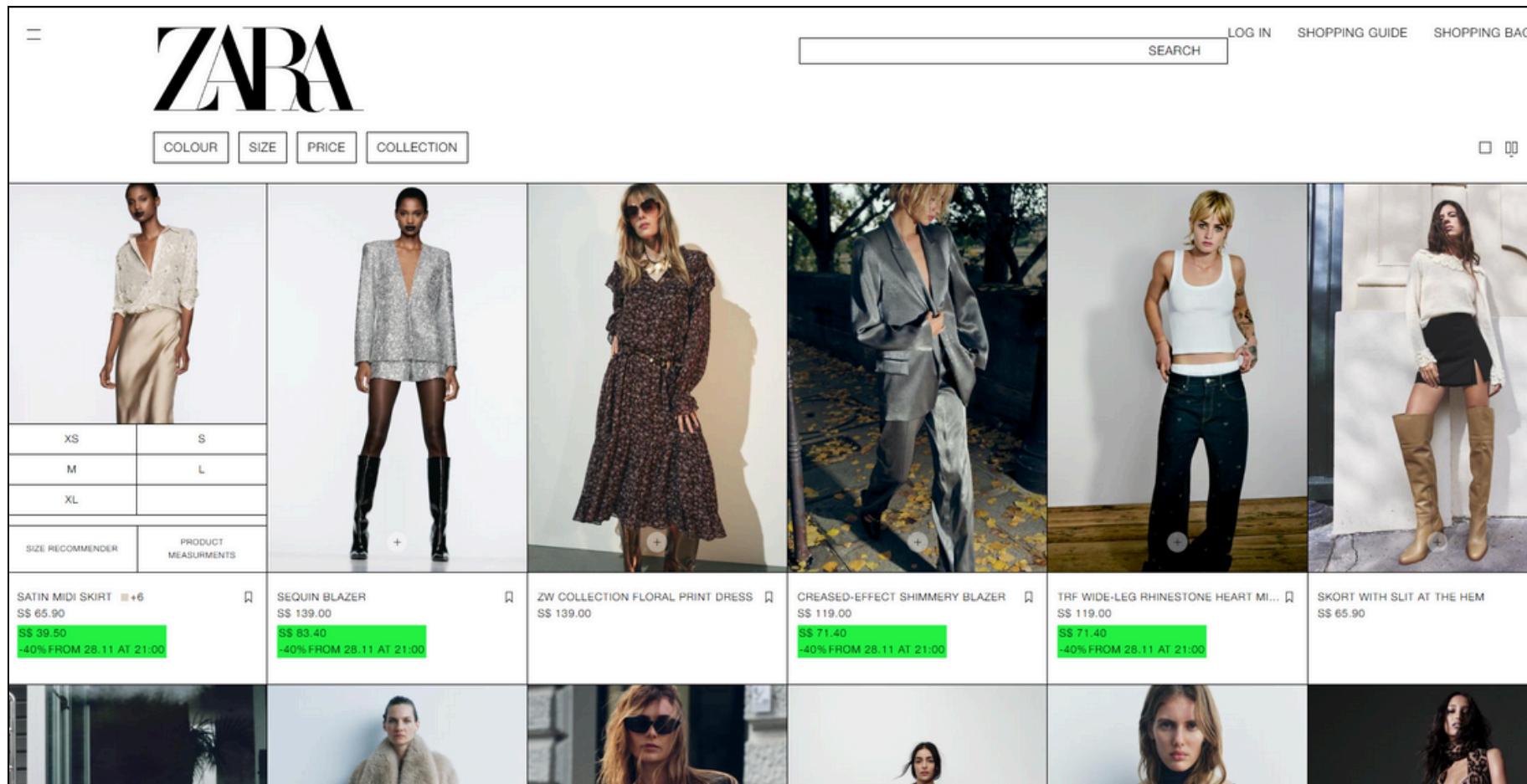
Redesign



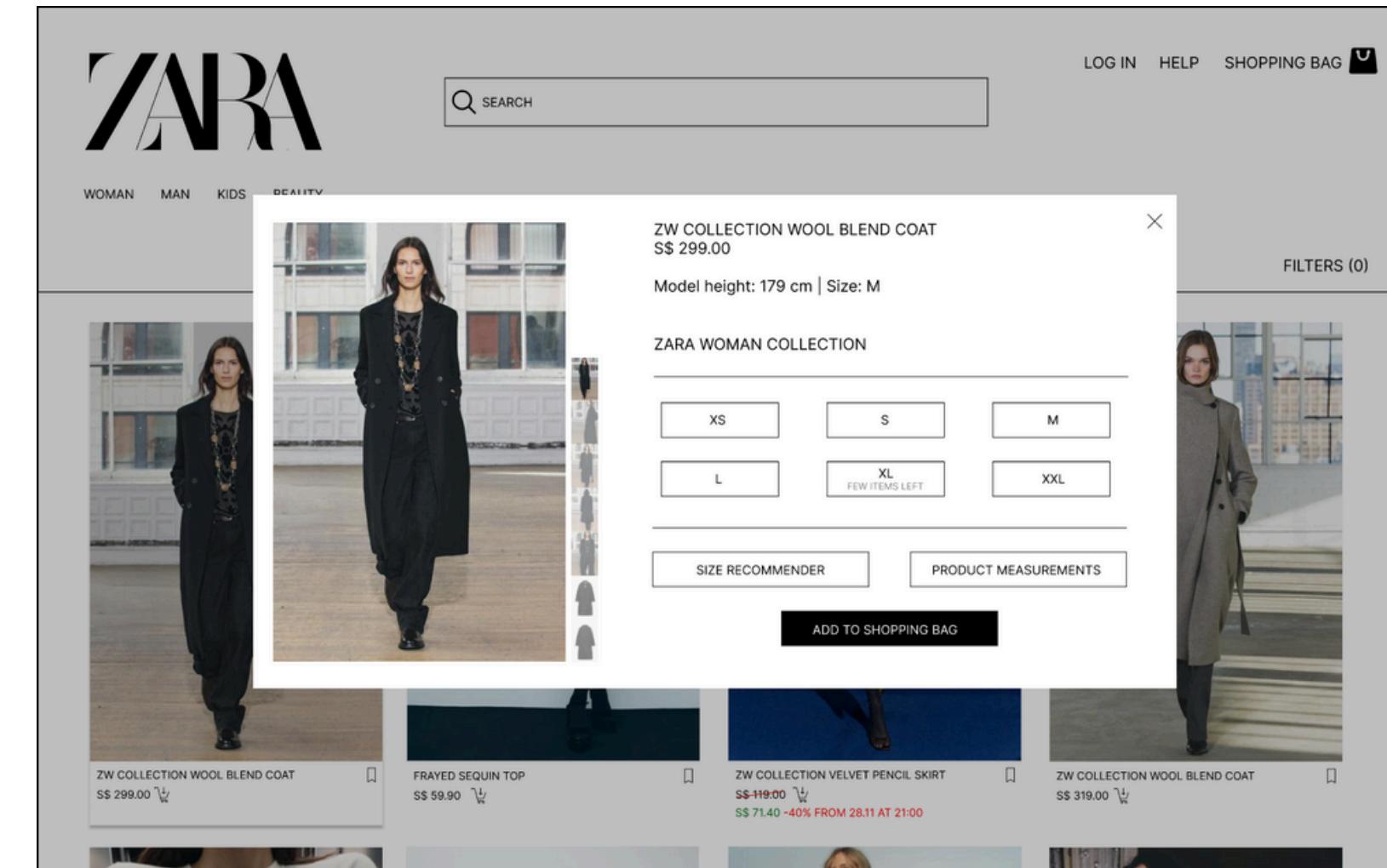
Concept and Ideas

After pressing the quick add-to-cart feature, I redesigned it entirely to a pop-up overlay instead of the original as it is quite boring and lacks details

Original



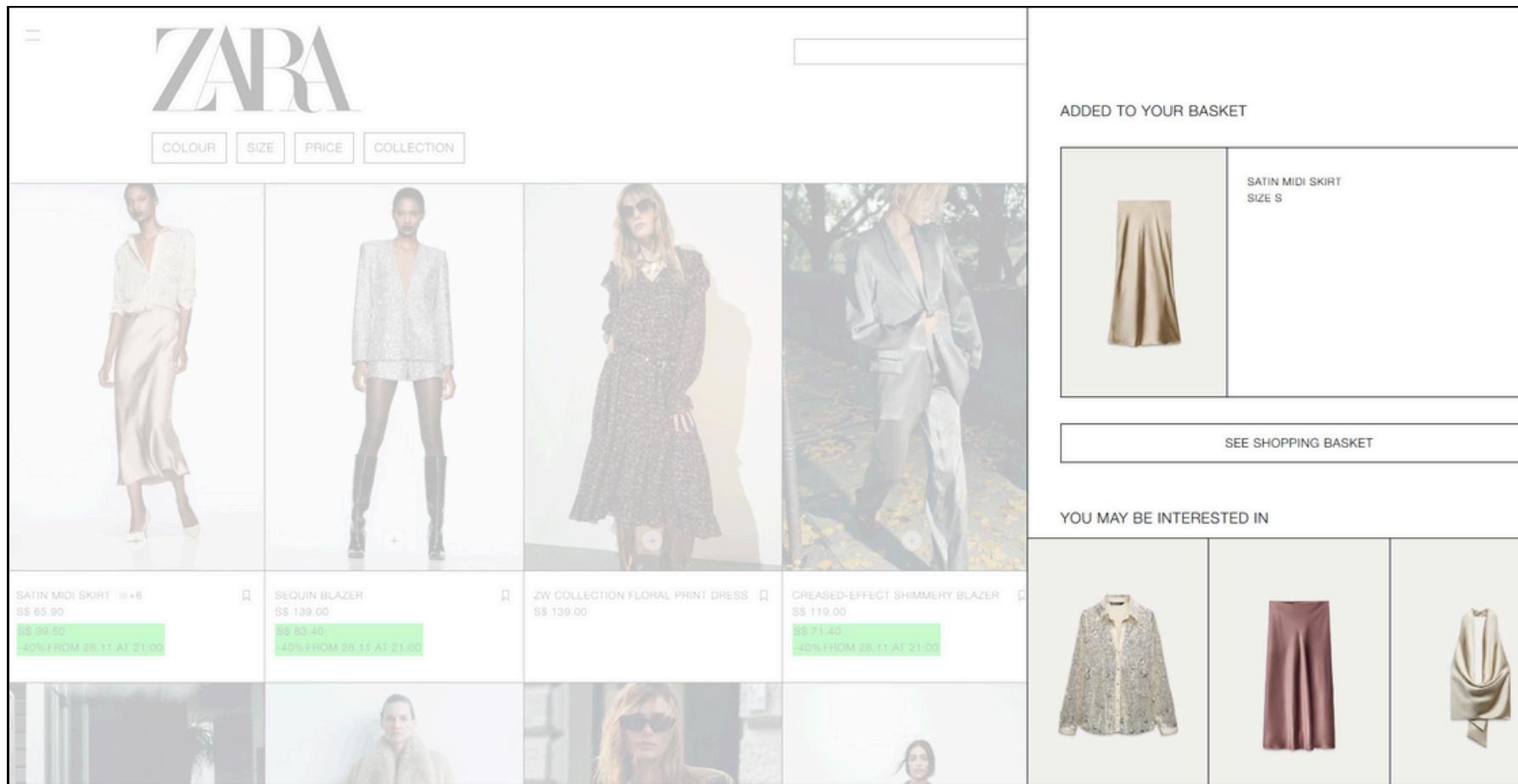
Redesign



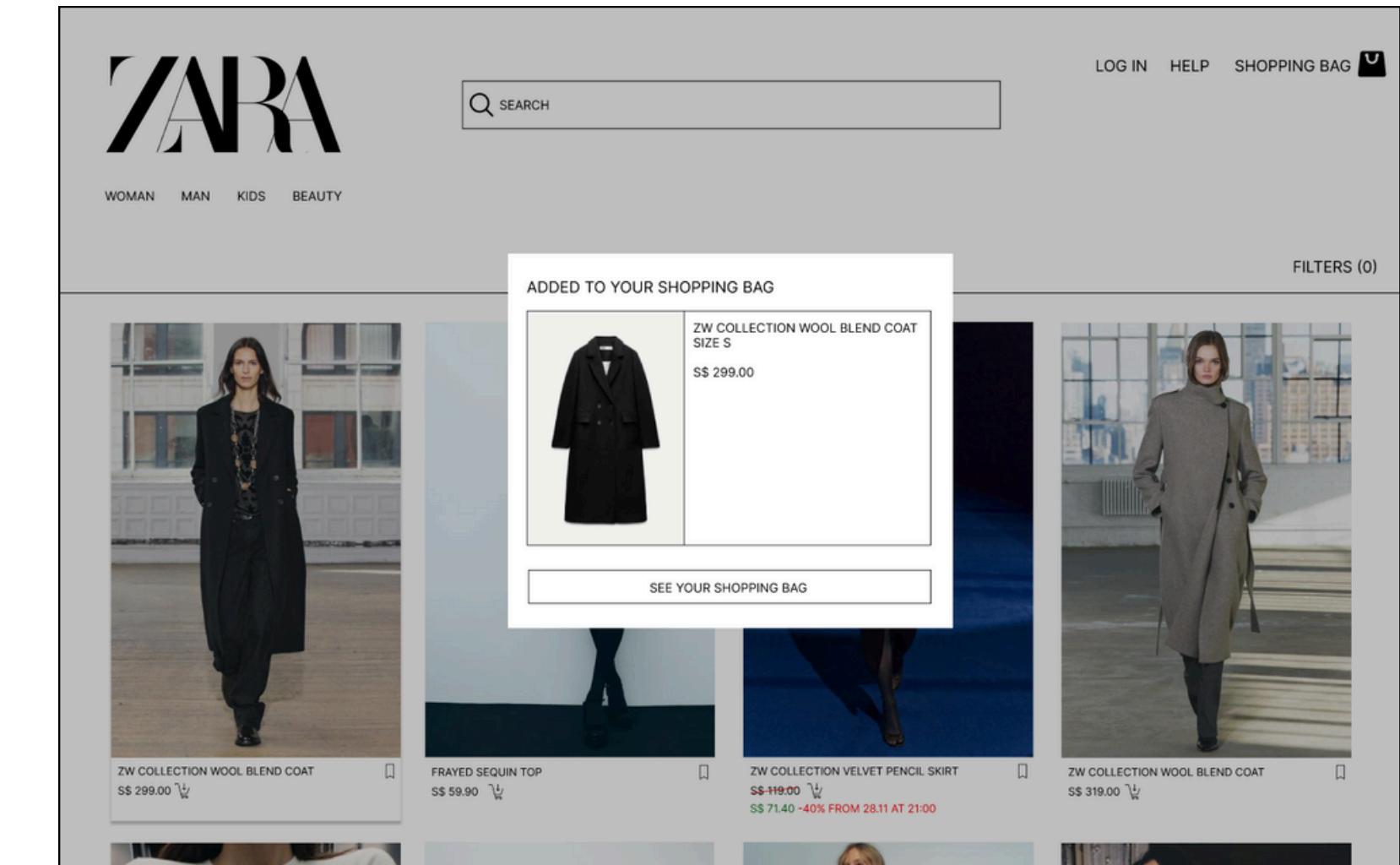
Concept and Ideas

For the added-to-cart prompt, I redesigned it so that the pop-up prompt now is centered in the middle rather than from the side

Original



Redesign



Concept and Ideas

As for the product information page, I redesigned the layout and removed the redundant extra step for “View more” regarding the product detail and instead made use of the white space given and showed the details without the need for the extra step. Icons were also added for better visibility and information.

Original

The original Zara product page for a frayed sequin top. At the top right, there are links for LOG IN, SHOPPING GUIDE, and SHOPPING BAG (1). A search bar is located at the top center. The main image shows a woman wearing a beige sequin top and black pants. To the left of the image is a sidebar with the product title "FRAYED SEQUIN TOP" and price "\$59.90". Below this, the composition is listed as "OUTER SHELL 100% polyester" and "LINING 100% polyester". There is a "View more" link. To the right of the image is a detailed product description, size chart, and care instructions. The size chart includes options for XS, S, M, and L, with "COMING SOON" for M and L. The care section includes a "Clothing Care Guide" with icons for washing, bleaching, ironing, dry cleaning, tumble drying, and wash separately. At the bottom right is an "ADD" button.

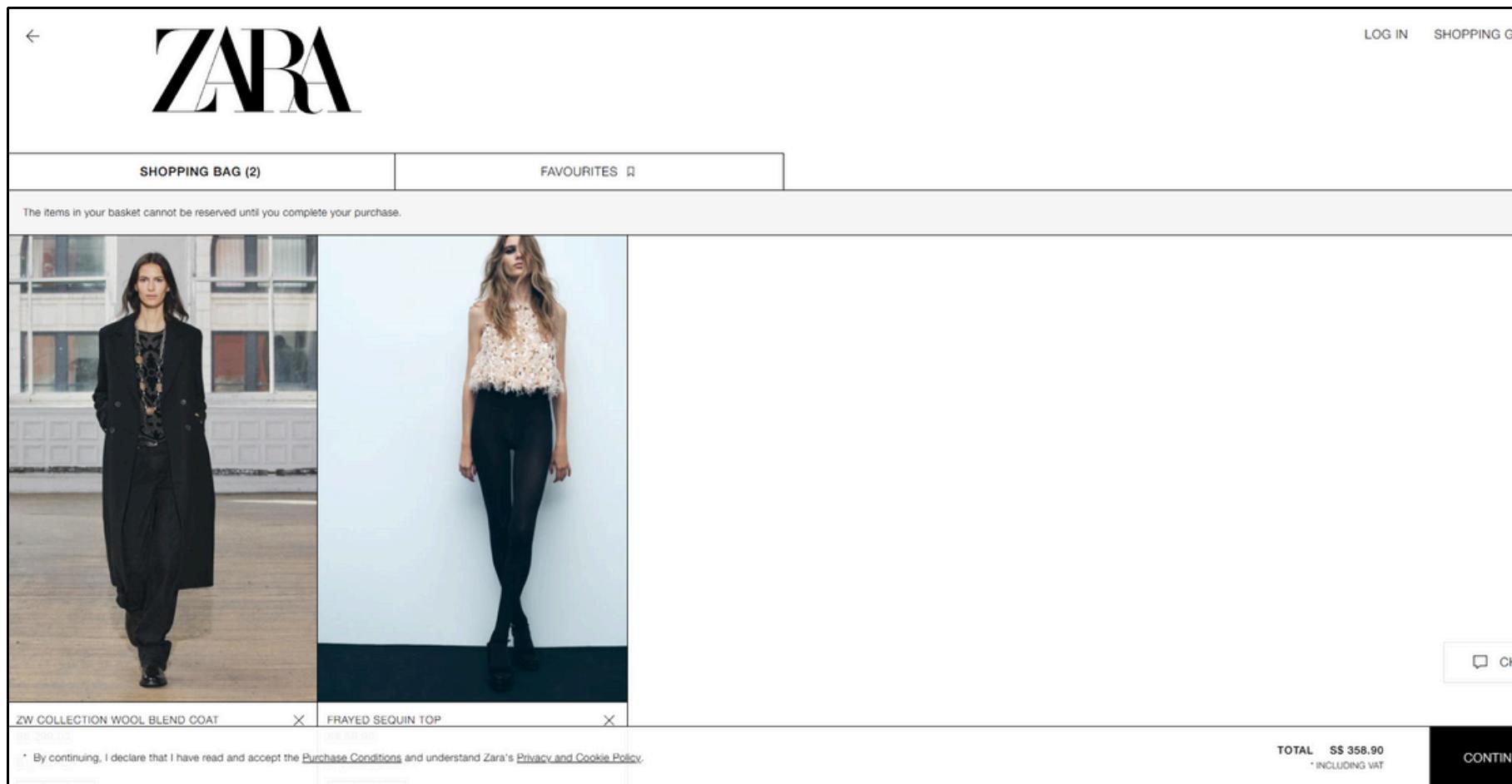
Redesign

The redesigned Zara product page for the same frayed sequin top. The layout is simplified. The top right features LOG IN, HELP, and SHOPPING BAG (1) with a notification icon. The search bar is at the top center. The main image of the woman in the outfit is on the left. To the right is a sidebar with the product title, price, composition, and care instructions. The sidebar also includes a "COMPOSITION, CARE & ORIGIN" section, "SIZE RECOMMENDER", and "PRODUCT MEASUREMENTS". Below the sidebar is a "CARE" section with a "Clothing Care Guide" containing icons for various washing and care instructions. At the bottom right is an "ADD TO SHOPPING BAG" button. A "CHAT" button is located at the bottom right corner.

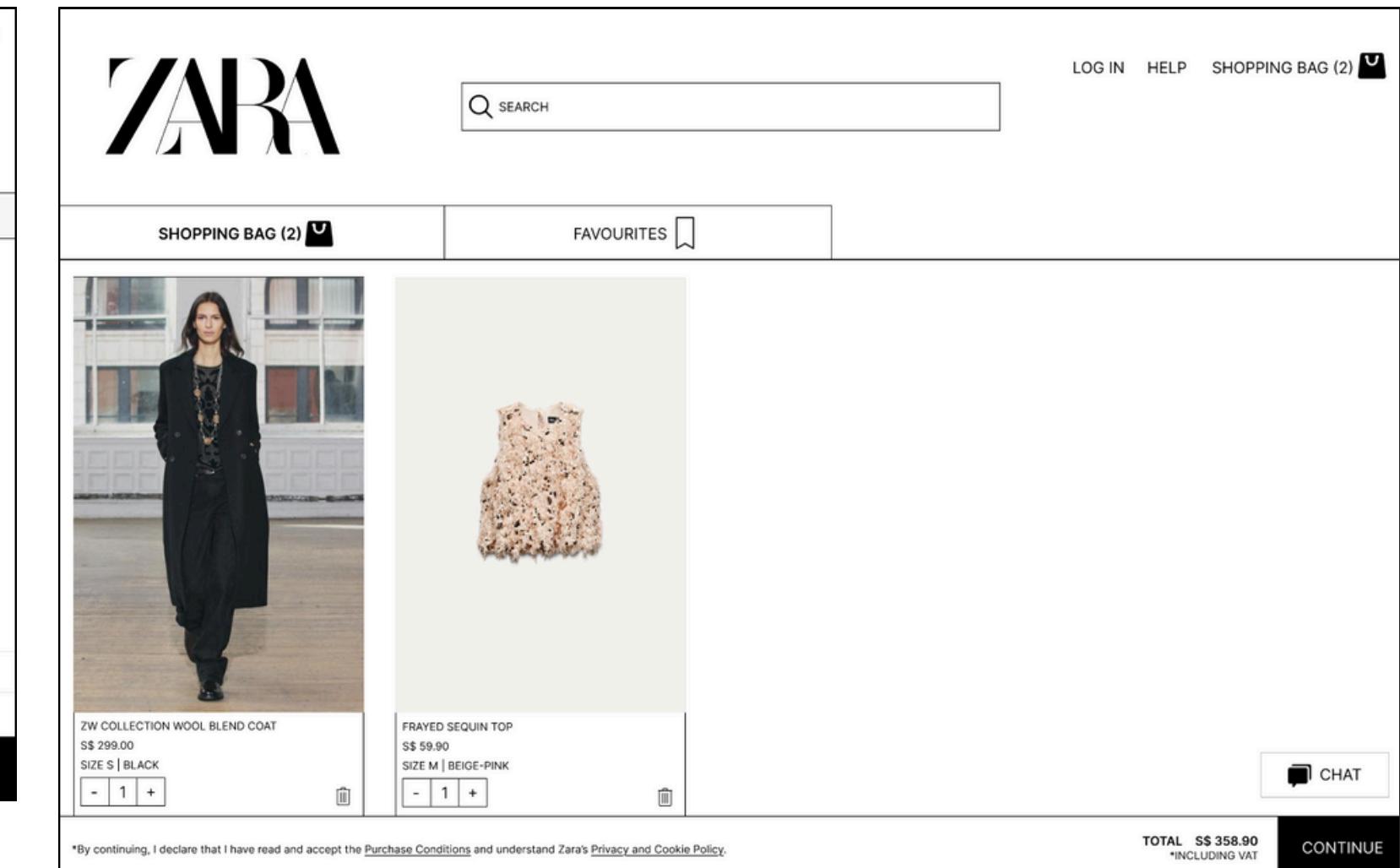
Concept and Ideas

For the shopping bag page, I mainly made some adjustments to the product detail placement and icons to present the shopping bag and delete button as the “X” button in the original might be misleading, users might not recognize it as a delete or remove from cart feature.

Original



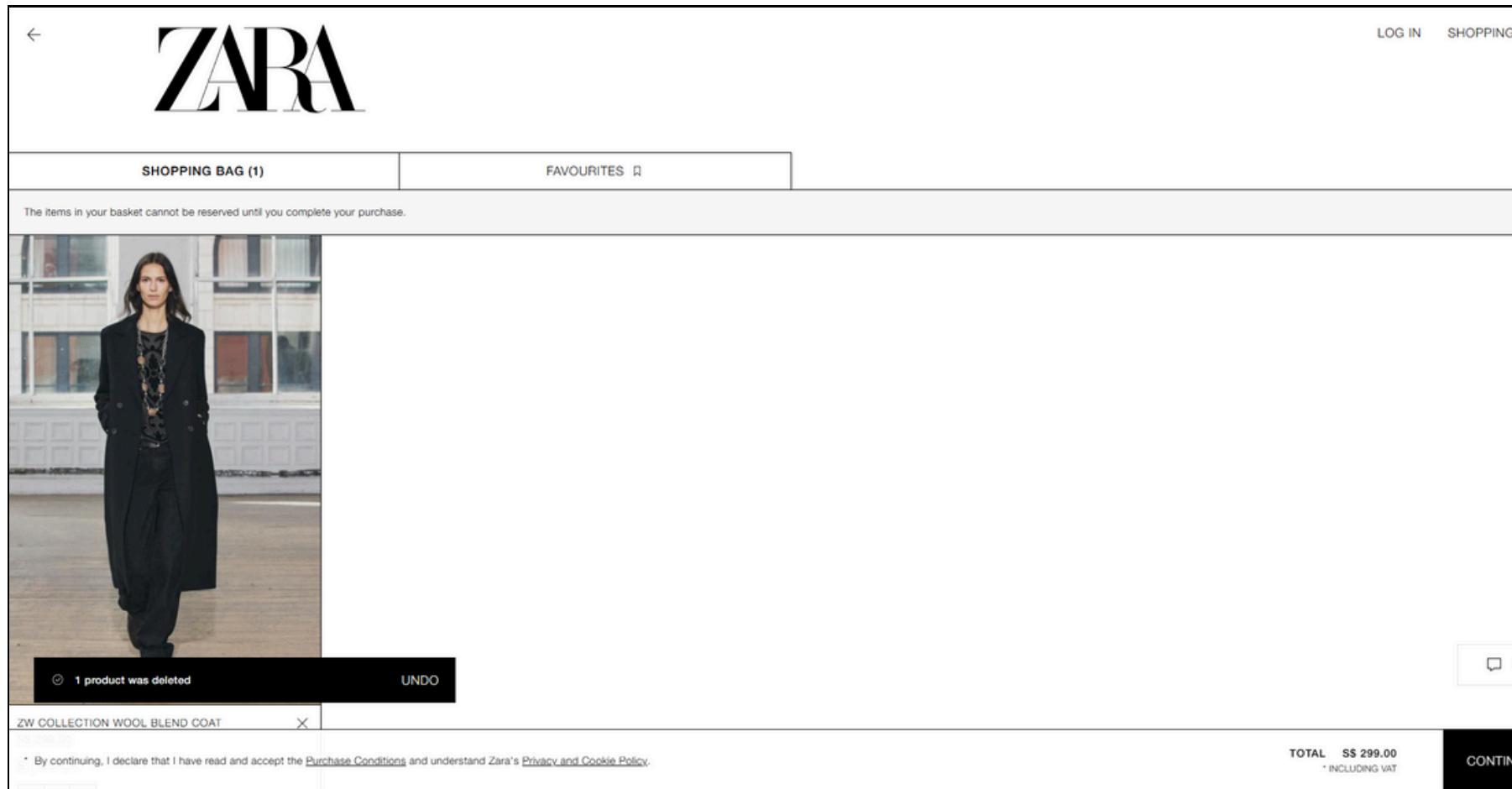
Redesign



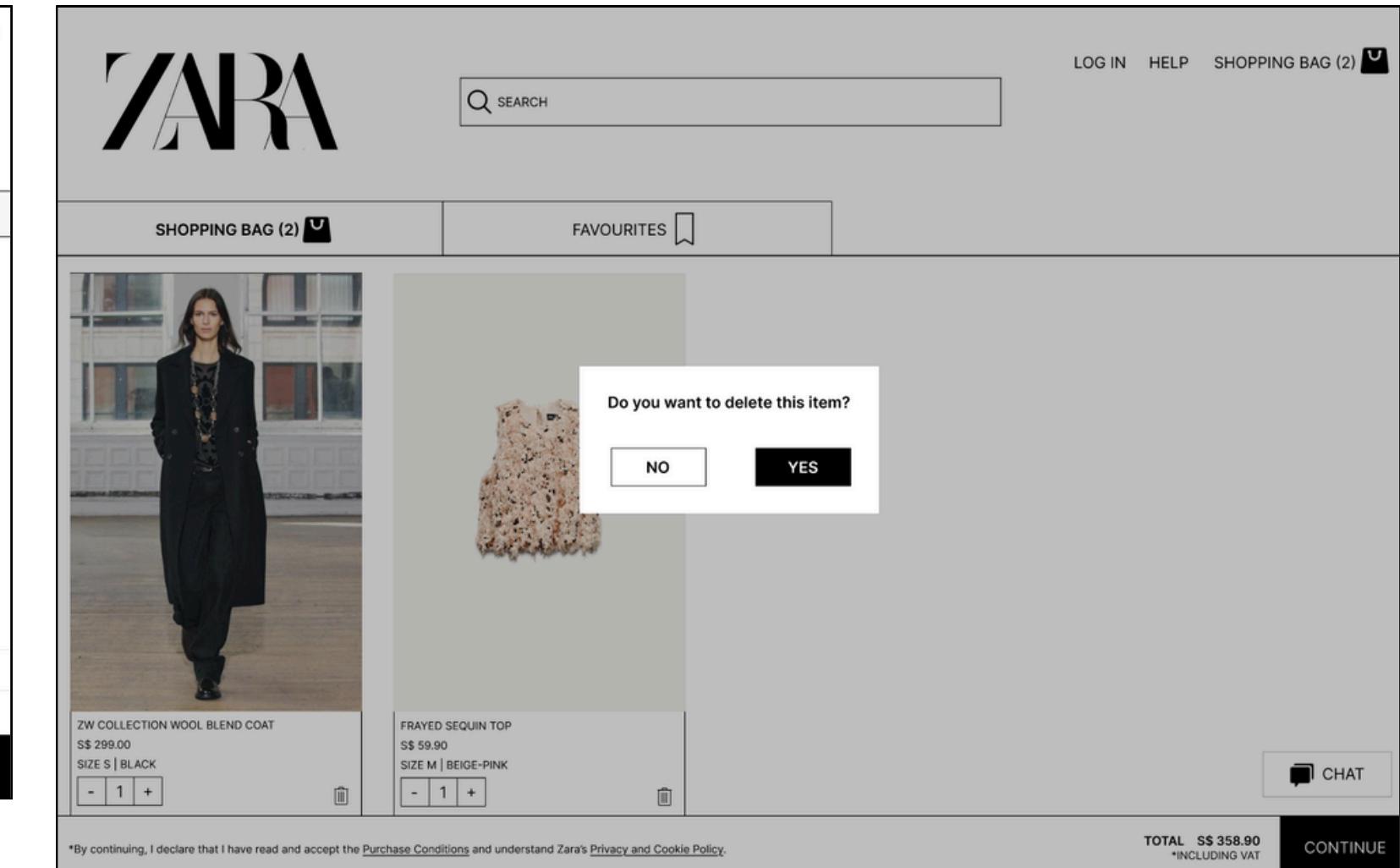
Concept and Ideas

The delete feature for the original also does not have a confirmation process to prevent errors, instead, it shows a prompt that your product has been deleted and an option to “UNDO” which is a redundant process that's why I added a conformation process to warn users and make sure that they really do want to delete their product from their cart.

Original



Redesign



Prototype Showcase

Here you may view the prototype for the proposed concept for Zara's Digital Product Enhancement

<https://www.figma.com/proto/t58qe5pErCeoOtVOAitgpv/UXG-2570-A2?node-id=1-4&node-type=canvas&t=FsZkHG1xOedXwLzn-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A4>

