



ZARA

website redesign.

A UI/UX RESEARCH PROJECT
BY EMILY PI

WINTER 2022

IRB Statement

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

Table of Contents

<i>About</i>	3
<i>Abstract</i>	4
<i>Project Objectives</i>	5
<i>Problem</i>	6
<i>Project Timeline</i>	7
<i>Process</i>	8
<i>Usability Testing</i>	8-9
<i>User Persona</i>	10
<i>User Flow/Site Mapping</i>	10-11
<i>Low-fidelity Wireframe</i>	12
<i>High-fidelity Wireframe</i>	13-14
<i>Results</i>	15
<i>Project Reflection</i>	16

About



Hello!

I'm a graduating Graphic Communication major concentrating in UI/UX from the Bay Area, CA. I've always been passionate about empathizing with others and solving problems, so moving into UX research was a natural next step in my career.

When I'm away from my desk, you can find me exploring all the best new boba spots or traveling elsewhere.

Abstract

The current Zara website has inspired a horde of critics on the internet who openly express their disdain for the user experience the company nurtures. Its lack of adherence to e-commerce website standards, poorly formatted pages, and confusing navigation turns countless users away daily.

This senior project, acting as the culmination of my university education, takes the input of real consumers within Zara's target market and re-imagines the company's site into a place where endless scrolling is encouraged.



Project Objectives

This project aims to create a more enjoyable online shopping experience for Zara's target market by simplifying the existing user journey and altering design elements that cause eye-fatigue to the website's visitors. In order to do so, this project will produce an interactive prototype of the redesigned Zara website. The ideal outcome of this project aims to prolong users' browsing on Zara's website and enthusiasm for visiting the e-commerce platform.

Project Constraints

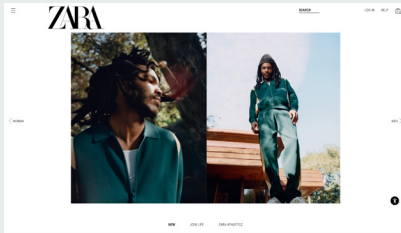
Time- There is an extremely limited timeline to complete a research project, redesign, and prototype while producing the standard of quality I set for myself.

Resources- Whereas most user research studies typically offer some type of reward for participating in a study, I lack the funds to provide any motivation to volunteer, which may result in a smaller pool of users to test.

Success Criteria

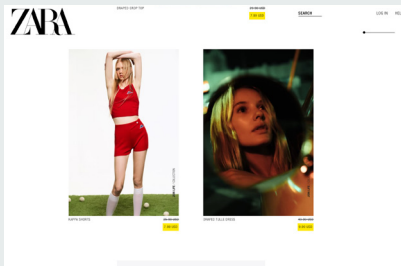
In order to measure the success of my redesign, I will conduct surveys and interviews with users to learn about the most prevalent issues customers face, and then have the same users navigate the improved prototype and share their experiences. If over 50% of users prefer the new site over the old, then the redesign proves to be successful.

The Problem



the Home pg.

The first impression a user gets when they visit a site is the home page. Zara's current website has never hit the mark in this category—the majority of users struggle to navigate to the sections they want to browse because the site lacks nudges to indicate what the clickable elements will lead to.



the Browse pg.

Zara's website is widely known for contorting their models in outrageous poses in which:

1. Actual consumers would never assume.
2. The product being sold isn't shown in the photo.



the Product pg.

The product page is where users make their mind up on whether they want to purchase the product. Zara aims to portray a minimal and elegant aesthetic, but their individual product pages tend to be cluttered with information and photos that most users don't look at.

Project Timeline

JAN

Online Survey

- conduct background research
- ask intentional questions
- design survey
- collect & evaluate data

FEB

UX Methods

- user persona
- user journey
- site map

FEB

Website Prototype

- low-fidelity wireframes
- high-fidelity wireframes
- prototyping
- A/B testing

MAR

Visual Case Study

- format portfolio
- write process case study
- collect page assets

the Process

Zara Website Usability Survey

created by Emily Pi

Gathering a range of users to model Zara's target market.

Grasping an understanding of the users' familiarity to online shopping, specifically for clothing.

Understanding the users' personal style, and websites that are intuitive for them to use.

Users' familiarity with the Zara website, which could affect their comprehensiveness with navigating the site.

Longer time browsing = higher familiarity.

Gauging how the Zara website usually affects users' moods. According to background research, when users feel pleasure on a site, they are more likely to stay longer.

Understanding users' item preference to see if it affects familiarity.

Whether users are able to navigate with little-no issues in order to find desired item.

Keeping in mind what elements of Zara's website users enjoy.

Seeking out parts of the site that are confusing/frustrating that match my expected results or I may have missed.

Asking for outside opinions about improvements that could be made to the site.

Usability Testing

When creating this usability survey, I aimed to ask unbiased questions that would encourage users to express their moods and emotions while navigating the current Zara website.

First, I led users into the survey by asking them to answer simple information about themselves (name, age, shopping habits, etc.). As they got more comfortable answering questions, I asked how they felt while browsing the site, how long it usually takes them to find something they like, and the pros and cons of the website.

After collecting 25 quality responses from a variety of users, there were several notable results:

- All volunteer users were aged **18-25 years old**. Those who were in a higher age range generally opted to do their shopping at Zara storefronts.
- **65.2%** of users spent less than 1 hour on the site when they visited.
- **75%** of users are unable to find the item they're looking for in under a minute.

User Persona

After collecting the results of my survey, I was able to build a user persona that represents the population of those who visit the current Zara website. I noted their frustrations and goals in order to move forward in designing the user journey and site maps before creating the low-fidelity wireframes of my redesign.

Introvert
creative
social
active

Sara Lee
Creative Director

BIO
Sara is a creative director for a popular furniture magazine. In her free time, she enjoys putting together fun outfits and shops online frequently because of her tight schedule. Her main concern when looking for items to buy is saving time and frustration, since it is something she enjoys doing in her leisure time. She wants to look for trendy, affordable clothing on an aesthetically pleasing site, but also as efficiently as possible.

FRUSTRATIONS

- Too much time spent on trying to figure out how to navigate the website
- Inability to find where she was browsing if she misclicks
- Eye strain and frustration from varying photo sizes and layouts

AGE: 24
STATUS: in a relationship
LOCATION: Los Angeles, CA

GOALS

- To be able to find an item she loves in less time
- To narrow her options quickly
- To enjoy her online shopping experience as a de-stressor.

FAVORITE BRANDS

ASOS, NIKE, UO, UNIQLO

"I was confused when I opened the site. I liked the simplicity, but I was like, what do I do now?"

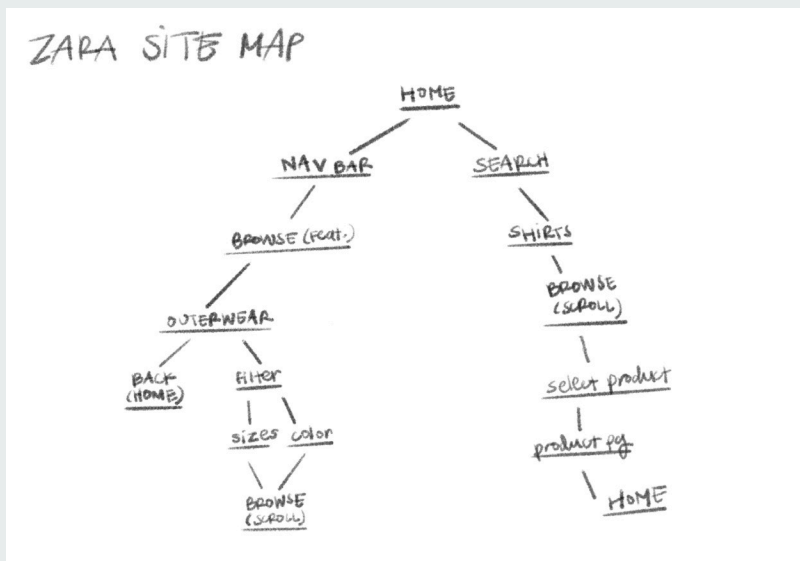
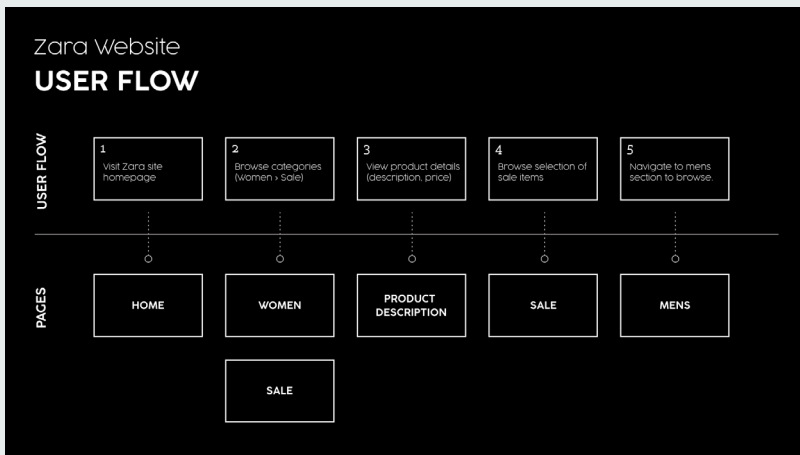
User Flow & Site Mapping

Most users stated that they lacked motivation to browse the Zara site after a while because of how difficult it is to find items they want or look through the selection of items at all.

With this in mind, I chose to focus on the user's ability to choose categories, browse, and filter items, as well as the individual product page.

Both the user flow and site map demonstrate the journey that users are able to take within the prototype in order to search for:

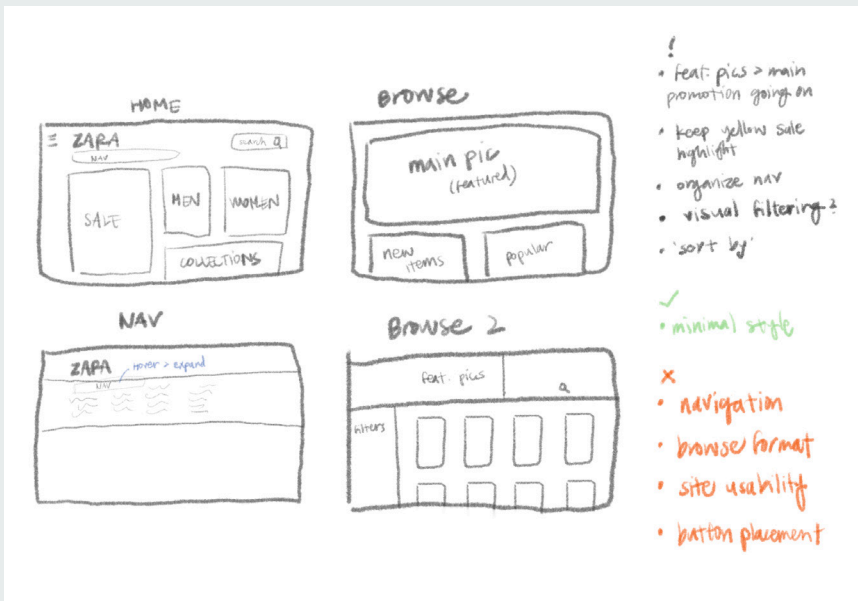
- A specific item they want
- A product that caught their eye and they would like to explore further.

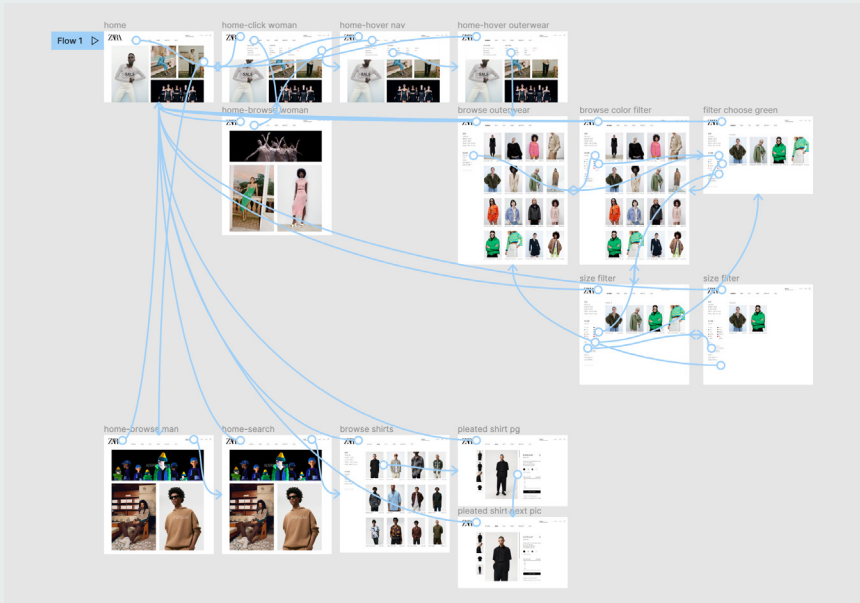


Low-fidelity Wireframes

After researching the best practices for e-commerce websites while keeping in mind the minimalist, elegant aesthetic that Zara aims to uphold, I designed four main low-fidelity wireframes which focused on emphasizing the main categories that users would typically select on the home page (sale, collections, men, women), categorization, and filtering.

I also took care to note the highest user pain points as well as possible features to keep in mind while moving forward with high-fidelity wireframing and prototyping in the next steps.





High-fidelity Wireframes

The redesigned Zara website aims to uphold Zara's current brand identity while optimizing the user journey, whether the intention is to browse mindlessly or purchase a specific product. By highlighting the most frequented categories on the home page, the layout nudges users to continue exploring the Zara website without overwhelming them with too many options or confusing them with too little initial direction.

Every page offers a decision to make where users are able to efficiently reach their desired endpoint with little to no frustration. Browsing and filtering within a category becomes more intuitive by placing the available options in a simple, readable format.

SORT

- POPULAR
- NEWEST FIRST
- OLDEST FIRST
- PRICE: LOW TO HIGH
- PRICE: HIGH TO LOW

FILTERS

COLOR -

- | | |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> BEIGE | <input type="checkbox"/> BLACK |
| <input type="checkbox"/> BLUE | <input type="checkbox"/> BROWN |
| <input type="checkbox"/> GREY | <input type="checkbox"/> GREEN |
| <input type="checkbox"/> ORANGE | <input type="checkbox"/> MAGENTA |
| <input type="checkbox"/> PINK | <input type="checkbox"/> RED |
| <input type="checkbox"/> WHITE | <input type="checkbox"/> OTHERS |

- SIZE +
- PRICE +
- AVAILABILITY +
- COLLECTION +

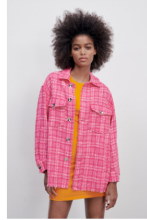
RESET ALL FILTERS



BELTED WOOL COAT 249.00 USD



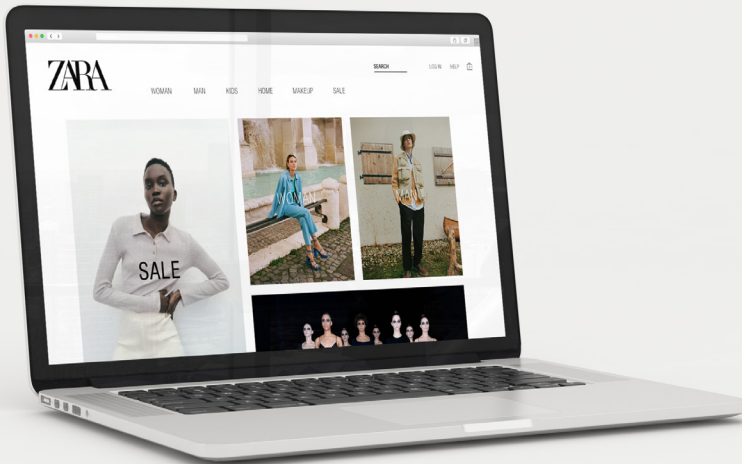
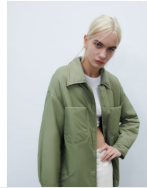
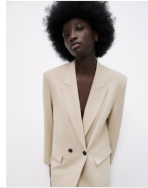
KNIT SWEATER 49.90 USD



WOVEN PLAID JACKET 79.90 USD



FAUX SUEDE OVERSHIRT 59.90 USD



Results

Out of the original users who responded to the initial survey and were willing to test the prototype and offer their feedback:

- **87.5%** of users stated it took them less than a minute to find the specific item using the filter.
- **87.5%** of users stated that they would be more encouraged to browse and shop on the redesigned website rather than the current Zara website.

Some notable critiques of the site were to be able to view further information about a product by hovering, and less dynamic movement on the product page. The latter suggestion was based off of a prototyping choice I made because of the limitations of Figma interactions, and would not represent the scrolling option on an actual redesign.

If I were allowed a greater span of time to improve on this project, I would aim to work on gathering a wider range of users for A/B testing as well as experimenting with 2-3 options for redesigned prototypes to see which features the majority of users best respond to. Based on my goals and project scope which were defined at the beginning of this project, the redesigned prototype was a success, considering over 50% of users preferred the prototype over the current Zara website.

Project Reflection

Although at this point in my university education, I've practiced my UI/UX skills through several different types of projects, I had never touched on researching and redesigning a desktop interface before. Through this particular project, I got a feel for what it takes to plan, manage, and run a project on my own. I was able to create my survey, reach out to users for testing, and proceed throughout the other steps of my project pretty seamlessly because it was a structure I was familiar with.

My project stayed relatively on track throughout the entirety of this project, but there were one or two weeks where I fell behind because of other workloads, stress, etc. The time frame of this project definitely proved to be one of the more challenging aspects simply because I also chose to do all roles within the entire project on my own instead of having a team.

If I were to continue this project, the three things I would do differently is to allow myself more time for user testing, gather a wider range of users to test, and create more versions of redesigns to compare with one another. Even having one or two weeks of more time to space out each step of the process would have greatly affected my results, and therefore the quality of my redesign could have improved as well.

