

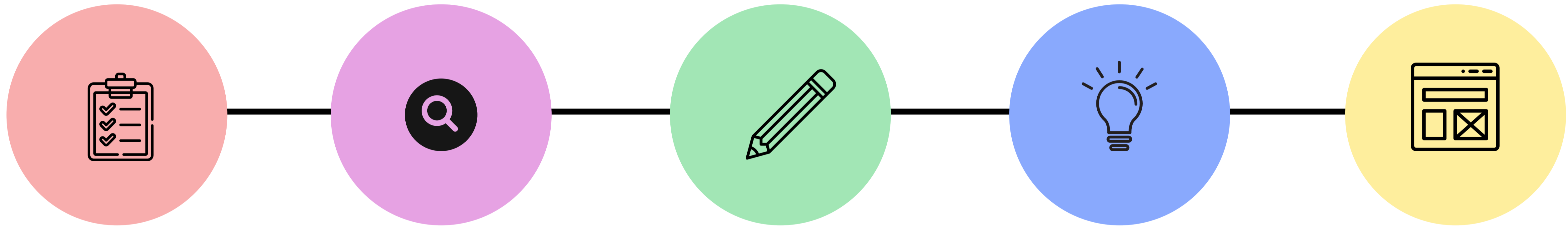


UX Project

for ZARA App – Project Phase 3

Burcu Boylu
UX Design Principles

ZARA



Discover

Research

**Key Findings
& Insights**

Insight Tools

UX Strategy

Restatement



Zara App is a digital platform designed to provide users with a convenient and engaging shopping experience, offering a wide range of fashion products and features to enhance the customer's interaction with the brand.



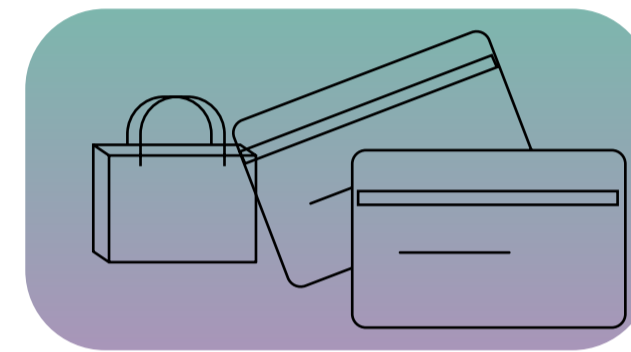
VISION

To be the go-to fashion app for everyone who loves style. We want to make it easy for you to find and enjoy the latest trends while making fashion more sustainable and inclusive.

Assumptions



User likes that the app offers a variety of choices that cater to different preferences.



Zara app users prefer online shopping and are willing to make purchases through the app.



They experience difficulty in locating specific products, sizes, or styles they're looking for within the app.

Research

I asked 10 questions to 3 persons about that they are thinking about online shopping and Zara App...



Architect

37 years
Follows the
technology trend
1 kids & 1 cat



Mother of
two

32 years
Follow fashions
trends
2 kids
loves jogging



Engineer
Manager

39 years
Works full time
Likes to visit new
cities

Affinity Map...

Navigation

Users generally have a positive experience with the app, which implies that they appreciate its product offerings, style, or brand reputation. This is a valuable aspect for Zara to maintain

burcu

One thing that frustrates me about the Zara app is that it's not very easy to use. It's hard to find what I want, and I can't even see the search button.

burcu

Yes, the new layout feels cluttered and confusing, making it harder for me to find the categories and products I want quickly.

burcu

Pain Points

The app's layout and search functionality can be somewhat inefficient, making it challenging to quickly find what I need.

burcu

One thing that bothers me is the small text size for product info. It makes me squint, and it's not easy on my eyes, making the shopping experience less enjoyable

burcu

it's not very easy to use. It's hard to find what I want, and I can't even see the search button.

burcu

I find the app's layout a bit tricky. The similar text labels and shapes used in the main menu above the image carousel can be confusing.

burcu

The app's search function doesn't always yield accurate results, and I find it frustrating when I have to sift through irrelevant items to find what I'm looking for.

burcu

Other Apps

H&M

burcu

Mango

burcu

Amazon

burcu

Gains

I really like that when you make a purchase, they store your previous shopping data and show you what you've bought from them before.

burcu

When you shop at a Zara store, you can use the 'scan' button in the app to check if your item is available in the store

burcu

The profile section is really convenient. It allows me to manage my personal information, and easily access my past purchase history.

burcu

Yes, the new updates made it easier for me to navigate and find what I needed more quickly

burcu

Improvements

I would enhance the product filtering options. Adding more specific filters for size, color, and style would make it easier to narrow down choices and find exactly what I'm looking for

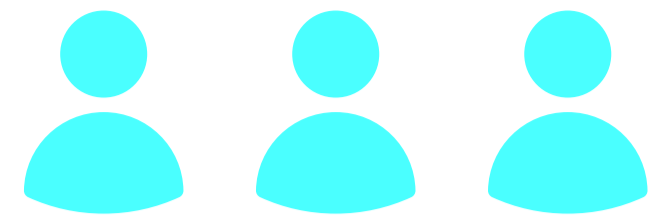
burcu

I would suggest including more comprehensive product descriptions and customer reviews. Having additional information and real feedback from other customers would help in making informed purchasing decisions

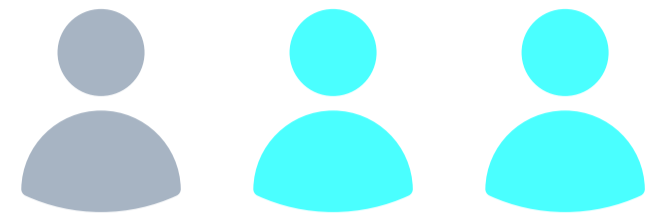
burcu

One improvement I'd like to see on the Zara website is a more detailed product description. Having additional information about materials, care instructions would help me make more informed purchasing decisions.

burcu



Users frequently shop in online stores



Users often shop in Zara app.



Users like Zara's app, and they like that offers a wide range of products.



Users like Zara's app scan button.



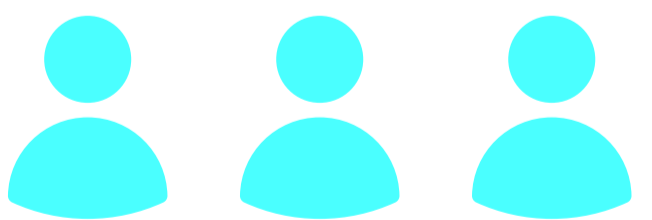
Users didn't like the new updates and they had difficulties



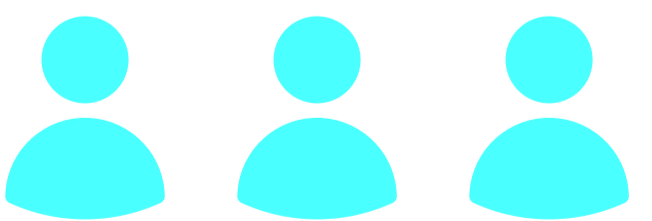
Users frustrates about small text size, not accurate results and not to locate an item easily



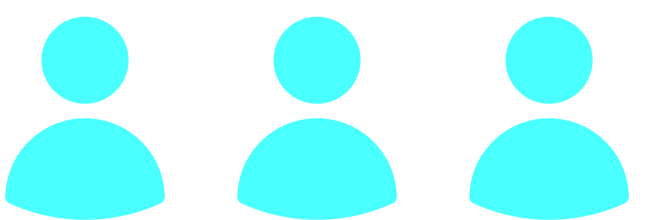
Users wants some improvements in the filter and product description area.



Users generally face frustrations due to a tricky layout, especially in the men's section where the main page confusion and difficulty locating specific items arise.



Users often take between 10-20 minutes to find the products they're looking for. This suggests that while the search function helps, there might be room for improvement in making the navigation more efficient



Users also shop in H&M online.

Insights&Key findings

Key findings...

Zara App users



Enjoys exploring a wide range of products to discover new items or get inspiration for their fashion choices.



Wide range of products



More Sizes



More Colors



New Categories

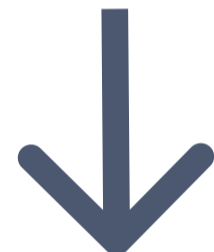


New Countries

Zara App users



likes the profile section within the Zara app.



Convenient Profile Section



The app has a wide range of selection and i really like to take my time exploring different options before making a purchase.

Ali, 39 years interviewee

The profile section is really convenient. It allows me to manage my personal information, and easily access my past purchase history.

Ali, 39 years interviewee

Key findings...

Zara App users



commonly mention that the app's layout and search functionality can be somewhat inefficient, which makes it challenging to quickly locate items. This highlights a potential area for enhancement in terms of user experience

Zara App users



often take between 10-20 minutes to find the products they're looking for. This suggests that while the search function helps, there might be room for improvement in making the navigation more efficient

Zara App users



mentioned the layout of the app is identified as a potential point of improvement. Users find the layout challenging due to the use of similar text labels and shapes in the main menu.

INSIGHTS...

1

Users encountered difficulties while navigating through the app.

2

All the users wanted to have a advanced “filter” feature.

3

All the users experienced challenges modifying the quantity and size in the shopping cart.

4

Users find the layout challenging due to the use of similar text labels and shapes in the main menu.

5

Zara's homepage is dynamic, with content moving upwards. However, all pages display categories in a very small font size, which is not ideal for any app.

INSIGHTS...



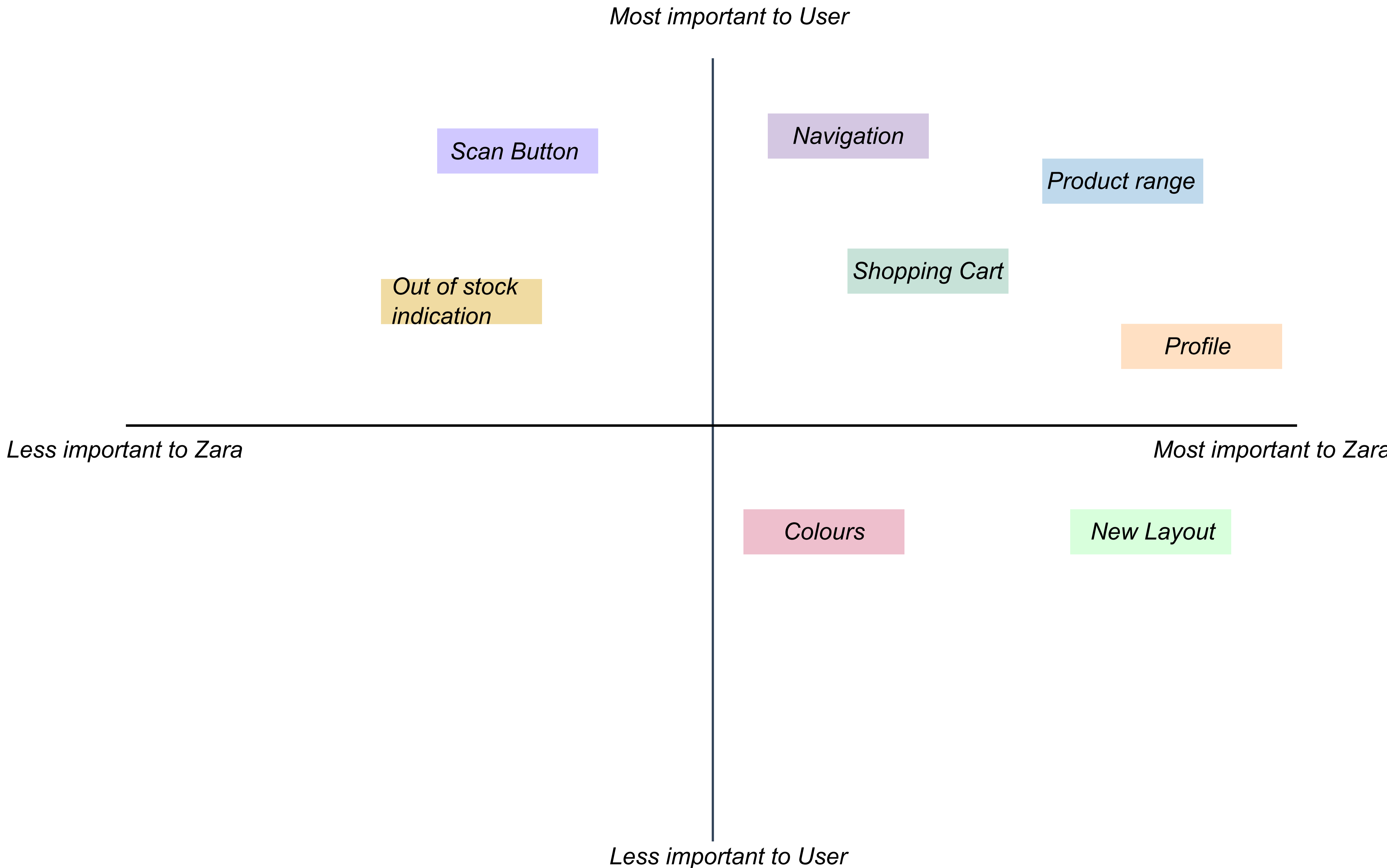
These insights collectively indicate that the Zara app successfully integrates digital and physical shopping experiences, enhances user convenience, and fosters user loyalty by simplifying the shopping process.



If users spend excessive time browsing without finding what they need, it might indicate that the app's organization or search function needs improvements. Users should ideally have a balance between exploration and efficiency in their shopping journey.

2x2 MATRIX

Regarding to my researches and key findings, I use the matrix diagram in my final research to compare what's important to Zara's customers with what's important for Zara's business. The main goal is to boost app business, and it helped me figure out which issues to address first.



Most important to User

Less important to Zara

Most important to Zara

Less important to User

Scan Button

Navigation

Product range

*Out of stock
indication*

Shopping Cart

Profile

Colours

New Layout

I Asked...

ZARA

How might we redesign the Zara app's layout to address the issue of confusion caused by the use of similar text labels and shapes in the main menu, ensuring a more intuitive and user-friendly navigation experience?



UX STRATEGY

**Improve The App's User-Friendliness,
Optimize Efficiency For Every User**

**Create a user experience where shopper can
research and browse items easily**

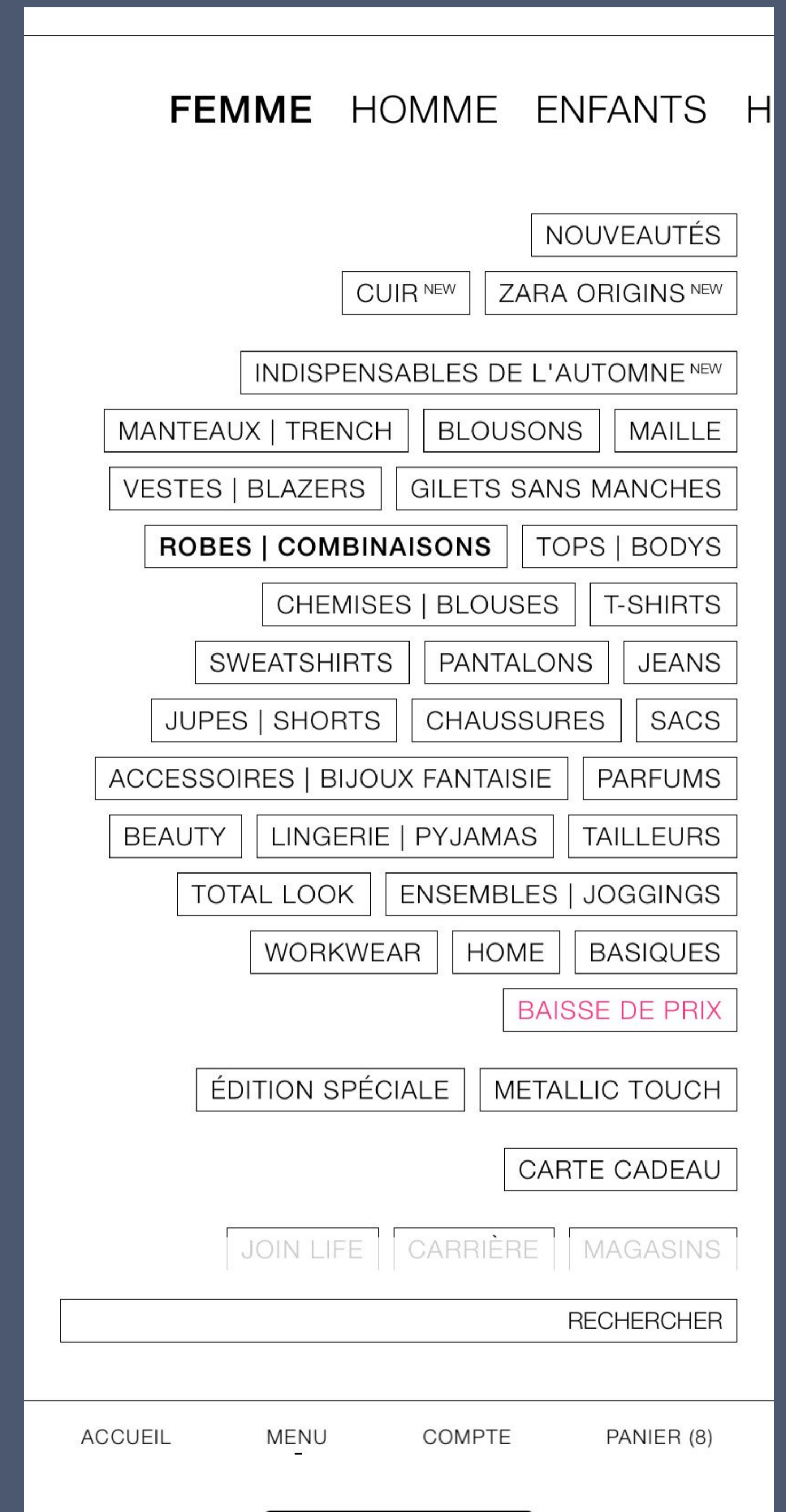
Design Principles

CONSISTENCY & STANDARDS

Website usability is about how easy it is to use a website. This includes things like how the website looks, how quickly you can find information, and whether the site is easy to understand or not.



Most of the Zara users mentioned that they are struggling to navigate in app and it is not easy to use the app.

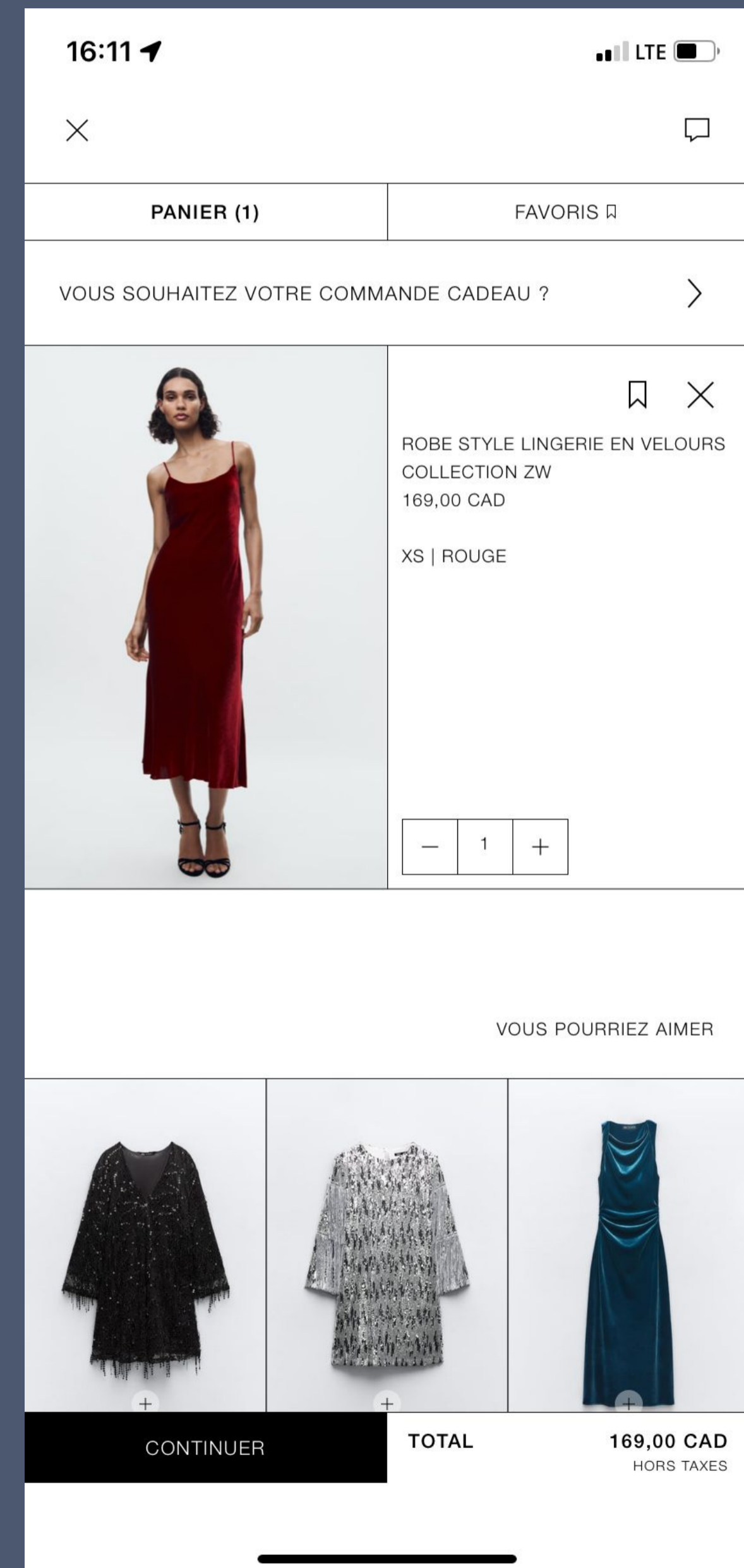


USER CONTROL

User control and freedom means users should be able to easily go back, forward, cancel, or leave any action they do on your website without feeling stuck or upset.



Zara app shopping cart, filter or size section doesn't have a freedom to easily going back or change color or size.



FINDABLE

According to design principles when a product is findable, it means it is easy to locate or identify.



Users mentioned that they are not able to see the search button. It is not the case for Zara App. It is hard to locate products and also search button doesn't even visible.

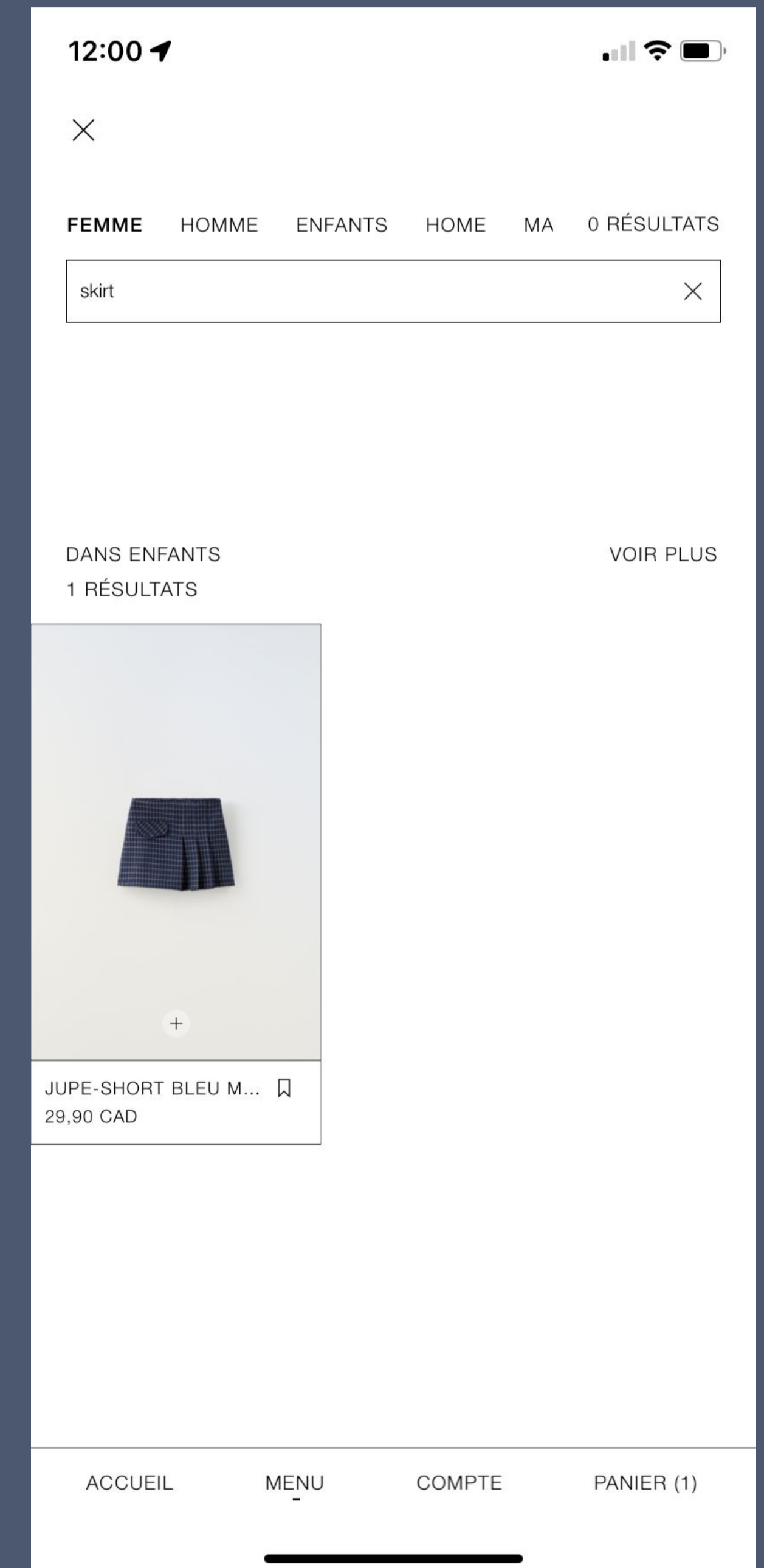


ERROR PREVENTION

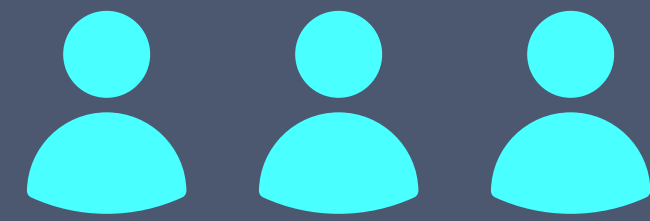
When searching for a category, all relevant categories will appear just below the search bar.



Users mentioned that it is really hard to find a product under the category search.

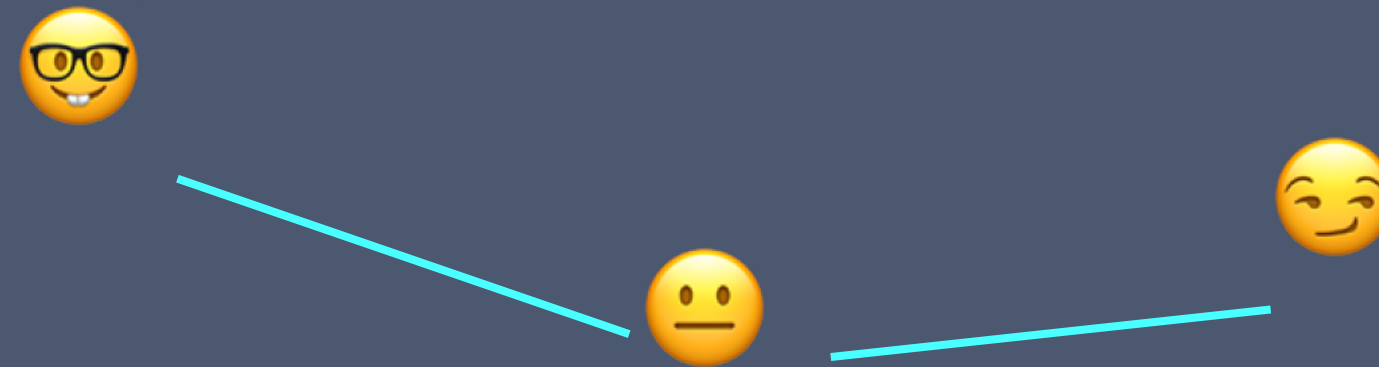


Insights Tools



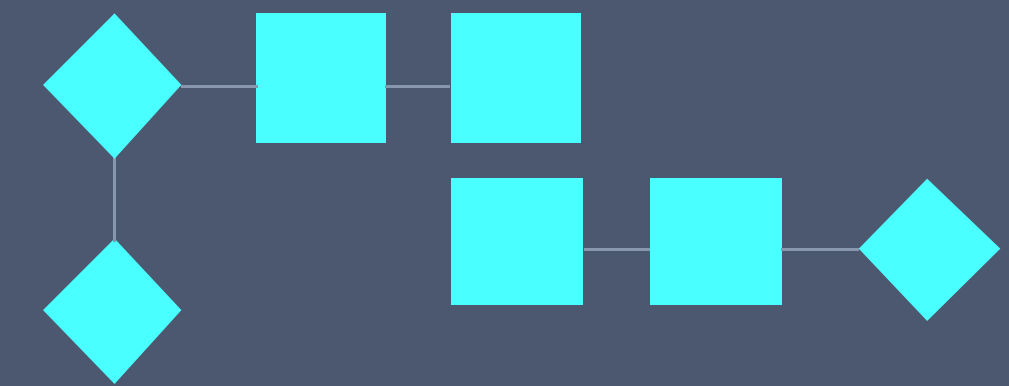
PERSONA

Decided to use a persona to understand what users want and the problems they face. The goal is to make things better for them by getting to know their needs and frustrations more deeply.



USER JOURNEY

I created a user journey map to gain a comprehensive understanding of users' goals, frustrations, and interactions at various touch points.



USER FLOW

I've decided to use User Flow to understand what users do and to make smart choices that improve how they experience and use a product.



STYLE TILE

Zara's app effortlessly embodies a chic and contemporary style with its sleek user interface, combining minimalist design elements and intuitive navigation. So my style Tile based on this style.



WIREFRAMES

My wireframes prioritize a clean and user-centric design, mapping out each screen with precision to enhance the overall user experience.



MOCKUPS

I aimed to replicate the design and colors of Zara's website for my project.



Pinar

I really love the newest outfit, especially on special occasions.

AGE: 37

WORK: Interior Architect

GENDER: Women

STATUS: Married

LOCATION: Vancouver, Canada

INCOME: 400K

About

Pinar has completed her degrees. She is a interior architect at Vancouver. She's working every day. On every occasion she always wants to look gorgeous. She spend too much on clothes.

Goals

To wear the newest collection of dresses on point in every special occasion.

Newest trend of dresses increases her confidence and existence.

Follow up the new fashion of dresses. Always want to look beautiful.

Organized

Social

Always Busy

Hardworking

Technology



Social Networks



Frustrations

Too much time spend on shopping

The navigation through the app is not easy

Hard to see product details or categories names through small phone

Motivations

Growth



Social



Brands



NETFLIX



ARITZIA



AGE: 32

WORK: Stay at home mom

GENDER: Women

STATUS: Married

LOCATION: Vancouver, Canada

KIDS: 2

About

Homemaker and dedicated mom of two children, ages 3 and 6. She is a creative and nurturing individual who finds joy in taking care of her family and home. She appreciates comfortable yet stylish clothing that allows her to move freely while managing household tasks and keeping up with her energetic kids.

Goals

- Explore and discover trendy and comfortable clothing for herself and her two kids.
- Enjoy the convenience of online shopping to find quality and affordable outfits for the family.
- Stay updated on seasonal styles and kid-friendly fashion trends.
- Make the shopping experience a form of self-care, finding joy in selecting outfits for herself and her children.

Busy

Durable

Kid friendly

Social

Needs and Preferences

- Limited time for in-store shopping due to her demanding kids.
- Concerns about sizing and fit when shopping online.
- Desires a seamless and enjoyable shopping experience.

Frustrations

- She seeks kid-friendly fashion options on the app but may feel frustrated if there is a lack of a dedicated section or filter for children's clothing, making it harder to coordinate family outfits.

Motivations

Growth

Social

Brands

L'OCCITANE
EN PROVENCE

ARITZIA

H&M





Pinar



37



Arhitect



Vancouver








Married

Scenario

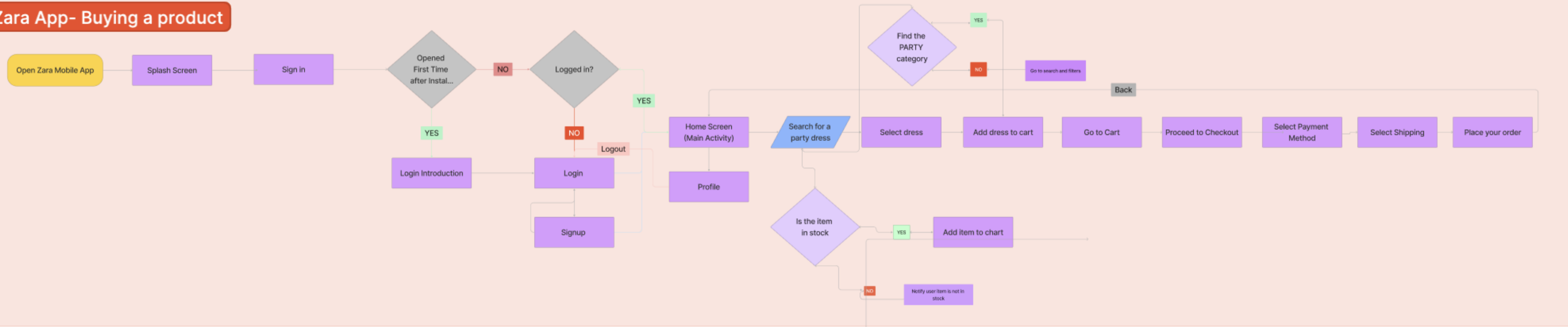
Pinar a 37-year-old working mother, starts her day by scrolling through her Instagram feed before heading to work. She realizes the holiday season is approaching and she needs a festive dress for Christmas. She decides to explore further during her lunch break.

Expectations

She likes to stay fashionable while balancing the demands of work and motherhood. Save time on shopping through the convenience of online browsing and purchasing. Limited time for shopping due to work and family responsibilities. Seeking clothing options that are both fashionable and practical for her and her kids.

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Tasks	During her lunch break, Rachel opens the Zara app.	She struggles to locate the PARTY category. The app's interface seems a bit challenging to navigate	She decides to try different approaches to find the party category, including scrolling, using the search bar, and checking the main menu.	Unable to locate the PARTY category easily, Rachel resorts to using the search bar. The lack of clear filters for occasion wear makes the search more challenging.	She finds a chic dress for Christmas and she adds them to her cart and proceeds to checkout.
Thoughts	Happy to search a party dress in her favourite brand	Momentary frustration	She remains hopeful	Frustration	Despite the challenge, a mix of joy and confidence fills Rachel as she completes her purchase
Emotions					
Pain Points	<p>She experiences difficulty finding the PARTY category on the app, leading to frustration during her lunch break. This indicates a potential pain point in the navigation and category visibility.</p> <p>While attempting to use the search bar and filters, Rachel faces challenges in finding specific party dresses. The lack of clear filters for occasion wear contributes to her frustration.</p> <p>struggle with the app's interface suggests potential usability concerns, impacting her overall experience. Users may find it frustrating if they encounter difficulties while trying to browse or search for specific items.</p>				

Zara App- Buying a product



Logo



Color

- Primary #7D9AA7
- Secondary #FF975C
- Accent #7D9AA7
- Neutral Dark #323232
- Neutral Light #FFFFFF

Typography

Main Font

Helvetica

Why Helvetica?

This font is easy to read, works well on different screens, and gives my site a professional touch. Its simplicity not only looks good but also helps websites load faster. People are familiar with Helvetica from its widespread use, so it adds a sense of trustworthiness to my content. Overall, it's a straightforward choice that enhances the user experience.

Headline Option #1

Headline Option #2

Title Option #1

Title Option #2

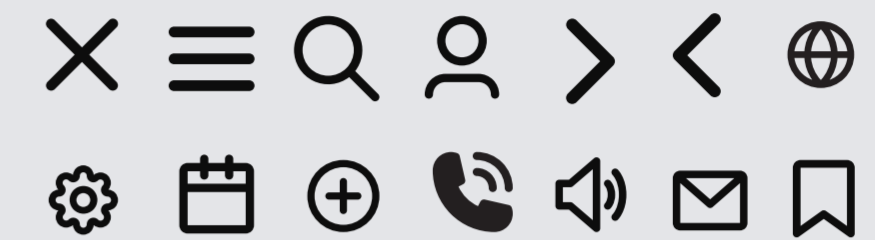
Body Option #1

Body Option #2

Button Label #1

Icons

UI



Social Media

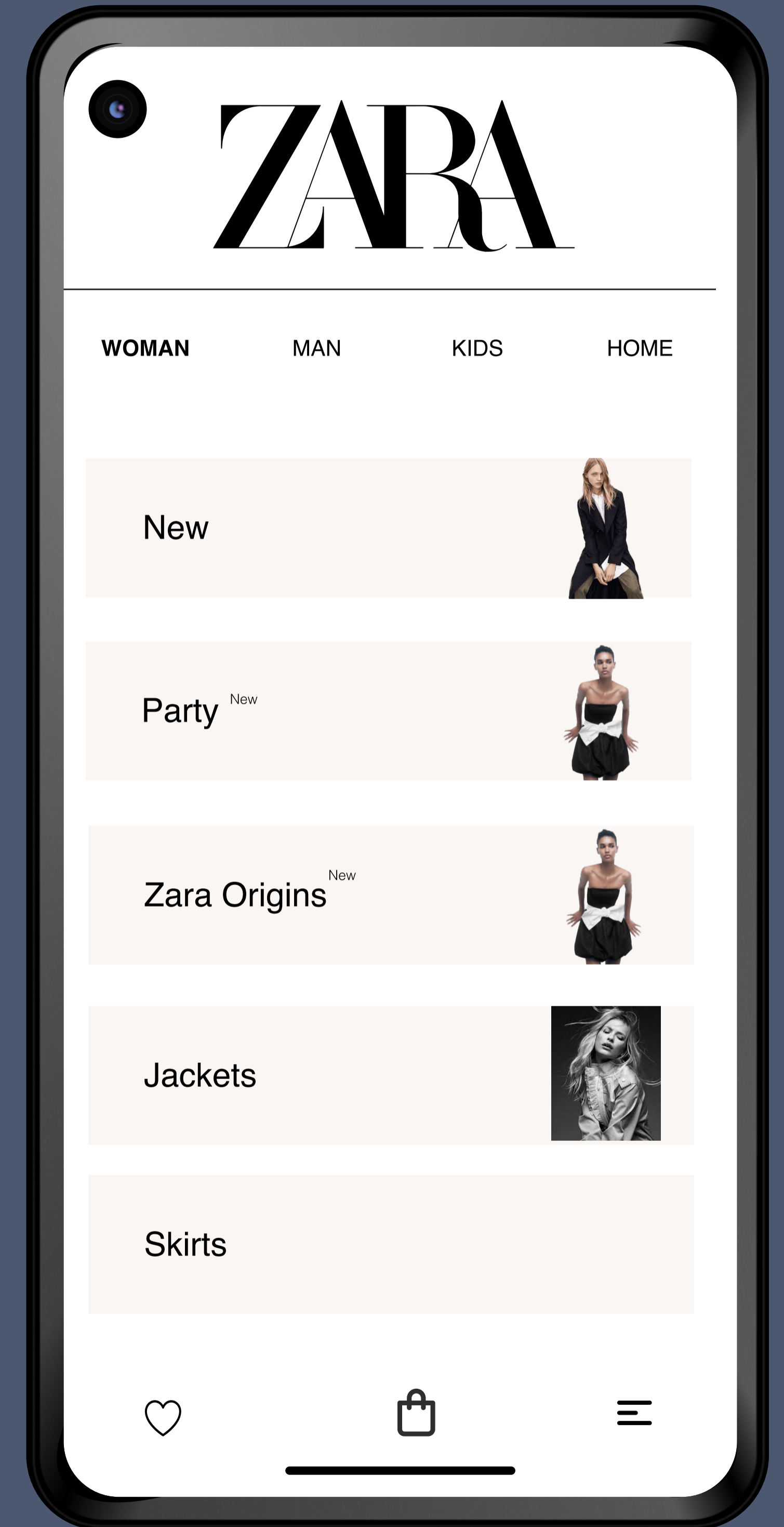
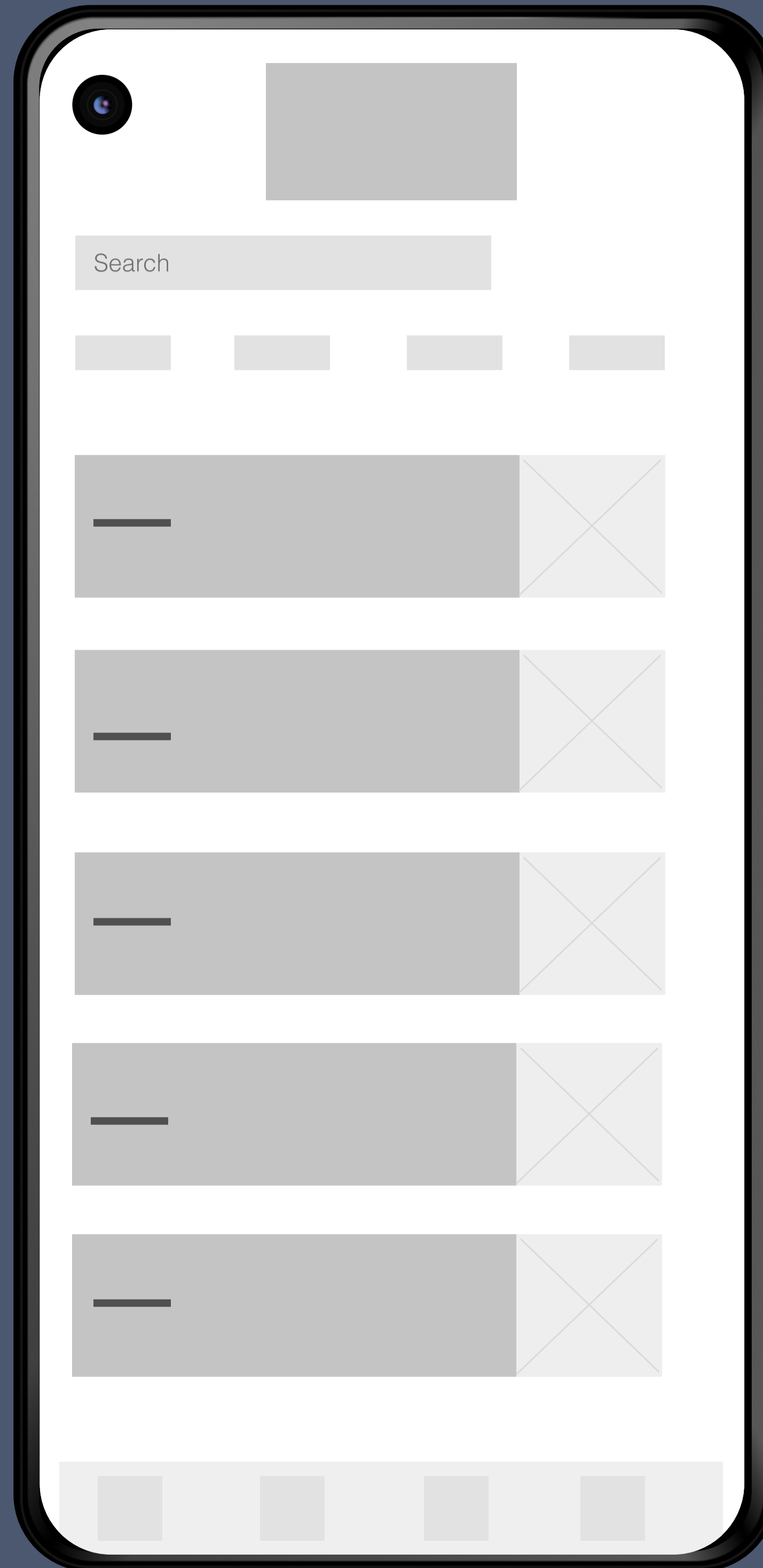


UI Elements

- Log in button (white)
- Log in button (dark grey)
- Log in button (magenta)
- Search bar
- APPLY FILTERS button
- Empty input field

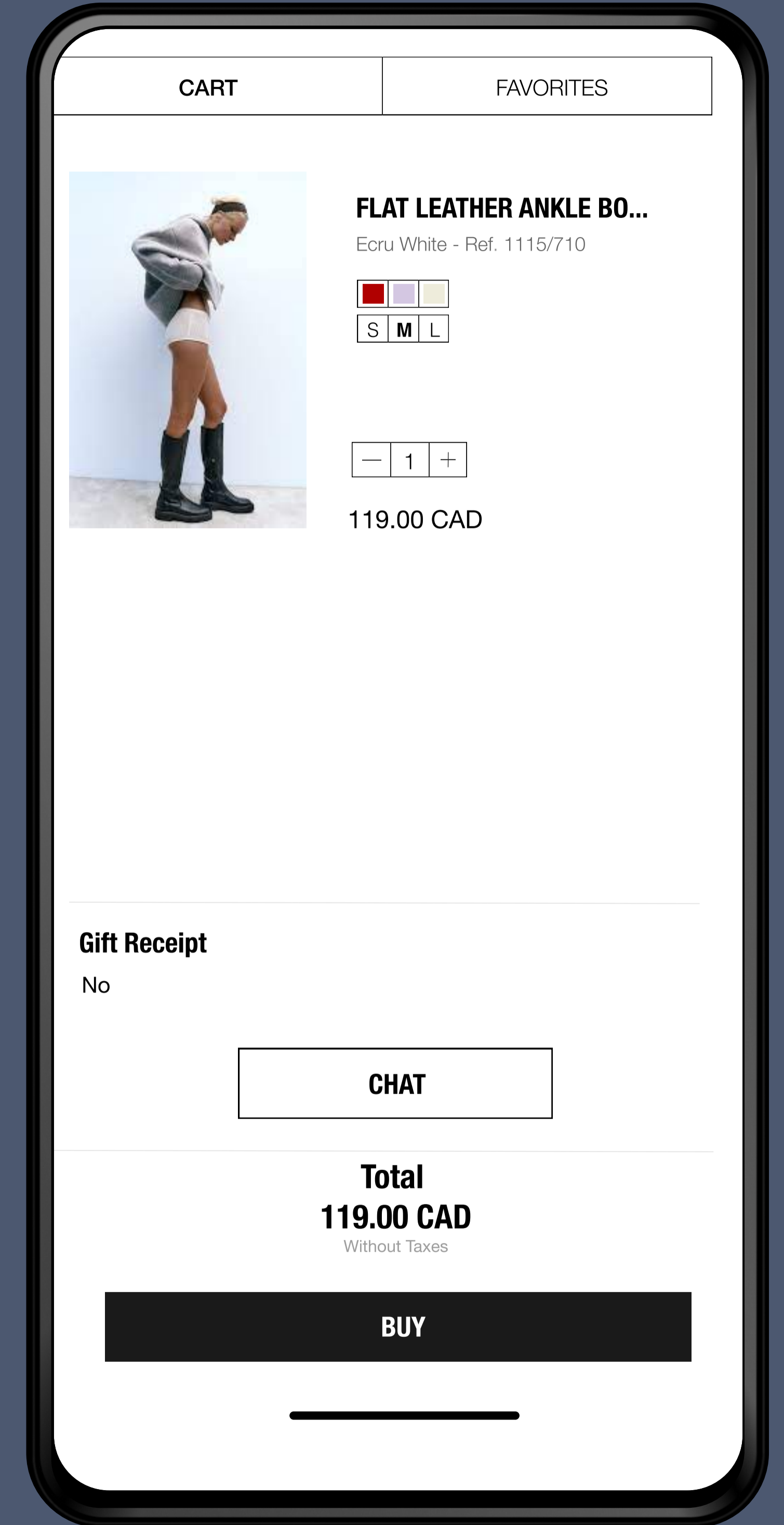
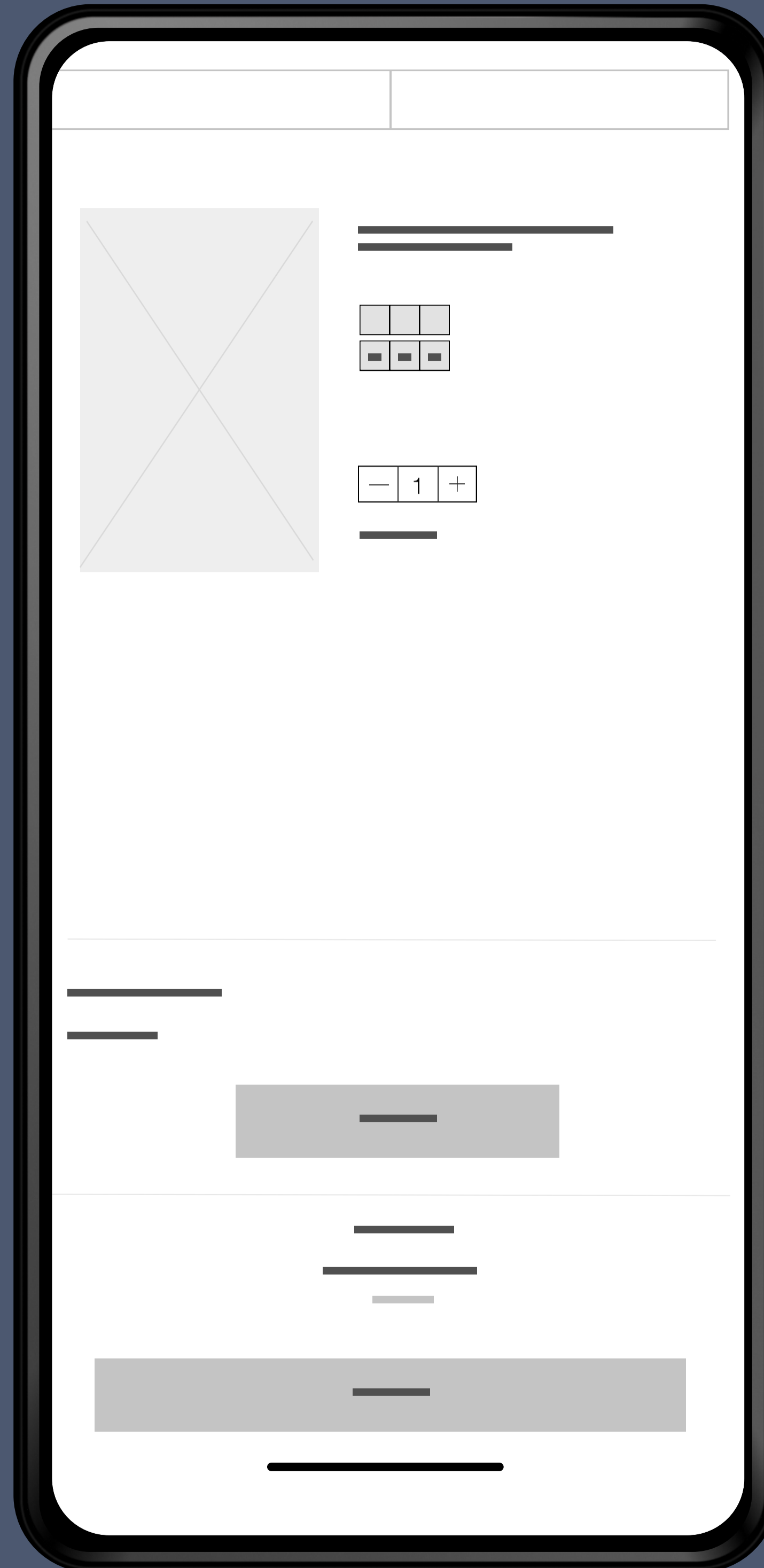


Design a clear and straightforward navigation structure. Group products logically into categories and subcategories so that shoppers can easily find what they are looking for.





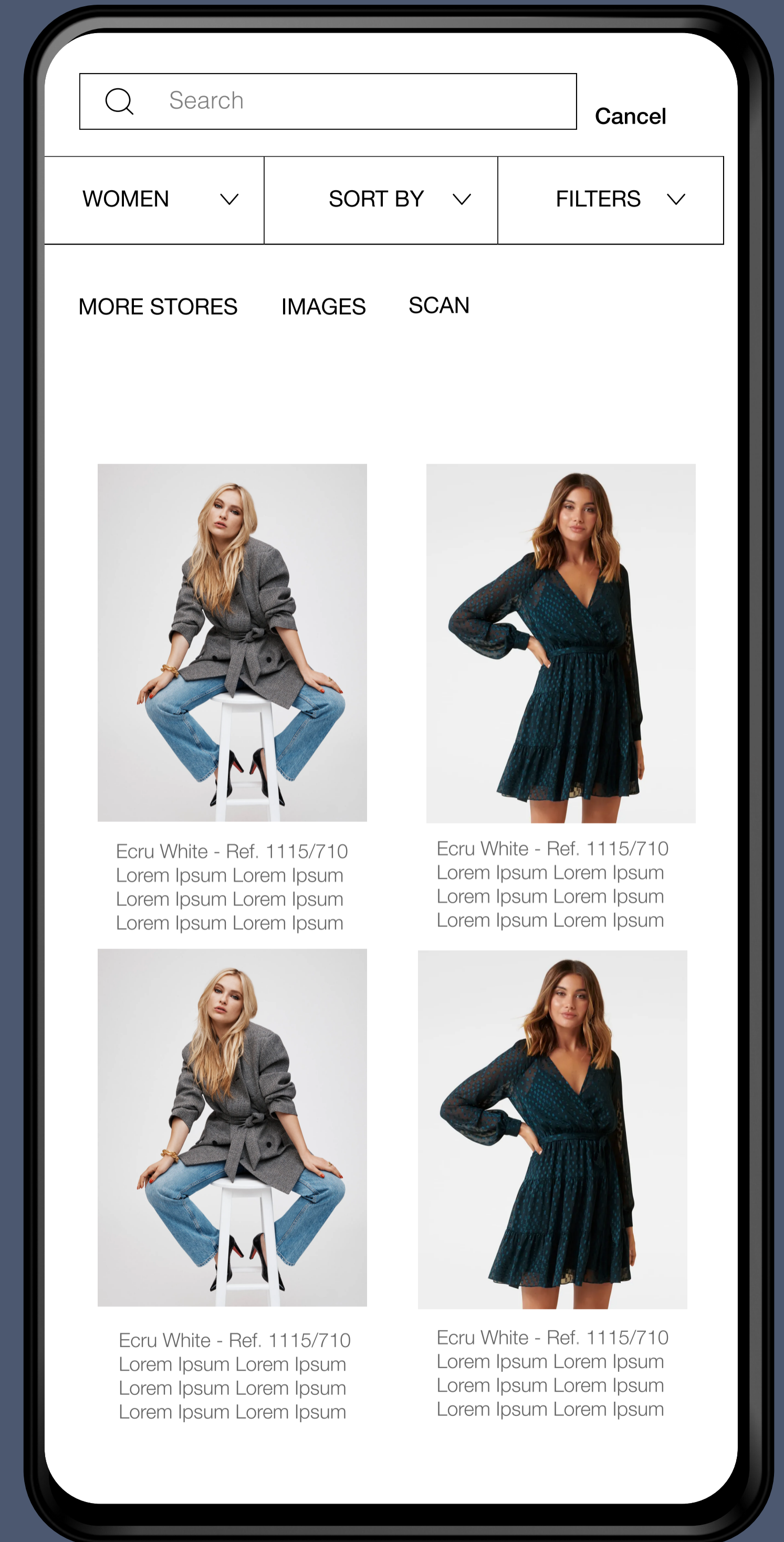
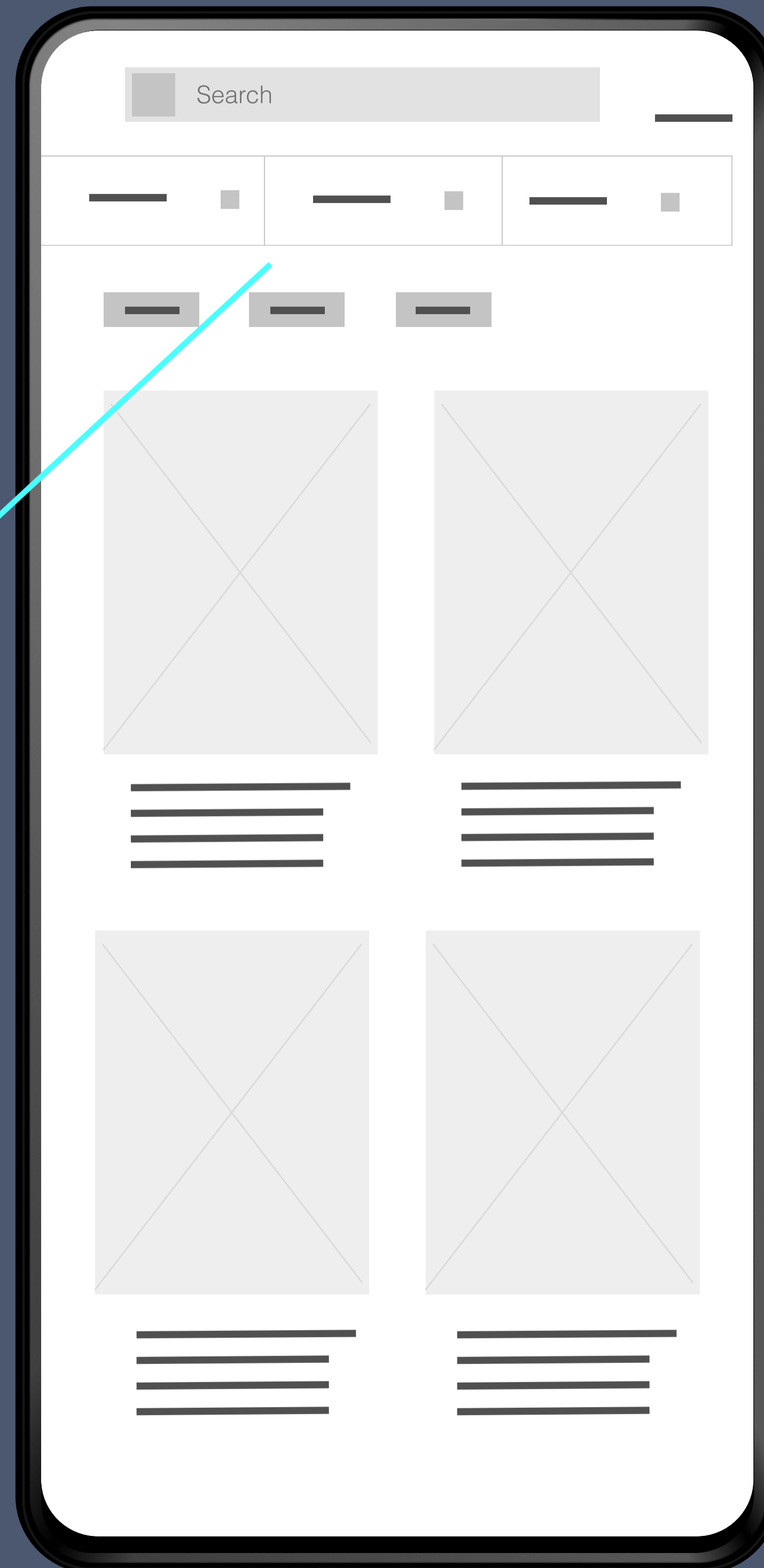
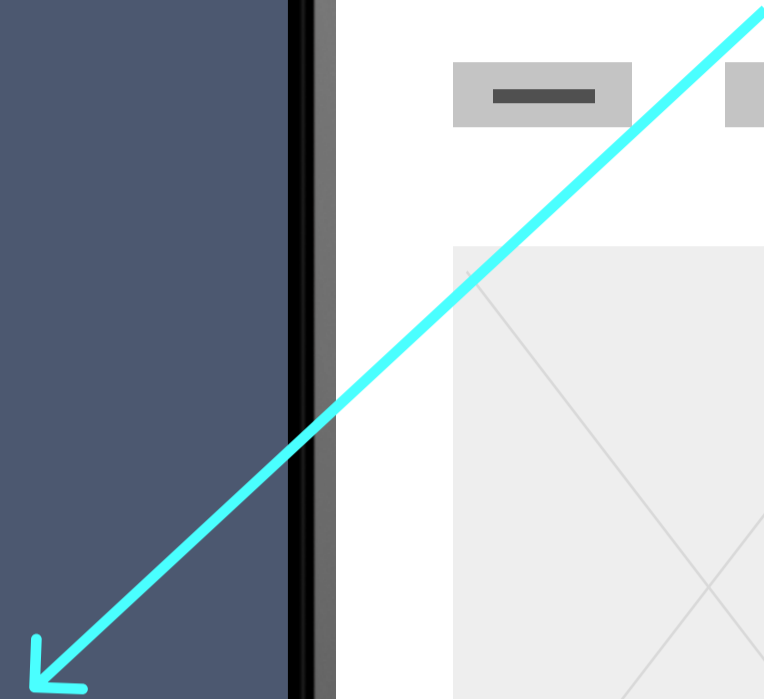
Add color or size buttons in the shopping cart area. If users want to change size or color they can change directly in the cart page, without going back and do the same buying process again.





Filter feature in Zara App doesn't work efficiently.

I Added price, size and colour features to filter button.





Add a visible search button in the main page. I also changed the location of the navigation tools.



Thank You!



Appendix

Interview #1 - Female - Age 37

1- How often do you shop for clothing through brands' apps?

I always use brand apps for clothing shopping. Because in online shopping, you can find a wider range of product options than in physical stores

2- Do you often shop on the ZARA's App?

Yes, I use the Zara app regularly for my clothing shopping.

3- What do you think of ZARA's current App

I really like Zara's app, I like how it offers a wide range of products. But sometimes it is really hard to navigate or search a product.

4- What do you like in the current app?

I really like that when you make a purchase, they store your previous shopping data and show you what you've bought from them before.

I've noticed that Zara frequently updates its app. The recent changes on the main menu made my shopping experience less enjoyable.

Appendix

6- Is there anything that frustrates you when shopping on the ZARA's App.

The app's search function doesn't always yield accurate results, and I find it frustrating when I have to sift through irrelevant items to find what I'm looking for.

7- If there's anything you could change to improve the ZARA App, what would it be?

I would enhance the product filtering options. Adding more specific filters for size, color, and style would make it easier to narrow down choices and find exactly what I'm looking for

8- How would you describe your past experiences when using Zara App?

Overall it is a good experience but sometimes i find the app's layout a bit tricky. The similar text labels and shapes used in the main menu above the image carousel can be confusing.

9- How much time it takes you to search, locate and finalize the product you're looking for?

It takes me about 10-15 minutes for the product I'm looking for in the Zara app. The search function helps, but I often spend time browsing through various options before making a decision.

10- Do you use any other app similar to this one?

Yes, H&M and Shein

Appendix

Interview #2 - Female - Age 32

1- How often do you shop for clothing through brands' apps?

I frequently shop using brands' apps for clothing, I find it convenient and enjoy exploring the latest collections from different brands.

2- Do you often shop on the ZARA's App?

Yes every month

3- What do you think of ZARA's current App

I like Zara's app because it has a wide range of products. But sometimes, it's a bit tricky to find what I'm looking for.

4- What do you like in the current app?

When you shop at a Zara store, you can use the 'scan' button in the app to check if your item is available in the store. Also they have wide selection of clothes in app

5- Have you noticed any changes or updates in the Zara app's design or features over time?

Yes, the new layout feels cluttered and confusing, making it harder for me to find the categories and products I want quickly.

Appendix

6- Is there anything that frustrates you when shopping on the ZARA's App.

One thing that frustrates me about the Zara app is that it's not very easy to use. It's hard to find what I want, and I can't even see the search button.

7- If there's anything you could change to improve the ZARA App, what would it be?

One improvement I'd like to see on the Zara website is a more detailed product description. Having additional information about materials, care instructions would help me make more informed purchasing decisions.

8- How would you describe your past experiences when using Zara App?

My past experiences using the Zara app have generally been quite positive. I appreciate the convenience of shopping from a wide selection of trendy clothing and accessories. The app's features, like storing purchase history have made my shopping more efficient

9- How much time it takes you to search, locate and finalize the product you're looking for?

It takes me around 15 minutes, the app's layout and search functionality can be somewhat inefficient, making it challenging to quickly find what I need.

10- Do you use any other app similar to this one?

Mango and H&M

Appendix

Interview #3 - Male - Age 39

1- How often do you shop for clothing through brands' apps?

I shop through brand apps quite frequently. Online shopping saves time.

2- Do you often shop on the ZARA's App?

Yes, but not often

3- What do you think of ZARA's current App

I enjoy using Zara's app

4- What do you like in the current app?

The profile section is really convenient. It allows me to manage my personal information, and easily access my past purchase history.

5- Have you noticed any changes or updates in the Zara app's design or features over time?

Yes, the new updates made it easier for me to navigate and find what I needed more quickly

Appendix

6- Is there anything that frustrates you when shopping on the ZARA's App.

One thing that bothers me is the small text size for product info. It makes me squint, and it's not easy on my eyes, making the shopping experience less enjoyable

7- If there's anything you could change to improve the ZARA App, what would it be?

I would suggest including more comprehensive product descriptions and customer reviews. Having additional information and real feedback from other customers would help in making informed purchasing decisions

8- How would you describe your past experiences when using Zara App?

I've had some frustrating experiences using the Zara app. The main page in the men's section is really confusing, and I've occasionally struggled to quickly locate specific items.

9- How much time it takes you to search, locate and finalize the product you're looking for?

Around 15-20 minutes to search for a product in the Zara app. The app has a wide range of selection and I really like to take my time exploring different options before making a purchase.

10- Do you use any other app similar to this one?

H&M

Appendix

Sources

www.zara.com/ca/

"The Design of Everyday Things" by Don Norman

- Don Norman's classic work is a valuable resource for understanding the principles of user-centered design, which influenced the approach taken in redesigning the Zara app.

User Interview with Zara App Users

- Direct interviews with Zara app users were conducted to gather firsthand feedback, preferences, and pain points, influencing the user-centered design decisions made during the course.