



ZARA

SEARCH

OK

LOG IN

HELP

CHAT



MEN



WOMEN



KIDS

SIGN UP FOR NEWS LETTER

Email Address

SUBSCRIBE





SEARCH

OK

LOG IN

HELP

CHAT

←

GO BACK

VIEW ALL ▼

FILTERS ▼



\$ PRICE



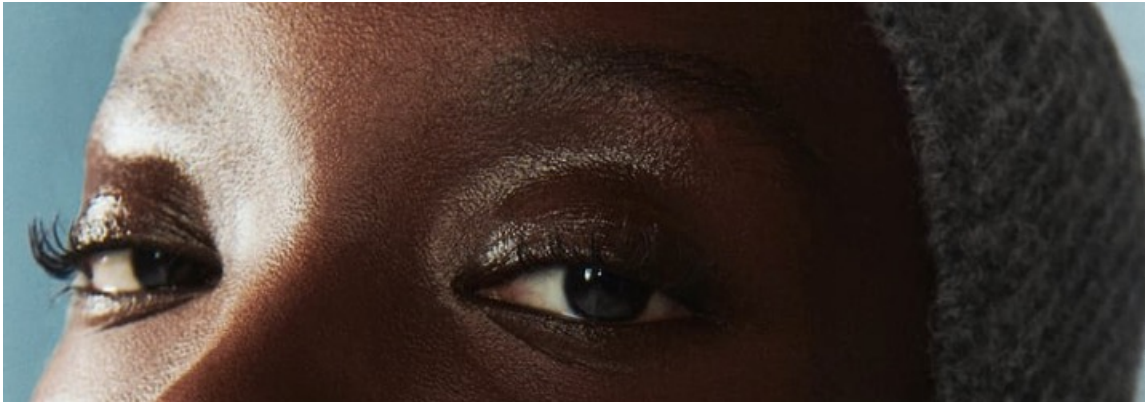
\$ PRICE



\$ PRICE

SHOP THE LATEST TRENDS WITH ZARA'S JUST IN COLLECTION

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunot explicabo. Nemo enim ipsam





GO BACK



JOIN LIFE / COLLECTION

Z1975 HIGH RISE STRAIGHT JEANS

HIGH-WAISTED JEANS WITH FIVE POCKETS AND STRAIGHT LEGS. WASHED EFFECT. UNFINISHED HEM. FRONT ZIP AND METAL BUTTON CLOSURE.

SIZES

- XS
- S
- M
- LG
- XL
- 2XL

ADD TO CART

- In-Store Availability
- Shipping
- Exchanges
- Returns



CONTENTS & CARE

JOIN LIFE

Care for fiber: at least 20% recycled cotton.

We use the Join Life label for items that have been produced using technologies and raw materials that help us reduce the environmental impact of our products.

RECYCLED COTTON

Recycled cotton is obtained from cotton textile waste that are classified by type and color to then be shredded and transformed into new cotton fiber.

The use of recycled cotton reduces the consumption of virgin raw material. By transforming cotton waste into a new recycled fiber, we avoid the growth of new cotton crops.

MATERIALS

We work with monitoring programs to guarantee compliance with the health, safety, and quality standards for our products. The Green to Wear 2.0 standard aims to minimize the environmental impact of textile manufacturing.

OUTER SHELL

98% cotton · 2% elastane

CARE

Caring for your clothes is caring for the environment. To lengthen the life of your denim garments, always wash them inside out in low temperatures. This way we help preserve the colors and structure of the fabric and reduce energy consumption.

MARY BETH



Mary Beth is a 24 year old college student and fashionista. She spends more of her time on instagram showing off and sharing her new outfits with friends. Zara, one of her favorite stores is a site she frequently tries to check but it is often difficult to navigate and understand. She is hopeful that one day they can make their site better.

- GOALS:
- Shop
 - Post clothign on Instragram and on her blog
 - Look her best

Actions

Thoughts

Emotions

Ideas

VISIT

- Goes to ZARA landing page and looks around

"This is so pretty but that is a really small menu. It is hard to read most of the text on the page."

Excited & Confused

Make the navigation more clear and add larger labels to the images.

EXPLORE

- Scrolls through the home page and side navigation.

"How do I buy things? They are highlighting the most expensive elements."

Frustrated

Change the layout so I don't have to scroll so much to see everything.

SEARCH

- Searches for pants in hopes to find something she needs

"Why is the site not llike this all the time?"

Hopeful

Allow for easy access to filters for clothing and make the rest of the site this easy.

SELECT

- Finds a pair of pants and looks at the details of the pair of pants

"I am glad I found pants but everything on this page is too small and the images are too big when you click on them."

Satisfied

Make the information about the clothing larger and easier to read.

 ZARA

↑
black
background
for hamburger

 **SEARCH**

↑
Add an Icon

LOG IN · HELP · CART

↑
bigger font
↳ same typeface

→
All 3
sections
instead
of scroll

large titles
→
logos overlap
image

MEN

WOMEN

KIDS

Sign up for News letter



☰ ZARA

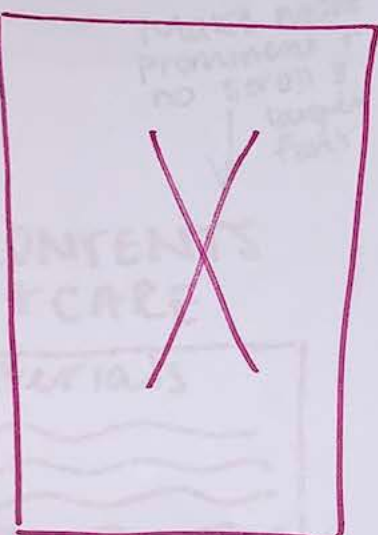
VIEW ALL v FILTERS v

SEARCH

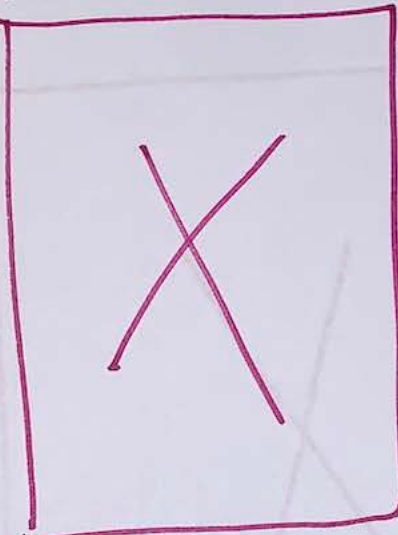
LOGIN · HELP 
CART

dropdown
to save space

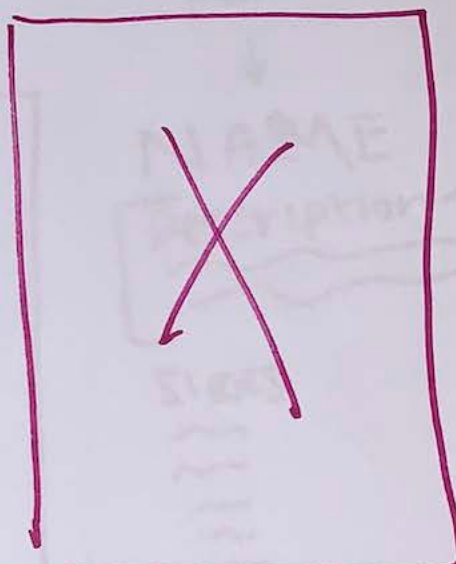
More
items
on
each
line



\$PRICE

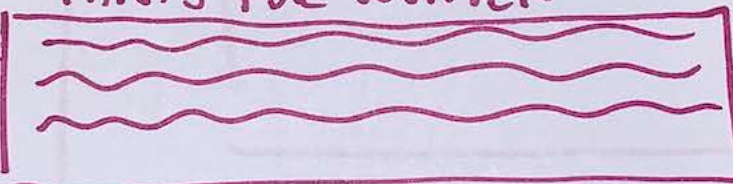


\$PRICE



\$PRICE

PANTS FOR WOMEN



text in
the middle
to maintain
style



☰ ZARA

< back

* Necessary

Make more prominent + no scroll 3 larger font

9 search

LOG IN · HELP · CART

Make larger



NAME

Description

SIZES

~
~
~
~
~

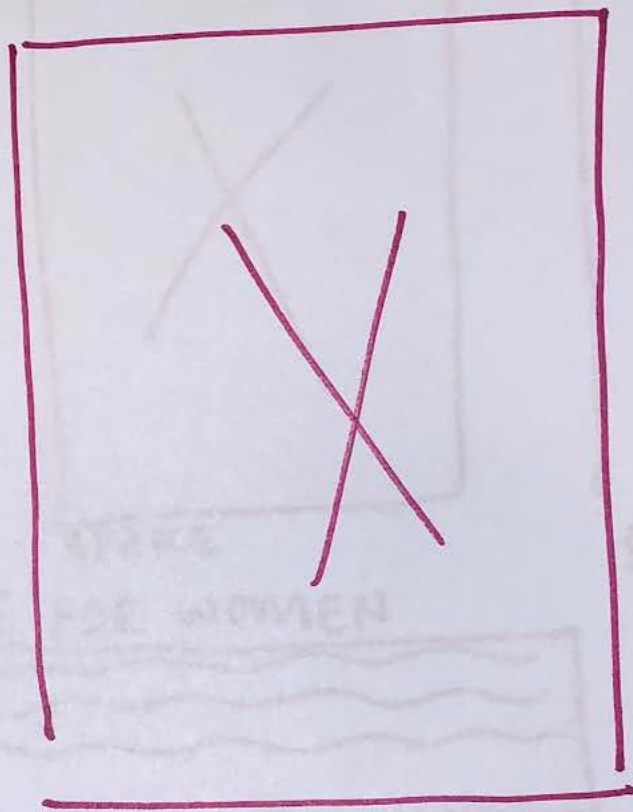
Add to cart

in-store avail
shipping
exchange
returns

CONTENTS
+ CARE

materials

CARE



thumbnails on bottom b/c practical

Christy Marchand

October 6, 2021

Interactive Media Strategies

ZARA Redesign

ZARA is a trendy fashion brand with many styles that include a wide range of users. This includes men, women, and children. With such a large audience it would be easy to assume that the site would be easy to understand for users. Zara's website is incredibly confusing and not usable, but it does look pretty. This makes it apparent that each design decision made is very purposeful by the creators. Other websites and twitter threads are dedicated to how bad the ZARA website is for finding what users need. One site points out, "Whoever coded the ZARA website should be in charge of national cybersecurity. Looking for a pair of pants? No. Here's a picture of a model doing a backbend instead(Arroyo, 2021)."

When scrolling through ZARA's website, the font is incredibly small and hard to read for many people. Next, the images are scattered through and do not remain in one consistent pattern. Along with this, the site is inconsistent with normal web standards which would make it more difficult for the user. This includes a very small hamburger button, social media icons are replaced with words, and finally it is difficult to filter through pages for the specific clothing items that a user wants without getting lost.

When looking at user testing for this project, the users were primarily frustrated with some of the observations above. They were confused with the navbar and irritated with the lack of visibility. To most users, it is a very confusing and frustrating navbar

because users can only get to it on the side of the page. Although this is frustrating for users, it goes with what ZARA is looking to maintain stylistically. ZARA clearly looks for simplicity throughout the site and hiding the side navbar definitely allows for that.

This redesign focuses on a few pain points that seemed necessary to fix the flow of the site overall. First and foremost, the items in the navigation at the top of the pages are all bigger than they were before. This is intended to increase visibility and make buttons like the hamburger menu clearer for users upon entering the site. Additionally, the landing page is now three images clearly marked with Women, Men, and Kids to make it more evident that users are to click which page they go to get what they need. If this were a high-fidelity prototype, the labels would also have an indicator on the hover such as a color change or a shadow to imply that the images are buttons.

The next major change was the main clothing pages. Rather than having staggered images with text, it is now three large images in a row, then some text, followed by more clothing and their prices. On this page one pain point from users is that the filters were not obvious while scrolling through. Now a filters dropdown and an “All Items” dropdown are visible and easy to see. The goal with this page was to maintain the style of Zara’s current site while adding more functionality and usable features.

The last adjusted page is the individual product page. This section of the site has fewer issues than others but still needs some adjustment. The main changes to this page are the contents and care section and moving the thumbnails to the bottom of the main image instead of the on the side. One user comment from research was that it feels very funky to have the thumbnail images sitting on the side rather than on

the bottom. The “Contents and Care” section is a very narrow side bar that requires the user to do a lot of scrolling. This mockup version of the site has the “Contents and Care” section below the image. Initially it was placed directly next to the image but after in class feedback, the best location for it is likely to be at the bottom of the page similar to other fashion websites.

Finally, one last small but very important change is adding a back button and icon on each page. This is very minor but currently inhibits the ability of users to navigate easily back and forth through the site.

The primary concerns from the user journey were the size of the writing throughout the site, the confusing home page without enough information, and the inability to filter items easily on the site. This redesign allows the user to find items more easily by simplifying the home page, removing some of the white space for a more practical exploration experience, and enlarging the text on the entirety of the site. All these changes still allow ZARA to have the same style but make it more practical for users.

References:

Arroyo, A. (n.d.). *Worst websites to shop on*. The Royal Reporter. Retrieved October 6, 2021, from <https://royalreporter.org/23690/humor/worst-websites-to-shop-on/>.

Zara.com. (n.d.). *Zara United States: New collection online*. ZARA United States | New Collection Online. Retrieved October 6, 2021, from <https://www.zara.com/us/>.