



ZARA

iOS / Android App Redesign

ROLE: UI/UX Designer **TEAM:** Individual **TOOLS:** Balsamiq **COURSE:** Usable Design for Mobile

METHODS: UX Research, Re-design, Usability Testing **DATE:** September - December, 2019

The Challenge

- Zara's native application **does a good job** when it comes to visual experience
- But**, as far as the **usability** is concerned, it **does not feel right**. It feels cluttered even when the content in it is less and feels very disorganized.
- This feels **because of the font**, size and color of the **text**. The **placement of the text** is a huge factor when it comes to visuals.
- Thus**, I have decided to **re-design the usability** of ZARA's native app.



User Research: Story

USER STORY:

CHRIS (28 years – VP, Digital Relations, New York City)

As a working professional and a lover of digital technology, I want to shop the products found on Zara App because they fit me well, they look sharp and are delivered at my doorstep.

Chris is in his late 20's and a VP of digital relations in New York City. Due to his intense working schedule, he hardly gets time to actually go and shop in stores. He expects himself to be well groomed all the time and so he never misses out on the latest trends. He needs his outfits to be on point and of course, affordable. He knows he doesn't have the time to visit stores and get the best discounts. So, he simply downloads ZARA Mobile App to meet his expectations. He starts browsing the Suits section and finds a lot of options to choose from. He finally chooses a 2-piece suit and is excited to wear it for his conference next weekend.

Chris decided to shop on ZARA's app because...


- It saves a lot of time for him
- He has a variety of suits and other products he can select from the online store
- He can stay on top of the trends as Zara regularly updates its app
- He gets discounts and special prices on the app that might not be in the physical store
- Additionally, he gets 10% off on his Sign up and free delivery at his doorstep

ZARA



User Research: Persona

Z A R A

PHOTO AND NAME	DETAILS	USER GOAL
<div></div> <div>CHRISTOPHER FLEMING</div> <div>Chris is in his late 20's and a VP of Digital Relations in New York City. Due to his intense working schedule, he hardly gets time to actually go and shop in stores. He expects himself to be well groomed all the time and so he never misses out on the latest trends. He needs his outfits to be on point and of course, affordable. He knows he doesn't have the time to visit stores and get the best discounts.</div>	<div><ul style="list-style-type: none">- Age – 28- Single- A passionate Marketer- Full time job- Outgoing and social- More than average income- VP, Digital Relations in New York City- Prefers to invest in quality brands</div> <div>User Quote</div> <div>I love my job and I enjoy everything about it. If only, I could get more time for myself, I'd be completely satisfied.</div>	<div>Chris wants to save time for himself and also wants to buy the latest trendy suit. He wants more options, occasional discounts and a way to shop all of this, in a quicker way.</div>

User Research: Journey Map

USER JOURNEY MAP

Persona:
CHRTISTOPHER
FLEMING



ZARA

User Scenario:

Chris thinks of shopping online to avoid physical stores and long ques to save time

User Goal(s):

Chris wants to shop online on Zara app so that he can save time, get some rest and also get the trendy suit that he likes.

USER ACTIONS

TOUCH- POINTS

THOUGHTS (emotional response)

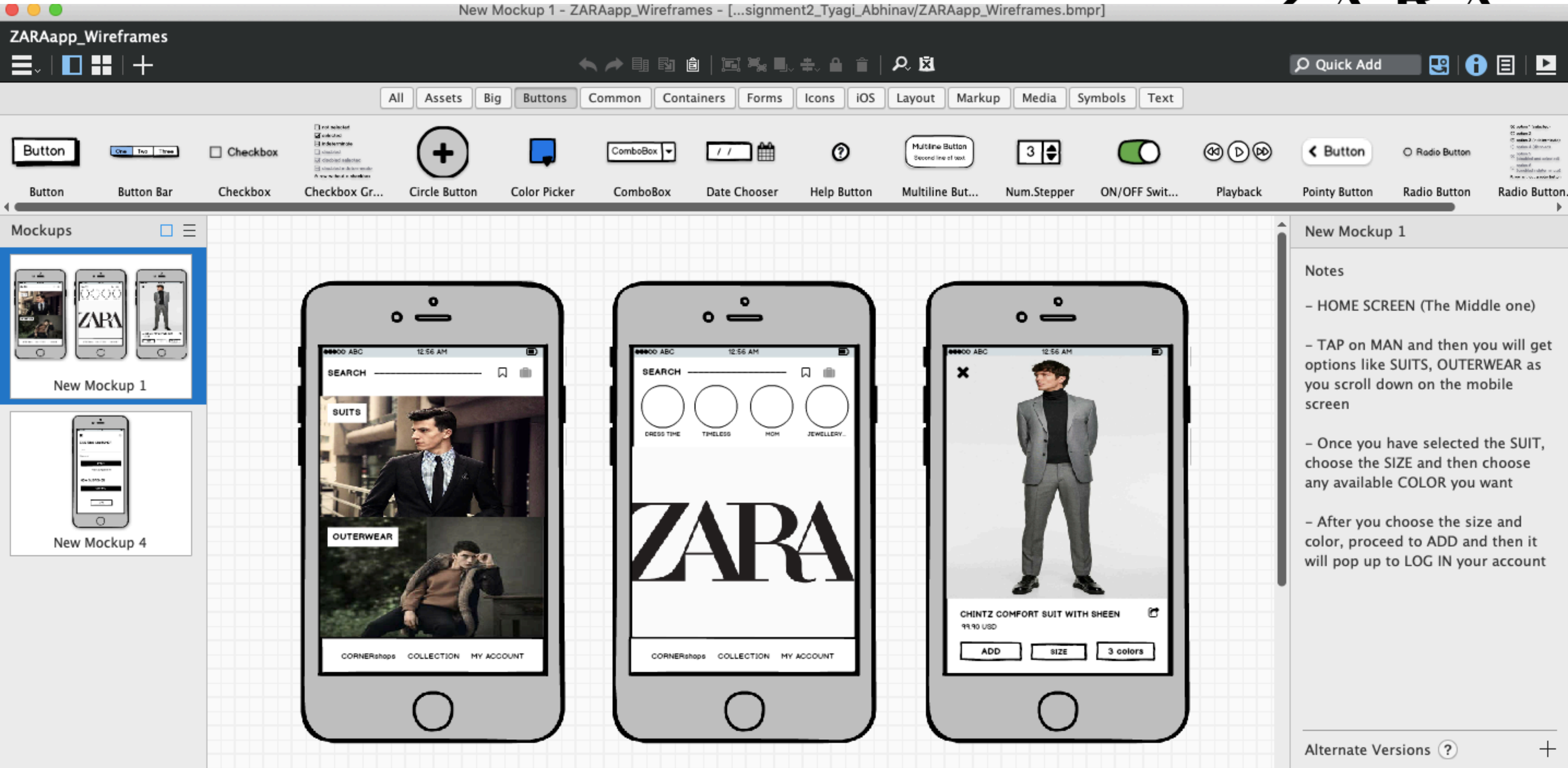


AREAS OF OPPORTUNITY

User opens app store on iOS and downloads Zara app	Opens Zara app and scrolls to see MAN section	Taps on MAN section and then suits section	Selects Suit and adds to cart after which it shows the sizes of suit	Taps on size, taps on cart and proceeds to buy	Asks to create a new account, and then final check out
App store / Zara app	Zara app / finding MAN section	Man section / suit section	Selecting and adding suit to cart / selecting sizes	Taps on buy to check out	New account page and check out
		MAN section can be presented in an organized manner, visually on the app	The size selection can be shown before adding to cart		Can ask to create account right after it asks to add to cart

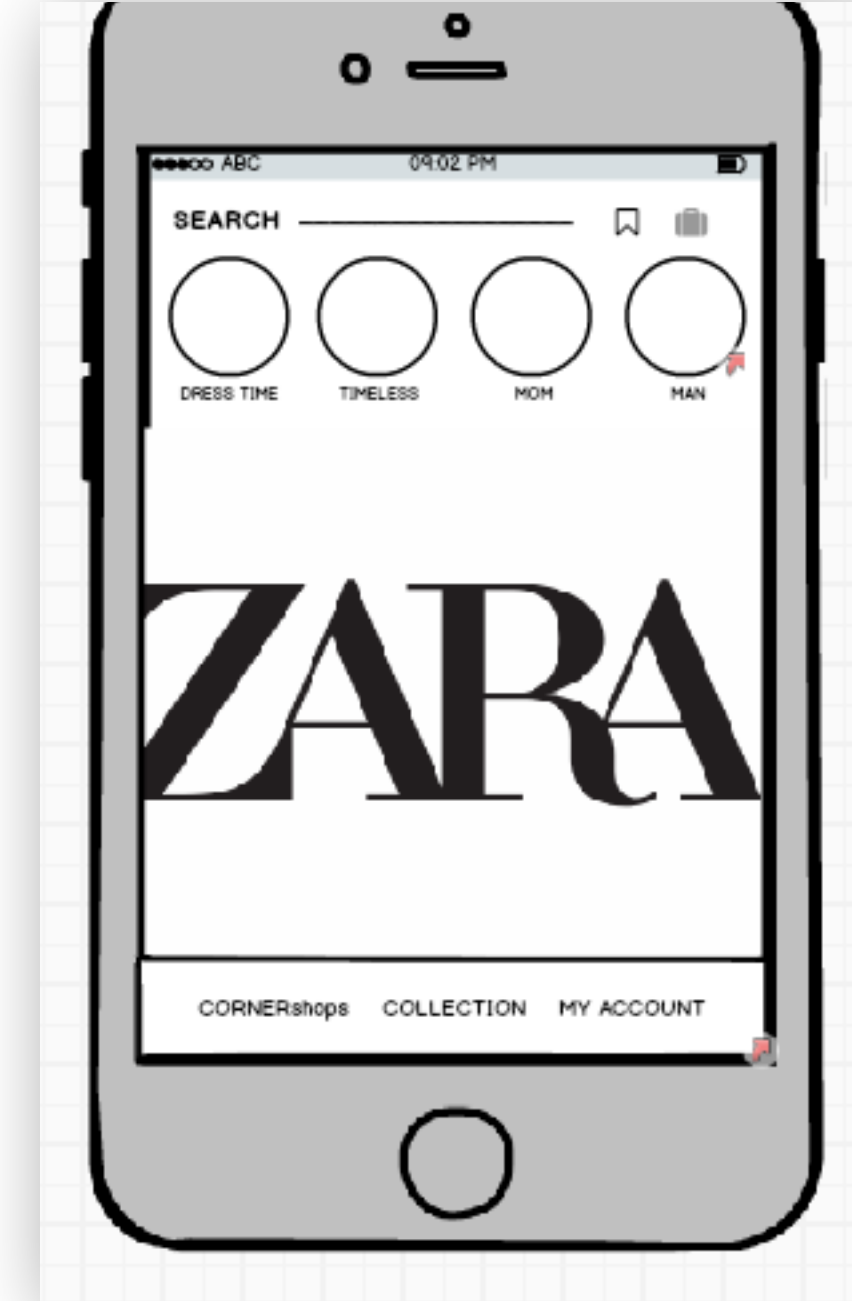
Re-design: Wireframes

ZARA

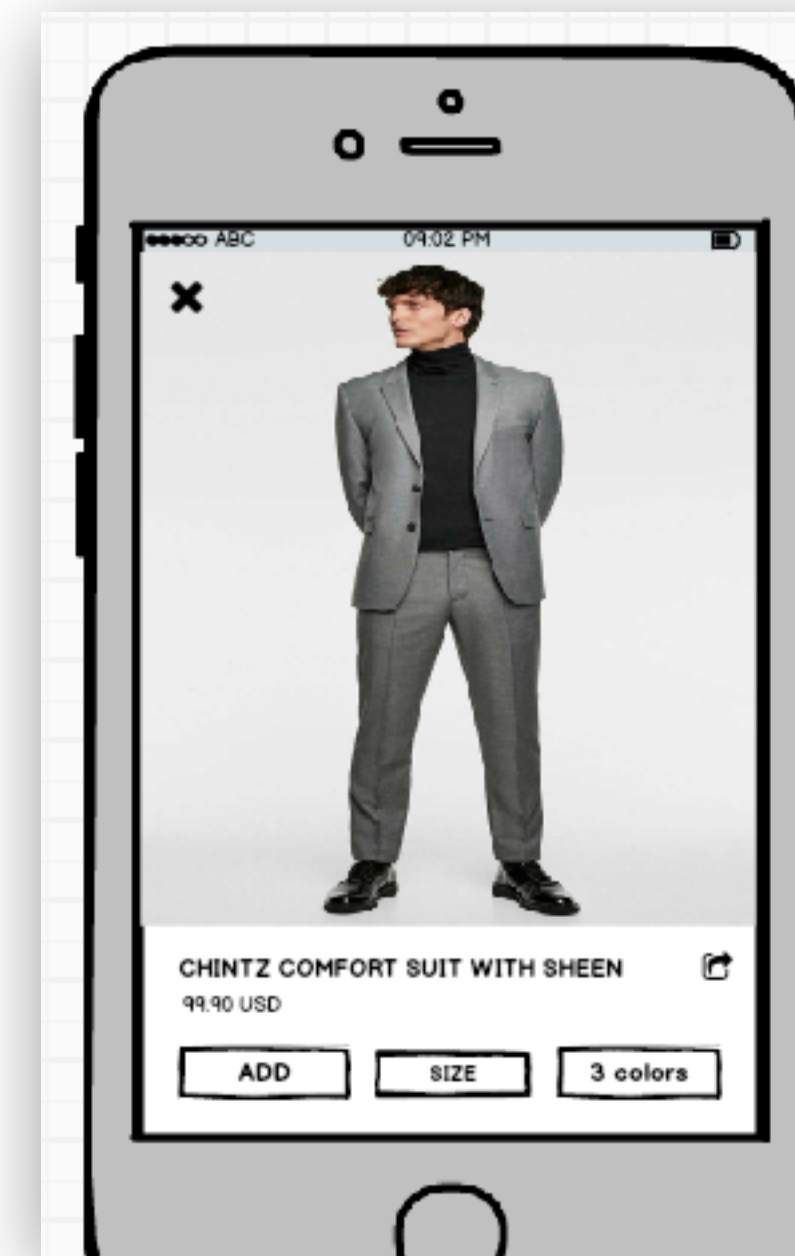
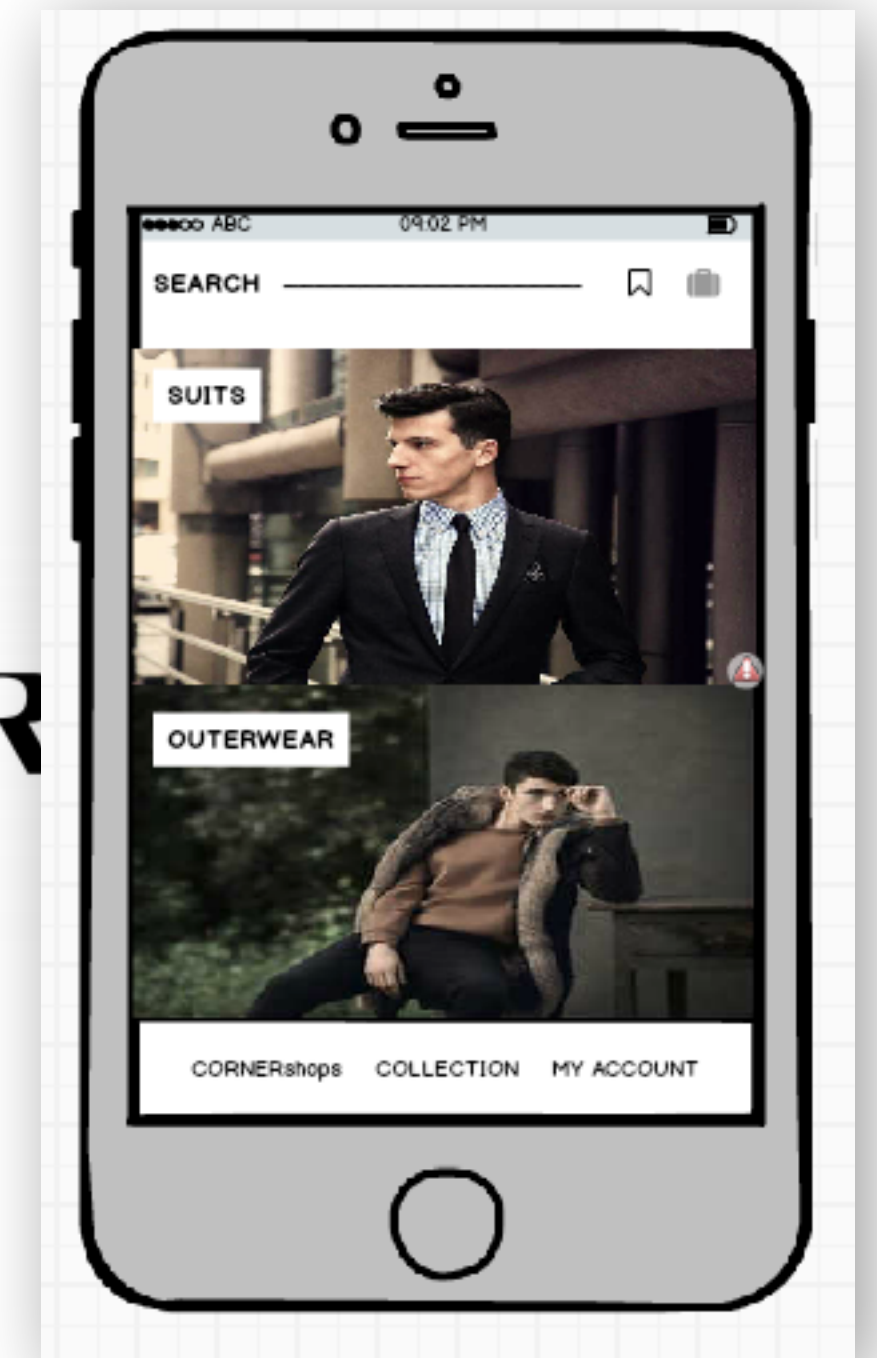


Re-design: Wireframes

I re-designed these wireframes as close as possible to its current brand and made few improvements with big images and nicely placed texts on the mobile application keeping the users in mind.

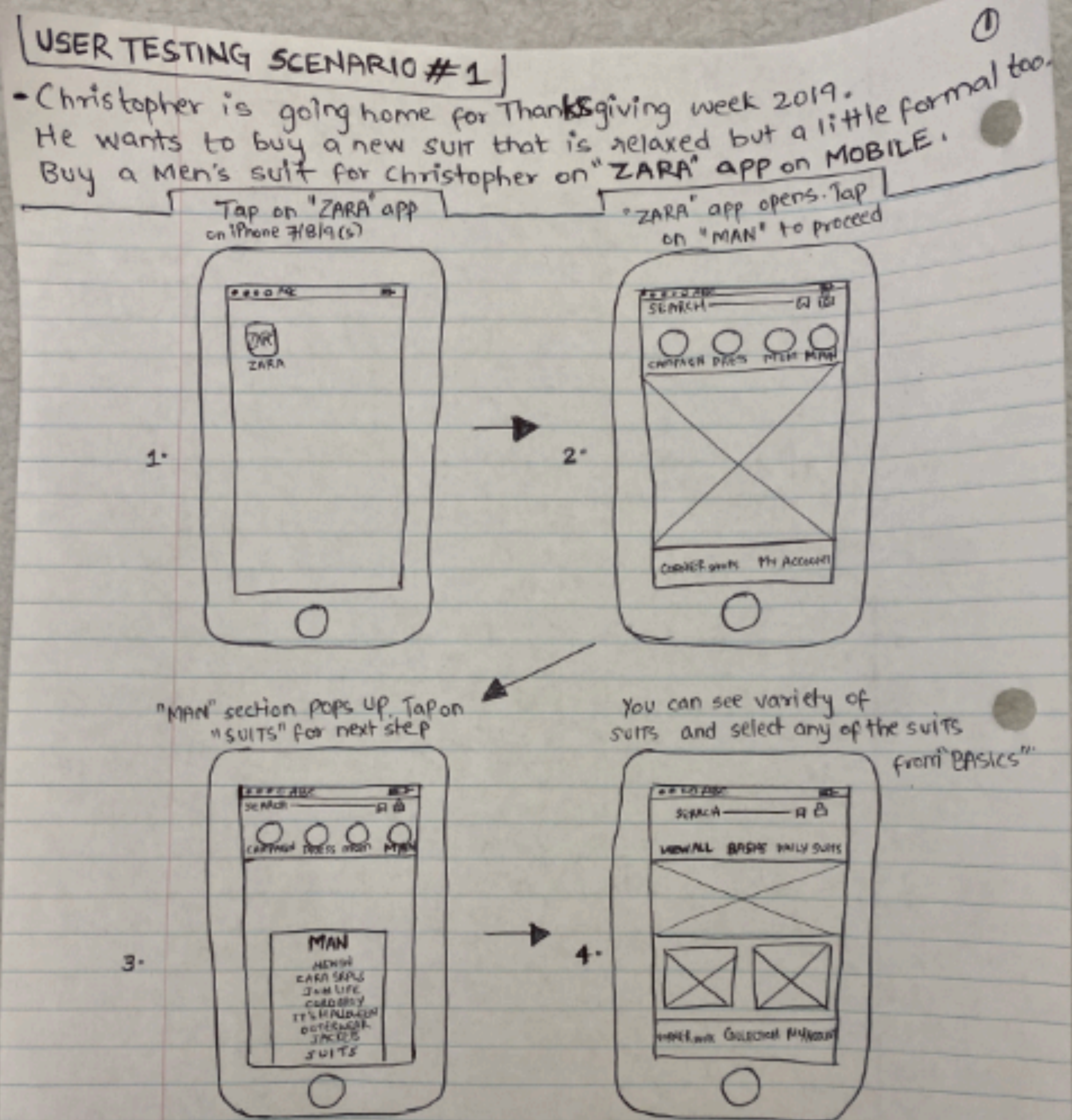


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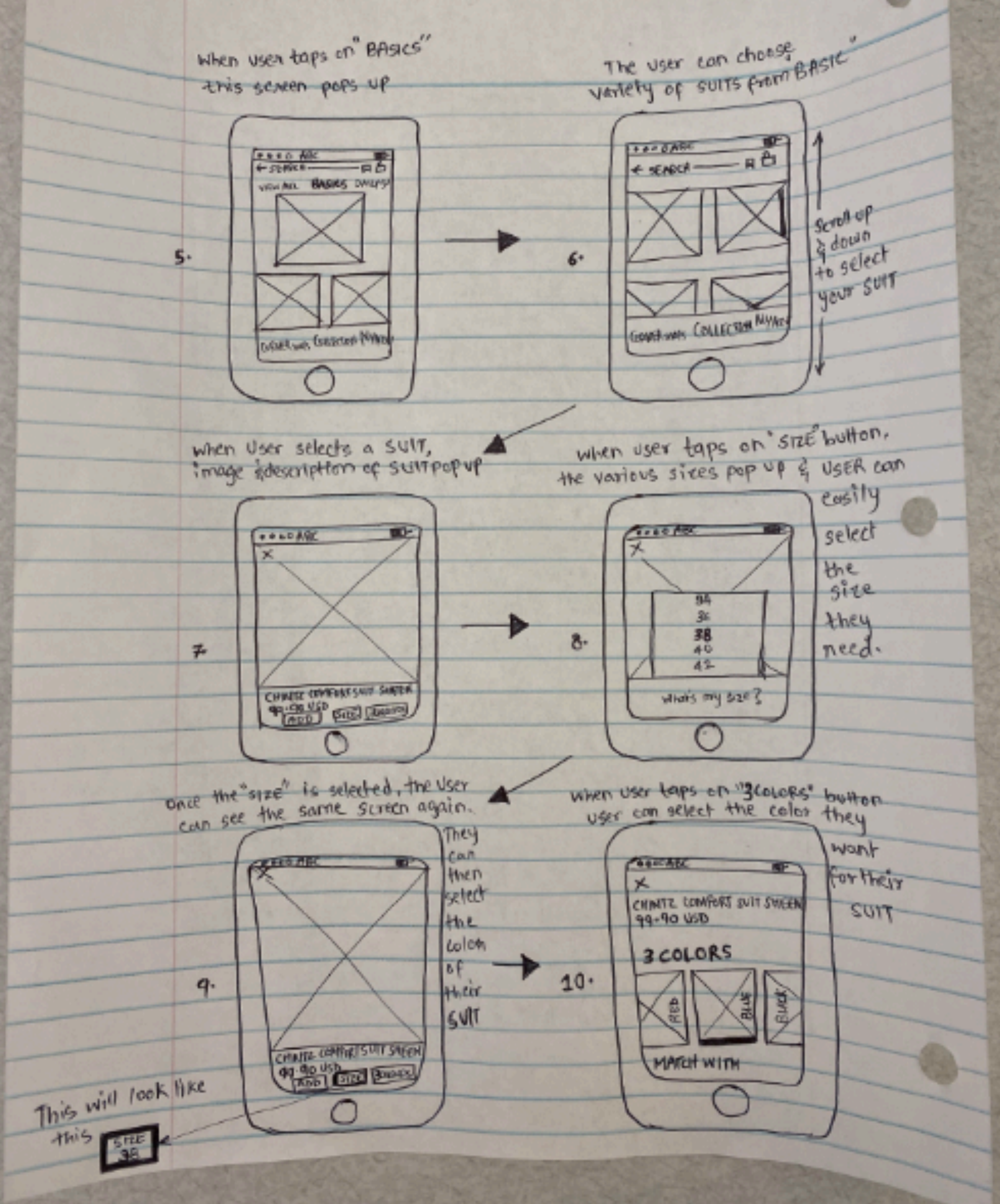
User Testing Scenario:

Christopher needs to buy a suit for "Thanksgiving week" 2019...



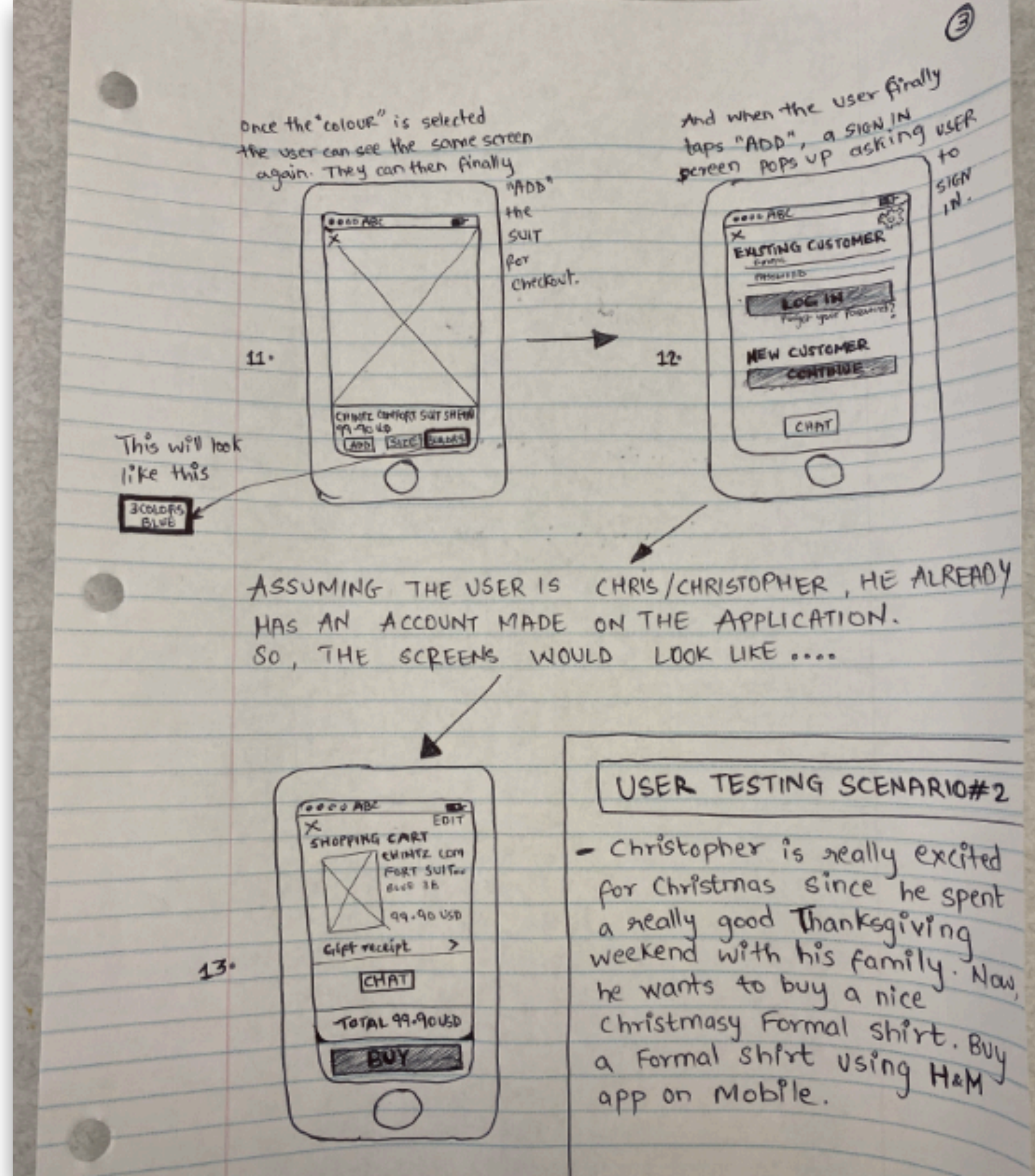
User Testing Scenario:

He uses ZARA app to buy the suit as he goes through a number of touch-points...



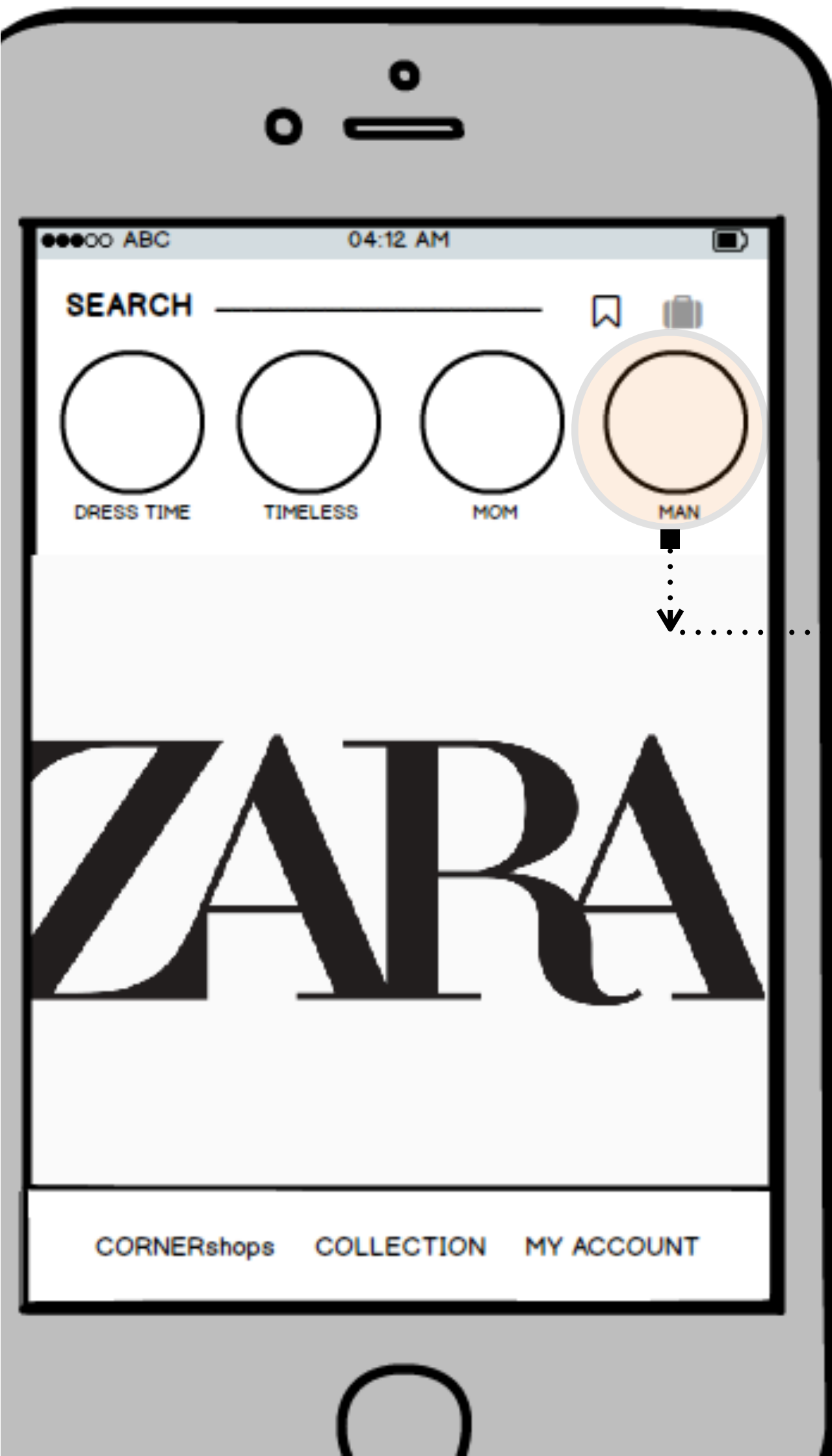
User Testing Scenario:

As a member of ZARA's online app, Christopher doesn't need to Sign-in and he can checkout without logging in.

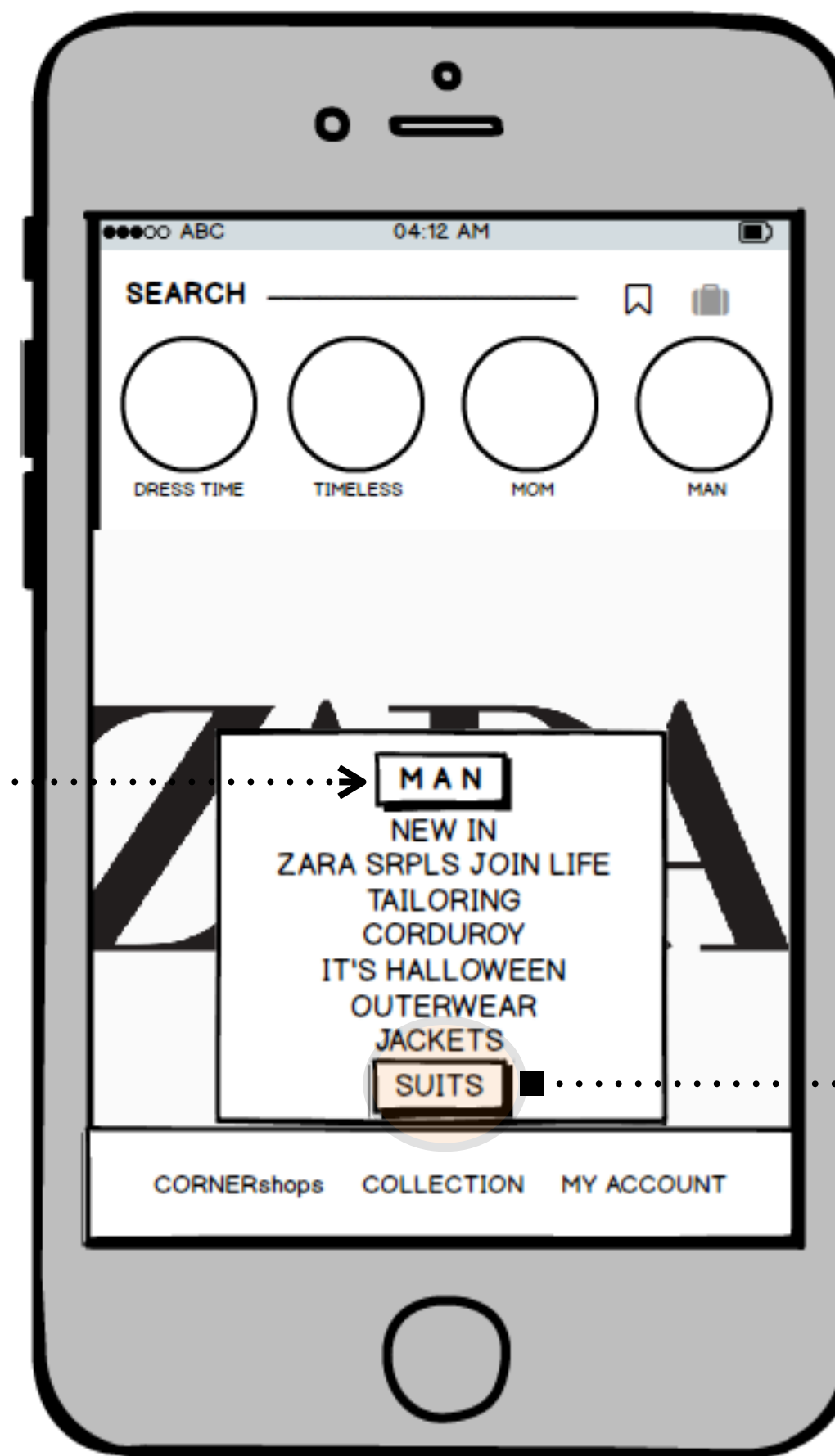


Re-design: Testing User Flow

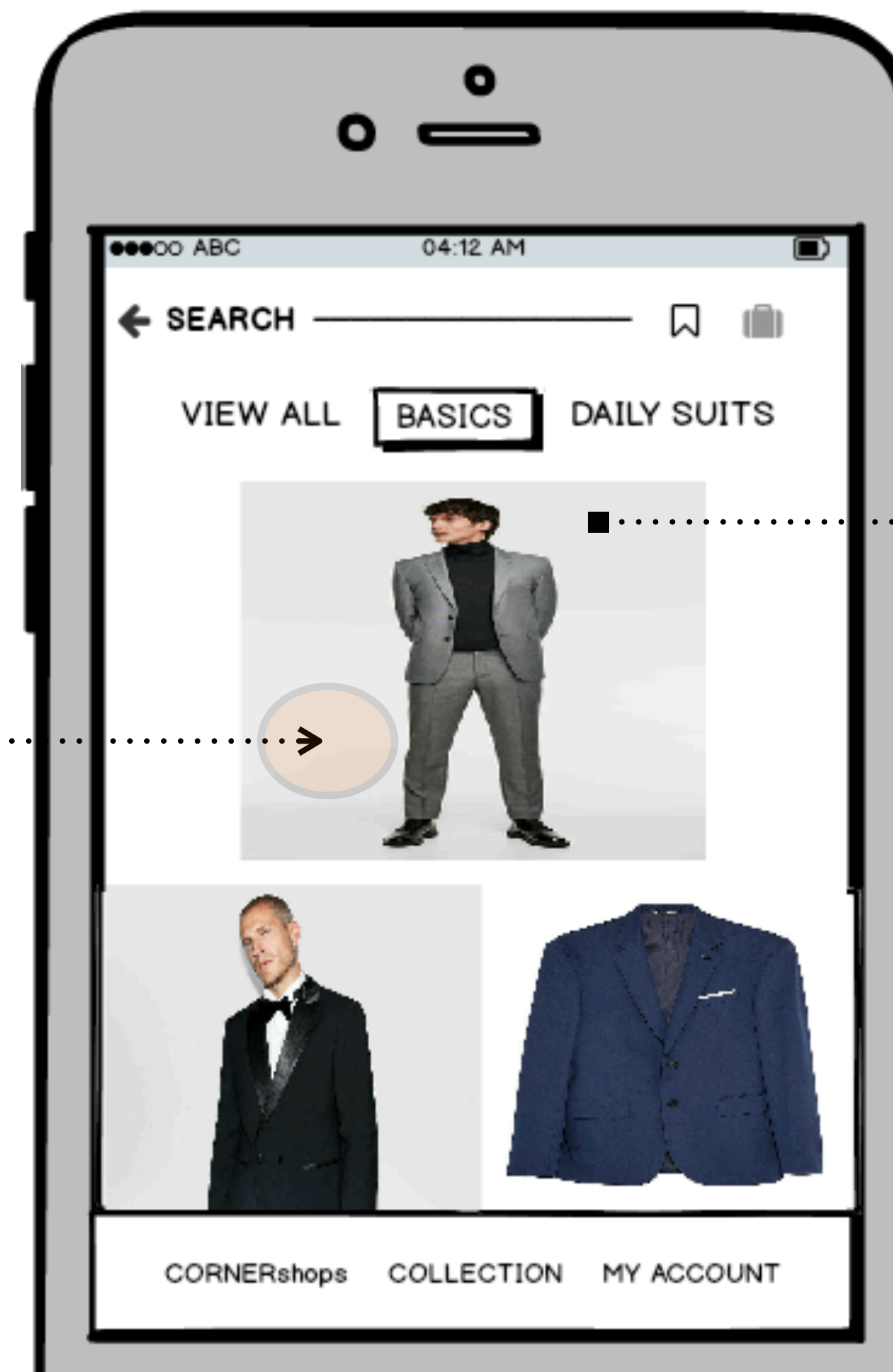
1) Home Screen



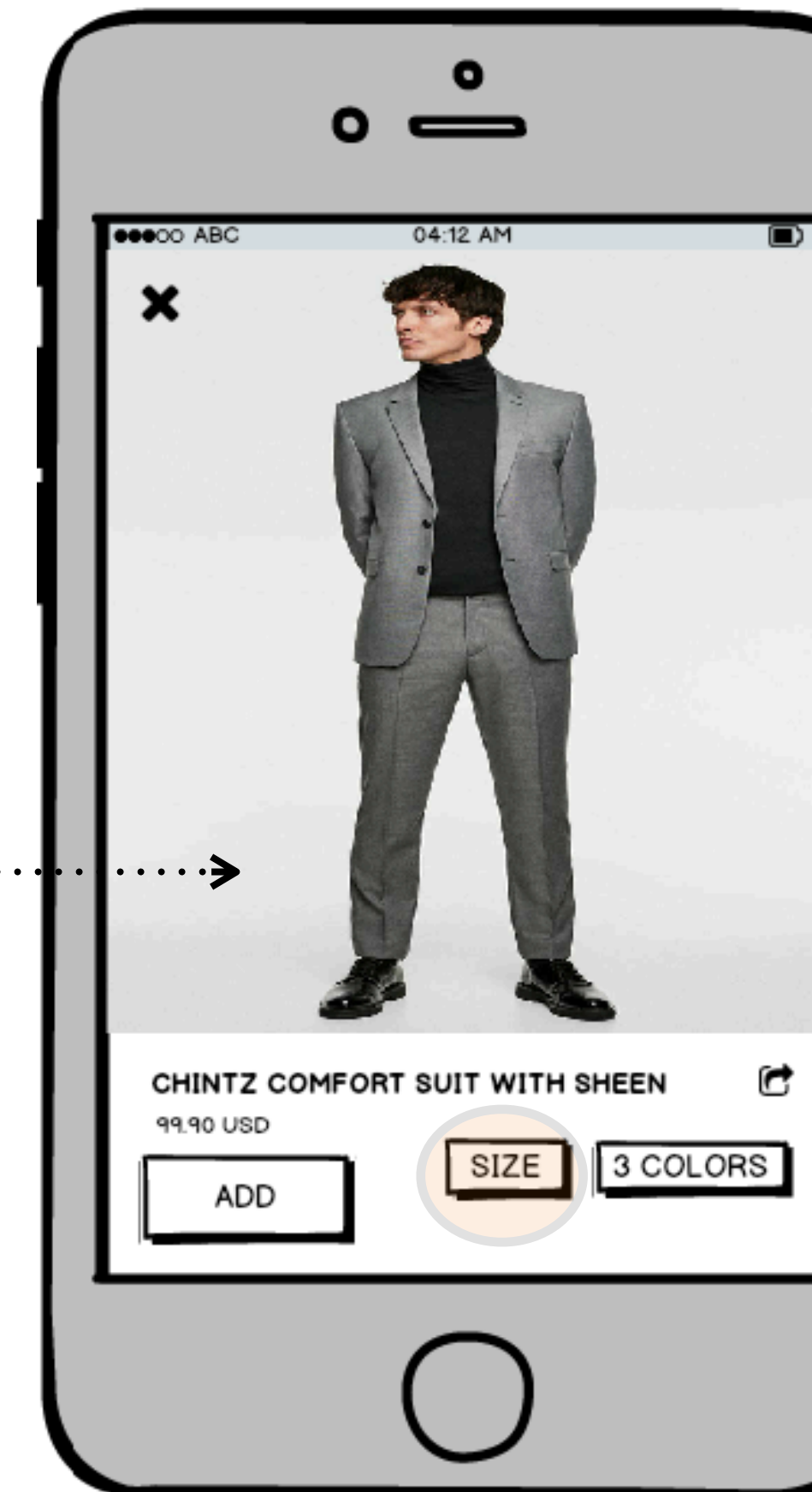
2) Menu Screen



3) Suit Selection

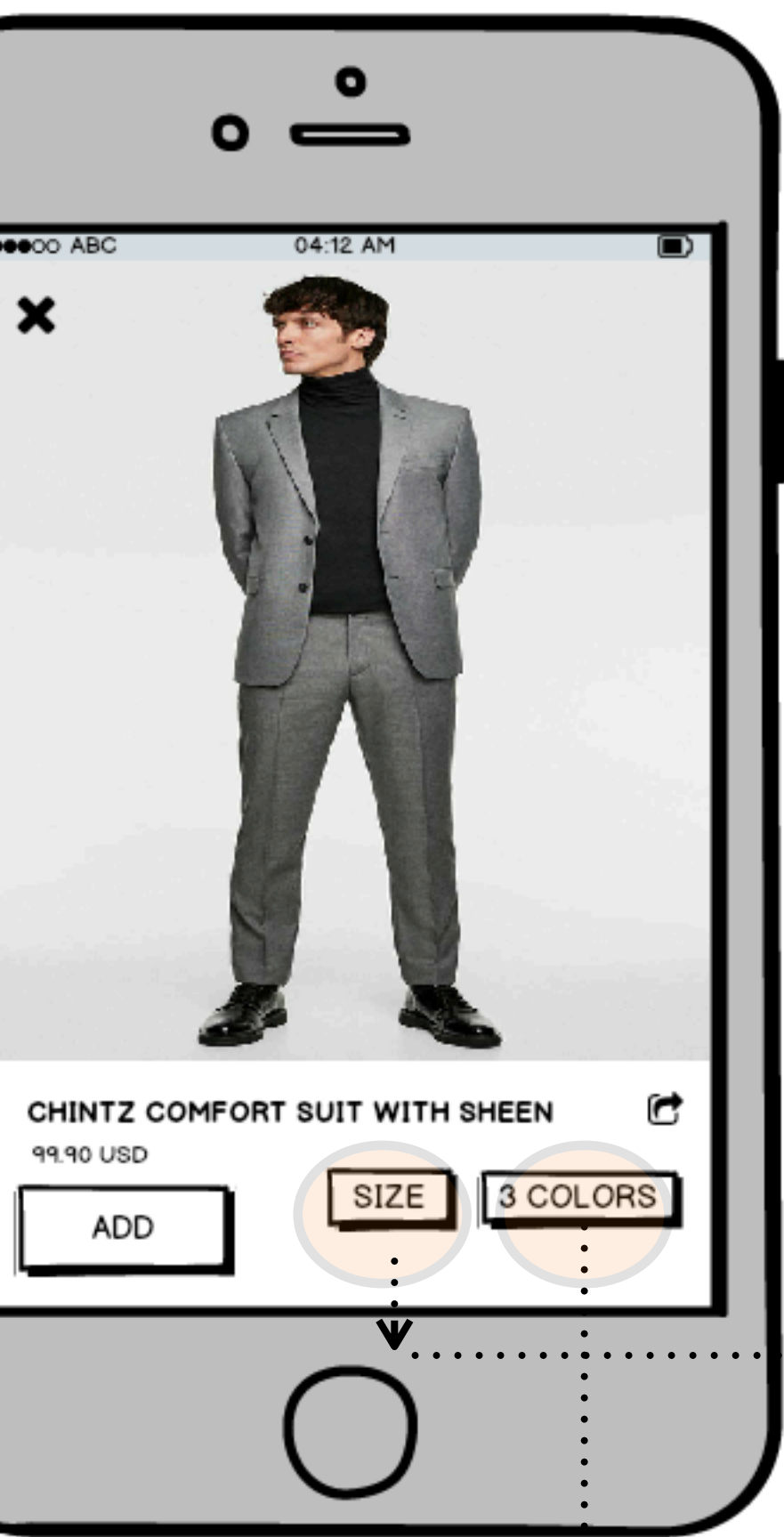


4) Select Size

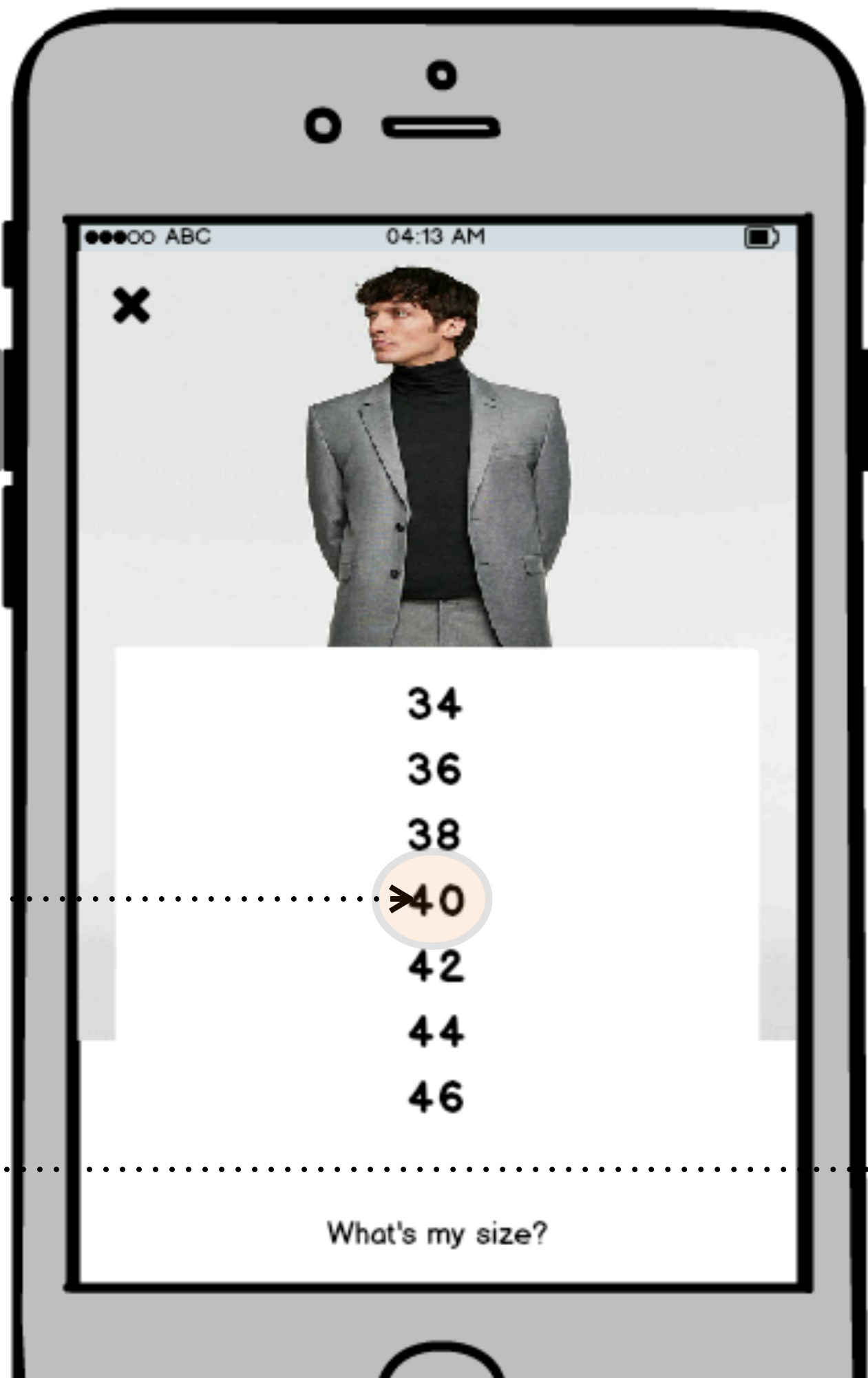


Re-design: Testing User Flow

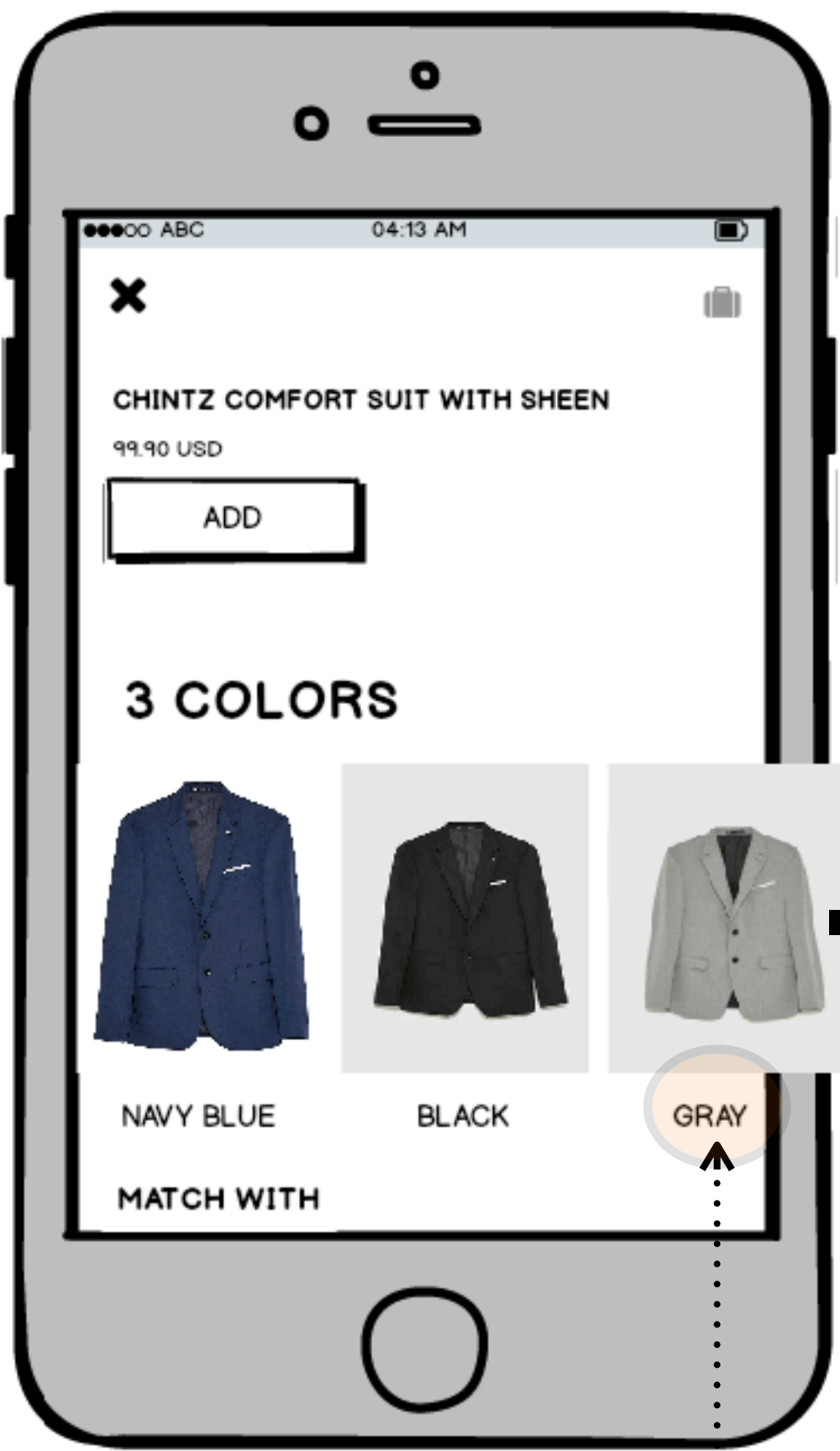
5) Select Size/Color



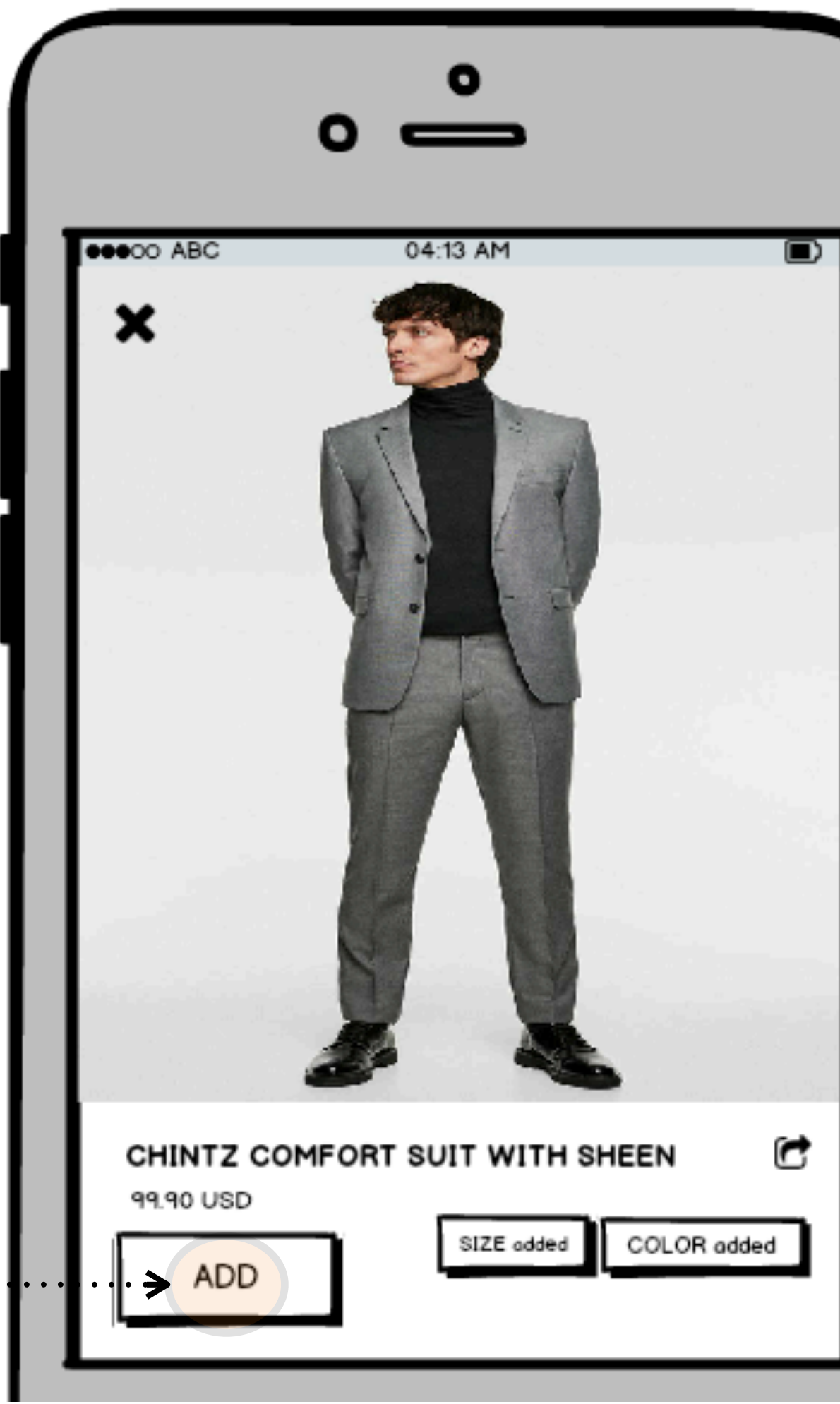
Select Size



Select Color



6) Add Suit



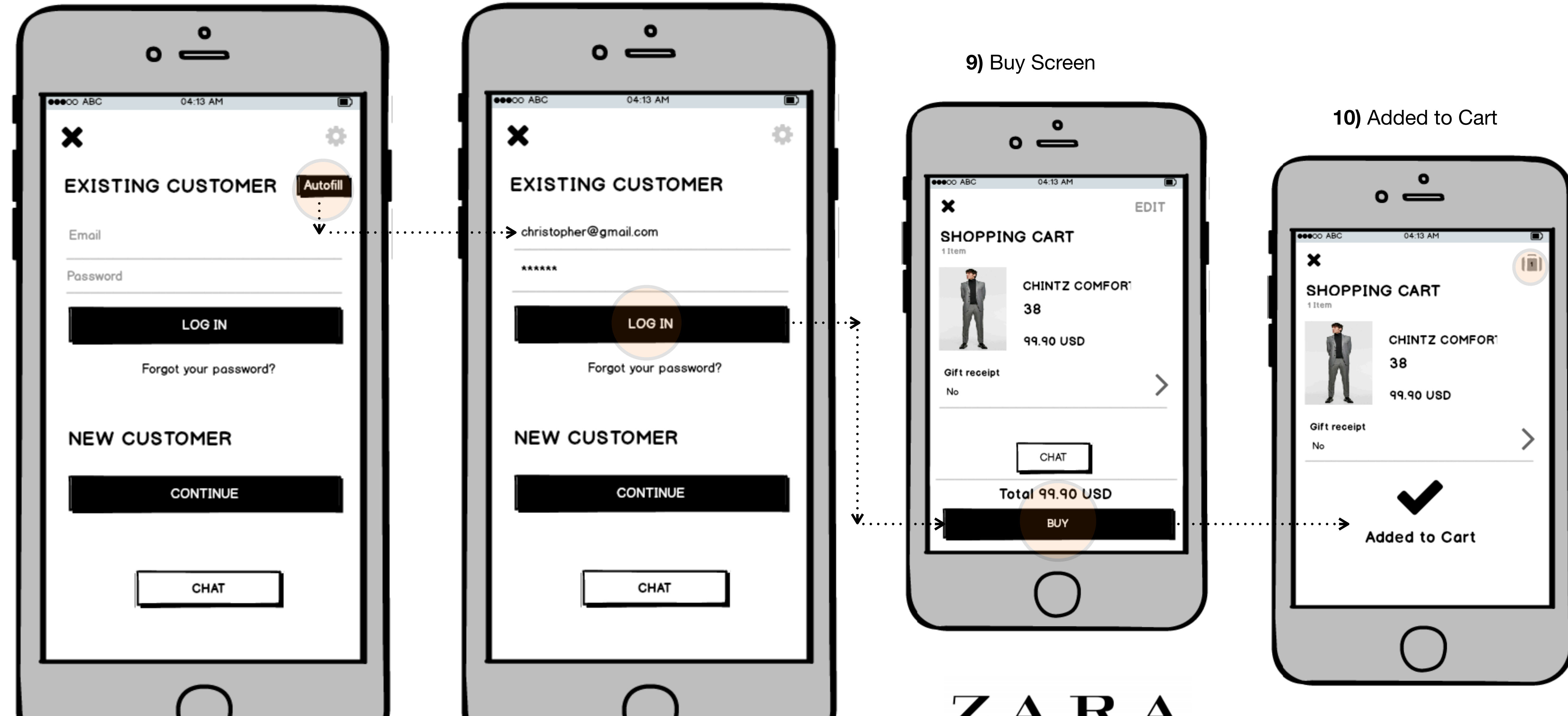
Re-design: Testing User Flow

7) Auto fill details

8) Login Screen

9) Buy Screen

10) Added to Cart



Great!

Looks like there are no issues in the app...



But, wait...

Usability Testing Analysis:

After testing ZARA's 1st redesigned version of app, I made a note of following observations...

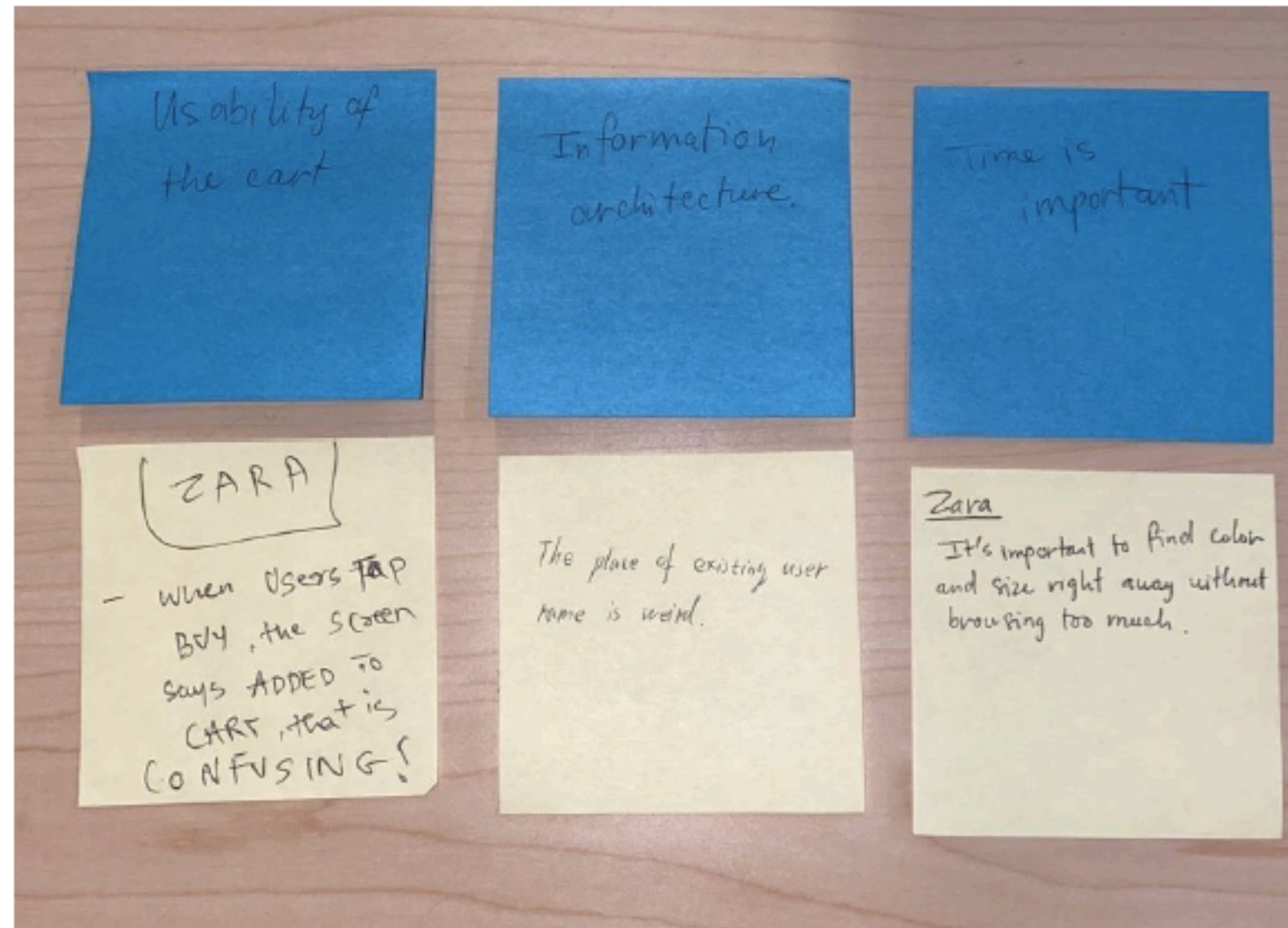
Observer notes from my tests:

- found top navigation easily
- found men's category
- saw suits
- sees the top categories
- looking for a filter, can't find a filter
- clicked an item, sees price, size
- selected size/color easily
- confused the "share" button, thought it was an add to cart button
- reviewed items in cart
- confirmed, thought item was already in the cart, when she clicked "Buy" it added to cart and this confused the user
- closed to browse more items
- customer is unsure how to check out once an item is added to the cart, looking for payment method
- easily navigated back to home page
- needs larger Price text
- fix color options to either scroll or stack them
- suit button looks like man button
- home page needs more visuals
- show size and color of item selected
- include checkout page
- include filters for size and colors to waste less time of user

Usability Testing Analysis:

With facilitating the usability testing within the group, I then conducted a K-J Method Analysis that helped me categorize the usability test observations.

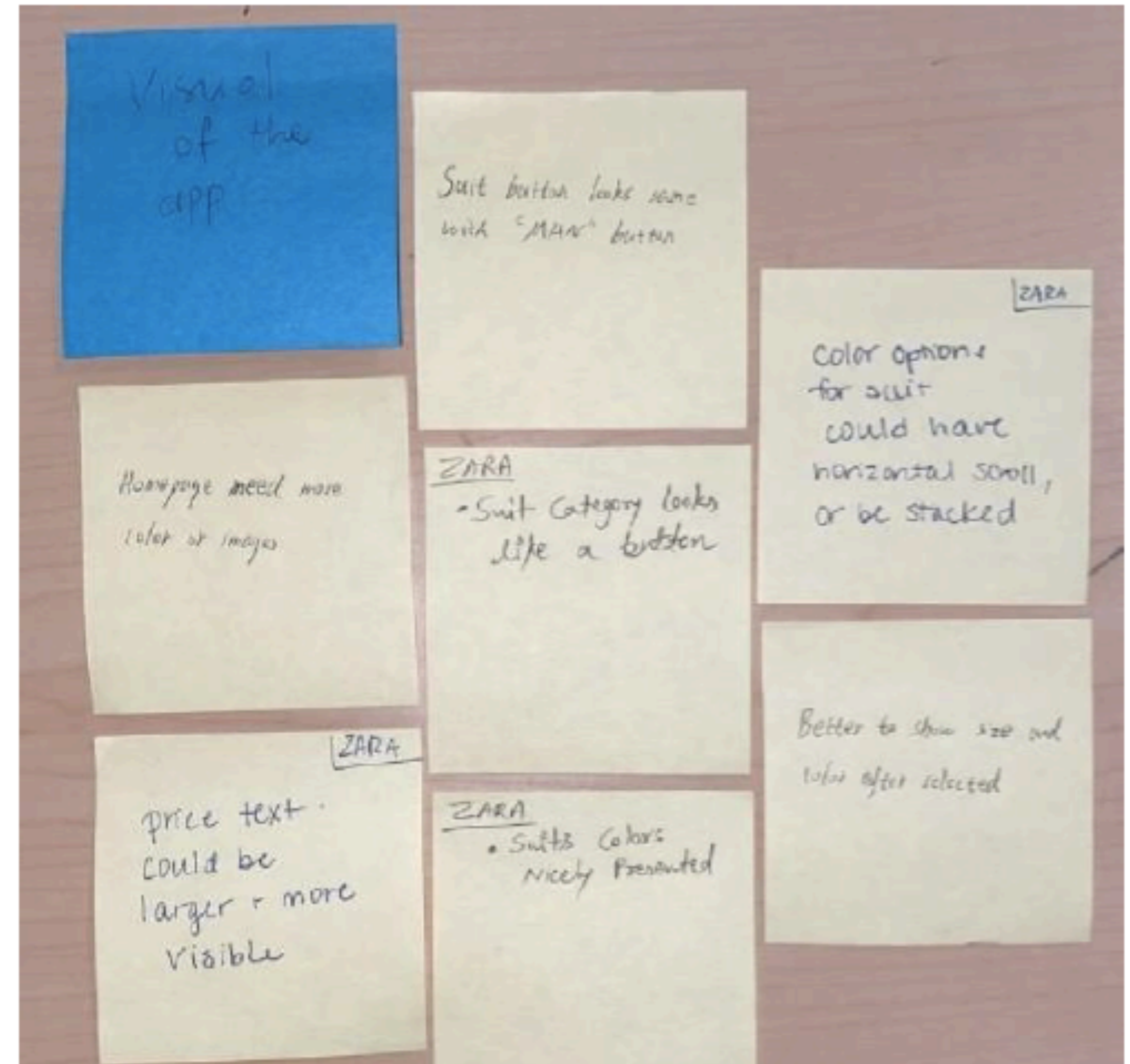
Images or notes of my KJ Analysis:



Images or notes of my KJ Analysis:

Usability Testing Analysis:

K-J Method Analysis was created in the 1960s by Japanese anthropologist, Jiro Kawakita which is also, widely known as Affinity Mapping



Usability Testing Analysis:

Results of KJ Analysis with prioritized list of outcomes:

The following are the results and priority list of outcomes...

- Fix the “Man” and “Suit” buttons to differentiate according to Information Architecture
- Needs larger “Price” text for user to know the prices in one glance
- Fix “Add to cart” option and make a new “Checkout” screen
- Show size and color of item selected and insert “Filters” as an option
- Make a clear and visually receiving “Homepage” of this application

Usability Testing Analysis:

How UI elements can be improved?

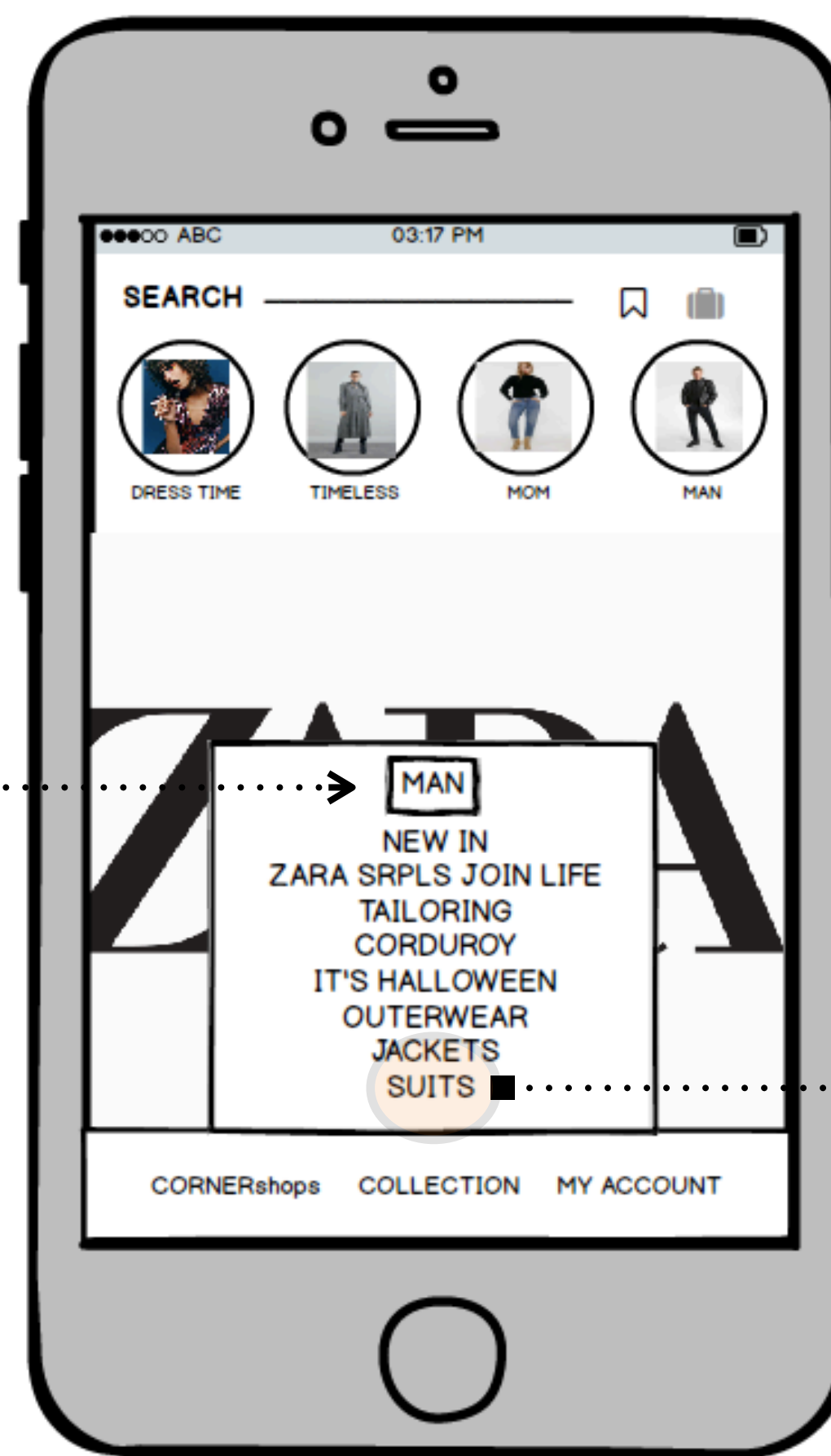
- UI elements like “size” and “color” buttons will be integrated in “filter” options to save users time.
- The “Autofill” option may or might get scraped out depending on if I show the credentials of the user already logged in or typed in the email and password fields of the app.
- Adding the “Checkout” page will clear the confusion of user navigation. It will be...
Added to cart —→ Checkout —→ Payment —→ Purchase has been made

Re-design: Testing User Flow

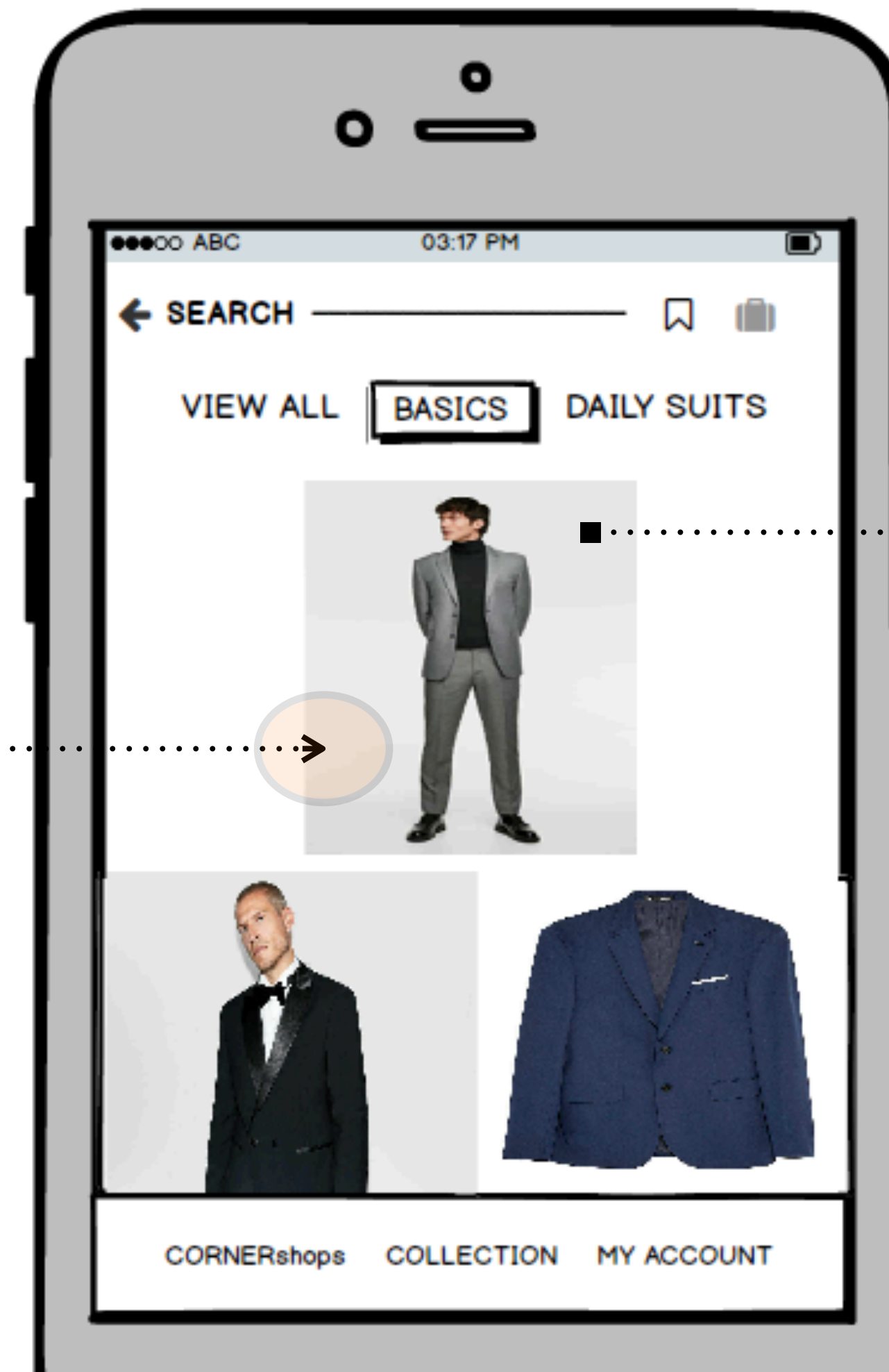
1) Home Screen



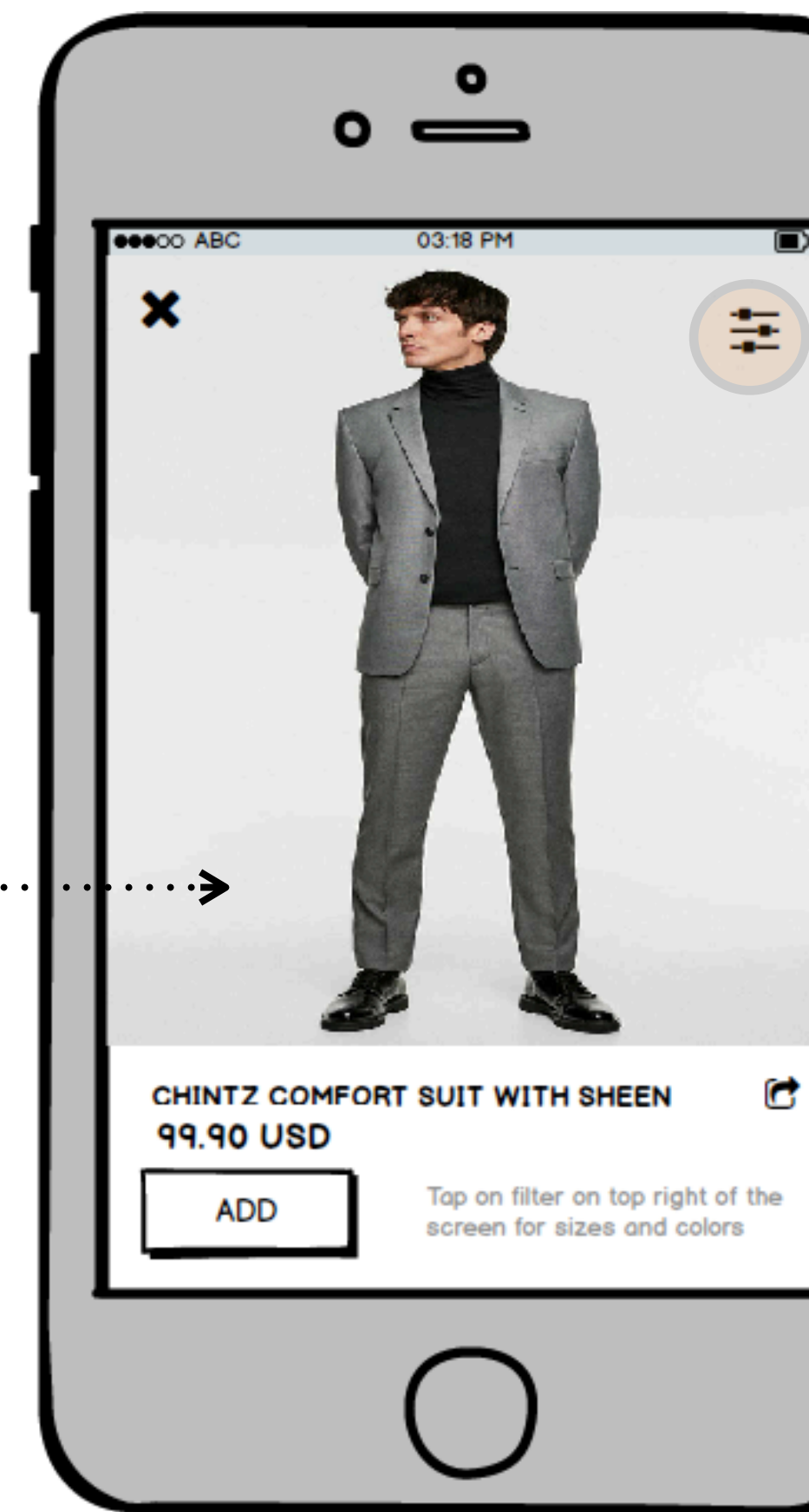
2) Menu Screen



3) Suit Selection

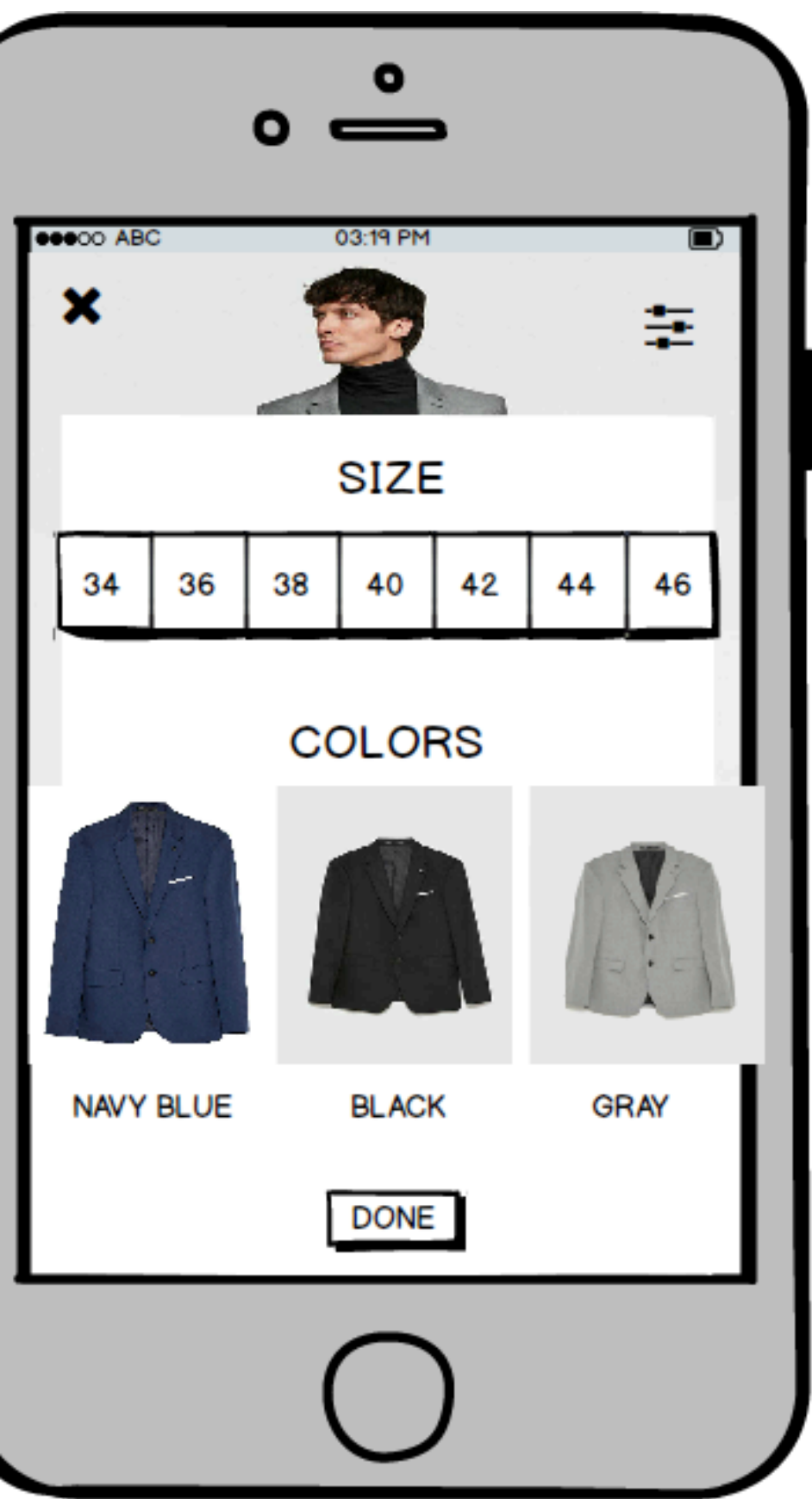


4) Select Filter

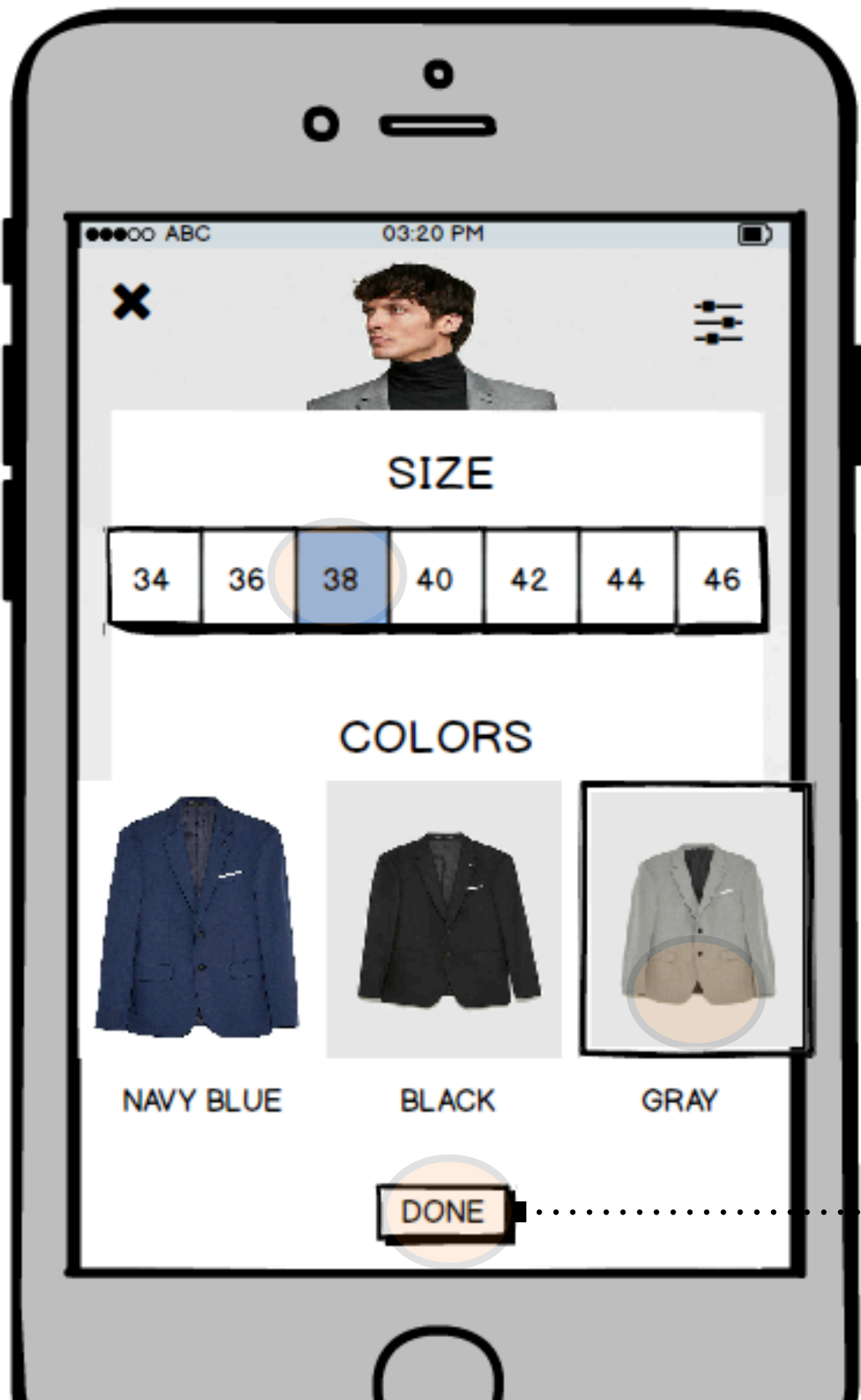


Re-design: Testing User Flow

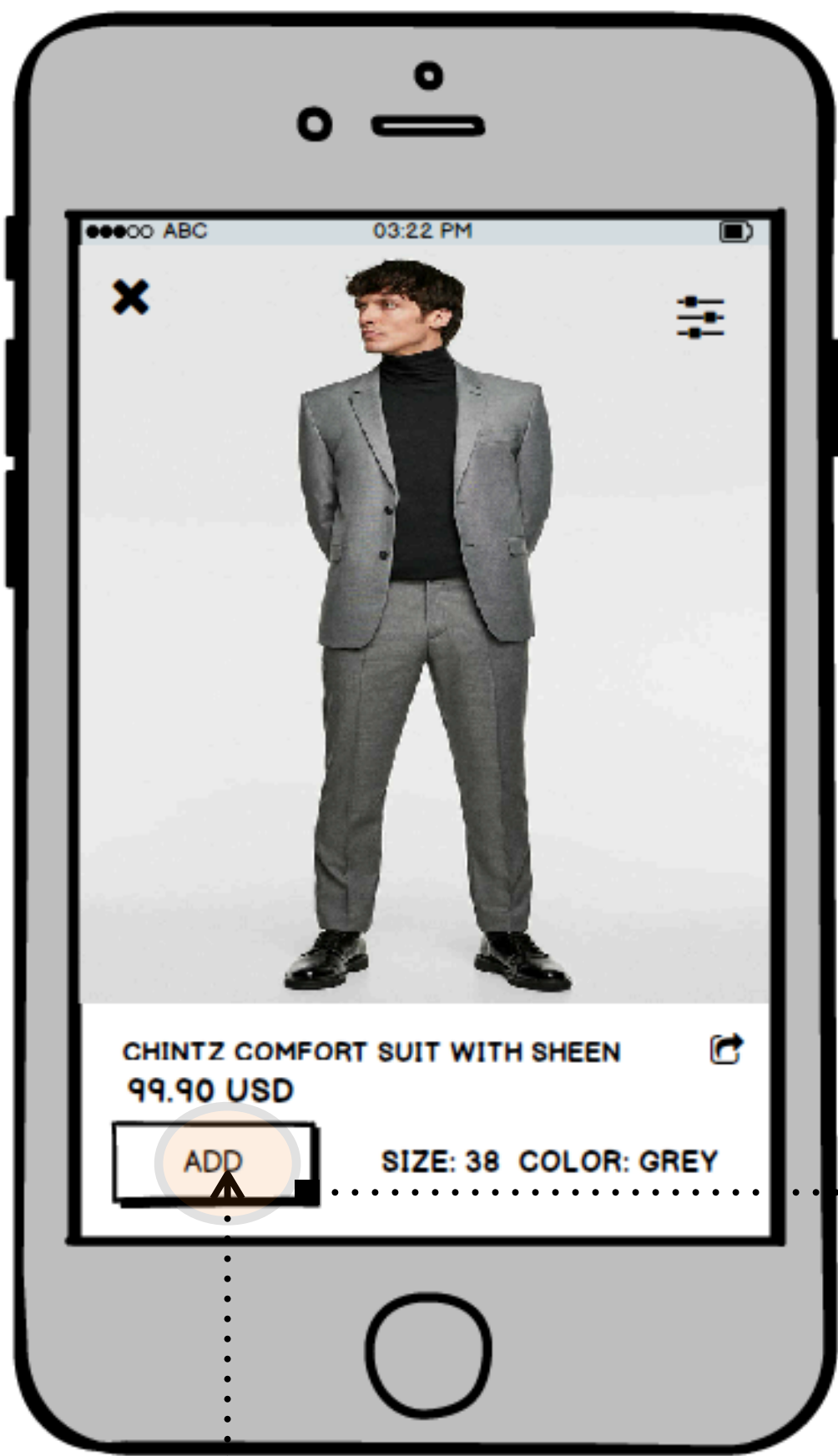
5) Select Size & Color



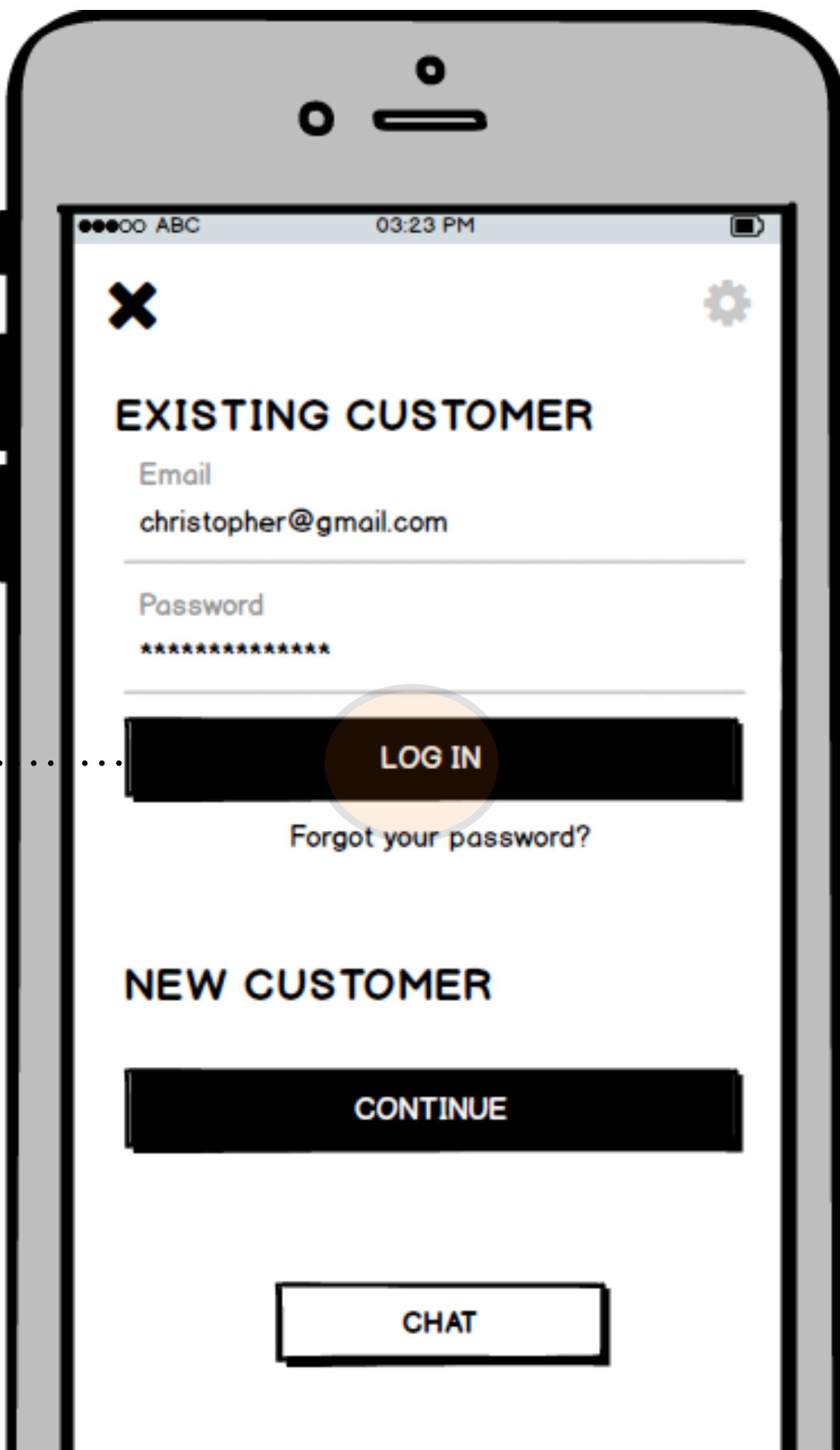
Size & Color



Can see selected Size & Color

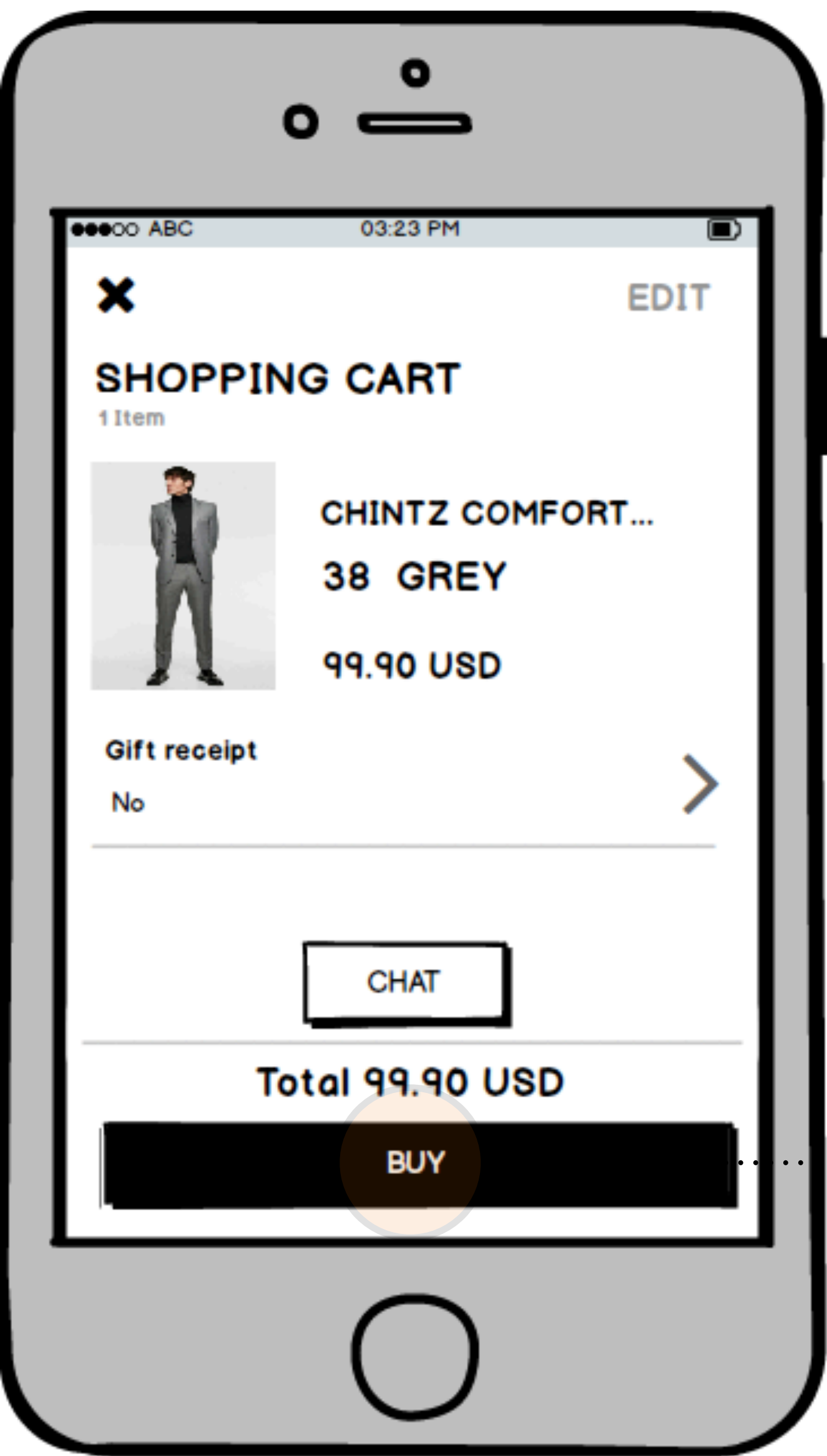


6) Login directly

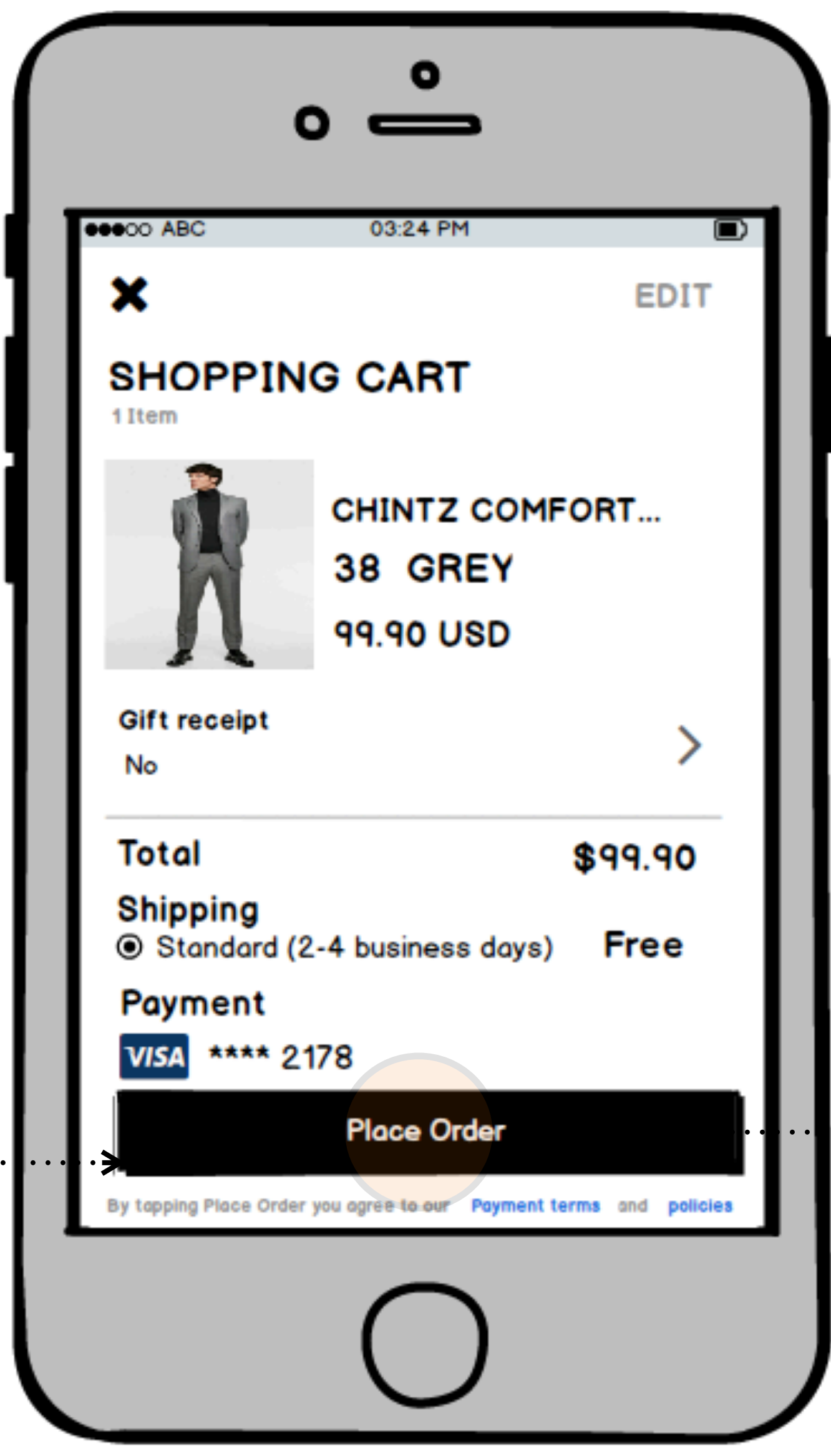


Re-design: Testing User Flow

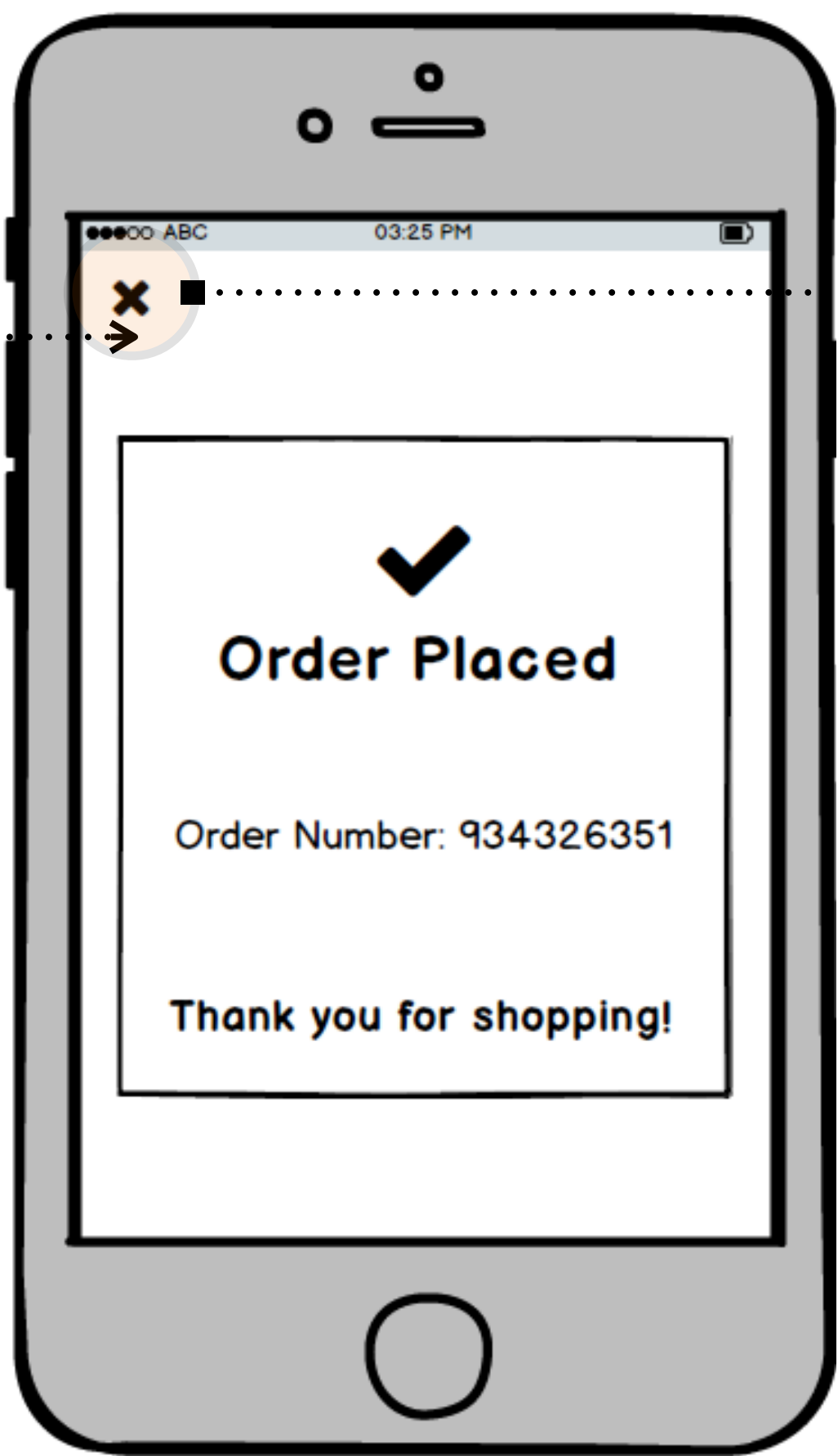
7) Cart details



8) Payment Screen



9) Order Placed Screen



10) Back to Home Screen



Reflections:

What I learned & can be done differently?

- I learned the mental models of people while Usability testing of this app.
- Even though I was trying to save time for the users, I learned that my intent still did not reach the user completely and it can be done differently, in a simpler way.
- An example would be “Autofill” can be done differently.

Acknowledgements:

The app redesign for ZARA would not have been possible without the teachings & guidance of...

Prof. Christene Fair

<https://cps.northeastern.edu/faculty/christene-fair/>



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