

By Pixel Perfect

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ZARA

Redesign

RECAP: What's the problem?



Low Visibility

There is insufficient text-to-background contrast, making it difficult for users to see certain desktop features such as the search bar, buttons, and text.



Overlapping Features

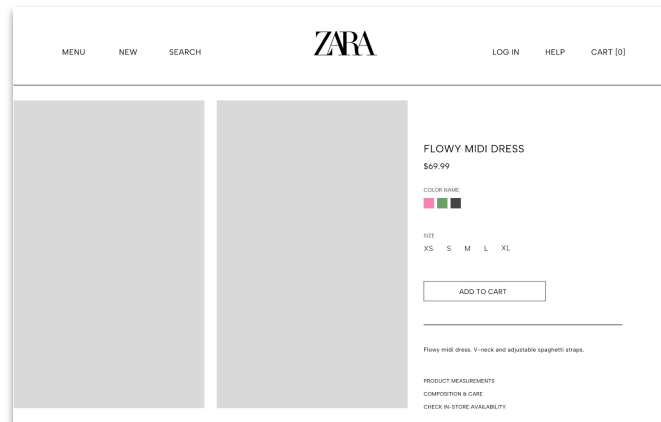
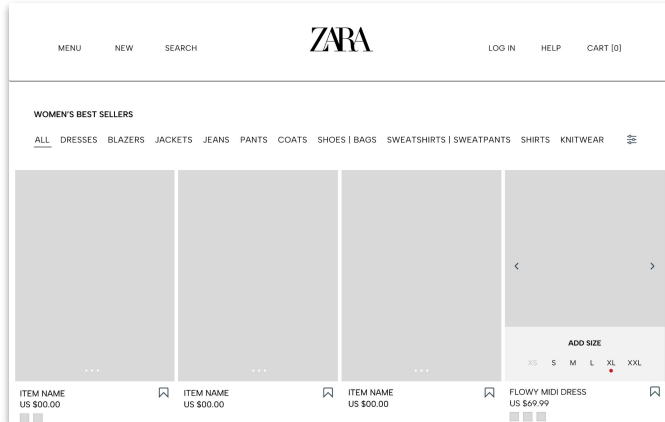
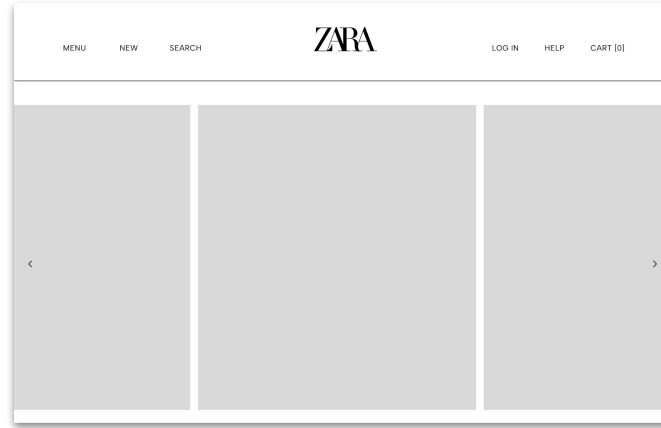
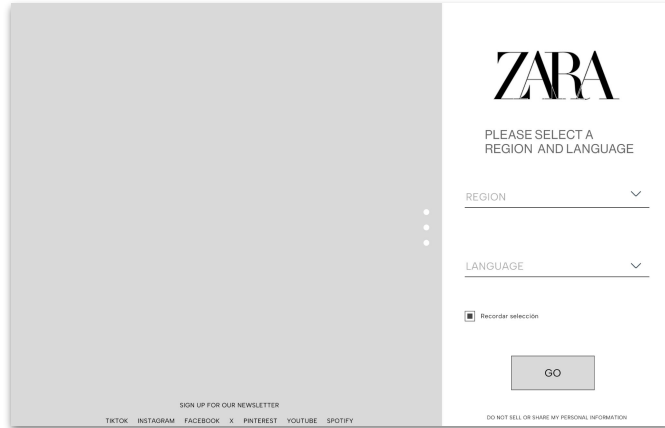
Broken layout responsiveness prevents the website from being fully accessible as images and texts overlap, making it difficult for user to navigate through the website.



Truncated Content

When using the provided accessibility features "Dark High-Contrast" and "Enlarge Text", the descriptive text and other content are cut off.

RECAP: Medium Fidelity Prototype



Feedback & Proposed Changes

Feedback:

- No major participant errors or common mistakes were observed.
- One notable and unexpected behavior came from one user:
 - Lacks regular access to a reliable personal computer (PC)
 - Not familiar with desktop website functionality
 - Struggled to return to the home page:
 - Did not realize that clicking the “ZARA” logo would complete the task.
 - Expected a visible “home” button (e.g., house icon or menu link).
- Additionally, users also expressed some confusion over specific tasks and provided suggestions for possible changes.

Feedback & Proposed Changes

Proposed Changes:

- 1. Add a dedicated “home” button in the main menu in addition to the logo.**
 - Enhances navigation and accessibility for less experienced users
- 2. Add a dedicated “add to cart” button to product listings on the catalog page to help users shop using quickview.**
 - Better aligns with user’s mental model and reduces errors
- 3. Add confirmation when changing the quantity of items in the cart**
 - Improves feedback and prevents errors
- 4. Make clickable items more visually distinct**
 - Enhance clickability affordance and discoverability
- 5. Decrease white space between product images on product detail page**
 - Provide clearer affordance for scrolling and maintains layout consistency

Proposed Change 1

Add a dedicated “home” button in the main menu in addition to the logo.

- Enhances navigation and accessibility for less experienced users



MENU

NEW

SEARCH

ZARA

LOGIN

HELP

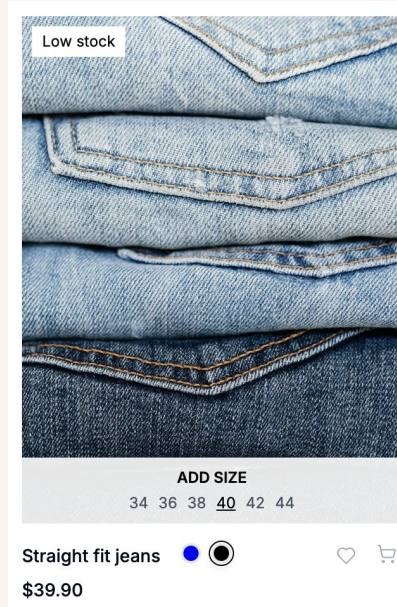
CART [3]

Home icon added to left side of menu bar

Proposed Change 2

Add a dedicated “add to cart” button under products on the catalog page

- Helps users shop more efficiently when using quickview
- Better aligns with user’s mental model and reduces errors



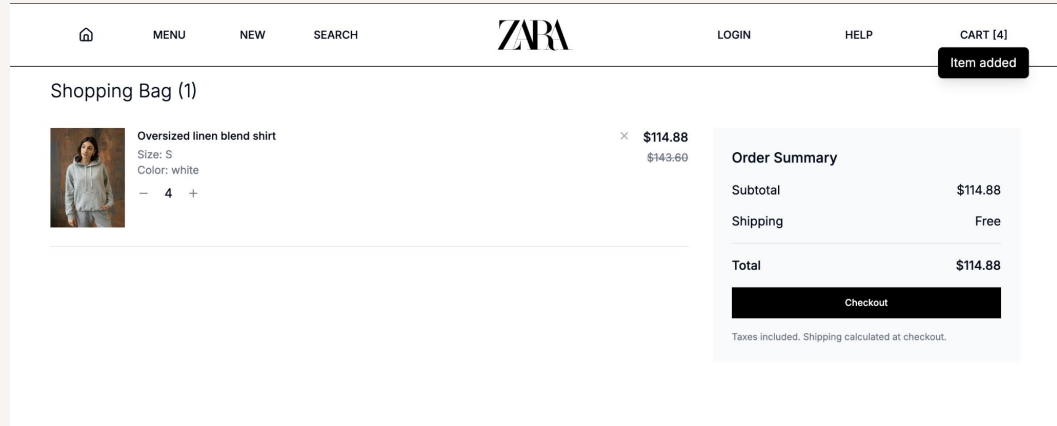
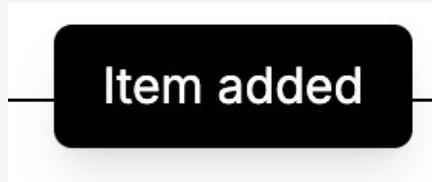
Must click on cart icon to
add item to cart

*(Instead of just clicking
on a size)*

Proposed Change 3

Add confirmation when changing the quantity of items in the cart

- Improves feedback and prevents errors



"Item added" confirmation appears under cart

Proposed Change 4

Make clickable items more visually distinct

- Enhance clickability affordance and discoverability

SPECIAL PRICES

Underline categories when hovering

MENU

Bold menu links when hovering

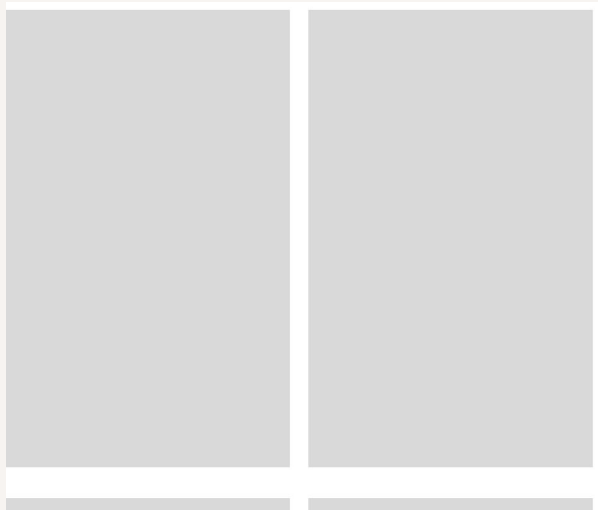
WOMAN	MAN	KIDS	HOME	BEAUTY
TRENDING THE NEW SPECIAL OCCASION <u>SPECIAL PRICES</u>	CLOTHING TOPS DRESSES JEANS COATS SKIRTS	ACCESSORIES ACCESSORIES/JEWELLERY BAGS		BEAUTY PERFUMES BEAUTY ZARA HAIR

	MENU	NEW	SEARCH		LOGIN	HELP	CART [4]
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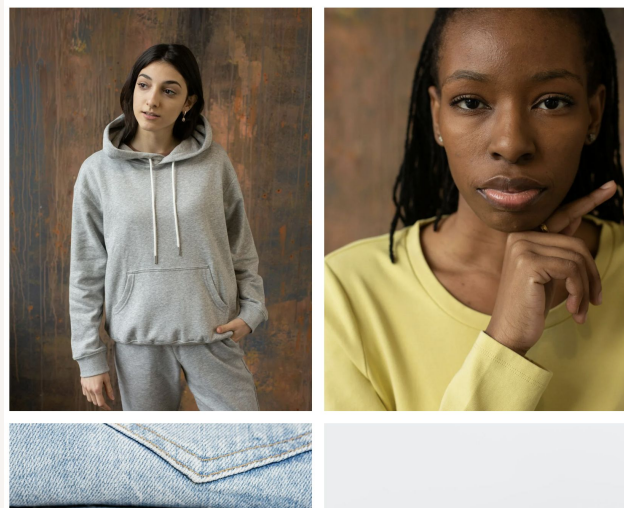
Proposed Change 5

Decrease white space between product images on product detail page

- Allows next set of images to peek into view and provide clearer affordance for scrolling



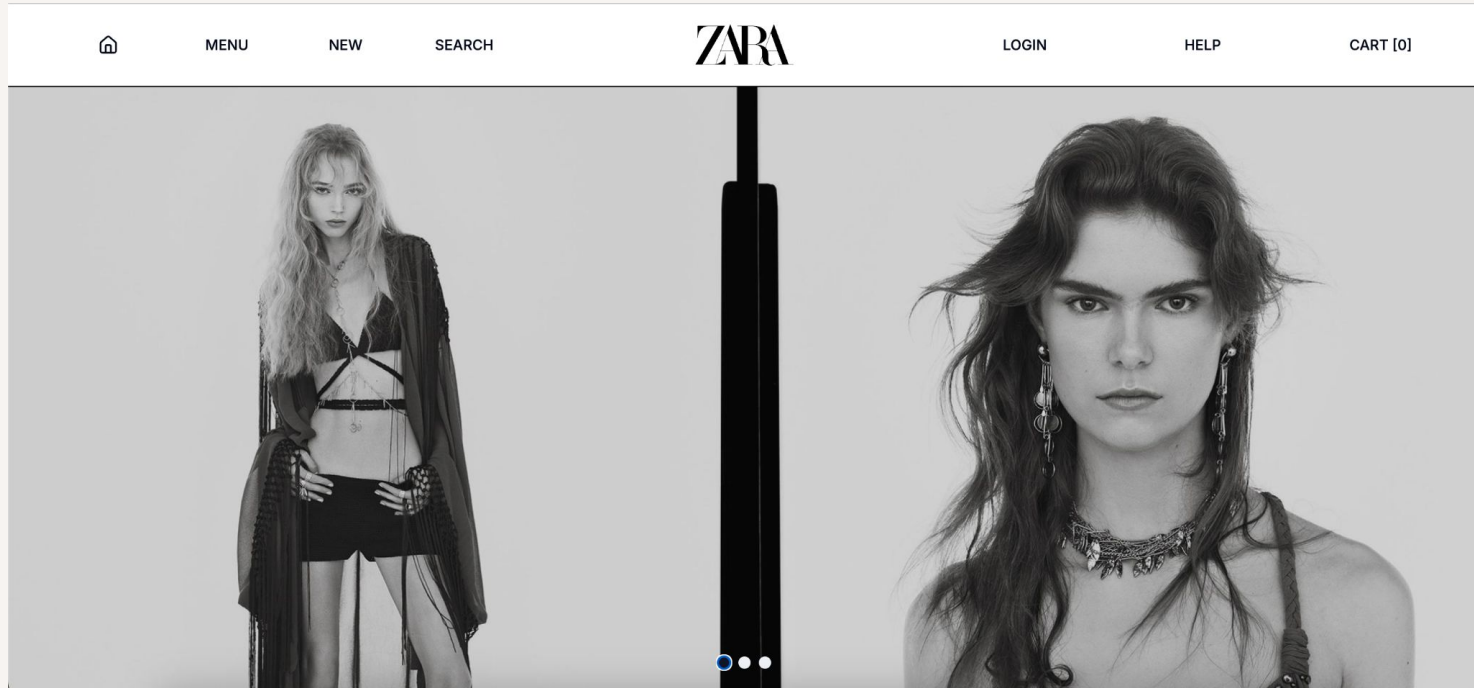
Next set of images hidden



Next set of images clearly peek into view

Final Product

Fashion meets function – our final Zara.com redesign delivers a strikingly simple and fully accessible shopping experience built for everyone.



Framework & Libraries choices



// **shadcn/ui**



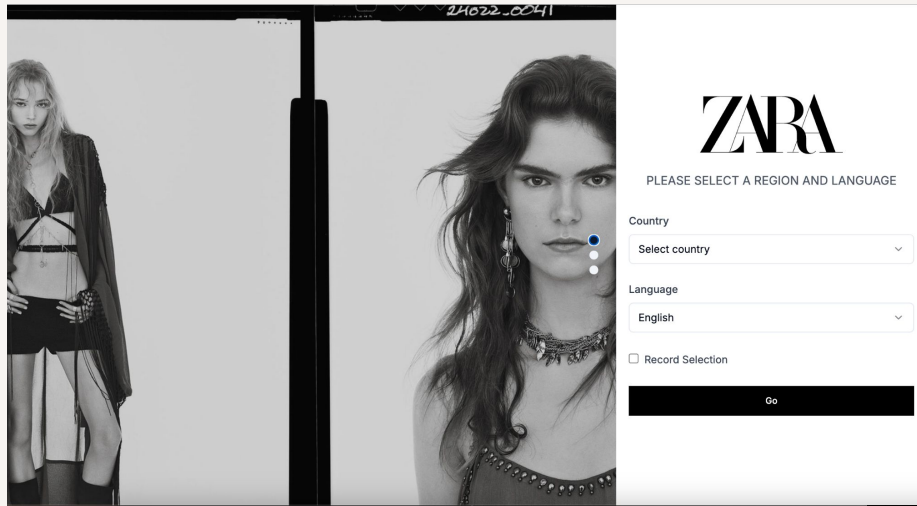
Why We Chose Next.js

- Easily create a scalable, responsive, user-centric interface
- Improves SEO via server-side rendering
- Next.js's **<Image>** component automatically resizes, compresses, and lazy-loads images => Ensuring high-resolution product photos

Let's walk through the final prototype

<https://zara-ecommerce-web-app.vercel.app/>

Summary of changes



Original Landing Page

- Dropdown boxes are hard to see
- Text blends in with background image

Redesigned Landing Page

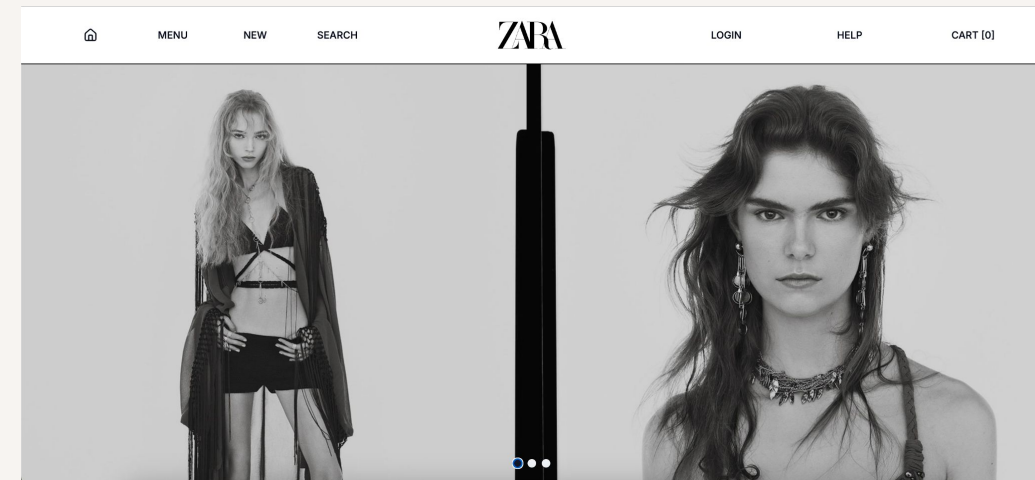
- Clear design
- Clear workflow





Original Home Page

- Header bar is unorganized
- Header bar overlaps images

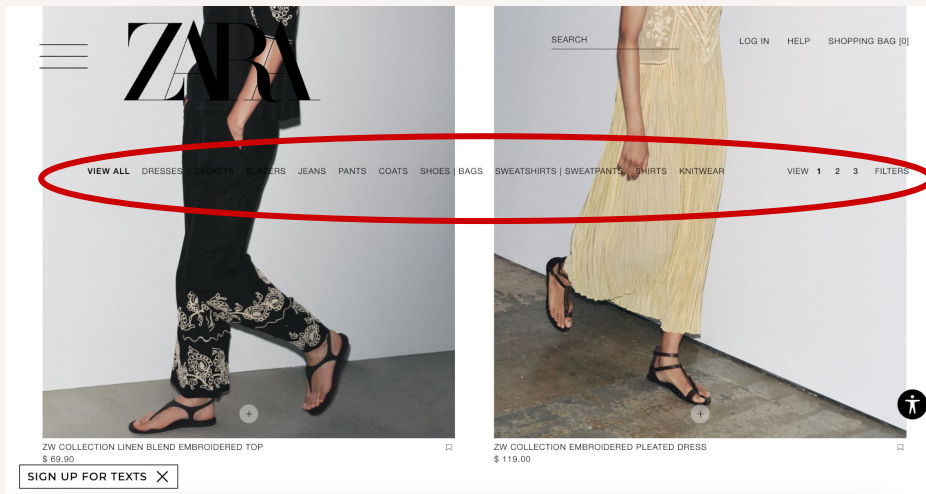


Redesigned Home Page:

- Applied **Gestalt's principles** to create a clean, visually structured page
- Header is clearly separated

-> Clear navigation

-> Reduce user's skimming time

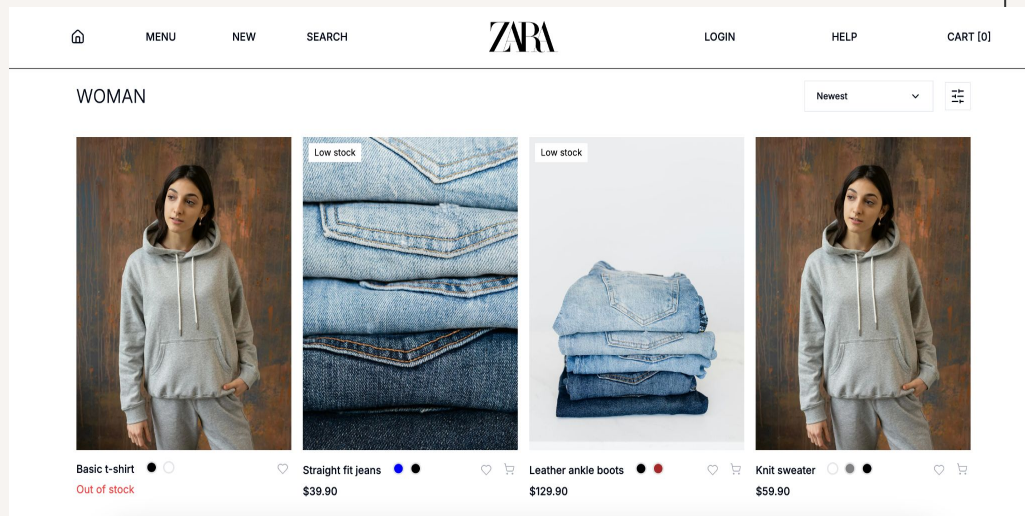


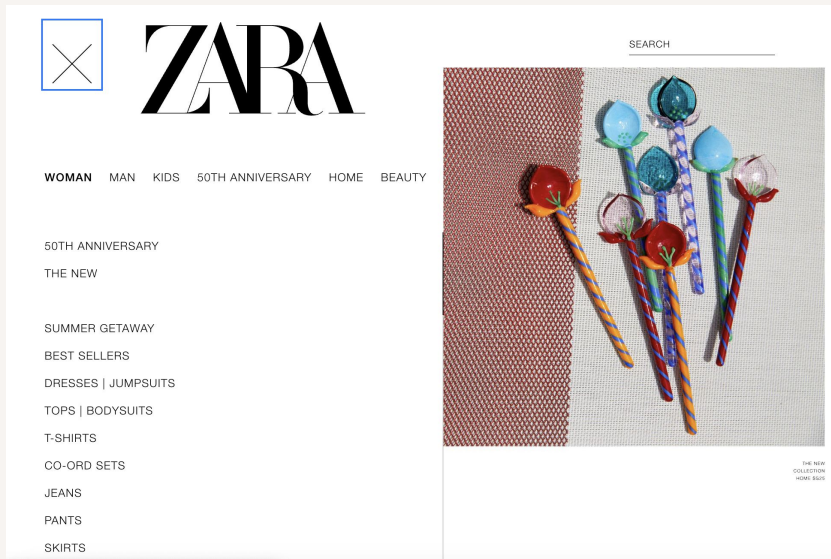
Original Catalog Page:

- Images are too large → cut off
- Category options is floating in the middle

Redesigned Catalog Page:

- Images' height fit in the page
- Easier to browse through



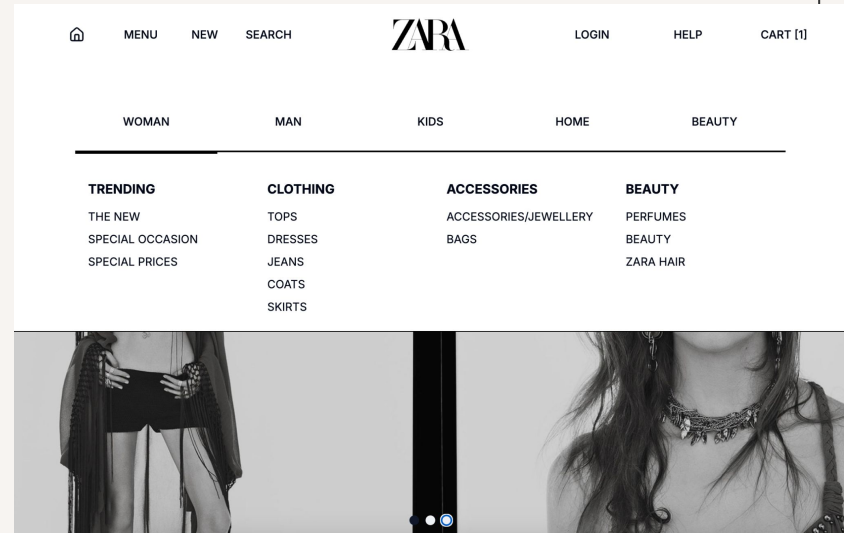


Original Menu:

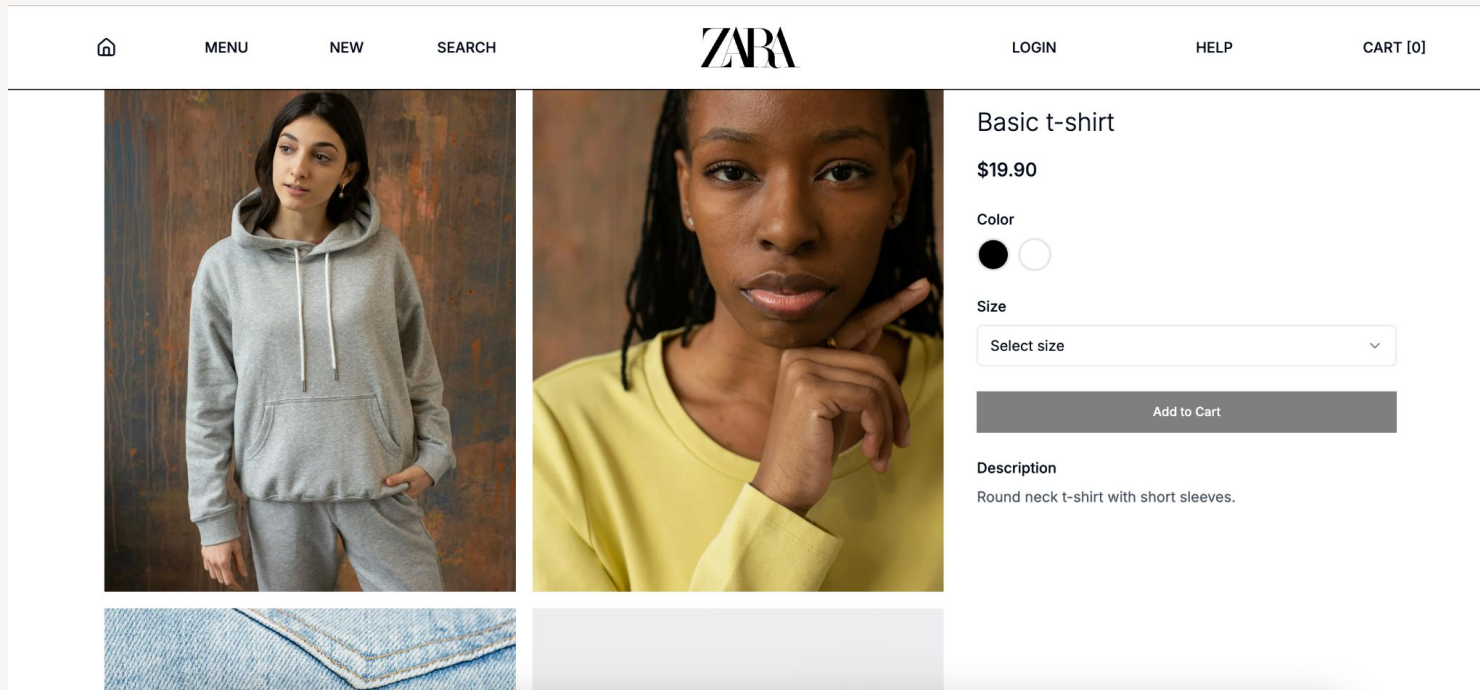
- Clutter

Redesigned Menu:

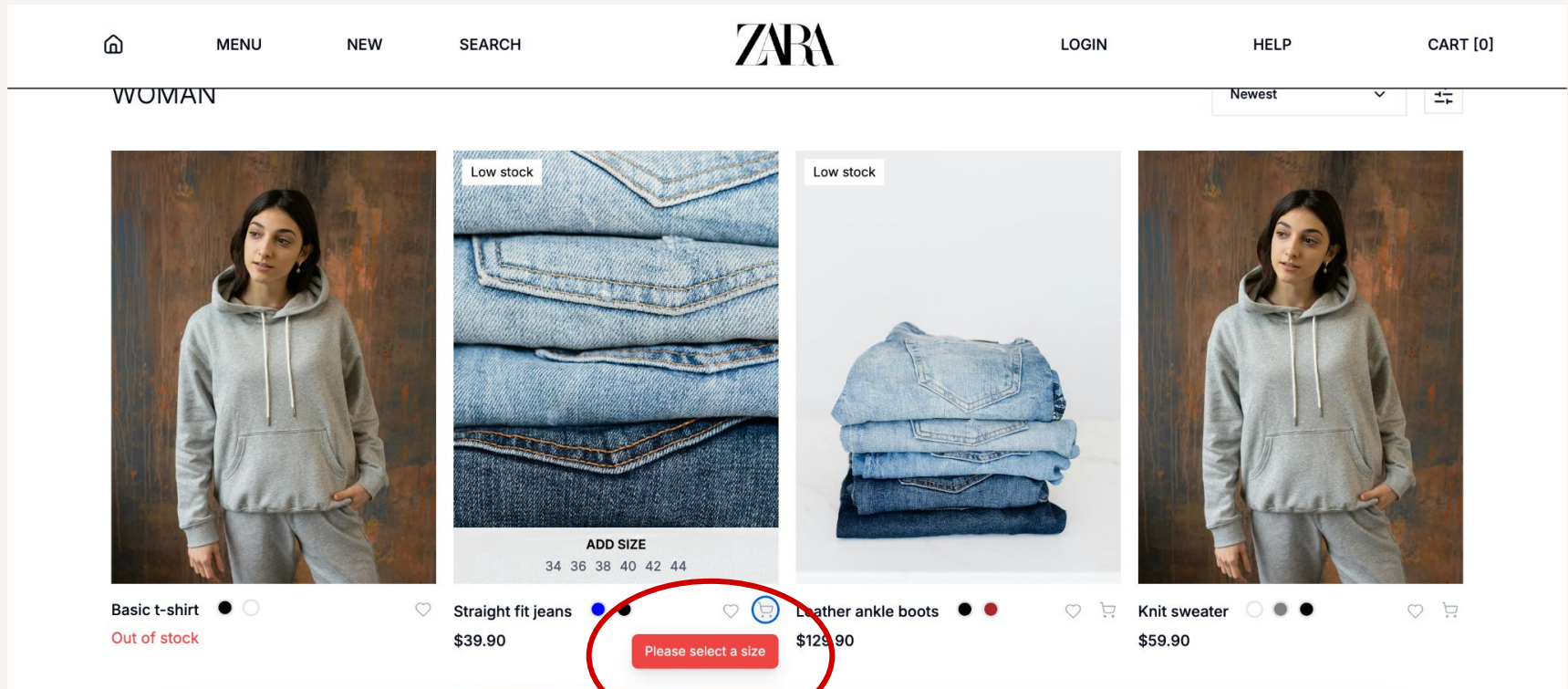
- Subcategories are separated by column
- Easier to navigate



More demo images

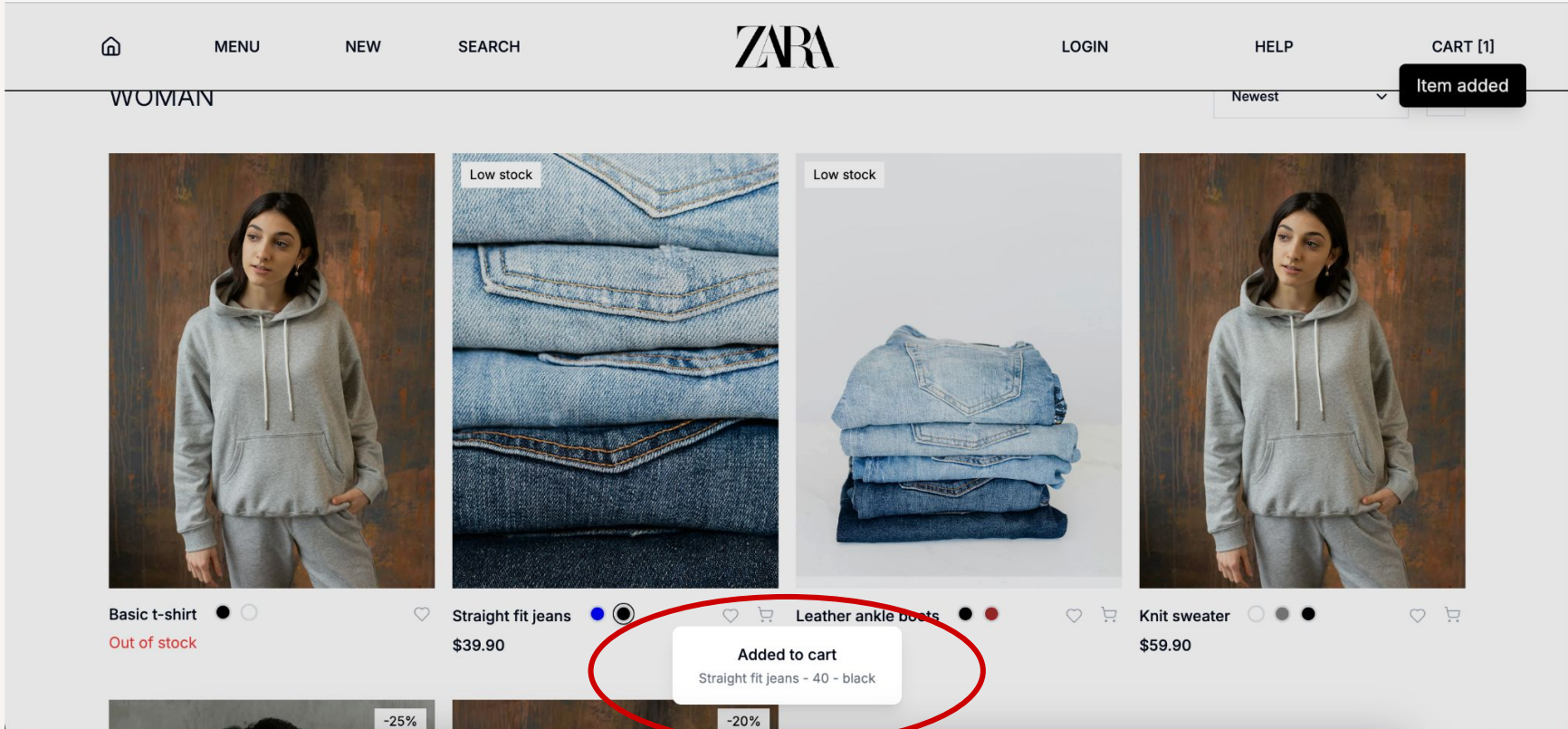


Product Detail Page



Catalog Page

**Error message when users try to add item to cart
before choosing size / color**



Catalog Page

Confirm message for adding
an item to cart

[MENU](#)[NEW](#)[SEARCH](#)**ZARA**[LOGIN](#)[HELP](#)[CART \[3\]](#)

Shopping Bag (2)

**Straight fit jeans**

Size: 40

Color: black

- 2 +

× \$79.80

**Knit sweater**

Size: L

Color: Gray

- 1 +

× \$59.90

Order Summary

Subtotal \$139.70

Shipping Free

Total \$139.70**Checkout**

Taxes included at checkout.

[MENU](#)[NEW](#)[SEARCH](#)**ZARA**[LOGIN](#)[HELP](#)[CART \[1\]](#)

Shopping Bag (1)

**Knit sweater**

Size: S

Color: Gray

- 1 +

× \$59.90

Order Summary

Subtotal \$59.90

Shipping Free

Total \$59.90**Checkout**

Taxes included. Shipping calculated at checkout.

Removed
Straight fit jeans

Cart Page

Confirm message for deleting an item

Challenges Faced

- Deciding which features to add or enhance from the original website
- Making sure to conduct proper user evaluations with the amount of tasks we had
- Deciding which page should be rendered from the server-side and which should be from client-side is tricky.
- Took time to do research and understand the aesthetic of Zara original website to keep our implementation/UI align with it

Future Work

- Continue implementing the unfinished features we had planned
 - Database to store users' preferences
 - Favorited items page
 - Post reviews for items
 - Make an employee system
- Continue testing and implementing the feedback given from user evaluations

What We Learned

Through this project, we learned the importance of the scrum process which includes:

- Problem statement
- User evaluations
- Prototypes
- Testing
- Finalizing the product

Each step in this process has key importance in making the final product come alive

THANK YOU!

Do you have any questions?

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)