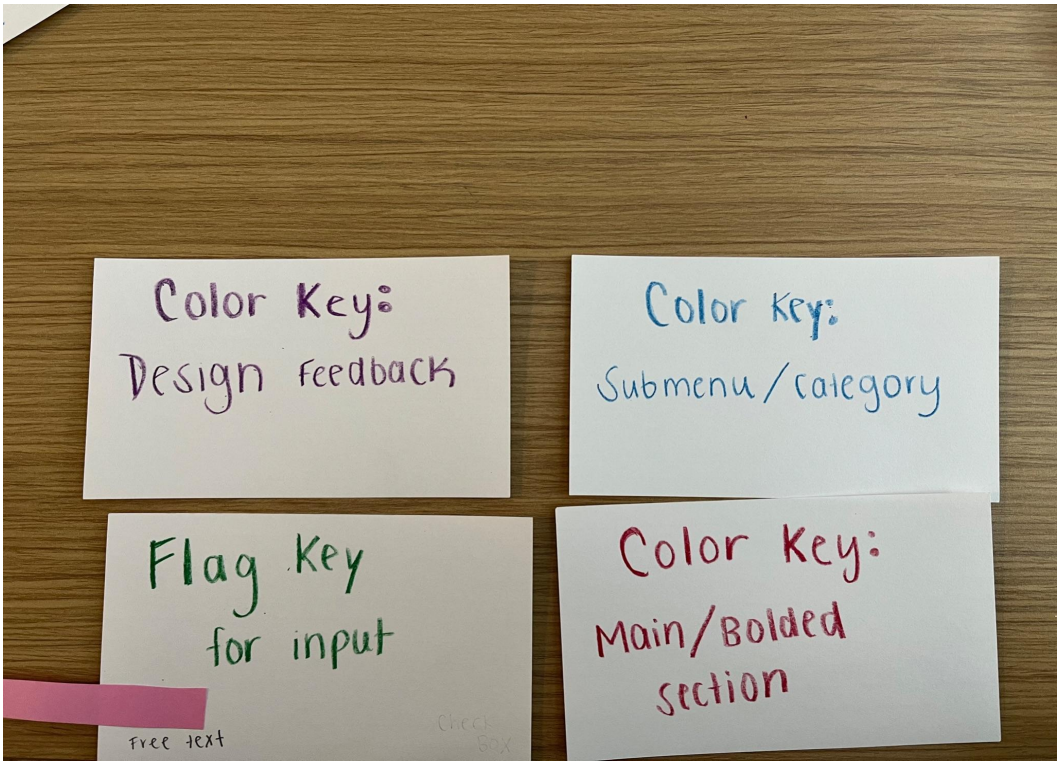
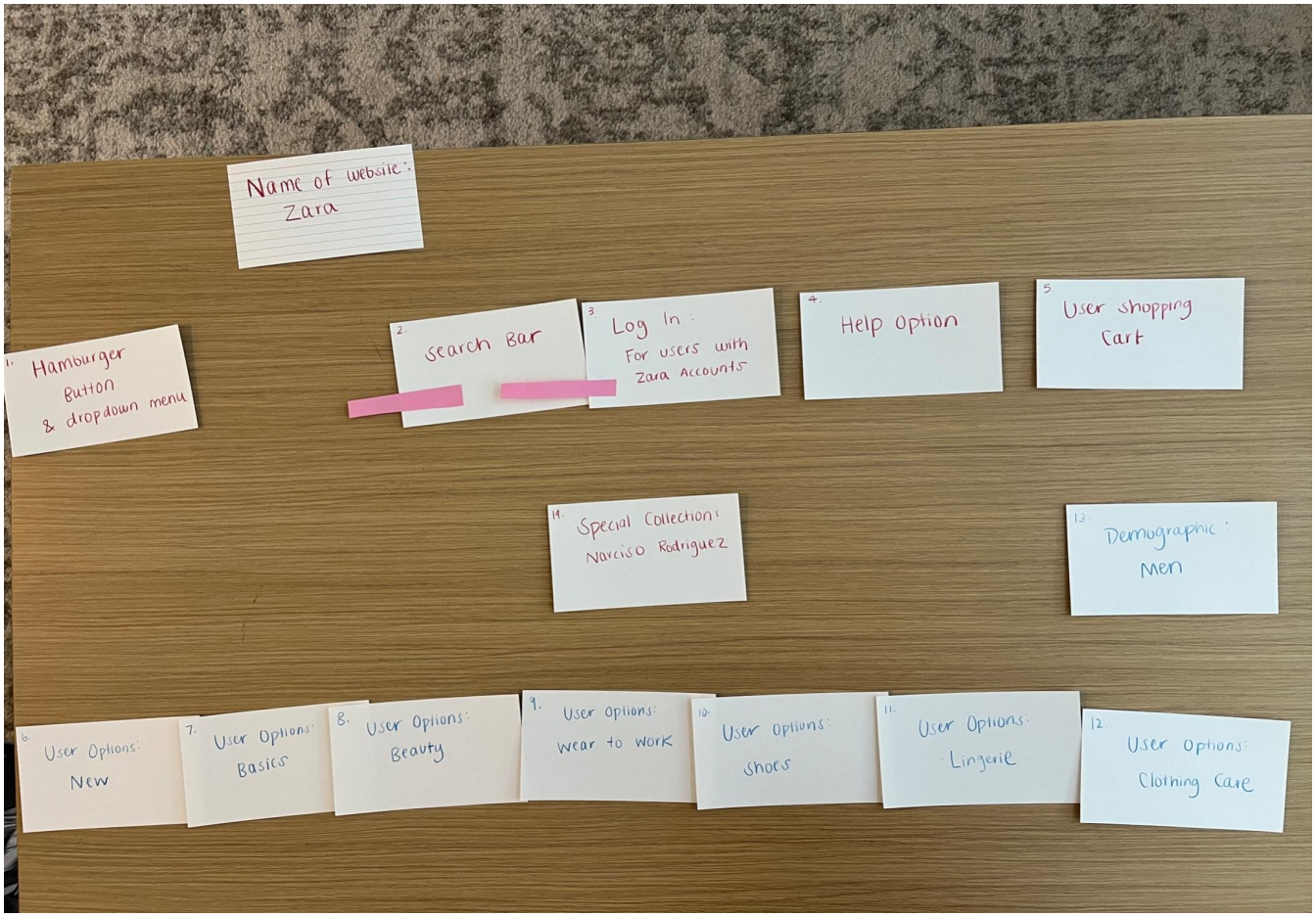
Card Sorting Exercise: ZARA

The interface that I selected for improvement is ZARA's home navigation page on their website. In my opinion, this is a poorly designed interface due to the complicated navigation process, small text, and confusing layout. When the end user first views ZARA's web home page, they would be confused as to where to click for their specific demographic. ZARA makes clothing for men, women, and kids. However, on the home page there is only an option for men in the middle right of the page. This is also in extremely small text which makes it more difficult for visually impaired/visually sensitive individuals to navigate. Additionally the text options on the bottom only include: new, basics, beauty, wear to work, shoes, lingerie, and clothing care. This can leave users confused if they are trying to shop for a clothing item such as pants because the user may not know which option to select. The hamburger button in the top left corner of the web page allows users more options for specific clothing categories to select. However, this is something that may be unfamiliar to an end user who has never seen a navigation button such as this before. ZARA seems to have their website be focused on aesthetically pleasing model images instead of a website that allows users to easily navigate, and successfully shop online while having an enjoyable user experience.

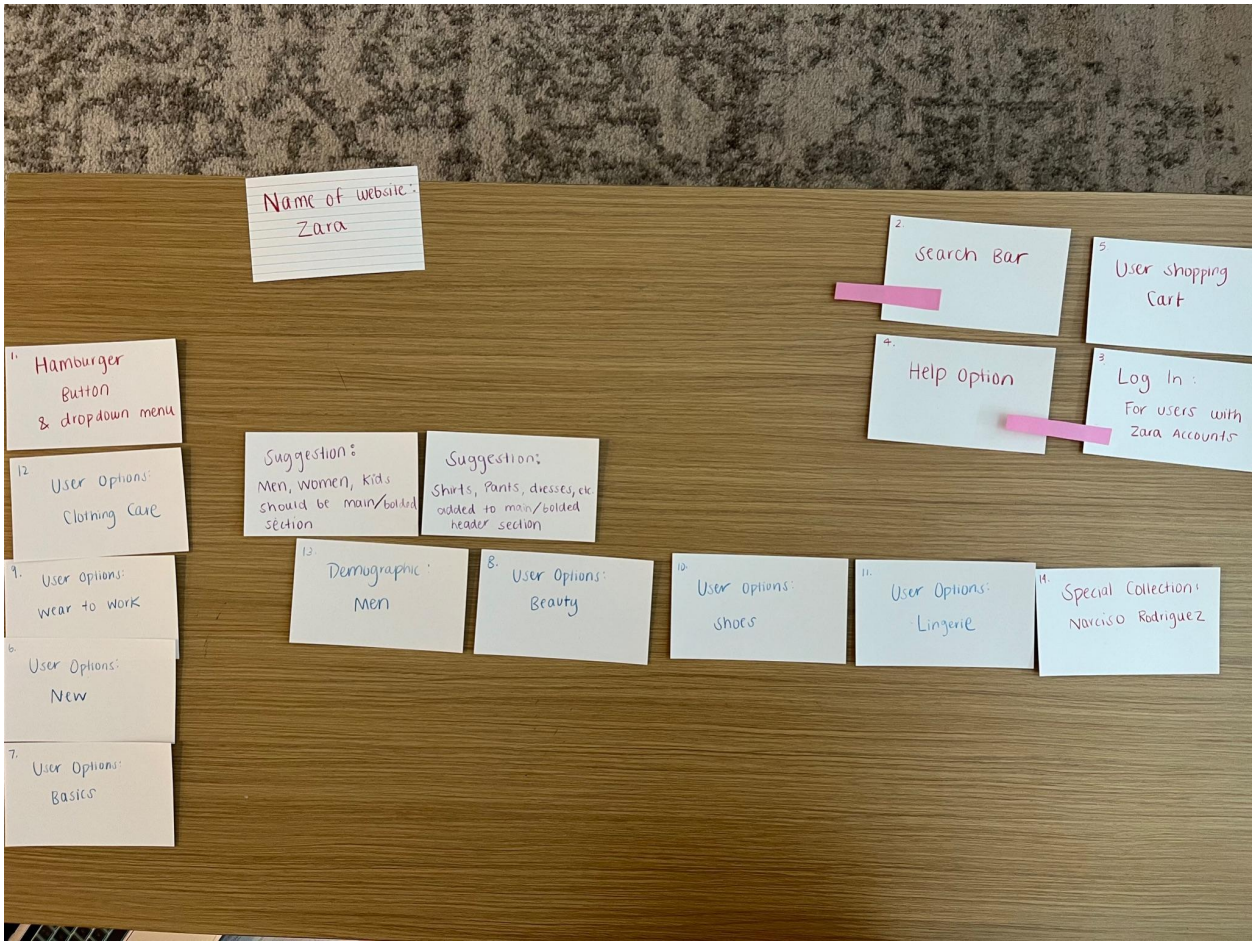
Card sorting key:



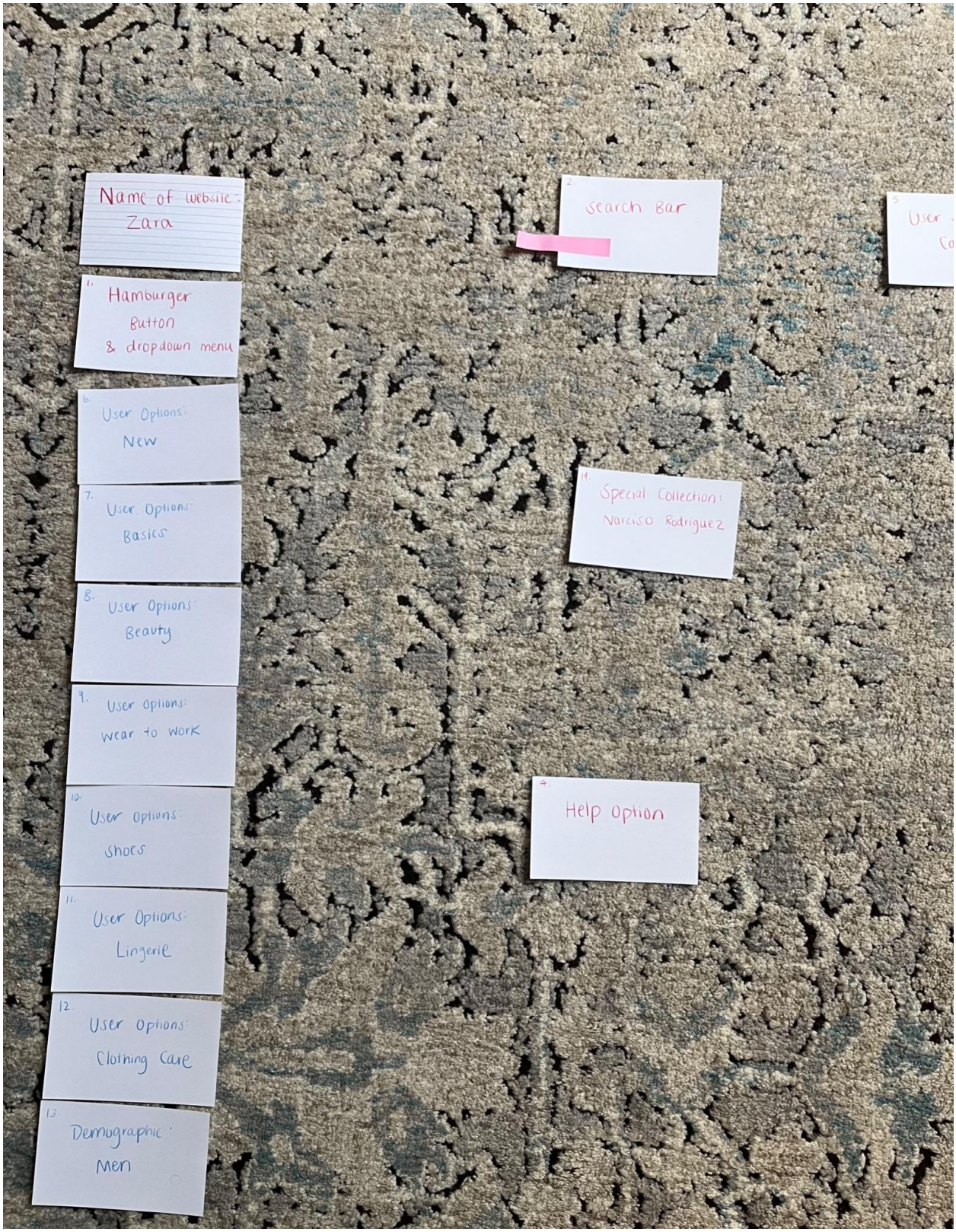
Card layout in current form:

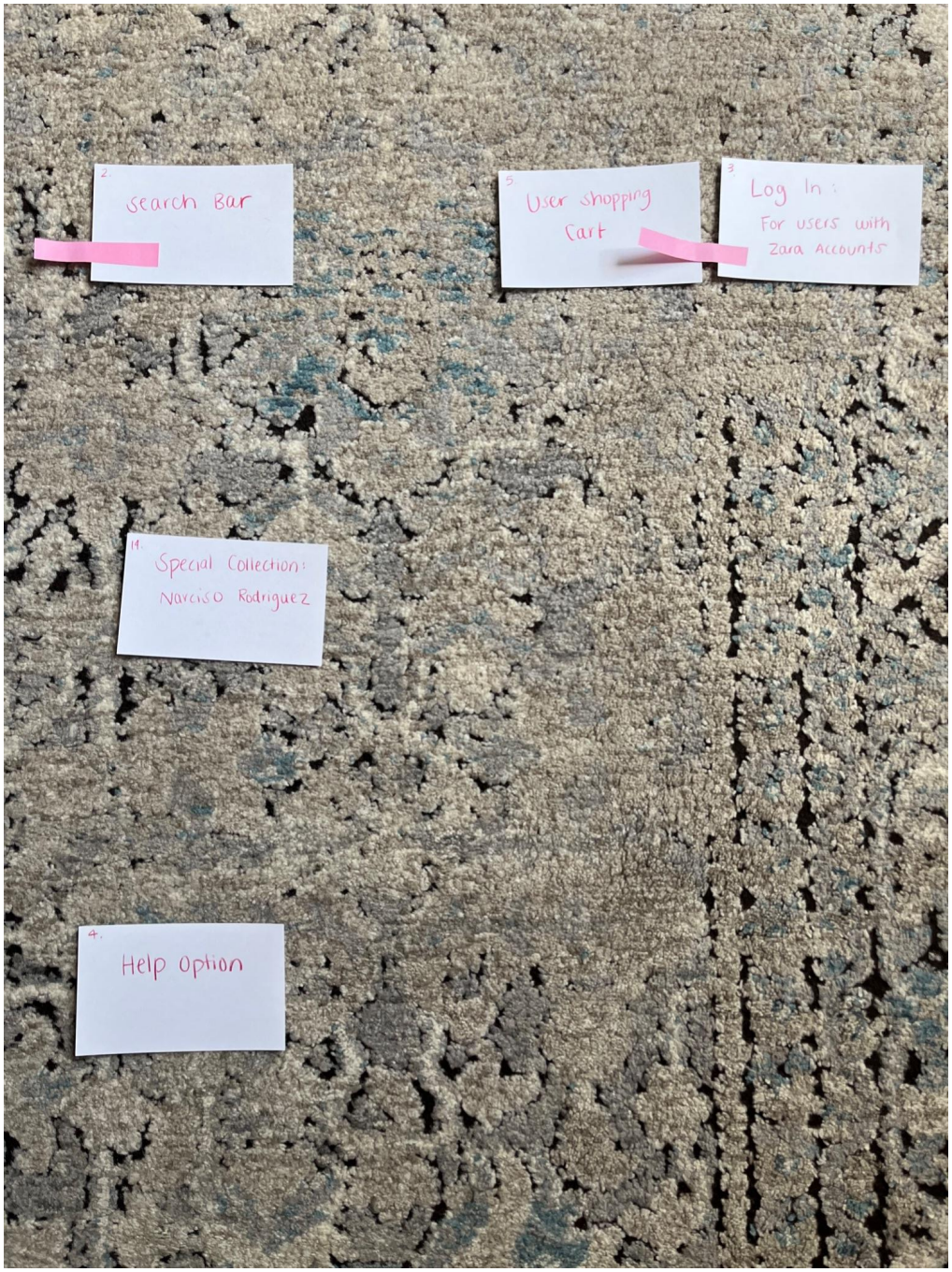


Card sort feedback #1:



Card sort feedback #2:

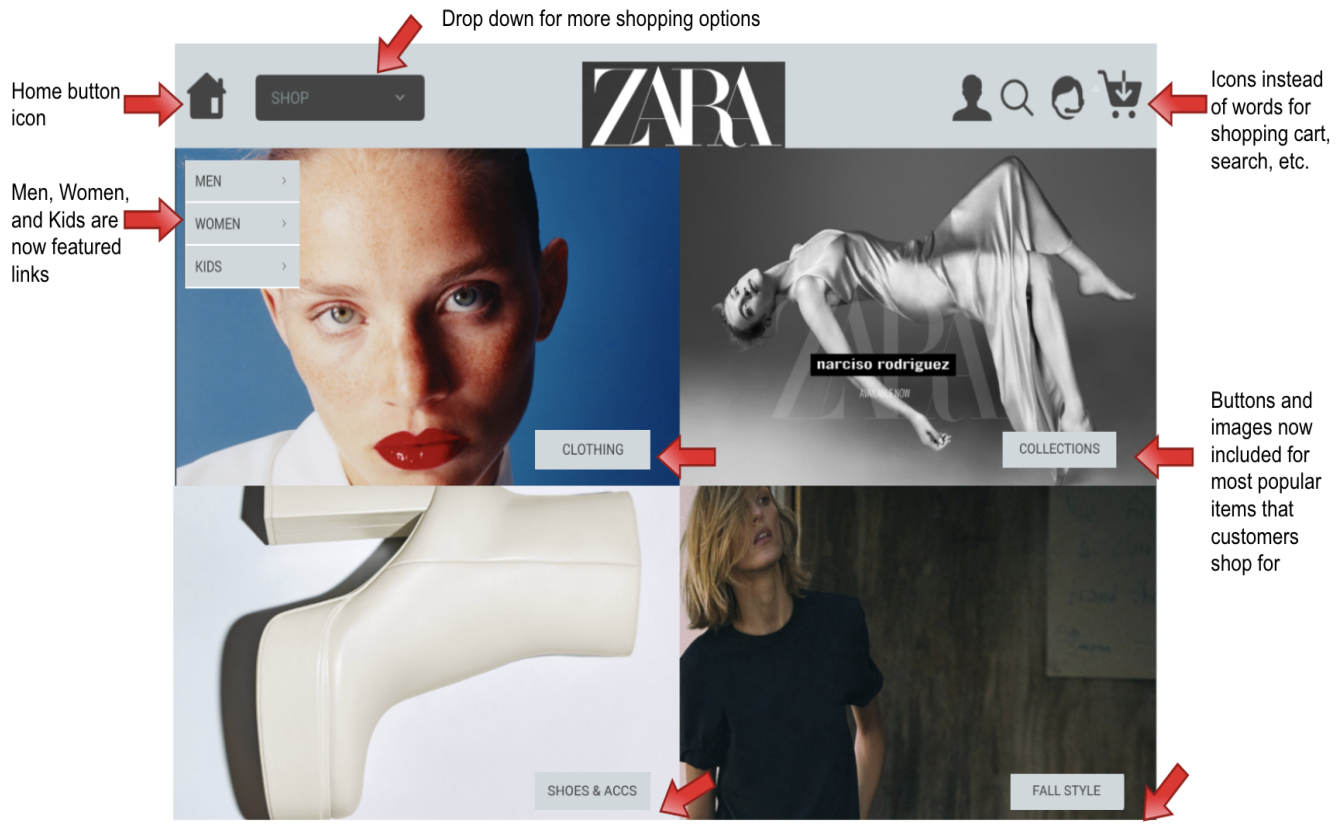




For my card sorting exercise, the key I used was the color red for main/ bolded sections, purple for design feedback, blue for submenus/categories, and green with a pink tag for free text input. When performing the card sorting exercise I first categorized each component on ZARAs website using the key I created. From there, I sorted the cards into the current layout of ZARAs home page. I then asked two different demographics (focusing on gender and computer skills) to organize the cards in a manner which would make the website most navigable and user-friendly for themselves. Once sorted by the different demographics, I collected any additional input

verbally, and also gave them the option for any suggestions. A typical user of the ZARA website would be men, women, and kids. The age group ranges from 18 to 40 years old, and the income for this population is mid-range. ZARA focuses on targeting trendy and fashion-oriented young adults. What I collected from this card sort was that the female participant would have rather had the clothing and gender submenus as main, bolded sections on the home page, whereas the male participant preferred these options to be under a dropdown menu.

Redesigned Interface:



When redesigning ZARA's home page, I took into account the feedback I received from the male and female groups during my card sort exercise. Both demographics agreed that having the search bar, account login, shopping cart, and help option in the top right corner of the interface was best since this is a spot that stands out to the eye and is easy to find. I kept these options in the top left corner, but instead changed them from the actual words such as "search" to instead icons such as a magnifying glass for search, a customer service representative for help, a cart image for the shopping cart, and the outline of a person for logging into a user's account. ZARA's demographic is primarily younger people ranging from 18-40 so these icons are not

difficult for this technology dominant generation to comprehend. Additionally, the female demographic mentioned in the card sort that having men, women, and kids as main, bolded options on the home page would be a beneficial addition to making navigation easier for the end user. This is why I created the option for men, women, and kids in the top left on the interface. This makes it easier for users to select their specific demographic, and begin shopping. I also included a home button icon in the top left of the interface so that users can easily navigate back to their homepage when browsing through the website. Next to the home button icon is a “shop” drop down which includes miscellaneous as well as more specific shopping options for the end user. Lastly, I included some of the most popular clothing items that users search for as links on the homepage interface. These include: clothing, shoes and accessories, collections, and the season’s current styles. In addition to these links, I included more photos from the ZARA website instead of just one main photo on the home page. This is more visually appealing to the user and makes the user more likely to click one of these links.