

Usability Project Proposal

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TCOM 4120 – 02

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Final Project Proposal

About:

- Zara is a global fast-fashion retailer.
- Offer products to women, men, and kids.
- Their mobile app provides features such as searching, browsing, and purchasing items.
- Wide range of categories, including clothing, accessories, shoes, beauty products, and home goods ([Appendix A](#)).

Operating System:

- For our project, we will be focusing on Zara's mobile application.
- We will be using a mobile device.
- Operating system focus - IOS ([Appendix B](#)).

Some perceived issues that we have observed so far are as follows:

- Unconventional and complex layout - makes it hard to view products ([Appendix C](#)).
- Unconventional profile and setting pages ([Appendix D](#)).
- Poor accessibility – many elements and icons are hard to distinguish from their backgrounds (ex. Search Bar) ([Appendix E](#)).

The anticipated target users of Zara's mobile app are likely to be the following:

- Shoppers aged 18-35.
- Middle income (\$56,600)
- Mobile shoppers who prioritize convenience.
- Proficient in technology

- Shoppers with a strong interest in fashion and fashion trends.

Since Zara is a clothing retailer, applicable standards that they do have are:

- Size chart for measurements ([Appendix F](#)).
- Sizing (XS, S, M, L, etc.).
- Shop Categories (Women, Men, Kids).
- Privacy/Security (checkout) data privacy regulations.

Challenges and issues we anticipate meeting the project goals:

- Not being able to decide on what problems to focus on (because there are so many).
- All three of us know plenty of online shoppers, but it might take us a little more time finding online *Zara* shoppers.
- Regarding interview questions, in the past, we had a lot of repeat questions, we will try to improve on that.
- Not enough data from our interviews.

While completing our project we may need to consult with UX/UI experts for useful additional knowledge about website conventions and common accessibility implementations.

References

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Memon, F. (2024, March 28). Zara's worldwide success - global marketing professor. Zara's

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Zara: Online Sales, Worldwide Store Count & Revenue - ECDB.

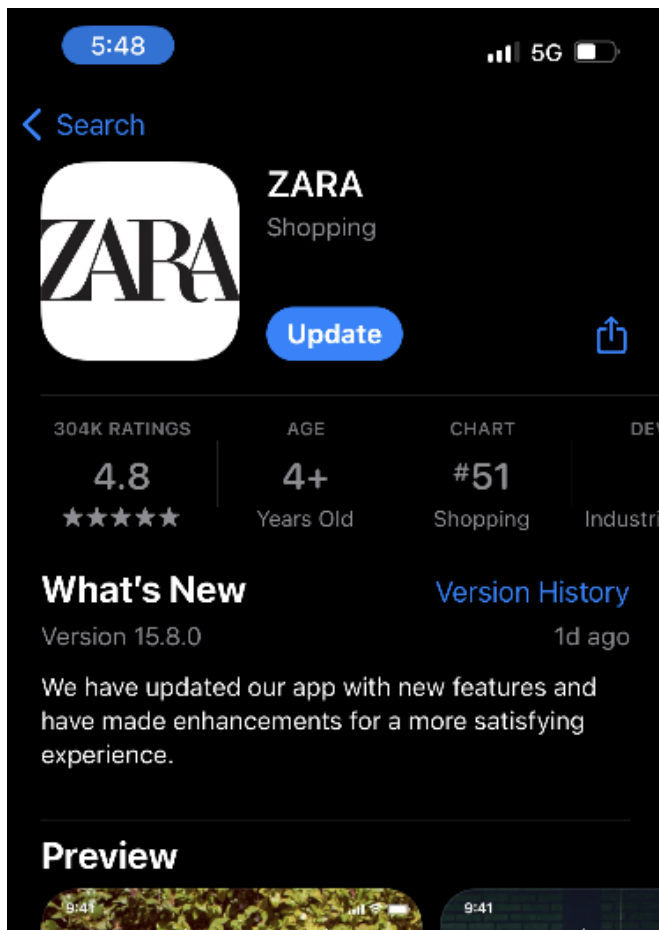
<https://ecommercedb.com/insights/zararising-global-sales-zara-store-numbers-latest-fashion-trends/3098>

Appendix

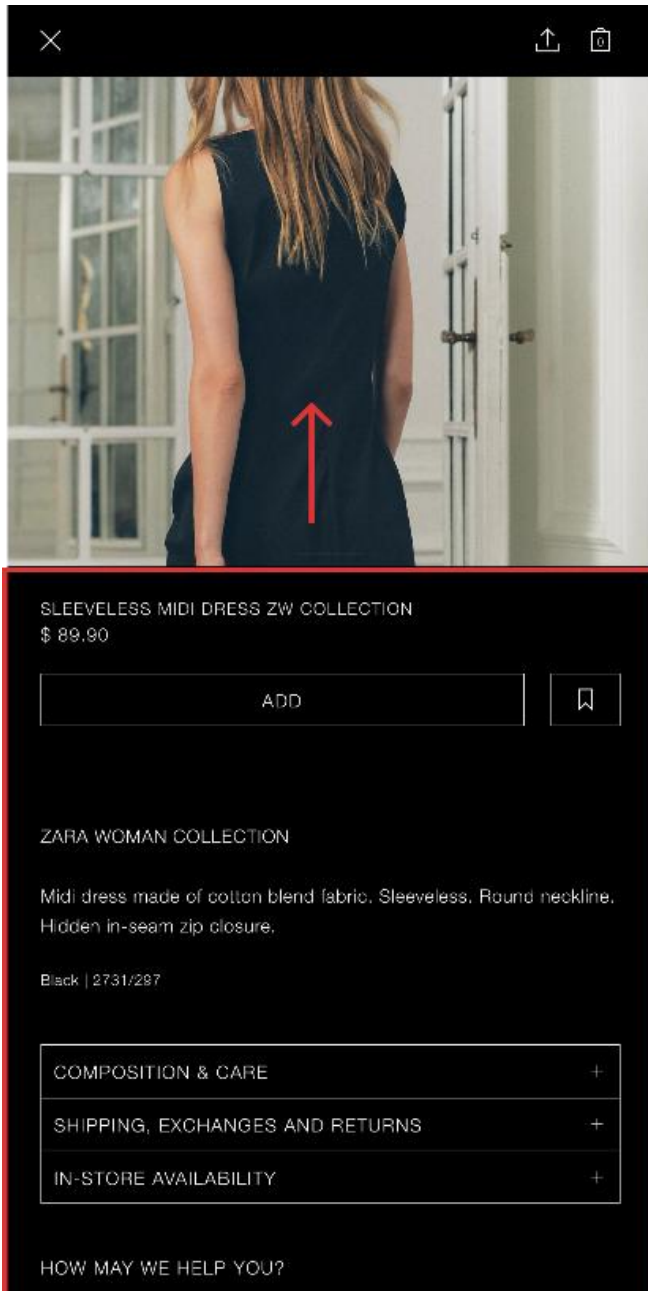
Appendix A



Appendix B



Appendix C



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SLEEVELESS MIDI DRESS ZW COLLECTION
\$ 89,90

ADD

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ZARA WOMAN COLLECTION

Midi dress made of cotton blend fabric. Sleeveless. Round neckline. Hidden in-seam zip closure.

Black | 2731/287

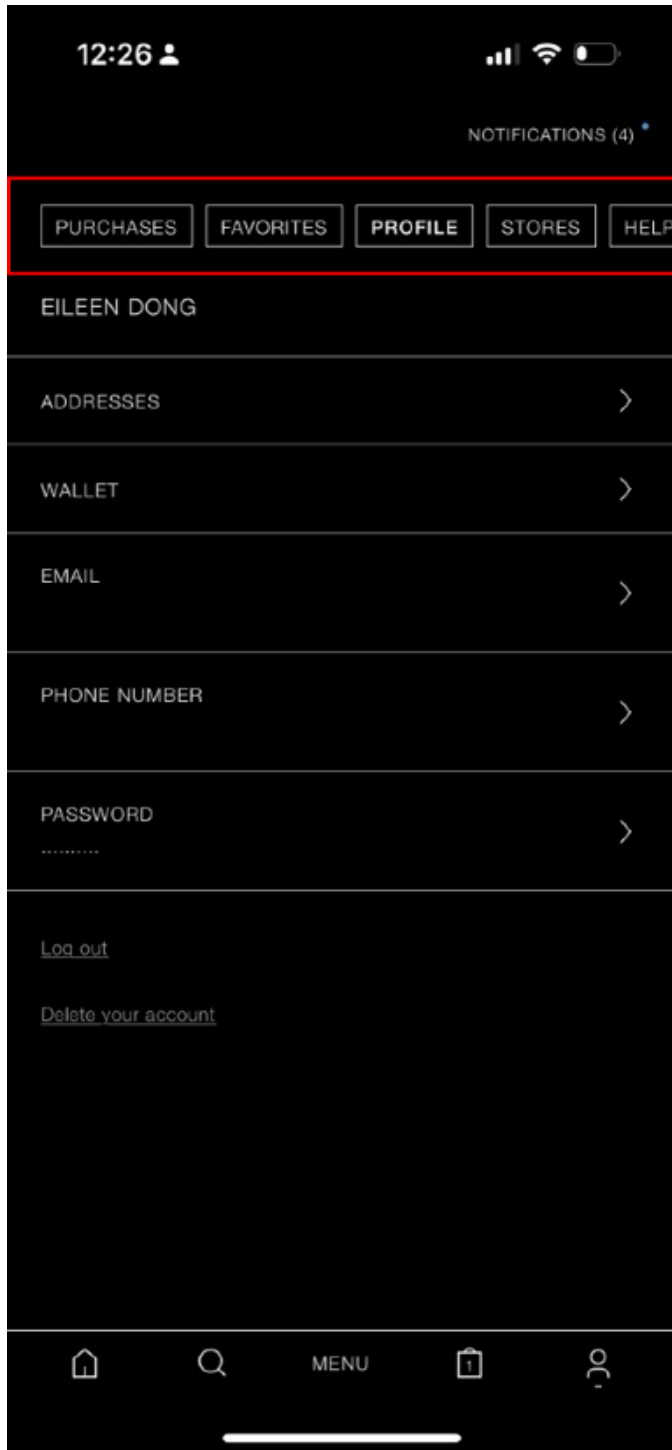
COMPOSITION & CARE +

SHIPPING, EXCHANGES AND RETURNS +

IN-STORE AVAILABILITY +

HOW MAY WE HELP YOU?





Appendix D




Appendix E



Appendix F

1:20    

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CM IN

ZONE	XS	S	M	L
A - Chest	15.6	15.9	16.3	16.7
B - Waist	11.6	12.4	13.2	14.0
C - Hip	14.6	15.4	16.1	16.9
D - Front length	58.5	58.9	59.3	59.6
E - Sleeve length	23.2	24.0	24.8	25.6
F - Arm circumference	4.7	5.1	5.5	5.9