

<https://www.zara.com/sg/> usability testing

January / 2025

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Purpose & Goals of Usability Testing

The client, “Zara”, has requested a usability testing on their e-commerce website as they want to evaluate the website’s usability and identify areas for improvement on whether visitors can successfully complete important transactions, find important information and find usability issues in those 2 tasks. They would also like to understand user’s opinions about the website after using it.

Test Goals :

- 1) Are first time users able to register for a new user account?
- 2) Can users browse items using the categories & filters provided?
- 3) Are users able to add a product to their wishlist?
- 4) Are users able to add a product to the cart using their wishlist?
- 5) Are users able to checkout items in cart?
- 6) Are users able find location & opening hours of Zara’s outlets?

Test Participant Information

- 1) A total of 3 participants across Singapore in the usability testing.
- 2) All 3 users are of the age 18 years old and understand English.
- 3) All participants have experience using e-commerce website before.
- 4) All participants have regularly used e-commerce websites to buy clothes before.
- 5) All participants were tested face to face with the moderator.

Usability Metrics Data Collection

The following are the usability metrics that were collected for all test goals scenarios

- 1) Completion rate
- 2) Task time
- 3) Number of errors/mistakes
- 4) Usability problem
- 5) Test level Satisfaction (satisfaction rate/ ease of use rating)

Usability Test Scenarios

The following are the scenarios that were used for validating the test goals :

Goal 1 : Are first time users able to register for a new user account?

*Scenario 1 : You are currently using my laptop and wish to create an account at Zara Singapore. Please go ahead to **create an account on the website.** (2 mins)*

Goal 2 : Can users browse items using the categories & filters provided?

*Scenario 2 : You're unfamiliar with the clothing brand Zara but heard your friend loves it. You've decided to buy her a gift online. Please go ahead and **find the "SHORT SUEDE-EFFECT JACKET" without using the search bar on the website.** (3 mins)*

Goal 3 : Are users able to add a product to their wishlist?

*Scenario 3: As your friend's birthday is not near anytime soon, you decided to just add it to your wishlist to buy it later. Please go ahead and add **"SHORT SUEDE-EFFECT JACKET" to the wishlist.** (1 min)*

Usability Test Scenarios

The following are the scenarios that were used for validating the test goals :

Goal 4 : Are users able to add a product to the cart using their wishlist?

*Scenario 4: Now that your friend's birthday is coming up soon, you've decided that you would like to purchase it but you're unsure whether your friend is size XS or S. Please go ahead and add **"SHORT SUEDE-EFFECT JACKET" of sizes XS and S** into your order list **using your wishlist.** (1 min)*

Goal 5 : Are users able to checkout items in cart?

*Scenario 5 : Now that you have added an item of your choice to the cart, you wish to **purchase only the "S size" of "SHORT SUEDE-EFFECT JACKET" with your Mastercard and pick it up in their Vivo City outlet.** Please go ahead and **purchase only the "S size" of "SHORT SUEDE-EFFECT JACKET"** on the website.
(Note: You are **NOT** required to type out any personal details such as card details etc.) (2 mins)*

Goal 6 : Are users able find location & opening hours of Zara's outlets?

*Scenario 6: You have bought the "S size" of **"SHORT SUEDE-EFFECT JACKET"** but realized that you are unsure of when **Vivo City** opens and where it is located at. Please go ahead and find a way to **locate Vivo City outlet and when the outlet opens** from the website **without using the footer.** (1 min)*

Usability Test Results

Results Overview

Success / Failure Rate :

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6
User 1	Success	Failure	Success	Failure	Failure	Failure
User 2	Success	Failure	Success	Success	Failure	Failure
User 3	Success	Failure	Failure	Success	Success	Failure

Success Rate = (8/18) x 100 = 44

Results Overview

Time to task :

Metrics	User 1	User 2	User 3	Result
Scenario 1 (2 mins)	2 mins	2 mins	2 mins	3/3 users passed
Scenario 2 (3 mins)	4 mins	Task incomplete	4 mins	0/3 users passed
Scenario 3 (1 min)	1 min	1 min	1 min	3/3 users passed
Scenario 4 (1 min)	2 mins	1min	1 min	2/3 users passed
Scenario 5 (2 mins)	4 mins	3 mins	3 mins	0/3 users passed
Scenario 6 (1 min)	3 mins	2 mins	5 mins	0/3 users passed

Results Overview

Self – Reported Metrics :

Description	Average Score (7 Point Likert Scale)
<i>Overall satisfaction</i> rating of the website.	4.7
<i>Ease of use to register for a new user account</i>	6.3
<i>Ease of use to use the category & filters to find a product</i>	3
<i>Ease of use to add a product to the wishlist</i>	5.7
<i>Ease of use to add a product to cart using wishlist</i>	6.3
<i>Ease of use to checkout a product</i>	5
<i>Ease of use to find the stores outlet & opening hours</i>	5.3

Results Overview

No. of usability issues:

Scenario	No. of usability issues
Scenario 1 - Register for a new user account	3
Scenario 2 - Browse products using categories & filters	6
Scenario 3 - Add an item to wishlist	3
Scenario 4 - Add 2 items to cart using wishlist	2
Scenario 5 - Checkout an item	4
Scenario 6 - Find a store location & opening hours without using footer	3
Total no. of Issues	24

Results Overview - Usability Issues by Severity Rating

Severity Level	4 - Showstopper	3- Major	2 – Minor	1 – Cosmetic
All TASKS	2	4	8	10

Usability Testing Issue Severity Rating System

Issue Level	Issue Level Description
1	Cosmetic issue - Does not significantly impact usability but needs to be corrected if / when time allows.
2	Minor issue - users can complete task with minor usability problems
3	Major issue - causes significant delay in completing a task
4	Showstopper - prevents completion of a task

Usability Issues details & Recommendations

LEVEL 4 – SHOWSTOPPER

Prevents completion of a task

Inconsistent display of product listings

Severity Rating : Level 4

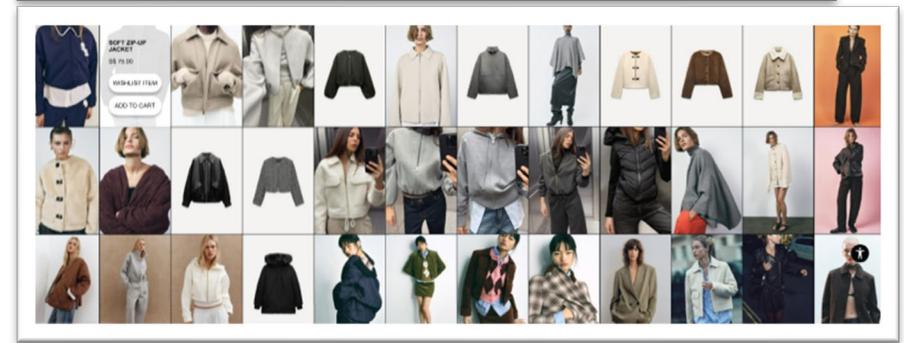
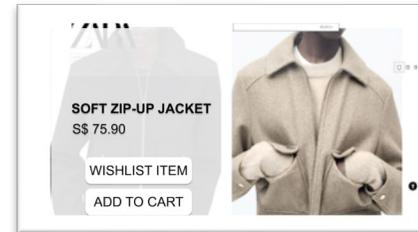
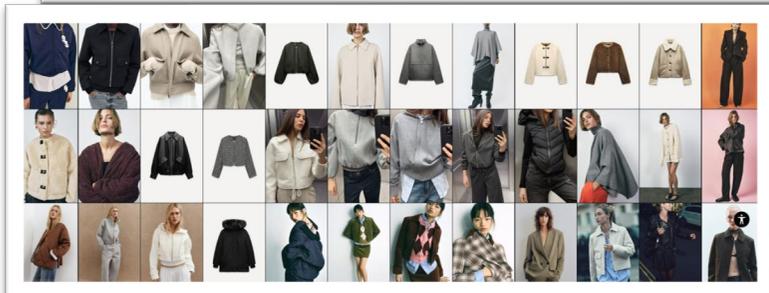
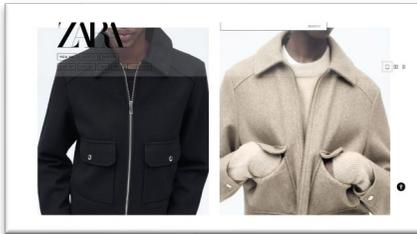
Task: To browse products using categories & filters

Usability Issue: Some arrangement listings had product names while others don't

Recommendation:

- Ensure all arrangement types of product listings has the product name, product price, add to cart button and add to wishlist button

Screenshot:



Insufficient filters

Severity Rating : Level 4

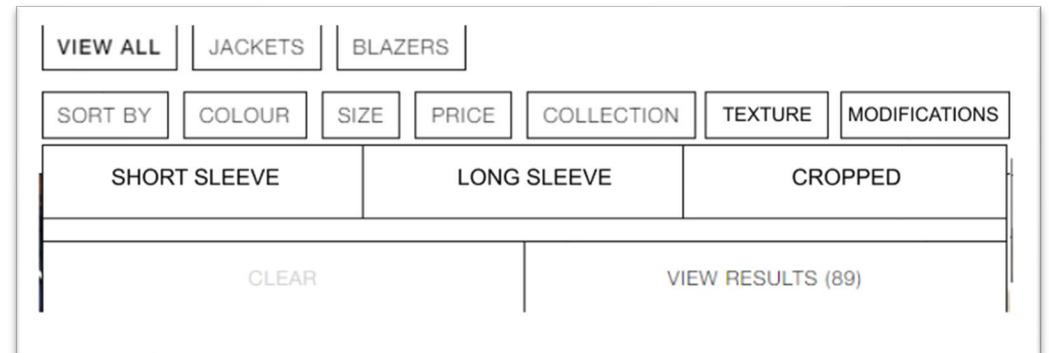
Task: To browse products using categories & filters

Usability Issue: Types of filters keywords was lacking to search the product e.g. no texture, no length

Recommendation:

- Add more filter options e.g. texture -> bocal, suede, soft, faux & length -> short sleeve, long sleeve

Screenshot:



LEVEL 3 – Major Issue

Causes significant delay in completing a task

Unnoticeable arrangement options

Severity Rating : Level 3

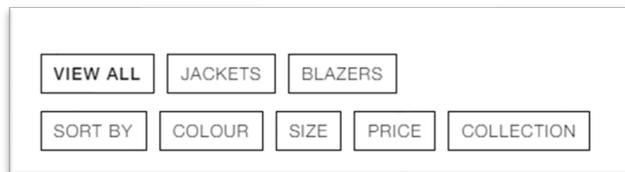
Task: To browse products using categories & filters

Usability Issue: Users didn't know they could change the product listing arrangement

Recommendation:

- Make icons bigger
- Move the buttons to below the Zara logo & above the product filters
- Option names should appear when hovered over the icons

Screenshot:



Checkout button is not visible

Severity Rating : Level 3

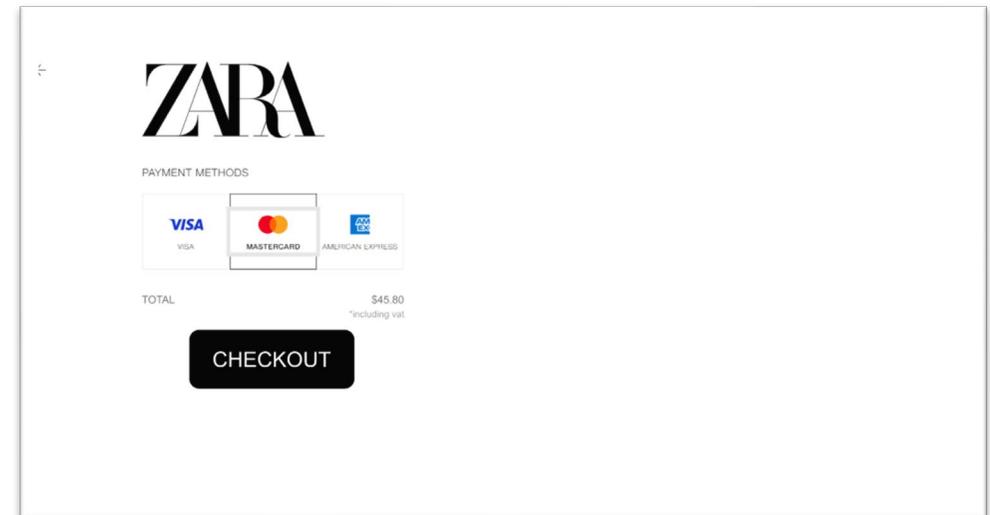
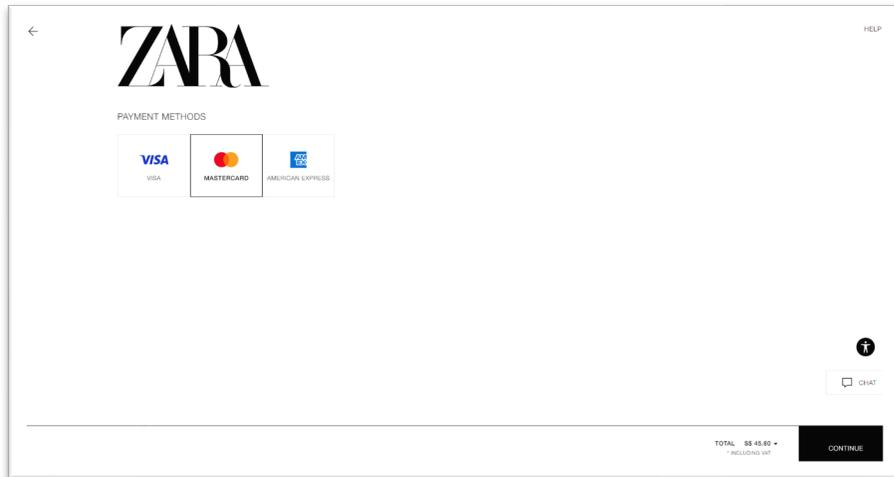
Task: Checkout an item

Usability Issue: Checkout button was blending in with the background & had unfamiliar name “Continue” which was confused with other actions

Recommendation:

- Rename checkout button name from “Continue” to “Checkout”
- Move the checkout button to the empty space
- Make the checkout button bigger

Screenshot:



Location outlet is not clearly emphasised

Severity Rating : Level 3

Task: Find a store location & opening hours

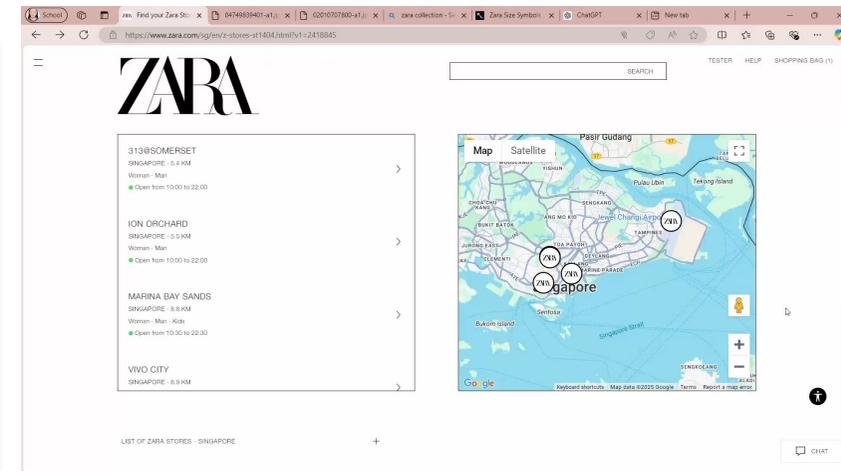
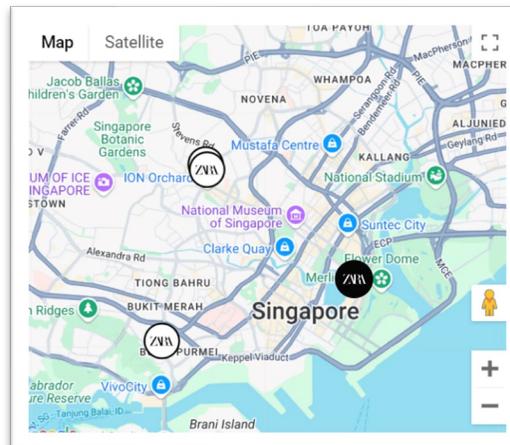
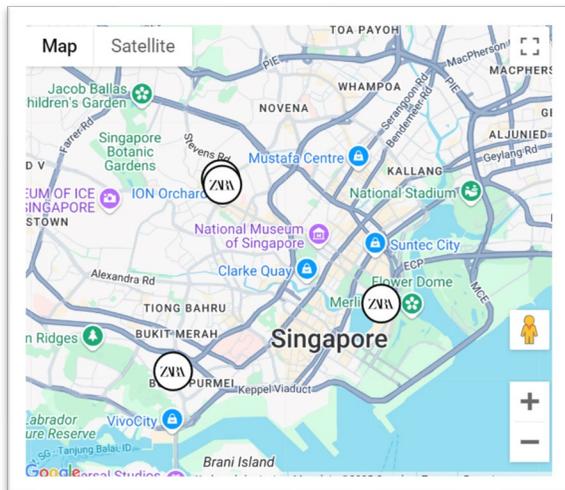
Usability Issue: Map shown other Zara outlets which forces user to manually zoom in and find the outlet in the map

Recommendation:

- Make it so that when user clicks the outlet, the map immediately auto zooms in to the outlet clicked on
- Highlight the Zara outlet icon when user clicks on the outlet

Screenshot:

Slide 20 Video



Map scrolling is difficult to use

Severity Rating : Level 3

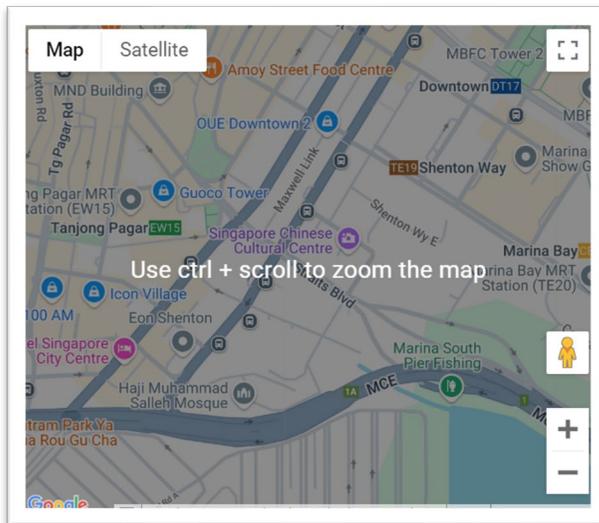
Task: Find a store location & opening hours

Usability Issue: User was not used to using Ctrl + scroll to zoom in/out and ended up scrolling the website multiple times

Recommendation:

- Make it so that when cursor hovers on the map, it scrolls the map rather than the website when user scroll the middle mouse

Screenshot:



LEVEL 2 – Minor Issue

Users can complete task with minor usability problems

Password requirements hard to read

Severity Rating : Level 2

Task: To register for a new user account

Usability Issue: Password requirements text were too small & didn't indicate which password requirements users fail to meet

Recommendation:

- Make the font size bigger
- Separate password requirements and have an auto indication which requirement is not met

Screenshot:

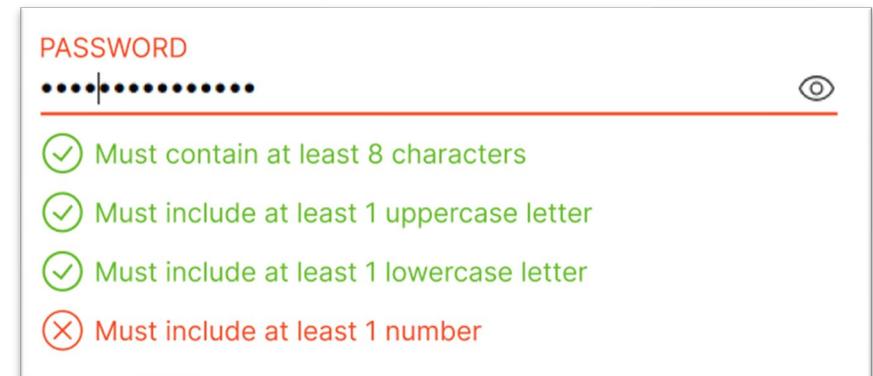


PASSWORD

.....|



 Enter a secure password: at least 8 characters, including upper-case and lower-case letters and numbers.



PASSWORD

.....|



-  Must contain at least 8 characters
-  Must include at least 1 uppercase letter
-  Must include at least 1 lowercase letter
-  Must include at least 1 number

Navigation bar buttons not visible

Severity Rating : Level 2

Task: To register for a new user account

Usability Issue: The navigation bar buttons was too thin, small and sometimes blended in with the homepage

Recommendation:

- Make navigation bar opaque rather than transparent
- Bold the navigation bar text
- When hovered, navigation bar text should have a rounded outline / button

Screenshot:



Unclear filter names

Severity Rating : Level 2

Task: To browse products using categories & filters

Usability Issue: User was unable to understand what the filter names mean

Recommendation:

- Rename filters name into more first-time user friendly e.g. collection filters should not be short form / change to better collection name

Screenshot:

A screenshot of a product filter interface. At the top, there are three buttons: 'VIEW ALL', 'JACKETS', and 'BLAZERS'. Below these are five buttons: 'SORT BY', 'COLOUR', 'SIZE', 'PRICE', and 'COLLECTION'. The 'COLLECTION' button is highlighted. Underneath the buttons is a row of five filter options: 'TRF', 'KNITWEAR', 'BASIC', 'CRLR', and 'WOMAN'. At the bottom, there are two buttons: 'CLEAR' and 'VIEW RESULTS (87)'.



A screenshot of a product filter interface, identical to the one on the left but with the filter names updated. The buttons at the top are 'VIEW ALL', 'JACKETS', and 'BLAZERS'. The buttons below are 'SORT BY', 'COLOUR', 'SIZE', 'PRICE', and 'COLLECTION'. The 'COLLECTION' button is highlighted. Underneath the buttons is a row of five filter options: 'TRAFALUC', 'KNITWEAR', 'BASIC', 'CASUAL RELAXED', and 'WOMAN'. At the bottom, there are two buttons: 'CLEAR' and 'VIEW RESULTS (87)'.

Wishlist button is not recognisable

Severity Rating : Level 2

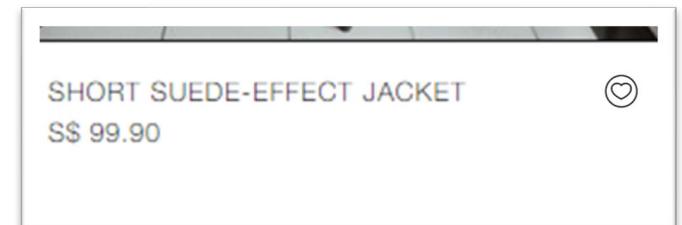
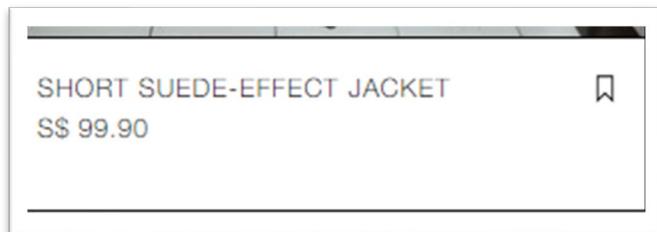
Task: Add an item to wishlist

Usability Issue: User was unable to know for sure whether the wishlist button meant to add an item to the wishlist

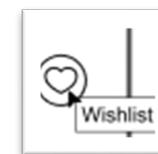
Recommendation:

- When hovered over the wishlist icon, a text of “Add to wishlist” should appear
- Change wishlist button from bookmark icon to a heart icon
- Change wishlist name from “Favourites” to “Wishlist”

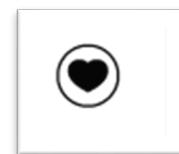
Screenshot:



On hover



On click



Wishlist button to find wishlist page was hidden

Severity Rating : Level 2

Task: Add 2 items to cart using wishlist

Usability Issue: User spent more time than necessary to find the wishlist page as they didn't know where the wishlist button to redirect them is

Recommendation:

- Move wishlist button into the navigation bar

Screenshot:



Option “ZARA Store” & “Drop point” was confused

Severity Rating : Level 2

Task: Checkout an item

Usability Issue: User did not know the difference between the 2 of them

Recommendation:

- Add a short phrase / sentence explaining what each option would do below button / when hovered

Screenshot:

WHERE DO YOU WANT TO RECEIVE YOUR ORDER?

 ZARA STORE	 DROP POINT	 HOME
---	---	---

23 DICKSON ROAD
[Edit](#)



WHERE DO YOU WANT TO RECEIVE YOUR ORDER?

 ZARA STORE <small>*Pick up in our outlets</small>	 DROP POINT <small>*Choose pickup location</small>	 HOME <small>*Deliver to your address</small>
--	--	---

23 DICKSON ROAD
[Edit](#)

Unnecessary step process (Edit Billing Address)

Severity Rating : Level 2

Task: Checkout an item

Usability Issue: User was frustrated that they were forced to fill in billing address information when they did not even want their product to be delivered home

Recommendation:

- Move edit billing address step into when user clicks home delivery button"

Screenshot:

FILL IN YOUR PERSONAL DETAILS

NAME	SURNAME
ster	623
ADDRESS	ADDRESS 2
3 Dickson Road	Optional
TY	ZIP CODE
ngapore	209507
CITY	
ngapore	
ZIP	TELEPHONE
35	86545323
JOINESS	<input type="checkbox"/>



WHERE DO YOU WANT TO RECEIVE YOUR ORDER?

ZARA STORE	DROP POINT	HOME
23 DICKSON ROAD		
Edit		



WHERE DO YOU WANT TO RECEIVE YOUR ORDER?

ZARA STORE	DROP POINT	HOME
23 DICKSON ROAD		
Edit		



FILL IN YOUR PERSONAL DETAILS

NAME	SURNAME
ster	623
ADDRESS	ADDRESS 2
3 Dickson Road	Optional
TY	ZIP CODE
ngapore	209507
CITY	
ngapore	
ZIP	TELEPHONE
35	86545323
JOINESS	<input type="checkbox"/>

Stores button is hidden

Severity Rating : Level 2

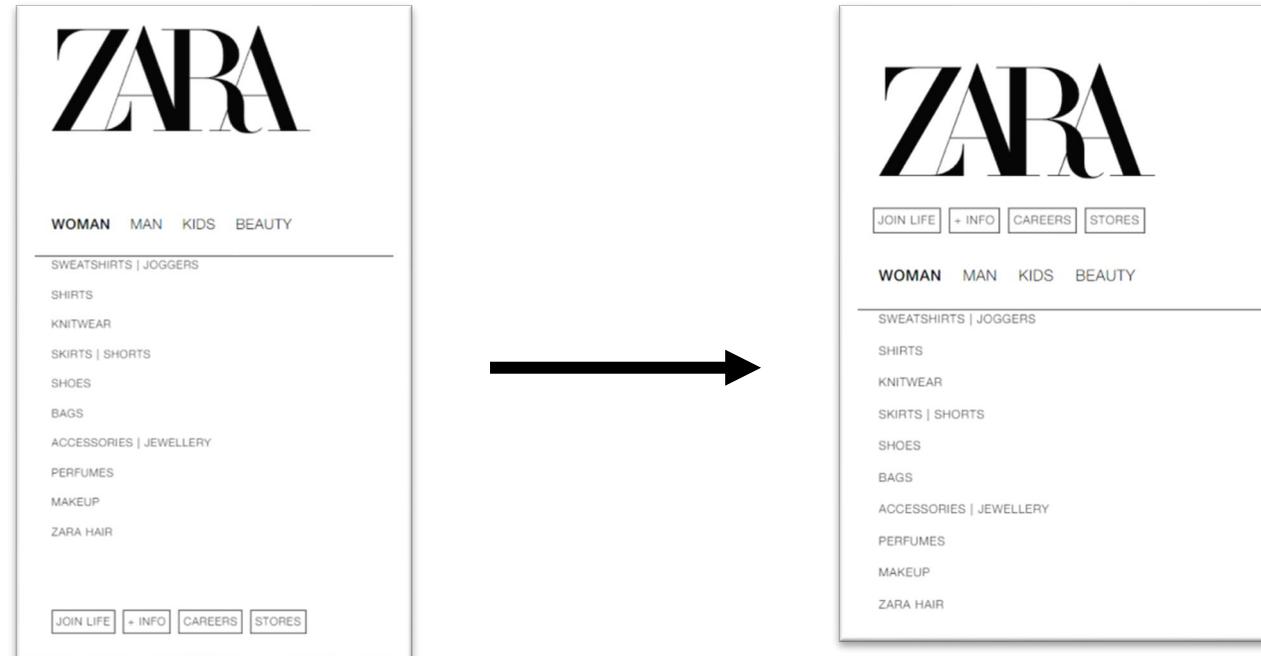
Task: Find a store location & opening hours

Usability Issue: User had difficulty finding the store button as it was hidden under the hamburger icon & was not where user expected the button to be e.g. “Help” page

Recommendation:

- Move stores button at the top of the hamburger menu

Screenshot:



LEVEL 1 – Cosmetic Issues

Does not significantly impact the user but needs to be corrected if / when time allows

Default arrangement product listing pictures were too big

Severity Rating : Level 1

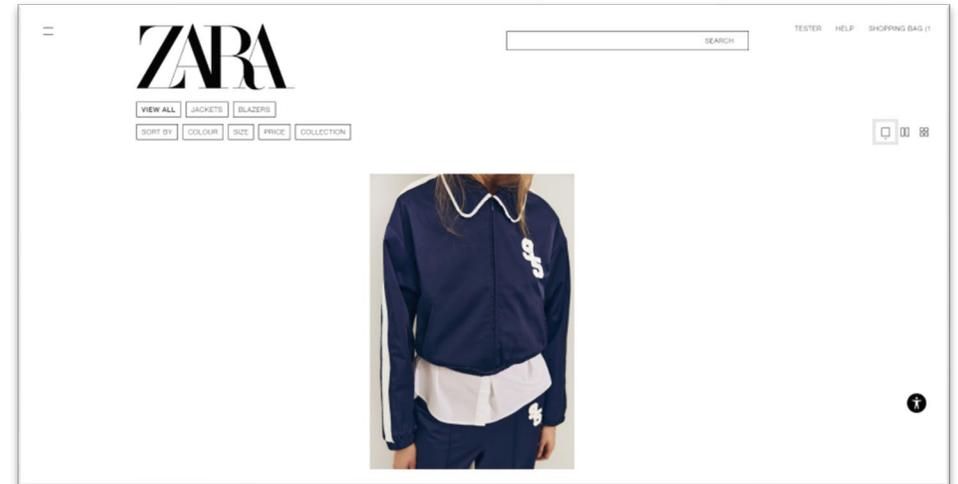
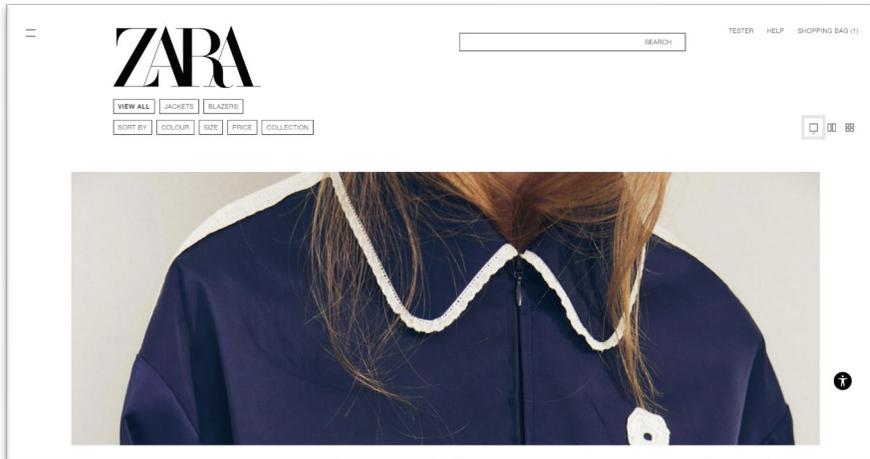
Task: To browse products using categories & filters

Usability Issue: Users were frustrated at the amount of scrolling they had to do just to go over 1 product listing picture

Recommendation:

- Minimise product listing picture dimensions height as the same height as a screen

Screenshot:



Placement of wishlist & add to cart button is not universally standardised Severity Rating : Level 1

Task: Add an item to wishlist

Usability Issue: User confused the add to cart button was wishlist due to the placement of wishlist and add to cart buttons

Recommendation:

- Swap wishlist button & add to cart button

Screenshot:



Form fields & details were not visible

Severity Rating : Level 1

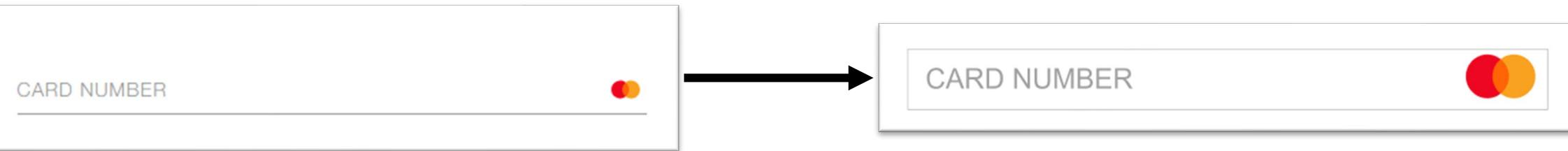
Task: Checkout an item

Usability Issue: Form fields & details were too small and thin

Recommendation:

- Make form fields into a box rather than an underline
- Increase the font size of form fields

Screenshot:



Create account button is hidden

Severity Rating : Level 1

Task: To register for a new user account

Usability Issue: Users don't associate "logging in" the same as creating an account, thus took time trying to find the registration page

Recommendation:

- Separate login & create account page into 2 different pages
- Separate login & create account button

Or

- Rename login button into a more suitable name for both register and logging in

Screenshot:



LOG IN HELP SHOPPING BAG (0)



ACCOUNT HELP SHOPPING BAG (0)

Hamburger menu clothes options not visible

Severity Rating : Level 1

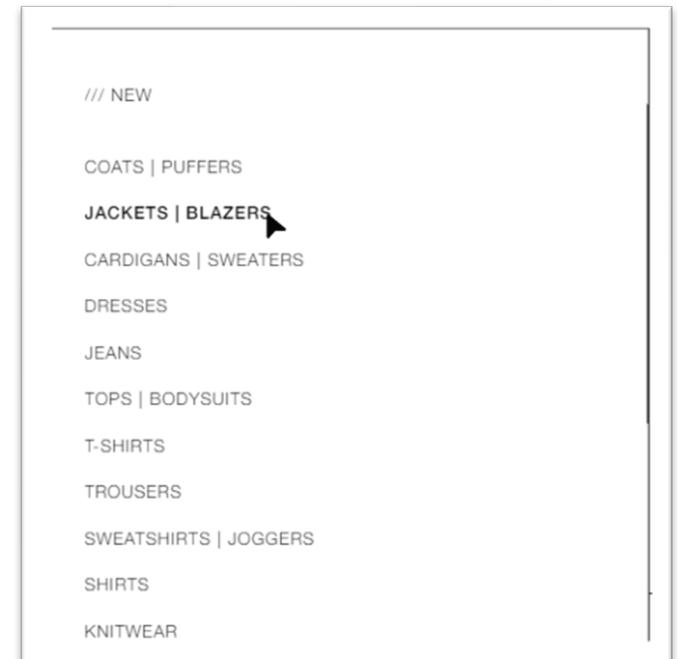
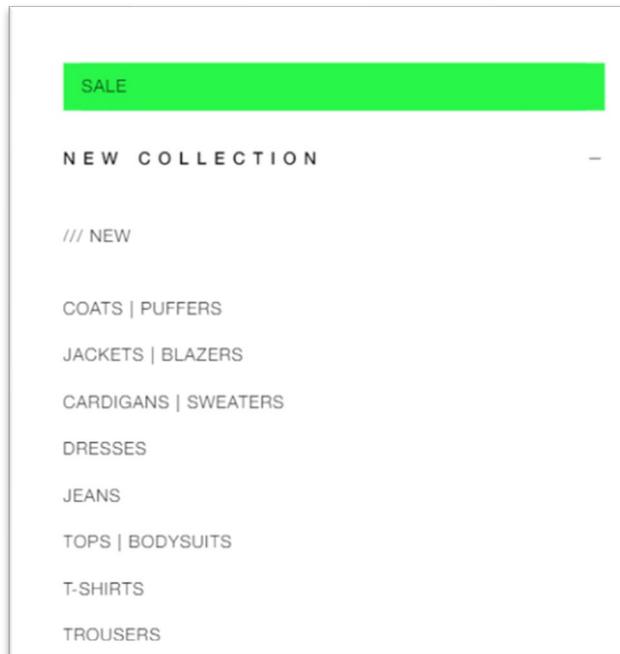
Task: To browse products using categories & filters

Usability Issue: Too many categories made it difficult which option user was clicking

Recommendation:

- Make it so that when user hover over a text, the text will be bolded

Screenshot:



Confirmation pop-up text is too vague

Severity Rating : Level 1

Task: Add an item to wishlist

Usability Issue: User did not understand when pop-up shown to say “Saved”

Recommendation:

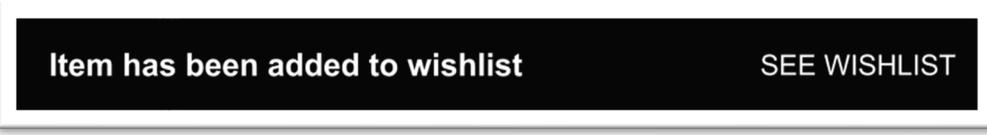
- Elaborate confirmation pop-up more clearer e.g. “(product name) had been added to your wishlist”

Screenshot:



Saved

SEE LIST



Item has been added to wishlist

SEE WISHLIST

Wishlist button not obvious

Severity Rating : Level 1

Task: Add an item to wishlist

Usability Issue: User was unable to spot the wishlist button at a glance

Recommendation:

- Make the wishlist button bigger

Screenshot:



Pop-up confirmation is not visible

Severity Rating : Level 1

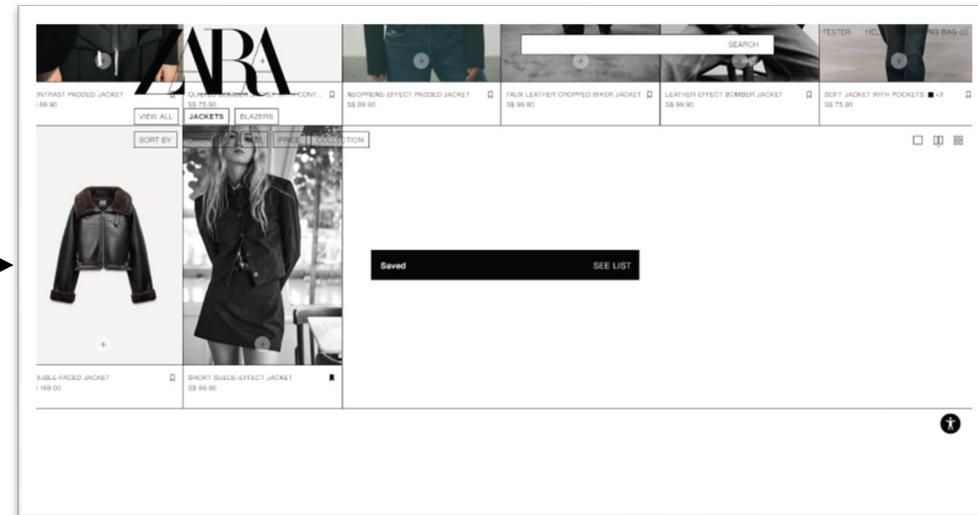
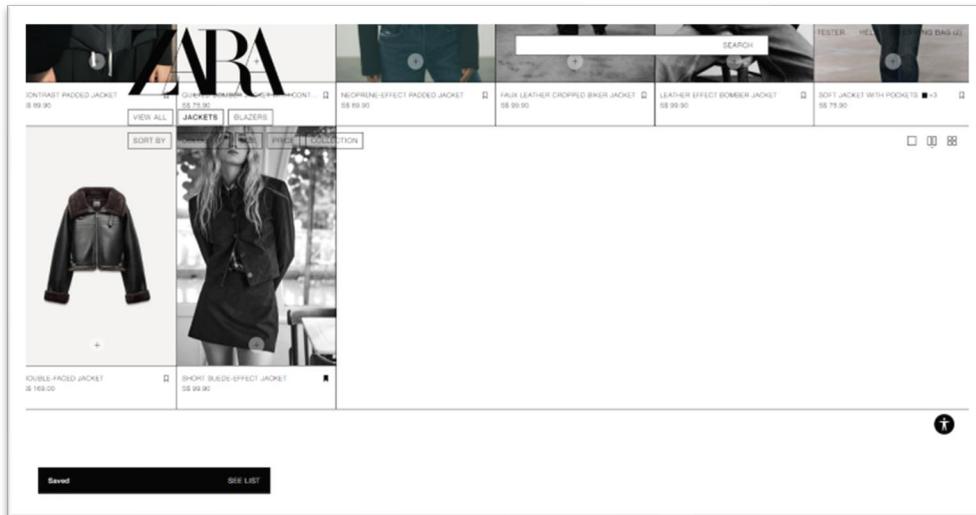
Task: Add 2 items to cart using wishlist

Usability Issue: User missed the pop-up confirmation due to it being small and at the corner

Recommendation:

- Move the pop-up confirmation into the centre of the page

Screenshot:



Unavailable options were unclear why

Severity Rating : Level 1

Task: Checkout an item

Usability Issue: User had misconception of why the options were unavailable e.g. too far from location rather than being out of stock in that outlet

Recommendation:

- Add short sentence/phrase of why an option is unavailable e.g. “*out of stock”

Screenshot:

SEARCH FOR AND SELECT THE ZARA STORE

Some stores may be temporarily unavailable.

23 DICKSON ROAD 209507 SEARCH

Clothes Collection Programme Only view stores where the collection option is available

LIST MAP

SINGAPORE
313@SOMERSET

SINGAPORE
ION ORCHARD

SINGAPORE
MARINA BAY SANDS

SINGAPORE
VIVO CITY

SAVE



SEARCH FOR AND SELECT THE ZARA STORE

Some stores may be temporarily unavailable.

23 DICKSON ROAD 209507 SEARCH

Clothes Collection Programme Only view stores where the collection option is available

LIST MAP

SINGAPORE
313@SOMERSET ***Product is out of stock in this outlet**

SINGAPORE
ION ORCHARD

SINGAPORE
MARINA BAY SANDS

SINGAPORE
VIVO CITY

SAVE

Checkout process sections titles are not visible enough

Severity Rating : Level 1

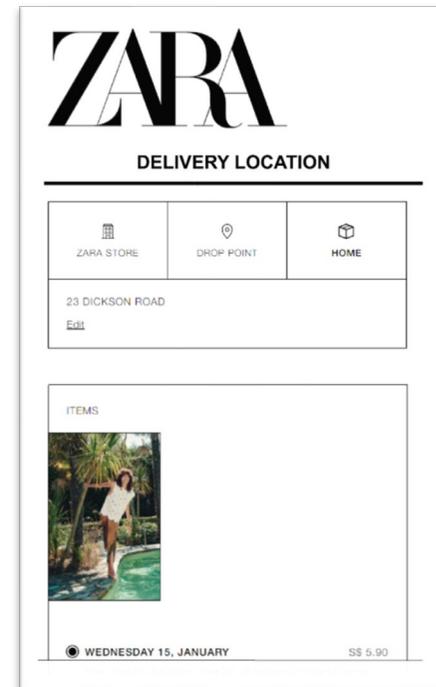
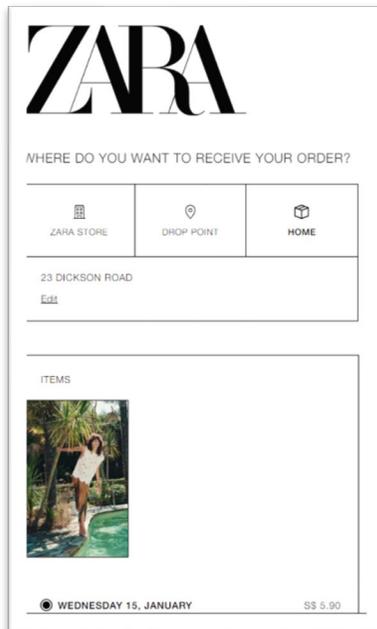
Task: Checkout an item

Usability Issue: User missed out seeing the checkout section title and had slight confusion on what they were supposed to do

Recommendation:

- Bold the process section titles
- Rephrase into a better title
- Have clear indication e.g. lines on process section titles

Screenshot:



END