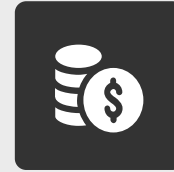# About ZARA

Zara is one of the biggest international fashion companies. The customer is at the heart of their unique business model, which includes design, production, distribution, and sales, through an extensive retail network.

Audience of ZARA

Ages 18-40

Medium-High Income

ZARA targets customers based on their fashion awareness. They are frequently busy individuals, which is taken into account in ZARA's strategy, which aims to get customers to buy on impulse.
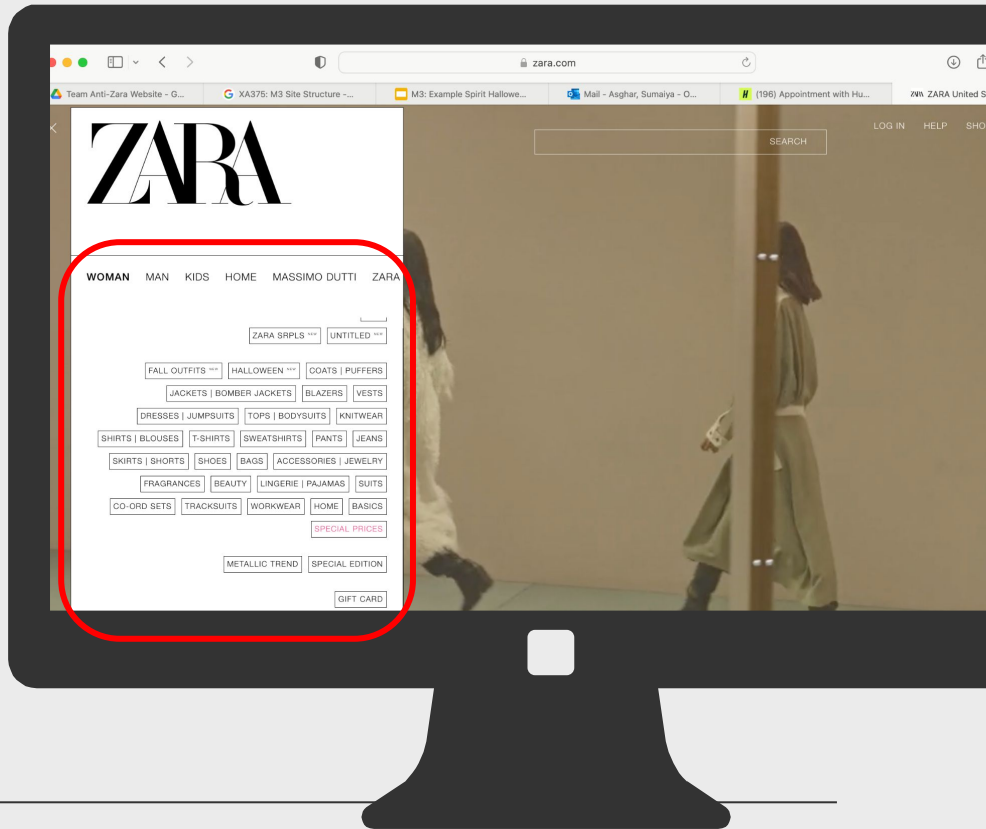
Original Navigation

Everything is sorted into one giant list of woman's items for sale.

There are no headers or groupings of specific categories of items.

Definitely too text-heavy with no differentiation other than the "special prices" text color change.

Current Site Map (Full Navigation)

Current Site Map (WOMAN)

Main Nav

WOMAN | MAN | KIDS | ZARA SRPLS | HOME | MASSIMO DUTY | BEAUTY

Secondary Nav (Women)

| NEW | Fall Outfits | Coats | Jackets | Bomber Jackets | Blazers | Vests | Dresses | Tops | Bodysuits | Shirts | Blouses |

| T-Shirts | Sweatshirts | Pants | Jeans | Skirts | Shorts | Bags | Accessories | Jewelry | Jumpsuits |

| Beauty | Lingerie | Pajamas | Suits | Co-Ord Sets | Tracksuits | Workwear | Home | Basics | Special Prices |

| Fragrances | Shoes | Knitwear | Belts | Scarves | Hats |

The Card Sort

Objective

Establish a sense of organization for WOMEN items, categorizing them instead of having them all there with no sense of differentiation.

Activity

We had 3 groups of users sort 46 labels provided my Zara into categories of their choosing.

Results

Group 1: Team MSU

Site Specific
- New
- Gift Card
- Home
- Studio Collection
- Careers

accessories
- Belts
- Fragrances
- Socks & Tights
- Jewelry
- Lingerie
- Bags
- Scarves
- Hats
- Shoes
- Beauty

Bottoms
- Skirts
- Pants
- Jeans
- Shorts
- Shirts

Outerwear
- Cardigans & Sweaters
- Hoodies & Sweatshirts
- Blazers
- Jackets
- Suits
- Coats

Seasonal/Specialty
- Knitwear
- Fall Outfits
- Basics
- Pajamas
- Swimwear
- Co-ord Sets
- Edited | Personalized
- Workwear
- Loungewear

One piece (?)
- Bodysuits
- Dress
- Jumpsuits

Tops
- Tops
- Vests
- Blouses
- T-Shirts

Delete These
- Metalic Trend
- Special Edition
- Join Life
- Special Prices

Question Results: Group 1

Did you have any trouble sorting the cards? Why or why not?

- "I can see why this team is Anti-Zara, because this is a really confusing card sort to complete, there are lots of different categories that are difficult to categorize. I was conflicted on what groups to make, especially with "one pieces" like jumpsuits and dresses. I'm sure there's a better name than one piece."

Why did you sort the cards the way you did? Why did you label/title the groups the way you did?

- "I tried to make it as simple as possible, however some groups, like "accessories" were much larger than others, like "tops". Additionally, seasonal/speciality could definitely be broken down further, I'm just not sure how. I almost wanted a "comfy" section for loungewear and pajamas, but wasn't sure how necessary that would be/how many cards would even fit"
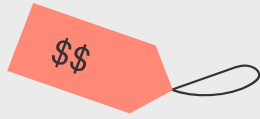
Analysis of Results: Group 1

This group sorted the items into 8 categories: site specific, accessories, bottoms, outwear, seasonal/specialty,one-piece, tops, delete this

- **"Lots of different categories":** It was hard to sort into specific categories because there were so many items and it was very confusing. It was hard for the user to see so many different things and not knowing where they belong.
- **Some categories could be broken down even further:** Some categories felt more broad, and some felt more specific. The broad ones could've had even more categories but it just felt like too many categories.

Results

Group 2: Team MR&GT

Cart Sort 2: Team MR&GT

Women

Tops
- Shirts
- Bodysuits
- Vests
- Blouses
- Jackets
- T-Shirts
- Cardigans & Sweaters
- Blazers
- Hoodies & Sweatshirts
- Coats

Bottoms
- Jeans
- Skirts
- Shorts

Dresses & Jumpsuits
- Dresses
- Jumpsuits
- Co-ord Sets

Accessories
- Shoes
- Hats
- Belts
- Beauty
- Fragrances
- Jewelry
- Scarves
- Socks & Tights
- Bags

Mens
- Suits
- Pants
- Tops

Featured
- Special Prices
- Join Life
- Workwear
- Careers
- Metalic Trend
- Studio Collection
- Fall Outfits
- Gift Card
- Edited | Personalized
- Special Edition

Other
- Knitwear
- Loungewear
- Home
- New
- Lingerie
- Basics
- Pajamas
- Swimwear

Question Results: Group 2

Did you have any trouble sorting the cards? Why or why not?

- "I had trouble sorting the cards because I felt like a lot of the categories on the teal cards should have been categories for the pink cards. Because I had to create my own categories for the pink cards, it was hard to think of categories that weren't on the teal cards that would still organize the cards in a helpful way."

Why did you sort the cards the way you did? Why did you label/title the groups the way you did?

- "I sorted the cards by "women's" and then put the categories of "tops", "bottoms", "accessories", and "dresses and jumpsuits" under the category of "women's". I then put all of the cards that could still fit under "women's" under just "women's" in general. I then made a category for "men's' and put a lot of the repeats that were under "women's" already or were a similar card. I then made a "featured" category for all of the cards that did not fit under any of the merchandise categories or for cards that seemed like they may be a collection."
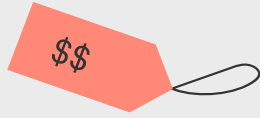
Analysis of Results: Group 2

This group sorted the items into 7 categories including: Women, Top, Bottoms, Dresses & Jumpsuits, Accessories, Mens, and Featured.

- **Began Sorting with Womens:** It was easier to begin sorting the card under the Women's category because the Zara is mainly targeted towards to women fashion.
- **Featured Category:** An additional category was created for cards that did not seem to be relate to common merchandise such as: special prices, gift cards, and career.

Results

Group 3: Team Nintendawgs

Other nav
- Home
- Join Life
- Gift Card
- New
- Careers

Longsleeve/winter
- Hoodies & Sweatshirts
- Cardigans & Sweaters
- Knitwear
- Fall Outfits

Pants/winter
- Jeans
- Pants

Pants/summer
- Shorts
- Skirts

Summer
- Swim wear
- Jumpsuits

Shoes
- Shoes
- Socks & Tights

Shortsleeve/summer
- Blouses
- Tops
- Shirts
- T-Shirts

sleepwear
- Pajamas
- Loungewear
- Lingerie

Jackets
- Jackets
- Blazers
- Coats
- Suits
- Vests

Accessories
- Jewelry
- Scarves
- Dresses
- Belts
- Hats
- Beauty
- Bags
- Fragrances

Other
- Workwear
- Bodysuits

Extraneous
- Basics
- Studio Collection
- Special Edition
- Metalic Trend
- Special Prices
- Edited | Personalized

Question Results: Group 3

Did you have any trouble sorting the cards? Why or why not?

- "I definitely had trouble. I tend to sort my clothing by tops and bottoms + what is seasonal. Obviously with Zara trying to do this is a total nightmare. Additionally, there were several cards where I had no idea what they meant (ex: co-ord??)"

Why did you sort the cards the way you did? Why did you label/title the groups the way you did?

- "I sorted by part of the outfit + season. Because we live in such a seasonal climate sorting clothing by how appropriate it is for the weather is extremely important to me. I labeled the groups based on what they are, what season they should be in, although this kind of fell apart as Zara's items got more and more confusing."

Analysis of Results: Group 3

This group sorted the items into 12 categories, they didn't delete anything in their card sort but they did sort them according to season.

- **Having trouble sorting:** "I tend to sort my clothing by tops and bottoms + what is seasonal. Obviously with Zara trying to do this is a total nightmare."
- **The items Zara sells doesn't make sense and is confusing:** "there were several cards where I had no idea what they meant" "I labeled the groups based on what they are, what season they should be in, although this kind of fell apart as Zara's items got more and more confusing."

The Final Sort

Defining Priorities from Findings
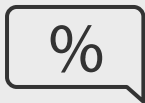
Priorities Overall

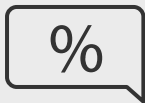**1** **Reduce** the number of **navigational sections** in 'Womens' navigation

2 Utilize **categorization** to **direct customers** to needed products more **easily**

3 Make edits to **language** used to describe products that **align with users existing expectations**
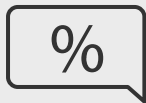
Priticities Explained

1

Reduce the number of **navigational sections** in 'Womens' navigation

- Removing unneeded/confusing sections from direct nav
- Combining sections with similar/overlapping products
- Creating more options in primary navigation to reduce clutter in secondary navigation (ex: making a separate primary nav to store accessories rather than listing every accessory in the "Women's" nav)
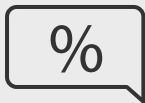
Priorities Explained

2 Utilize **categorization** to **direct customers** to needed products more **easily**

- Adding titles to secondary navigation (rather than just dumping in every type of product into one tab!)
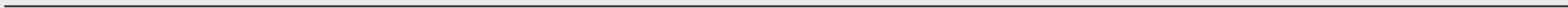
Priorities Explained

3 Make edits to **language** used to describe products that **aligns with users existing expectations**

- Rename confusing language to use labels customers are more familiar with

Main Changes

DELETE!!	Change Label	Move to MAIN nav	OTHER NAV
Metalic Trend	**SALE ...** → from "Special Prices" &...	Accessories (Title)	Careers
Knitwear (fits in w sweaters and other accessories)	Matching Sets... →(originally co-ord sets)		Join Life
Special Addition		Shoes	
Edited | Personalized		Bags	
		Jewelry	
		Accessories	
		Belts	
		Scarves	
		Hats	

The Final Sort

The Reveal

New Site Map

NEW Zara Site-Map

Main Nav

| WOMEN | MEN | KIDS | ACCESSORIES | BEAUTY | HOME LIVING | GIFTS |

Secondary Nav (Women)

NEW	Tops	Bottoms	Dresses & Sets	Outerwear	Intimates & Lounge	Swim	Basics	Special Collections	SALE ... → (originally "Special...
	Tops	Jeans	Dresses	Coats	Pajamas			Studio Collection	
	Bodysuits	Pants	Jumpsuits	Jackets	Loungewear			'EDITED' Collection	
	Tshirts	Shorts	Matching Sets... →(originally co-ord sets)	Vests	Lingerie			Fall Outfits	
	Shirts & Blouses	Skirts		Blazers					
	Cardigans & Sweaters								
	Hoodies & Sweatshirts								

Conclusion

With over 45 labels smashed into their "Woman" navigation section, there was no intentional order in Zara's site structure to support an effortless and enjoyable online shopping experience.

Zara's site structure could benefit from consolidating the number of navigational possibilities, utilizing headings to group-related apparel sections, and using more generic language/labeling. As a result, users can more easily browse apparel, leading to increased consumer purchasing, Zara business success, and an overall improved online shopping experience for Zara customers.

References

https://www.edrawmind.com/article/zara-segmentation-targeting-and-positioning.html#:~:text=ZARA%27s%20target%20consumer%20is%20often,customers%20to%20buy%20on%20impulse.

https://miro.com/app/

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