

zalando

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UX AUDIT OF ZALANDO'S MOBILE APP



zalando

ELIF SALMAN

PROJECT OVERVIEW



The Customer

Zalando SE is a publicly traded German online retailer of shoes, fashion and beauty active across Europe. Zalando has launched apps for Apple and Android devices for its customers in 2014.



Project Duration

Analyze user engagement and retention value for Zalando app through UX Design, 1 week duration in July 2023.

PROJECT OVERVIEW



The Problem

Zalando wants to increase user engagement and retention by their mobile app and would like to analyze their app to understand if there are any points to improve to maximize sales and minimize **cart abandonment** rate for the app.



The Goal of the Project

Figure out in which potential areas or points to improve regarding increased user engagement and retention through UX Design. Need to focus on targets, **sales funnel**, UX Design and reduce cart abandonment rate for this project.

***The Shopping Cart Abandonment** rate is the percentage of online shoppers who add items to a virtual shopping cart but then abandon it before completing the purchase. It shows the rate of interested potential customers who leave without buying anything compared to the total number of shopping carts created.

***A sales funnel** helps you understand what potential customers are thinking and doing at each stage of the purchasing journey.

PROJECT OVERVIEW



My Goal:

My role is to help Zalando by finding the areas or points improve or/and modify or/and add in the app and give the recommendations for UX / UI Design through Human-Centered Design. I tried to empathize with users and understand their needs and tried to solve their problem regarding the Zalando app.



My Responsibilities:

- Competitor Analysis (Benchmark)
- User Test and and Pain Points
- User Research
- Zalando's App Audit
- Recommendations
- Final Conclusion



Source And Tools Were Used For This Project:

- Figma
- Miro
- Google
- Google Templates
- Canva
- Gloomaps
- The App of the Zalando , Privalia, Zara

COMPETITOR ANALYSIS BENCHMARK

- Competitor Analysis: Summary
- Competitors Zara and Privalia
- Competitor Audit
- Competitor Analysis: Conclusion

COMPETITOR ANALYSIS: SUMMARY



We have to see what the competitors have done. I researched 2 similar ecommerces, looking at both the positives and negatives. The competitors are Zara and Privalia. They are good examples and good competitors for an e-commerce app.

Why do we look for competitors?

Because we can take examples of their mistakes, their strengths to understand how we can better design for our project.

COMPETITOR: ZARA



HOME MENU ACCOUNT CESTA (0)

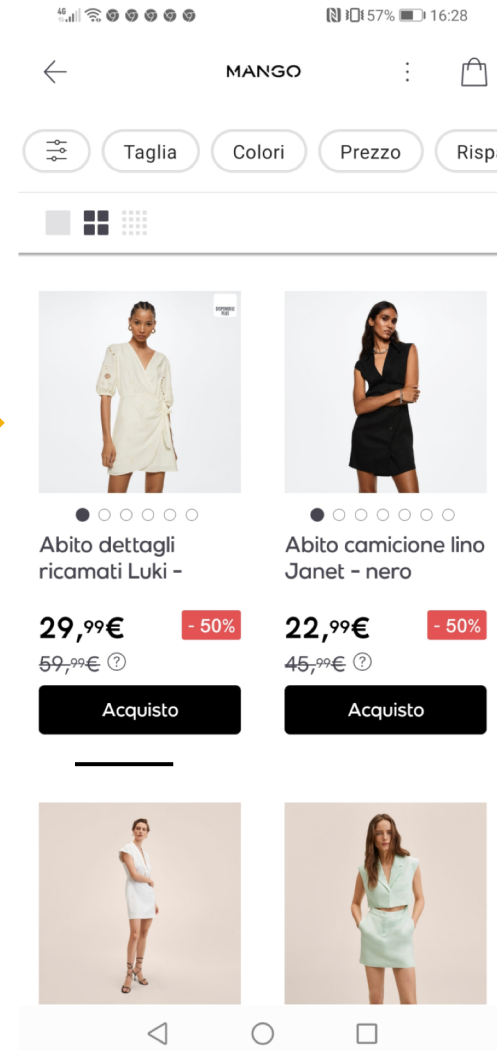
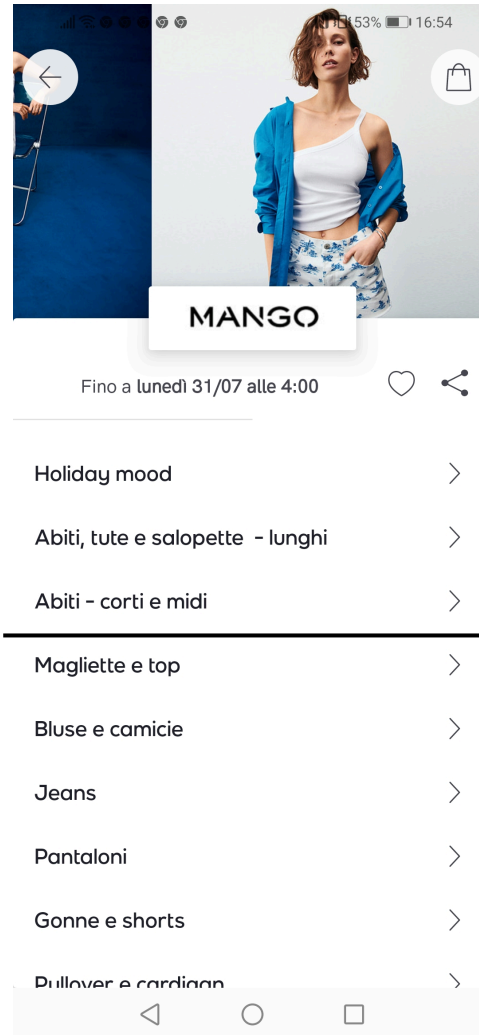
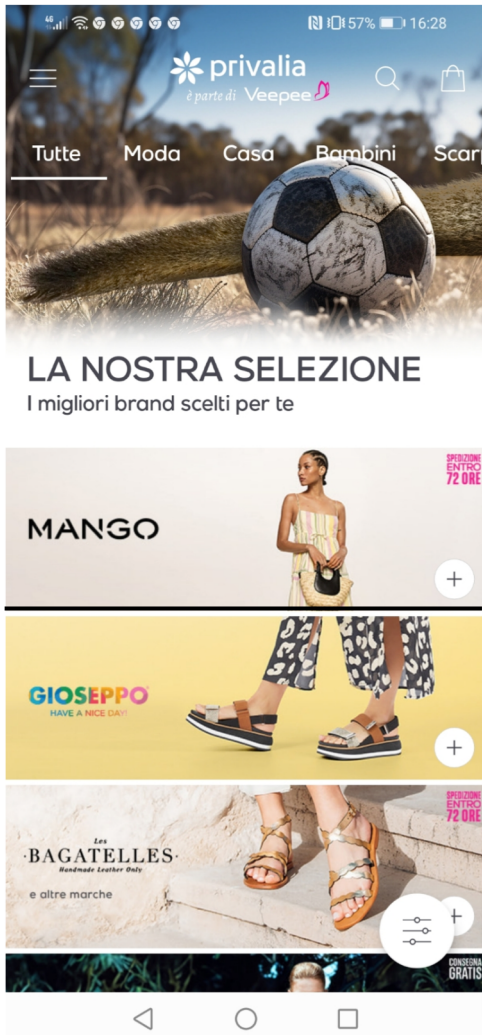


HOME MENU ACCOUNT CESTA (0)



ZARA is a Spanish multi-national retail clothing chain. With 4 steps you can choose the product in the cart.
Menu>Section> Add> Size > Cart.

COMPETITOR PRIVALIA



Privalia is founded in 2006 from Barcelona. Privalia began its journey in the country focusing on all kinds of products. With 4 steps you can choose the product in the cart.

Menu > Section > Add > Size and amount > Cart.

COMPETITOR AUDIT



Competitive audit	Goal: We have to see what the competitors have done. I've researched 2 similar ecommerces, examining both the positives and the negatives.							
	General information							
	Competitor type	Location	Product offering		Website	Business size	Target audience	Unique value proposition
ZARA	Direct	Spain	retail clothing, shoes and beauty chain		https://www.zara.com/	Big	International and above all women	Large variety in many countries
PRIVALIA	Direct	Spain	retail clothing, shoes and beauty chain		https://www.privalia.com/	medium	International and above all women	Variety in few counties

Competitive audit	UX (rated: needs work, okay, good, or outstanding)					
	First impressions		APP Interaction			
	APP experince	Features	Accessibility	User flow	Brand identity	Tone
ZARA	Good + Visually good - menu is very small to click	Good + Easy place an order also without profile feature + "Create account" feature	Good + Website available in two languages + Images of menu items are clear and legible	Good + Easy to find key info (menu, location, hours) - The letters are small for legibility"	Good + Clear color scheme, font, and art direction - Very big use of imagery and photography	Serious and direct Friendly in some places
PRIVALIA	Okay + Welcoming and easy to use - Feels dense and overwhelming in places	Outstanding + Sign in also with facebook feature + Sections are visible	Good + "Create account" feature - There is no option to change language after sign in only you can change the country	Good - Add to option to change language option without change the country + Menu is clear	Outstanding + Easy to find the menu +Correct size use the pictures	Serious and direct Friendly

COMPETITOR ANALYSIS: CONCLUSION



Zara and Privalia have a simple homepage, it doesn't create any confusion for the users and they have a few steps to add a product to the shopping cart. Easy payment process, products have enough photos and information. These their strengths must help us for improve our project.

USER TEST AND PAIN POINTS

- User Test: Summary
- User Test: Results
- Pain Points

USER TEST: SUMMARY



The Zalando mobile app already exists, in this case a project and / or a new restyling is needed to improve the app. Instead of going through a classic UX process, this time I thought I would start testing the app with real users right away. I chose 5 users from different targets, even if the app seems to want to keep a very young people target, I chose 2 users even over 50 years old. At this stage, I would like to include more qualitative data rather than quantitative data. I asked them to use the app, place an order and complete the payment. At this stage I had a great opportunity to understand what needs to be improved.

★ The users were 2 males and 3 females. 2 users were over 50 years and they didn't have much knowledge regarding online shopping.

USER TEST: RESULTS



- 4 out of 5 users found the homepage design very complicated.
- 3 out of 5 users had difficulty adding a product to their cart with just a few steps.
- 3 out of 5 users almost got lost on the homepage they didn't know where to click, they said there is a lot of information and pictures to achieve the goal.
- 2 out of 5 users wanted to change gender from the homepage but couldn't find it.
- 4 out of 5 users when they clicked on the navigation bar, did not know how to get back to the homepage.
- 1 in 5 users had difficulty completing the payment.
- 4 out of 5 users could not find refund and exchange information.
- 2 out of 5 users had difficulty understanding shipping information.

PAIN POINTS FROM THE 5 USERS FOR THE ZALANDO APP



1

Pain Point:

Homepage design is very confusing and busy, there are no basic products on the menu.

2

Pain Point:

Unnecessary use of images and information for the homepage, creates confusion for the user.

3

Pain Point:

Gender section is not on the homepage.

4

Pain Point:

Refund policies and process are not written clearly before processing payment.

We already have pain points from the part of 5 users for the Zalando App, in this case we can processed with user research to understand what users expect from any e-commerce app.

USER RESEARCH

- Summary
- User Personas: Francesca and Martina
- Empathy Maps
- User Stories and Problem Statement
- Customer Journey Map with Miro

USER RESEARCH: SUMMARY



In the previous step, I ran the user test with 5 real users. By doing mini tests, I had the opportunity to do small interviews with them. For this reason, I will not be doing a survey or quantitative research for this part. Here there will be user personas, empathy maps, user stories, problem statements and customer journey maps. I will try to introduce the possible actions users can take to buy the product. We will talk about the actions, thoughts, feelings and opportunities for the user to improve during his / her journey, from the choice a product to the purchase.

USER PERSONAS: TWO EXAMPLES



Francesca - A career woman
Age: 39
Occupation: Teacher

Description

Francesca is a teacher who is very busy with her job and often doesn't have time to go shopping. She prefers to choose online shopping from an e-commerce app.

Needs and Goals

Francesca wants to find a reliable e-commerce app, if there is any problem with the product, she can have a good assistance from the part of them. And before the payment process, she wants to know the refund or exchange process.



Martina - Teenager
Age: 21
Occupation: Student

Description

Martina loves shopping and fashion. She follows every trendy fashion in the world and follows sales because she doesn't want to spend much money on shopping.

Needs and Goals

Martina wants to find an e-commerce app that contains the products for sale and many different brands in itself. The payment process must be simple and the shipping cost must be cheap or better maybe free.

EMPATHY MAPS: FRANCESCA AND MARTINA



Francesca



SAYS

I am so busy with my job and often I do not have time to go shopping. I prefer to choose online shopping from an e-commerce app.

THINKS

The payment process is complicated. There is not any refund or exchange information before payment!

DOES

Places an order in the app.

FEELS

Frustrate and does not trust the brand. She cannot process the payment.



Martina



SAYS

I love the shopping and fashion. I follow the products are on sale because I do not want to spend much money on shopping.

THINKS

I cannot see any products on sale. Where is it?

DOES

Opens the e-commerce app and searches for some products on sale on the homepage.

FEELS

Sad and disappointed. Martina does not want to spend much money for shopping because she is a student.

USER STORIES: FRANCESCA - MARTINA AND PROBLEM STATEMENT

Francesca

Francesca is a busy working, career woman
Who needs to find a reliable e-commerce app.
Because she does not have a time to go shopping.

Martina

Martina is a student at the University
Who is follow a sale period and the products on a sale
Because she is a student and cannot spend much money for shopping.



Problem 1: The user searches for an app to buy clothes because they don't have time to go to a physical store.

Goal 1: The app must be simple for all users, it must achieve its objectives with just a few steps, it must not abandon the cart, the payment process must be clear and simple.

Problem 2: The user is looking for an ecommerce app to buy clothes but a refund process and a shipping information is not very clear.

Goal 2: The app must allow the user to have clear information for the shipping information and any refund before purchasing.

Problem 3: The user cannot find the sale or new products on the homepage easily.

Goal 3: All new and important information regarding products must be visible on the homepage.

Problem 4: The payment process is very complicated and the user does not know how to continue and where to click.

Goal 4: The app design must be simple to usability for all users to achieve the goal with as few clicks as possible.

CUSTOMER JOURNEY MAP: FRANCESCA



Francesca Teacher,					
Place an order from online shopping through an e-commerce app					
Journey Step	A-Decided to shop online by app B- Remembered her friend was talking about Zalando C-Download Zalando's app on the mobile device	A-Sign up the app B-Enter my profile and the shipping address information B-Open Main Menu-Landing Page	Decided to take a look for the blue pants, started browsing through the images and menus	A-Checked the product's pictures and details B-Decided for the size and amount C-Added the product on the cart	A-Go ahead with the payment B-Confirmed a shipping address and enter CC information C-Confirmed all information and the payment at the end of process
Feeling	Curious and indecisive	Annoyed and worried	Curious and worried	Happy but also insecure about process	Confused and observant
Thought	"There are many e-commerce app, which one is the best for me?"	"I can't figure out why my password wasn't accepted, I tried 4 times"	"This is very complicated, I don't quite understand how should I search and how can I put filters for my research?"	"I can't see enough product photos and I can't see the information about the refund and exchange process"	"This process is very long, I don't understand why there is so much useless information"
Improvement Opportunities	A-Create a dedicated app for Francesca B-The brand must be visible and know from the part of users	The sign up process must be as clear as possible, if the user enters the wrong information, the system must write what exactly is the issue	A-Optimize the app for the research B-The app must be easy for every age of user. C-Highlight the most important information into app	A-Make sure the product contains enough photos and enough information for the user B-Before payment, the refund and exchange process must be written on the page or enter a CTA for this part.	A-Payment process must be as easy as possible B-There must always be a confirmation screen before the payment, the user must be sure that he has entered the correct data B-Your order completed screen must be at the end. And the user can check an order after payment

ZALANDO'S APP AUDIT

- Summary
- General Information About the Zalando App
- Zalando's App Audit
 - ✓ App Experience And First Impressions
 - ✓ Features
 - ✓ Accessibility
 - ✓ User Flow
 - ✓ Brand Identity, Tone And Description.
- Zalando's App Audit Conclusion

ZALANDO'S APP AUDIT: SUMMARY



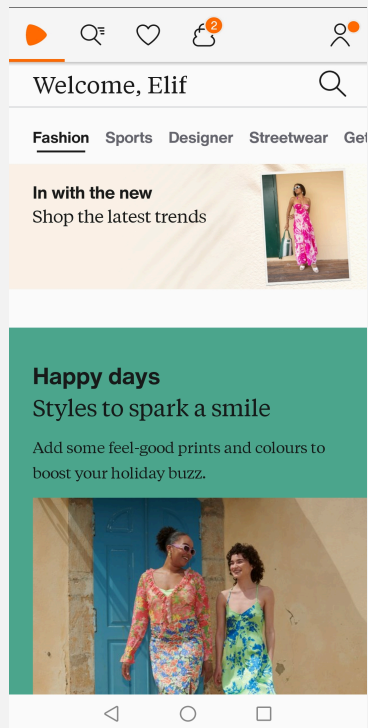
The Zalando mobile app has already existed since 2014 for more than 24 different markets. Some culture differences can create difference on UX Design but we need to create and improve a common app design for Zalando.

In this part, I will analyze the app audit regarding positive points and points for improvement.

After the general informations, the points to analyze are:

- ✓ App Experience and First Impressions
- ✓ Features
- ✓ Accessibility
- ✓ User Flow
- ✓ Brand Identity, Tone And Description.

GENERAL INFORMATION ABOUT THE ZALANDO APP:



General information About the Zalando App:

Type: Direct

Location: Germany

Product Offering: Retail clothing, shoes and beauty chain

Business Size: Big

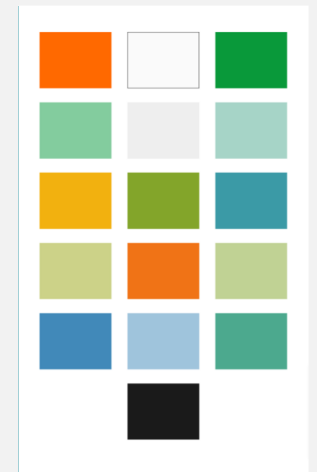
Target Audience: International and above all young people

Unique value proposition: Large variety in many countries and includes many brands inside

Devices: Apple and Android

Colors of app: There are 16+ colors inside app, including the orange color of the logo.

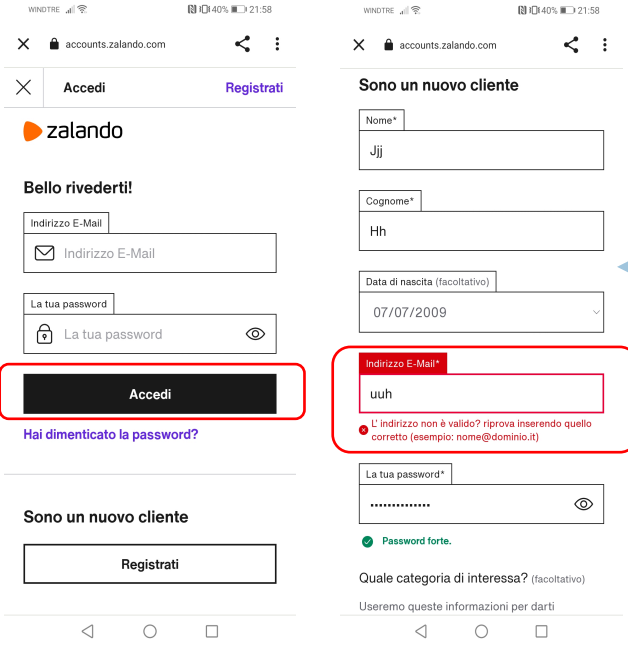
This feature is a positive thing for young people but it can also be a disadvantage for visual contrast.



ZALANDO'S APP AUDIT:

App Experience First Impressions

App Experience First Impressions

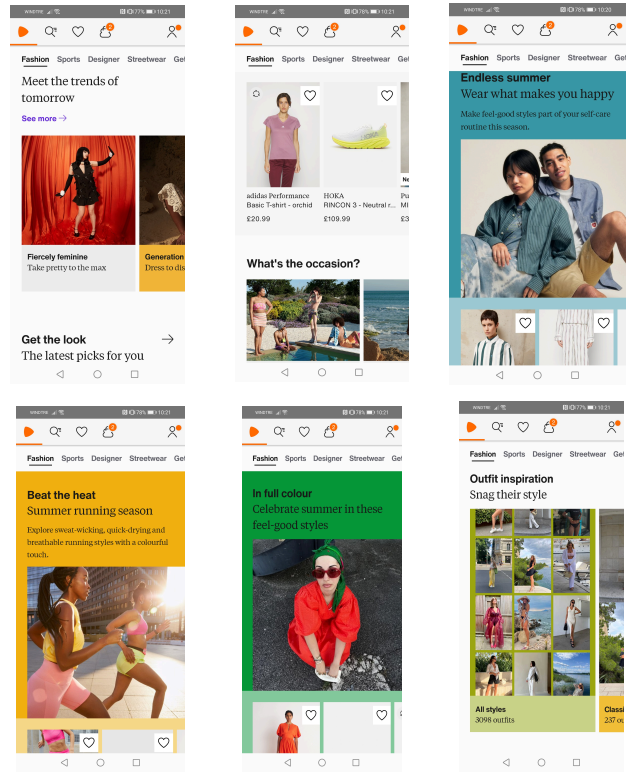


+

- + Welcoming colors but homepage design is not simple
- + Visually is not outstanding but it is ok
- + Colors for young people
- + Sign up is simple to process

-

- Homepage design is not simple
- Too many pictures and links on the homepage
- Too many colors for homepage

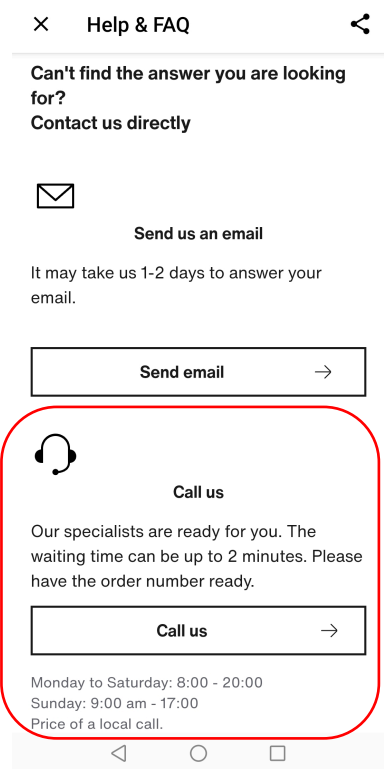


ZALANDO'S APP AUDIT:

Features

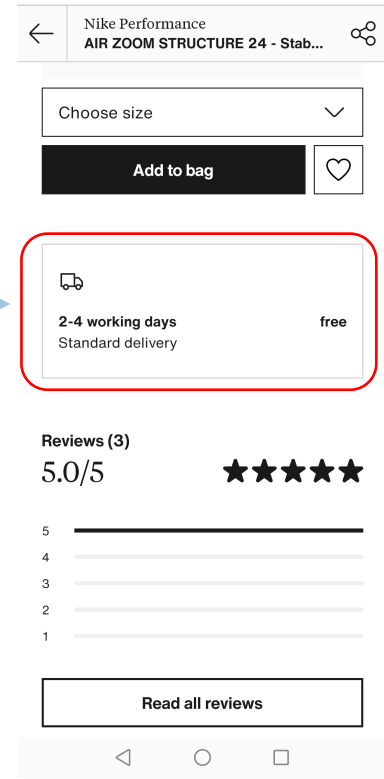


Features:



- + There are different brands inside
- + Shipping is free for a minimum purchase of €24.90
- + There are 24 different countries available to change the market
- + Live chat support for some countries and customer service support for other countries (For UK call center option and for Italy live chat.)
- + You can follow your favorite brands and creator

- Main menu is not composed of important items
- Free delivery option is not visible always before payment and it is not a clickable.
- Live chat or customer service support are not in evidence in the app.
- There are so many and big images on the homepage.



ZALANDO'S APP AUDIT:

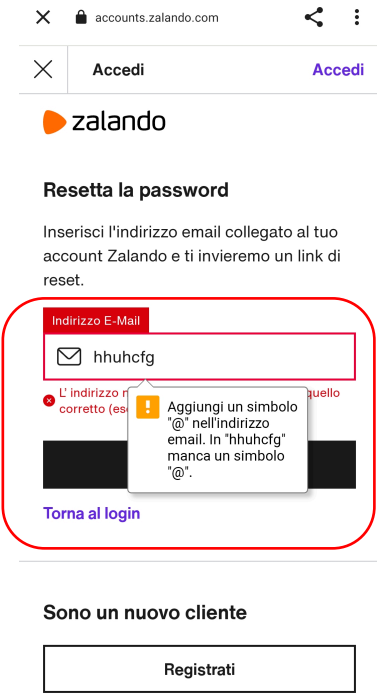
Accessibility



Accessibility:

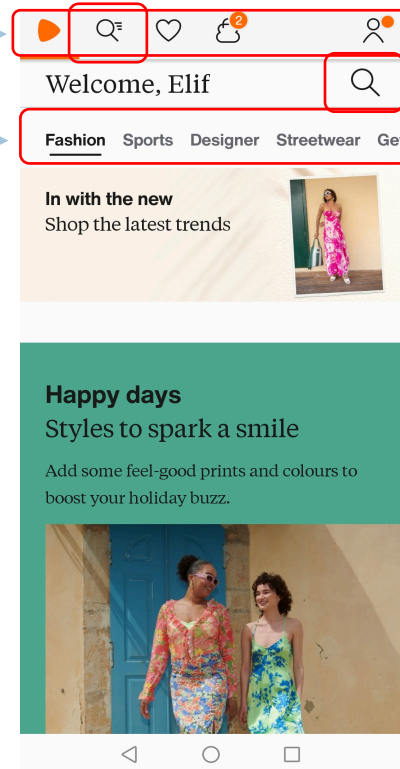
+

-



- + Sing up process is easy and if you enter some wrong information, the system tells you where you went wrong and how to enter the right information.
- + There is a my items option on the navigation bar of to purchase next.(the heart icons)
- + The texts are not small, legible is ok.
- + Purchase process is not outstanding but good. Not complicated.

- There are two research icons
- If you click on the navigation bar is not clear about know how to get back to the homepage
- There is not every important section on menu on the homepage (shoes , clothes etc.)
- Sale and new products have not enough visibility in homepage.



ZALANDO'S APP AUDIT:

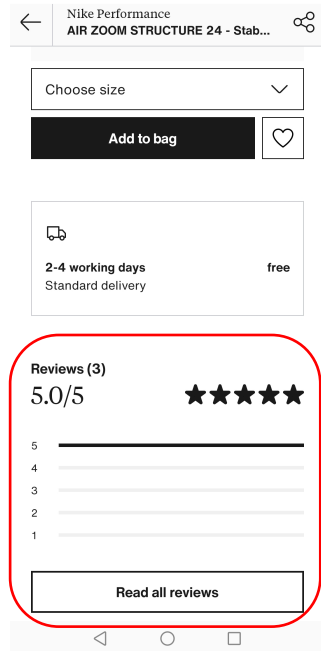
User Flow



User Flow:

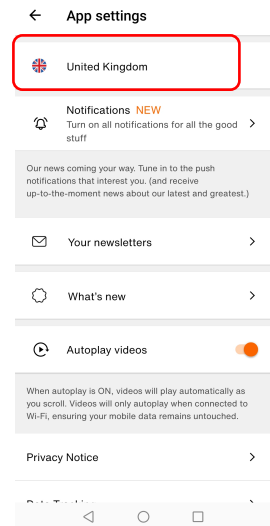
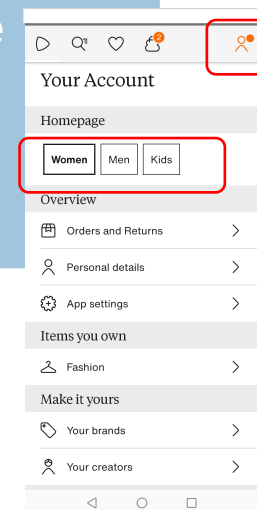
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- + Easy to find key words at the research part because there are two research icons.
- + There are enough pictures and information below a product about item. (6 pictures for each item)
- + Payment confirmation screen ok.
- + Rewies option under the item for the users.

- Many clicks to purchase an order, long process due to homepage design.
- Cannot be change the app language without change the market
- Gender change option is not on the homepage



ZALANDO'S APP AUDIT: CONCLUSION



Zalando's mobile app is a good e-commerce app but as I have presented, some points need to be improved or changed. In the next step, I will explain one by one which points need to be improved with the examples.

In my opinion, the biggest change has to be on the homepage and on the menu. Above all the design must be less colorful, simpler and more orderly. The homepage design is very busy with many photos and with many non-essential articles.

Sign up process is very clear, as the user you know where you need to click, the information is clear and the buttons are just the right size. the system tells you where you went wrong and how to enter the right information.

Products description, 6 photography for each product, zoom in zoom out options and product reviews are great user experience.

Also payment process after the add cart is good. No major change is needed here but always we have to be sure that the user has readen all information necessary correctly before of the payment such the refund process.

We must highlight customer service for great user experience, we must not hide this item under FAQ.

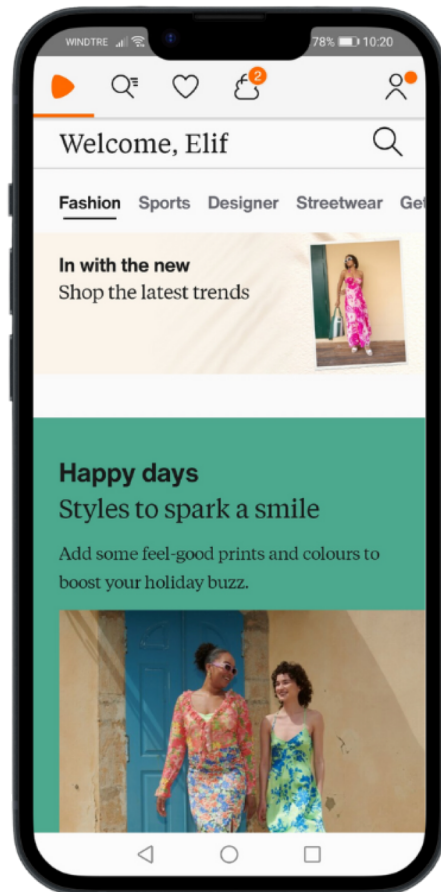
RECOMMENDATIONS

- Homepage Potential Areas Or Points To Improve
- Wireframe and Information Architecture
- New Homepage Proposal
- Homepage Prototype
- Recommendations: My Account
 - ✓ Assistance And Support
- Recommendations: App Settings
 - ✓ Language Option
- RECOMMENDATIONS:PRODUCTS
 - ✓ Add A Purchase Button
 - ✓ Refund And Reship Button

RECOMMENDATIONS: HOMEPAGE

Potential Areas Or Points To Improve

Zalando App



Potential Areas Or Points To Improve

- Homepage design is not simple and not organize
- Too many pictures and information on the homepage
- Too many colors for homepage
- Main menu is not composed of important items.(In the italian version there are two menus)
- Gender change option is not on the homepage
- There are lot of big pictures on the homepage.
- There are two research icons
- There is not every important section on menu on the homepage (shoes , clothes etc.)
- Sale and new products have not enough visibilty on the homepage.

RECOMMENDATIONS: WIREFRAME AND INFORMATION ARCHITECTURE

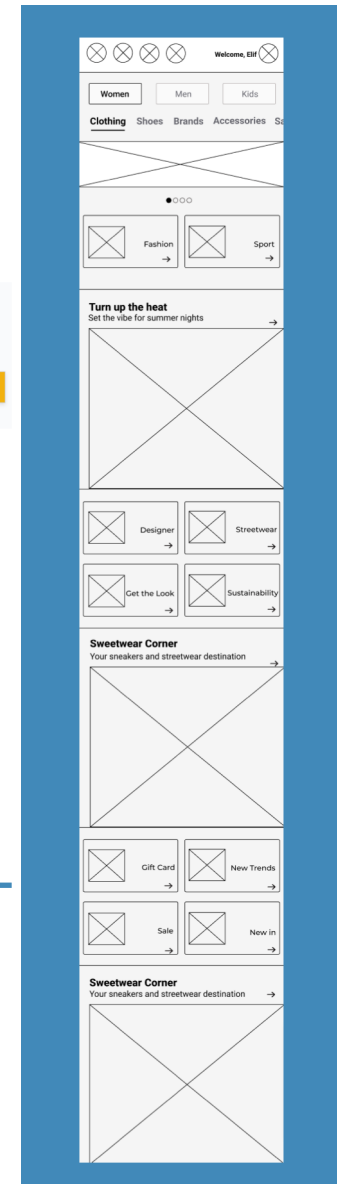


In the example, for Information Architecture there is only a new menu proposal and a few second menus for the homepage.

MAIN MENU MUST INCLUDE

- Clothing
- Shoes
- Brands
- Accessories
- Sale
- New in

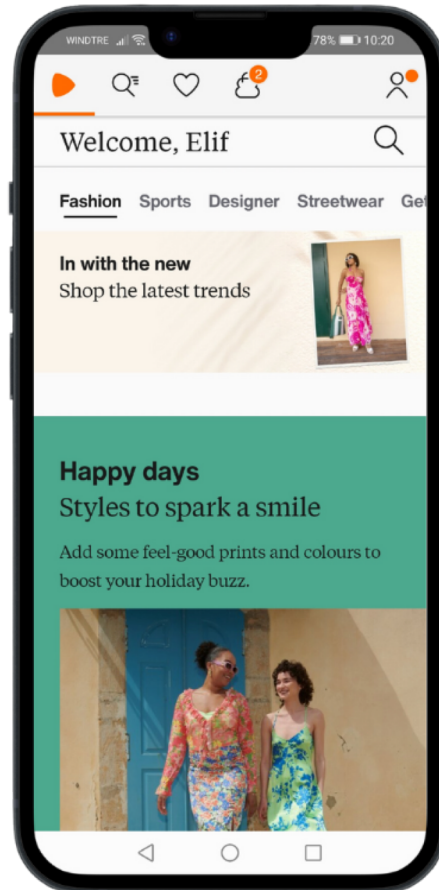
I will introduce this wireframe as a prototype after 3 slides



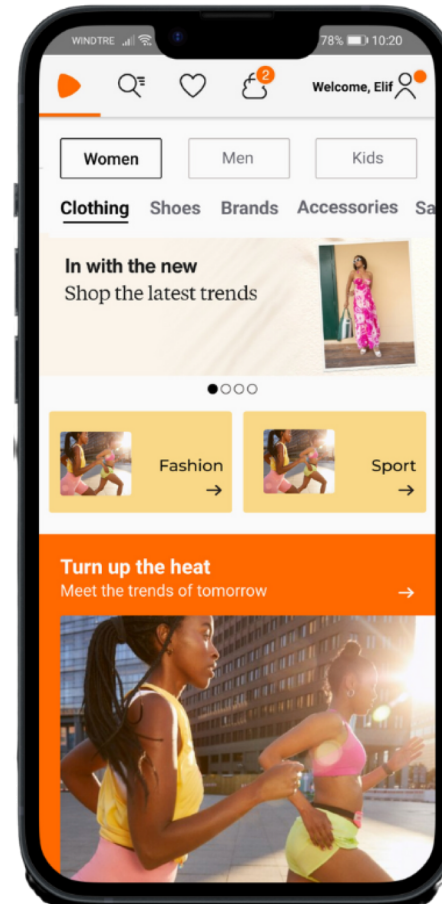
RECOMMENDATIONS: HOMEPAGE

And New Proposal

Zalando App

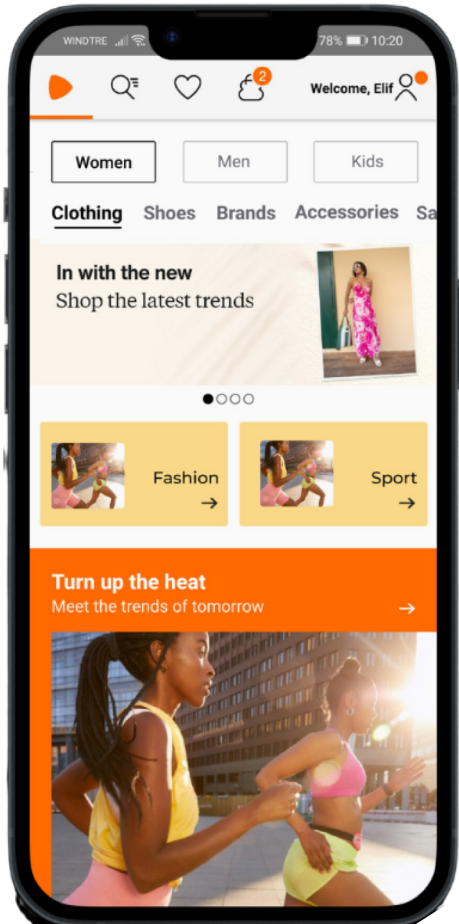


My New Proposal

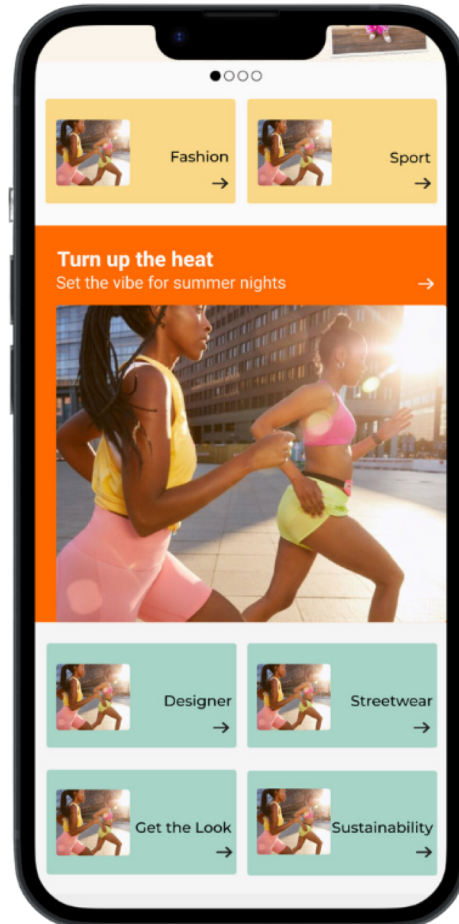


RECOMMENDATIONS: NEW HOMEPAGE

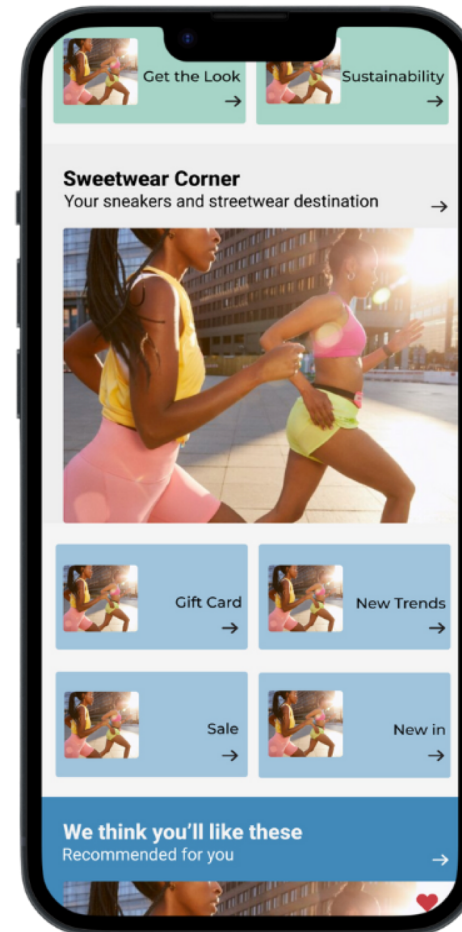
My Proposal



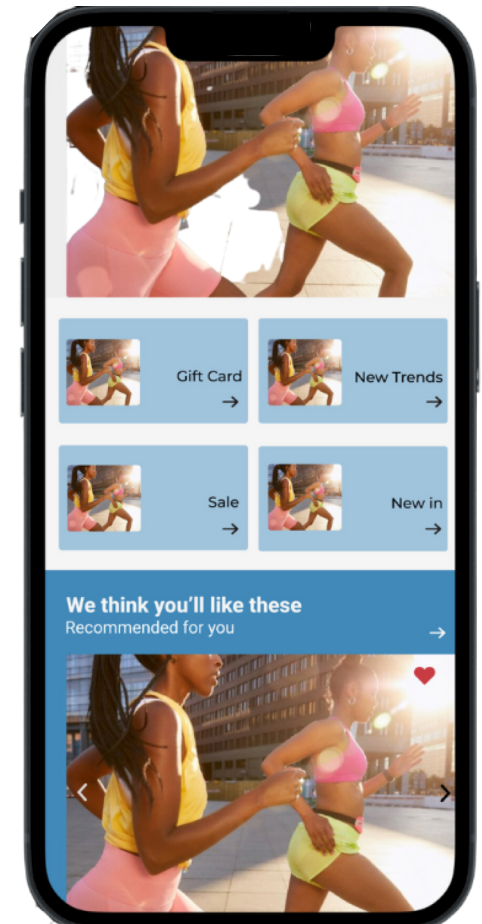
Scroll Down



Scroll Down



Scroll Down



RECOMMENDATIONS: HOMEPAGE PROTOTYPE

I added gender section on the homepage, before of main menu
I changed the main menu. I added clothing, shoes, brands, accessories, sale, new in.

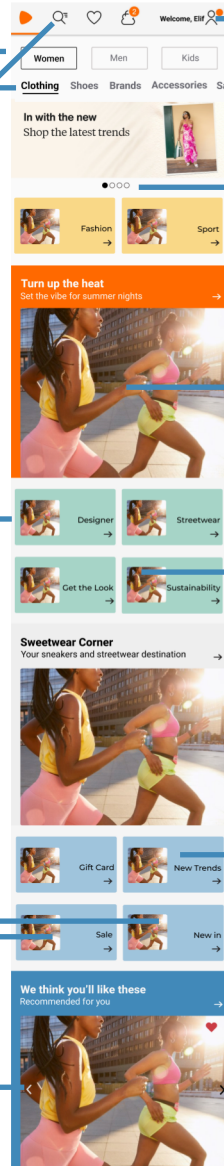
I left only one research icon, it's no longer two

I fixed and optimized all the links (CTAs) with an easier way to click and put more importance on usability.

I have chosen the most important links for users on the homepage

Sale and new products have enough visibility on the homepage

I have merged the same sections with a new slideshow, in this way the user can see more photos without scrolling up and down



I added welcome word in the navigation bar, before was so big on the homepage and it took up too much space.

I added an information for slideshow, the user can know how many pictures and voices will be see.

I used fewer big pictures.

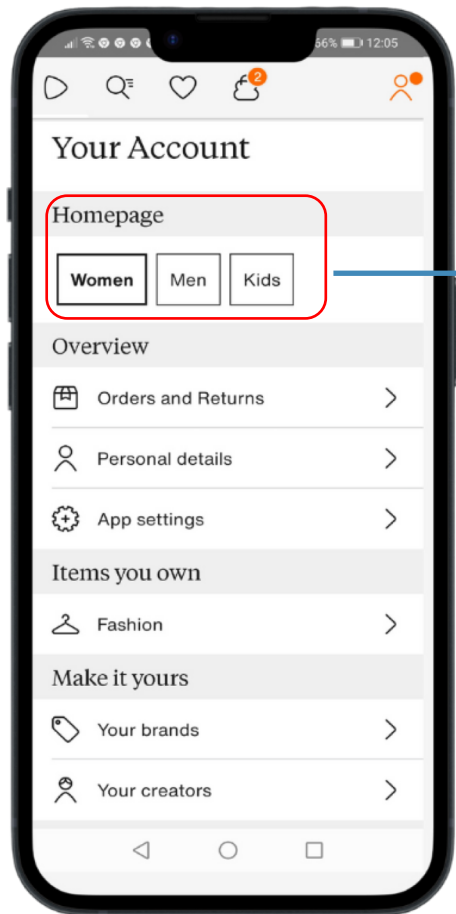
I used fewer pictures and fewer word.

I used fewer colors and tried to harmonize colors

RECOMMENDATIONS: MY ACCOUNT

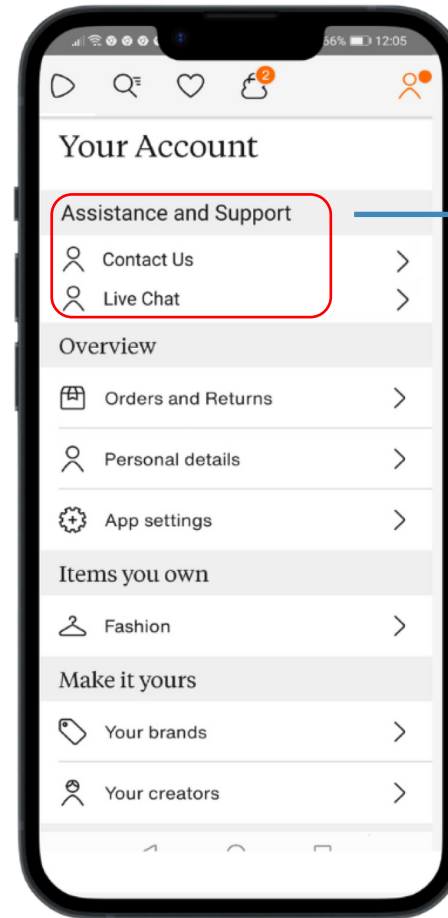
Assistance and Support

Zalando App



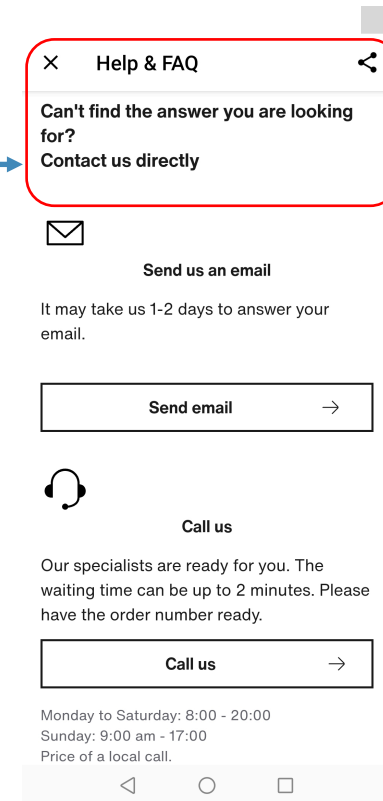
I have already added gender section on the homepage, In this case, we can delete this part from here.

My New Proposal



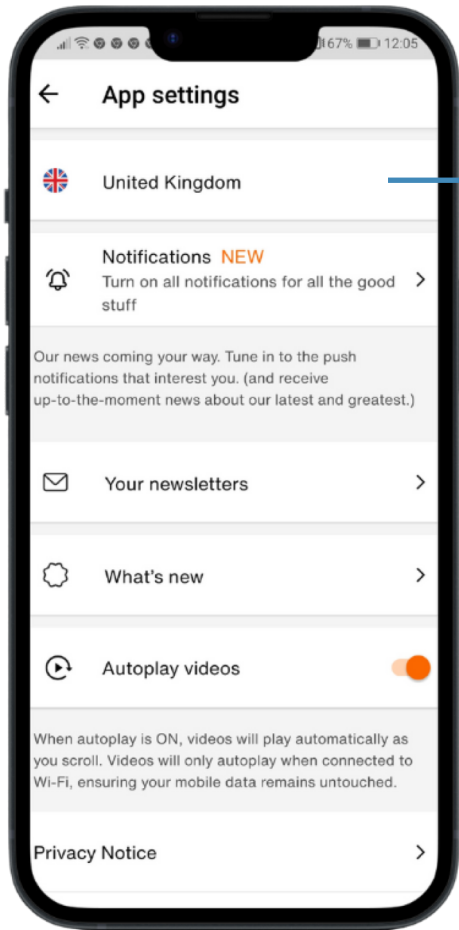
If you have a support for the users as live chat or call center, you need to show this option to user as quick as possible. ASSISTANCE AND SUPPORT IS AMONG THE MOST IMPORTANT THINGS FOR THE BUSINESS. IT MUST BE ON THE HOMEPAGE OR IN MY ACCOUNT, NOT INTO HELP & FAQ AFTER MANY CLICKS.

Zalando App



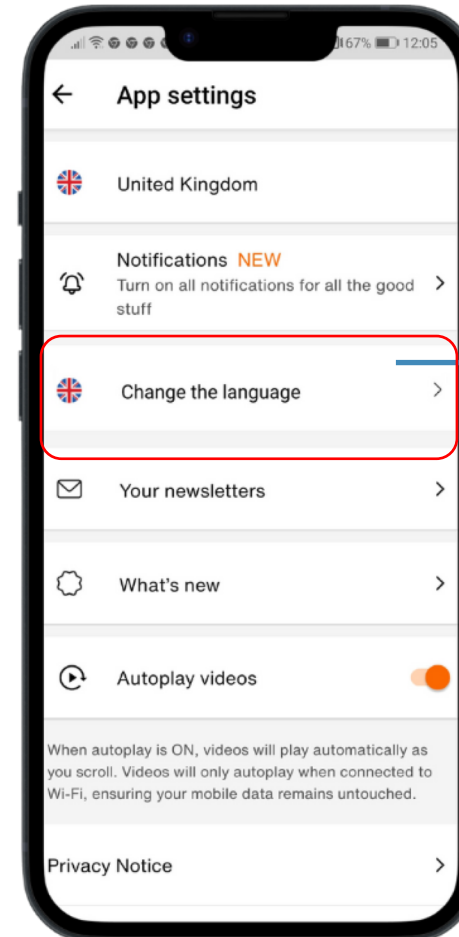
RECOMMENDATIONS: APP SETTINGS

Language Option Zalando App



Cannot be change the app language without change the market

My New Proposal

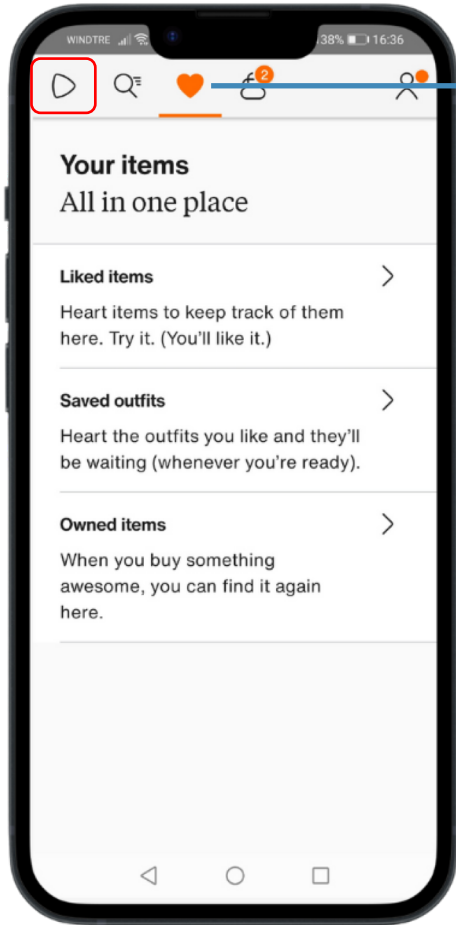


I added the language option, it is an important feature for the user without to change the market.

RECOMMENDATIONS: MY ACCOUNT

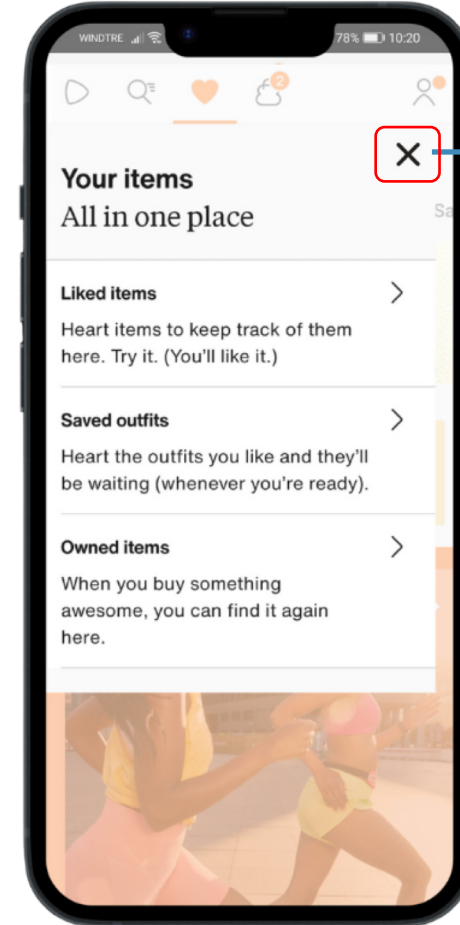
Return Back From Navigation Bar

Zalando App



If the user clicks on one of the navigation bars, the user must click on the Zalando's icon otherwise cannot return to the home page. This process is not clear.

My New Proposal

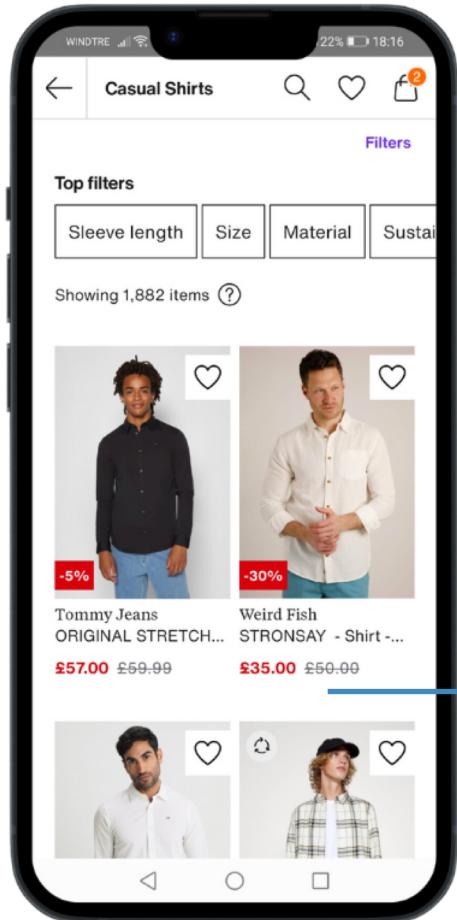


Each closure of the menu must be simple for the user in order to return to the homepage

RECOMMENDATIONS: ADD CART

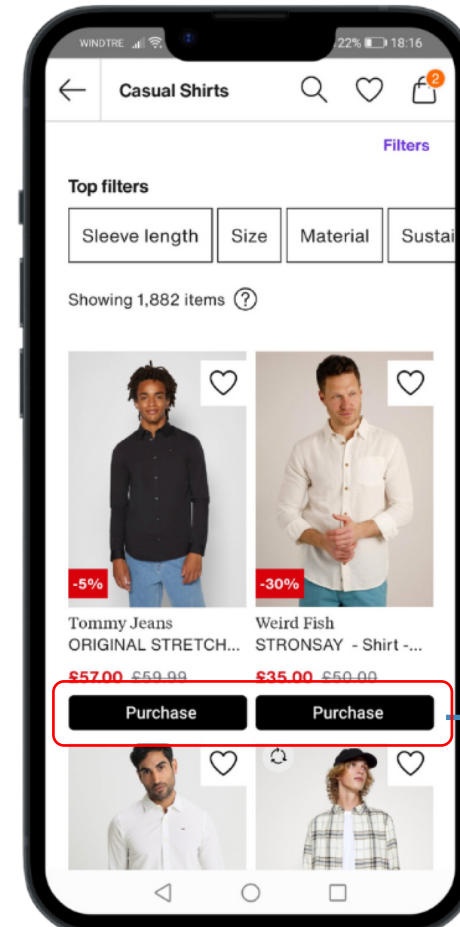
Add A Purchase Button Below The Product Photos

Zalando App



If the user searches for casual shirts under the product photos it should be added immediately in the cart with a CTA. Maybe the user wants to add to the product without clicking on an image.

My New Proposal



Add A Purchase Button. This will help for your business

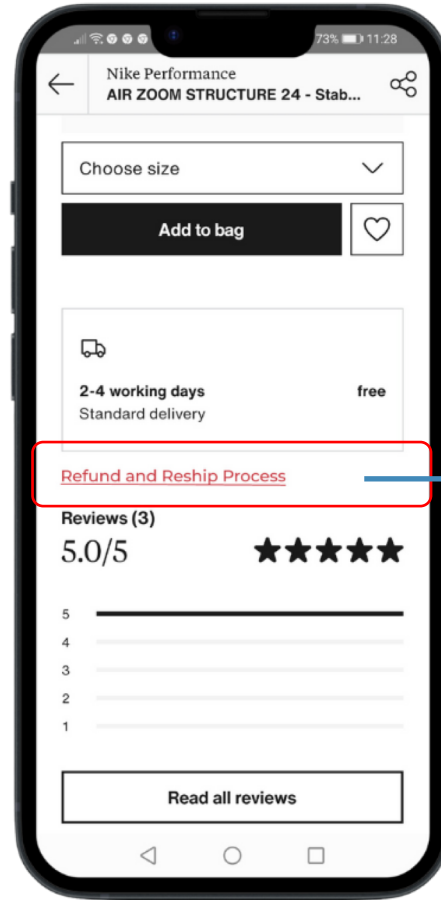
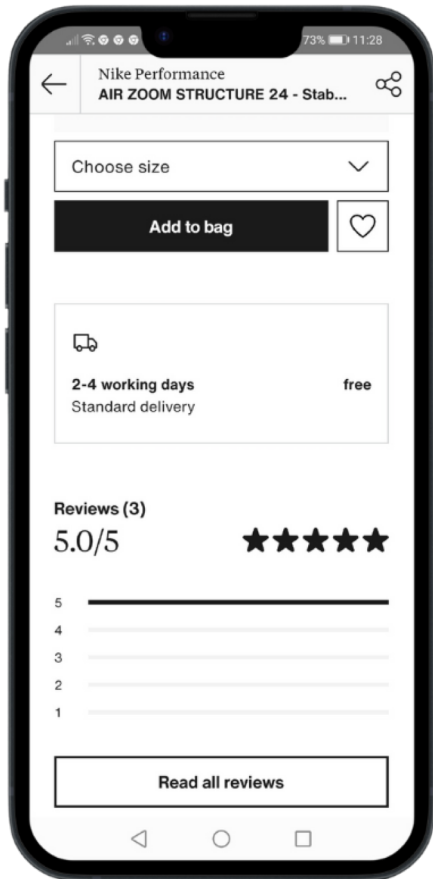
RECOMMENDATIONS:ADD CART

Add A Refund And Reship Button Before Purchasing Order

Zalando App

My New Proposal

My New Proposal



An extra refund page doesn't cost you anything but it will earn you more happy and less angry users



Usually the users do not read refund and reship process from setting. It's always better to inform the user for this situation to avoid a frustration



FINAL CONCLUSION

FINAL CONCLUSION

In this project, I tried to help Zalando by finding areas or points to improve, modify or add in their app and give recommendations through UX / UI Design.

In my opinion, a good e-commerce app absolutely must have 4 important points:

1- A Good And Simple UX / UI Design;

To save money and time after the business is launched.

2- Great Customer Service;

Users always need assistance regarding products, website, refund, damaged products, shipping, etc. If a brand has this service, it must absolutely give importance to the visibility of this service when the user meets the brand.

3- A Simple Payment Process;

Many users can decide not to buy an order because of a very complicated process. The business wants to sell, at this point we must give importance to the payment steps.

4- A Good Digital Business Organization;

From idea to logistic.

I have tried to give much importance to analyzing these points also for the Zalando app. I hope you appreciated my ideas.

Thank you!



zalando

*Thank!
You!*

ELIF SALMAN