Aritzia and Zara

Usability Test: Artizia and Zara

Camden Lane Data Visualization

← → ↻ 🔍 Aritzia and Zara

Participant Characteristics

- Number of Participants: 6
- Gender Distribution: 66% female, 33% male
- Age Range: 22 (youngest) to 47 (oldest), with an average age of 32
- Learning to Use a Computer:
  - Self-Taught: 50%
  - Family Member: 50%
  - Others (e.g., school): 17%
- Internet Use: 100% high-speed connections, 67% daily users

Table 1: Descriptive Statistics of Participants

Participant Characteristics		
Number of Participants		6
Age	Average Age	32
	Youngest	22
	Oldest	47
Gender	Male	33%
	Female	66%
	Other	0%
Own a Computer	Yes	100%
	No	0%
* Learned to use a computer	Family Member	50%
	Friend	17%
	Training Class/School	17%
	Self-taught	50%
* Learned to use the Internet	Family Member	33%
	Friend	17%
	Training Class/School	33%
	Self-taught	67%
* Connect to Internet	At Home	100%
	At School	33%
	At the Library	17%
	Other	17%
* Type of Internet connection used	Dial-up	0%
	High-speed	100%
	Don't know	0%

* may add up to more than 100% because multiple entries are allowed

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Internet Usage

- Connection Locations: 100% at home; 33% at school; 17% at the library
- Internet Experience: 100% of participants have used the internet for more than 3 years
- Purchasing Trends:
  - 17% purchased more than 10 products online annually
  - The rest were distributed evenly across lower purchasing categories

Table 2: Descriptive Statistics of Participants (con't)

| Participant Characteristics		
Number of Participants		6
The Internet is used…	Daily	67%
	Weekly	33%
	Monthly	0%
	Other	0%
Has been a user of the Internet	< 1 yr	0%
	1 -2 years	0%
	2 - 3 years	0%
	> 3 years	100%
The number of times during the past year that a purchase was made using the Internet	None	0%
	1 - 2	17%
	3 - 4	17%
	5 - 6	17%
	7 - 8	17%
	9 - 10	17%
	> 10	17%
The number of times during the past year that a similar product was purchased from an online store	None	17%
	1 - 2	33%
	3 - 4	0%
	5 - 6	17%
	7 - 8	17%
	9 - 10	0%
	> 10	17%

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Testing Methodology

When?

The testings took place over the end of October. Participants supplied their results before November.

Where?

The testings were conducted virtually and through a series of MMS interactions and email contact.

How?

- Demographic survey
- Three usability scenarios (finding a going-out top, dress, and black jeans)
- Post-task feedback questionnaires for each site
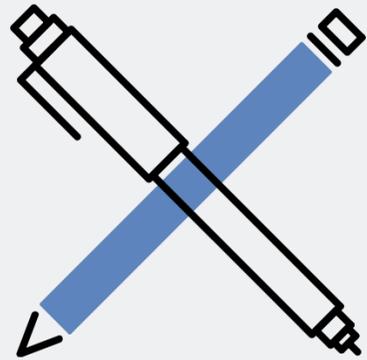
Overall Results

- Behavioral Intention to Use: 3.83 (mean)
- Perceived Ease of Learning: 4.28
- Perceived Utility: 4.19
- Products and Services: 4.19
- Impressions of Usability: 4.17

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Websites	2	7	3.83	1.40
Perceived Ease of Learning the Websites	2	7	4.28	1.28
Perceived Utility of the Websites	2	7	4.19	1.25
Products and Services Offered by the Websites	2	6	4.19	1.09
Impression of the Usability of the Websites	2	7	4.17	1.16

Table 3: Descriptive Statistics of All Responses to Both Websites

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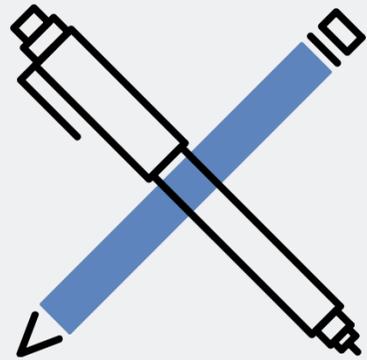
Aritzia Results

- Behavioral Intention to Use: 4.33 (mean)
- Perceived Ease of Learning: 4.83
- Perceived Utility: 4.71
- Products and Services: 4.50
- Impressions of Usability: 4.64

Table 4: Descriptive Statistics for - Aritzia

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Website	2	7	4.33	1.75
Perceived Ease of Learning the Website	2	7	4.83	1.37
Perceived Utility of the Website	2	7	4.71	1.33
Products and Services Offered by the Website	2	6	4.50	1.25
Impression of the Usability of the Website	3	7	4.64	1.20

Aritzia and Zara
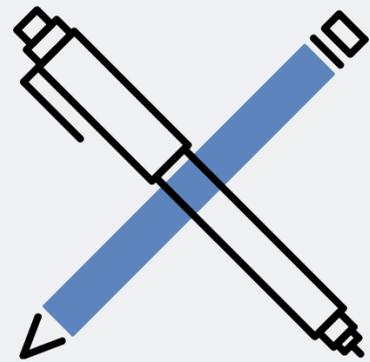
Zara Results

- Behavioral Intention to Use: 3.33 (mean)
- Perceived Ease of Learning: 3.73
- Perceived Utility: 3.67
- Products and Services: 3.67
- Impressions of Usability: 3.69

Table 5: Descriptive Statistics for - Zara

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Website	2	4	3.33	0.82
Perceived Ease of Learning the Website	2	5	3.73	0.91
Perceived Utility of the Website	2	5	3.67	0.92
Products and Services Offered by the Website	2	5	3.67	0.83
Impression of the Usability of the Website	2	5	3.69	0.92

Aritzia and Zara
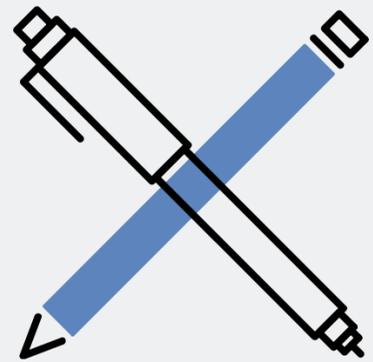
Comparison

Aritzia outperformed Zara in all metrics(easy to navigate and intuitive.)

Participants noted Zara's complexity(cluttered menus and less intuitive) but appreciated its design aesthetics.

Ease of Learning
4.83 VS 3.73

Usability Impressions
4.64 VS 3.69
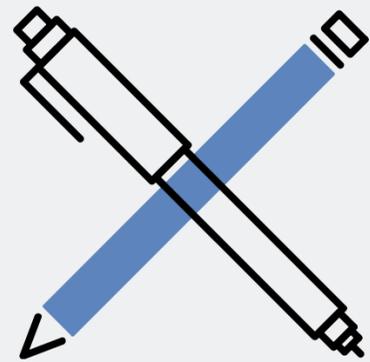
Comparison

Aritzia was efficient and user-friendly with its utility. They offered well-organized product categories and encourage repeat use.

Participants noted Zara's utility challenges and difficulty to explore products which lower the likelihood of reuse.

Utility

4.71 VS 3.67

Intention to Use

4.33 VS 3.33

Products & Services

4.50 VS 3.67

Interpretation

👍 Aritzia: Clear organization and efficient user journeys
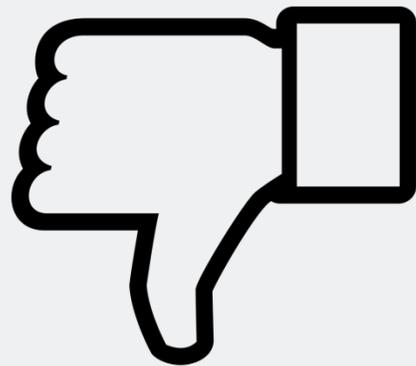
👎 Zara: Difficult navigation and slower task completion

❗ Both: Opportunities for improvement in product filtering and accessibility
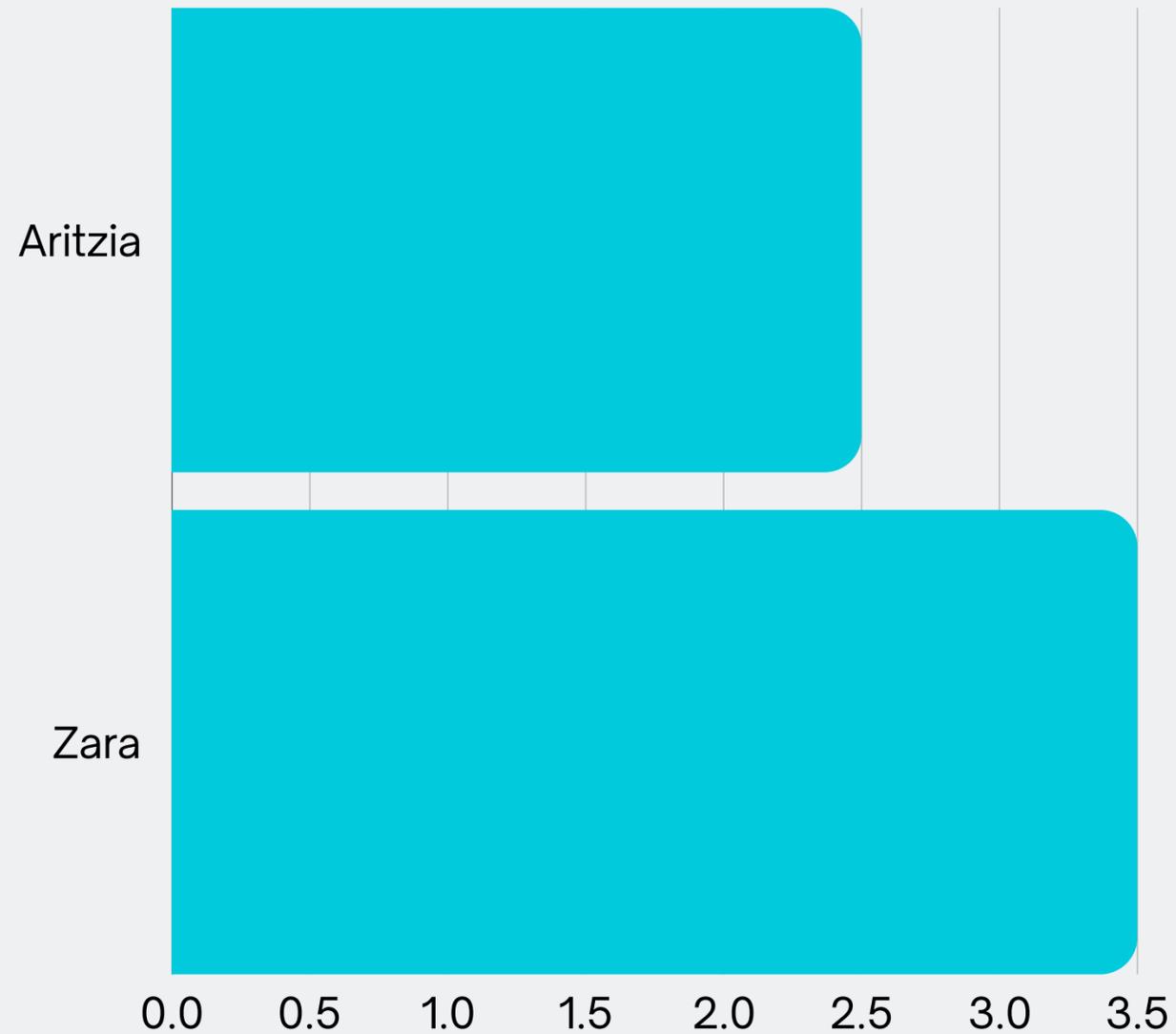
Aritzia and Zara

Tasks

Scenario 1

Find a Going-Out Top
Aritzia: Faster average completion time
(2.5 minutes)
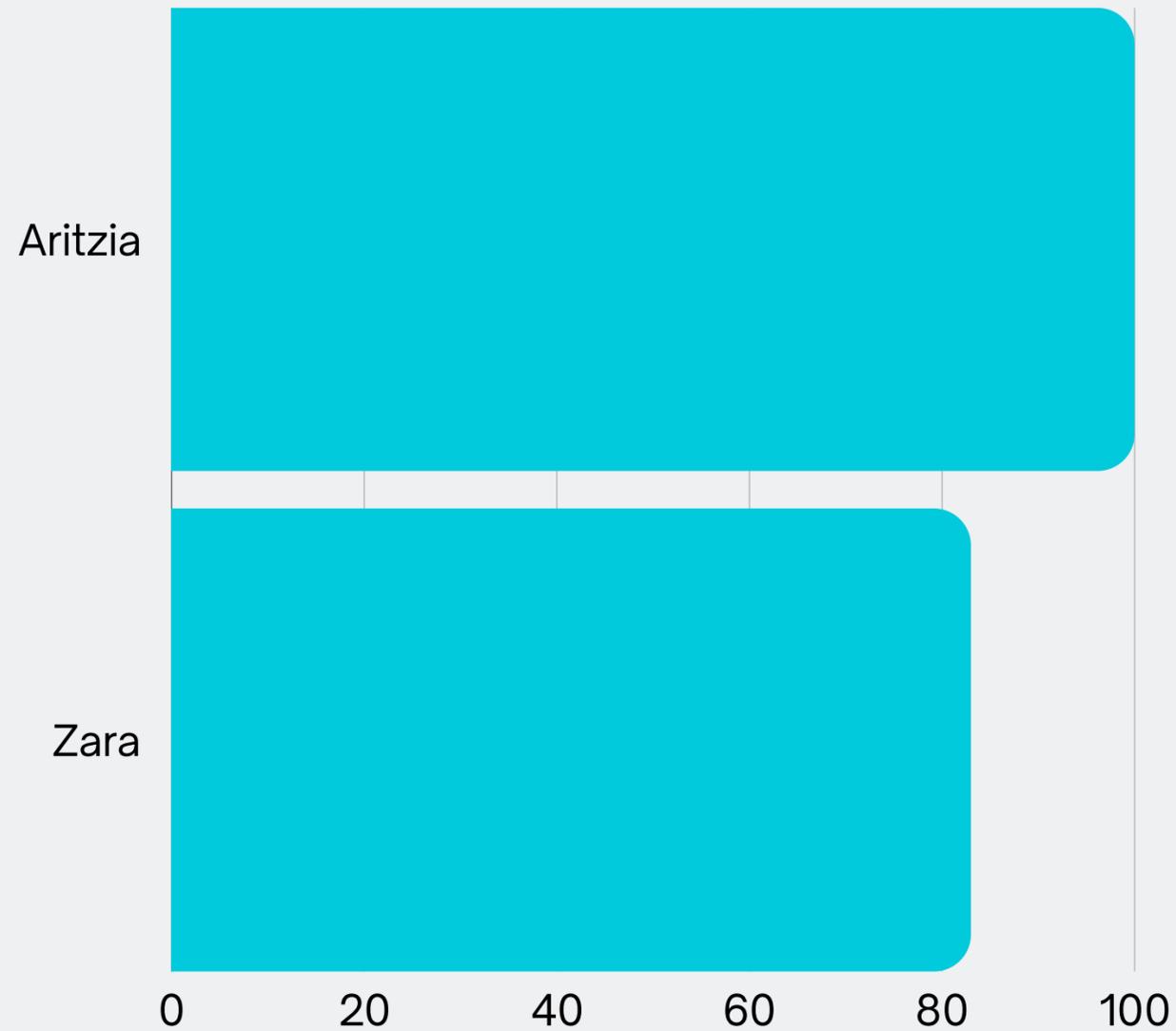Zara: Slower average completion time
(3.5 minutes)

Aritzia

Zara

0.0   0.5   1.0   1.5   2.0   2.5   3.0   3.5

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Tasks

Scenario 2

Find a Going-Out Dress
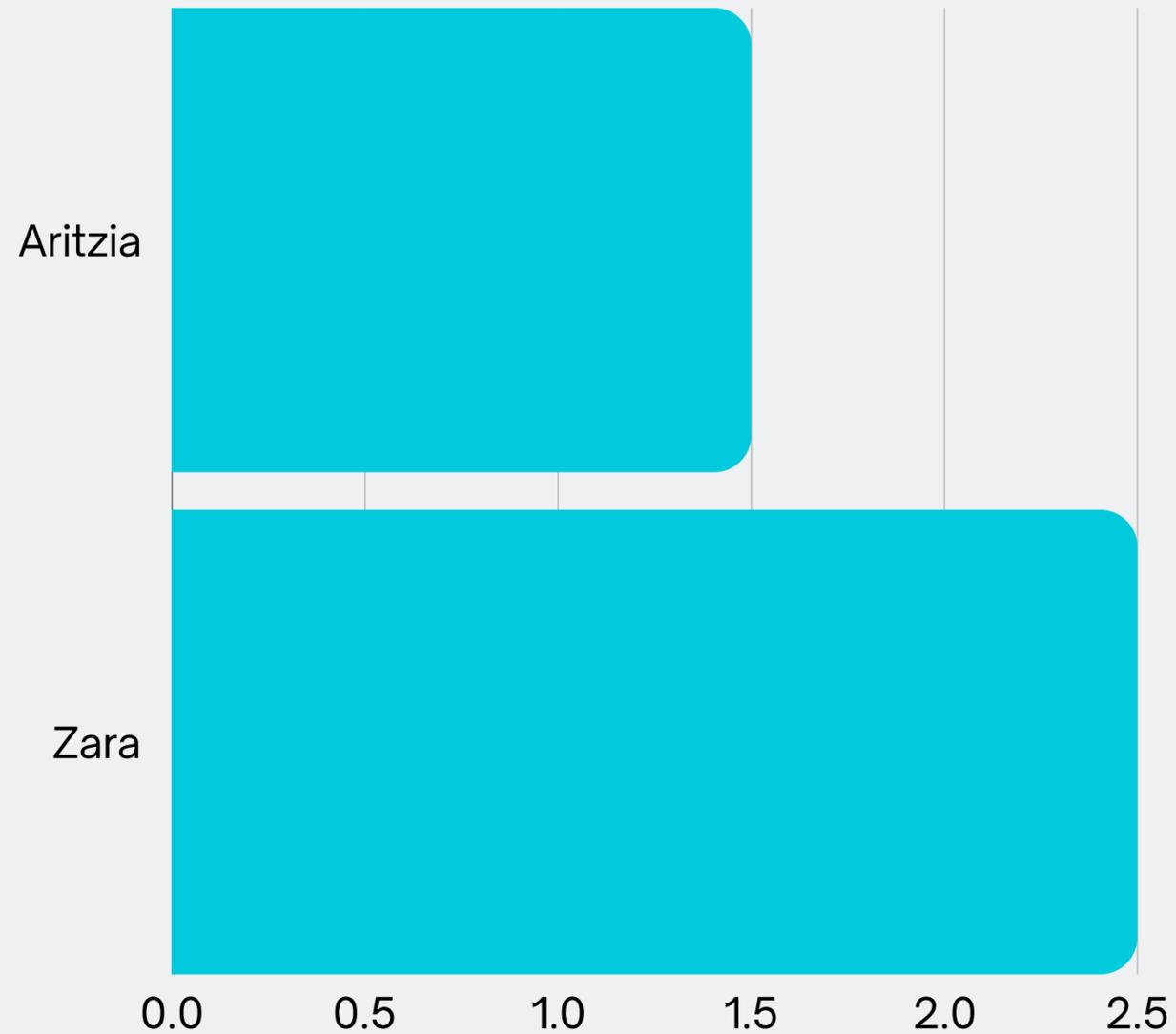Aritzia: Higher success rate (100%)
Zara: Lower success rate (83%)

Aritzia

Zara

0   20   40   60   80   100

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Tasks
Scenario 3

Find a pair of Black Jeans
Aritzia: Completion times averaged
1.5 minutes
Zara: Completion times averaged
2.5 minutes

Aritzia

Zara

0.0   0.5   1.0   1.5   2.0   2.5
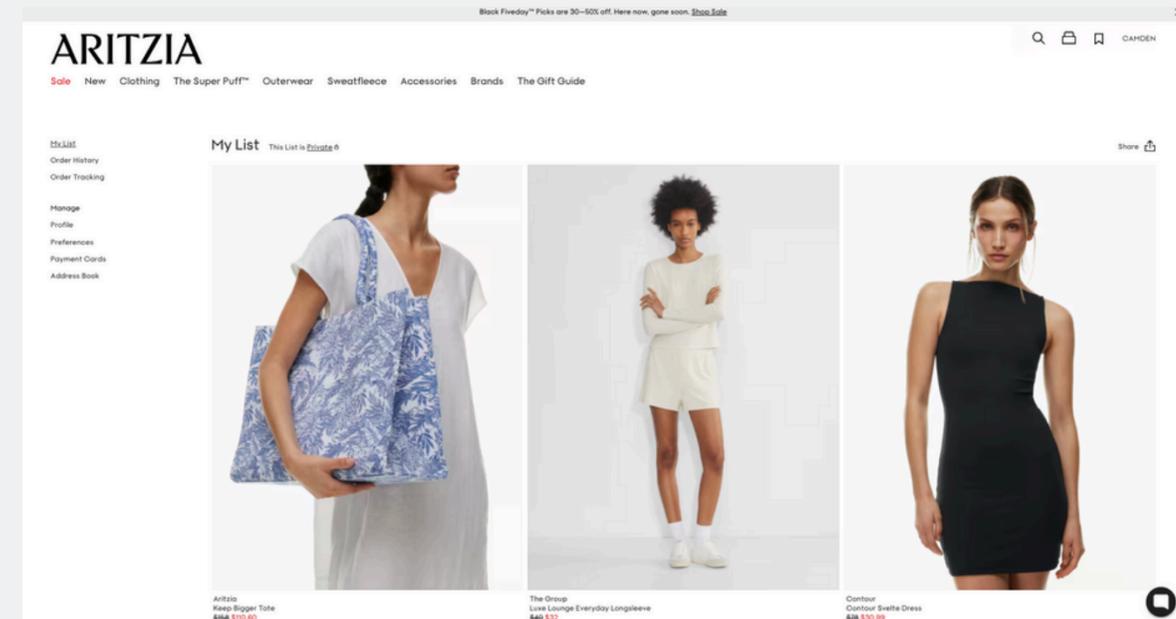
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Key Insights

✓ **Navigation simplicity improves usability**

✓ **Aesthetic appeal isn't a substitute for functionality**

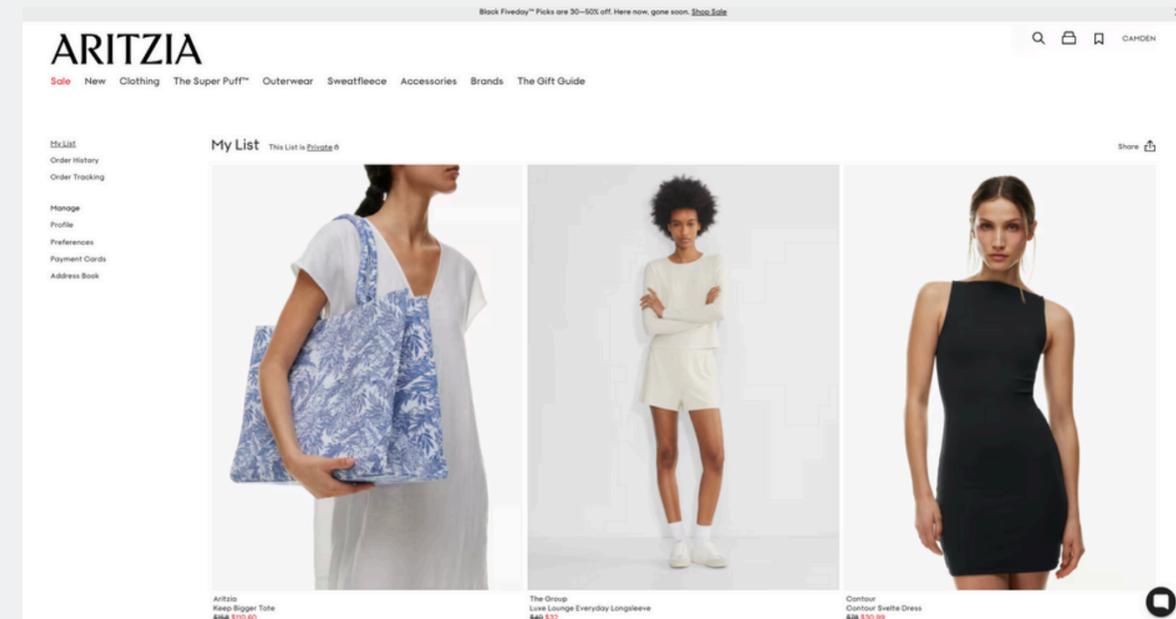✓ **Iterative testing ensures a user-focused design**

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Challenges

✅ **Participants grew frustrated with Zara's complexity**

✅ **Managing participant variability in tech experience**

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Applications

✓ **Prioritize simplicity in future designs**

✓ **Conduct thorough testing pre-launch**

✓ **Incorporate user feedback to refine interfaces**