## ① #8: Aesthetic and minimalist design

The design of the Zara homepage and navigation is minimalist, with contrast allowing the user to focus on the word sale, the logo and the navigation.

② #8: Aesthetic and minimalist design

However, the motion from the use of video can distract users. The inconsistent contrast from the background also makes it difficult to find the navigation, header items, and the accessibility menu.
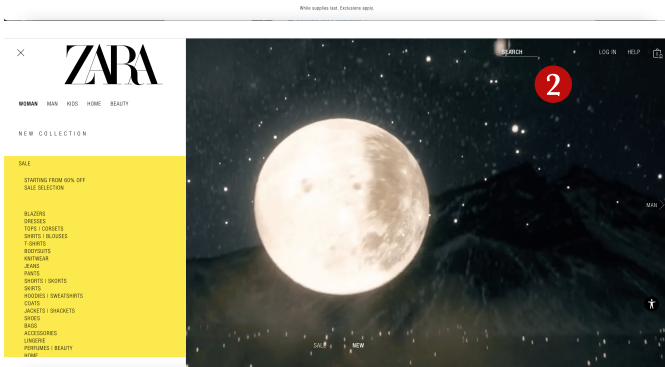
3 #6: Recognition rather than recall

Zara does not employ any sort of bread crumb or open navigation that allows users to easily view what section of the store they are currently visiting. This is particularly challenging given how many categories are available within the primary navigation.
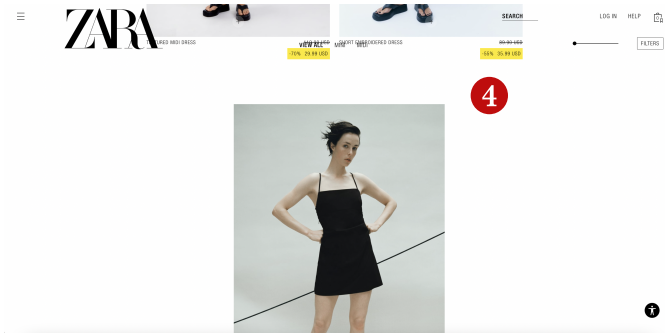
4 #4: Consistency and standards

Shopping areas are inconsistent, with some having up to 5 items across, while others have a pattern of 2 followed by 1. This can confuse users, and also does not fall with industry standards, which typically allows for rows and columns of items to maximize the number of product shown.
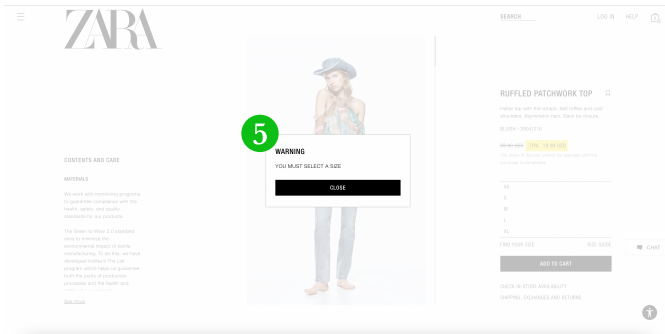
5 ## #9: Help users recognize, diagnose, and recover from errors

Fading out the background helps the user to focus on the error message, and also forces them to acknowledge the reason for the error before moving on.
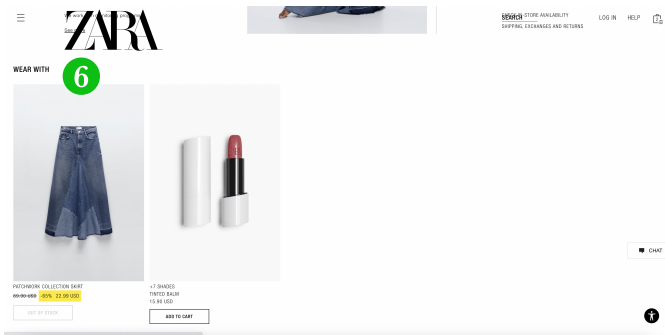
6 ## #7: Flexibility and efficiency of use

Suggesting items that pair well with current purchases provides personalized content and creates short cuts for additional purchases.
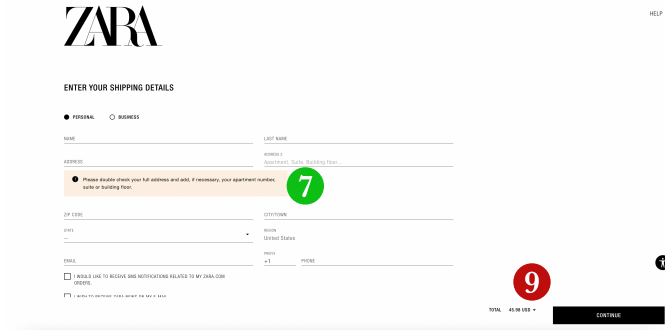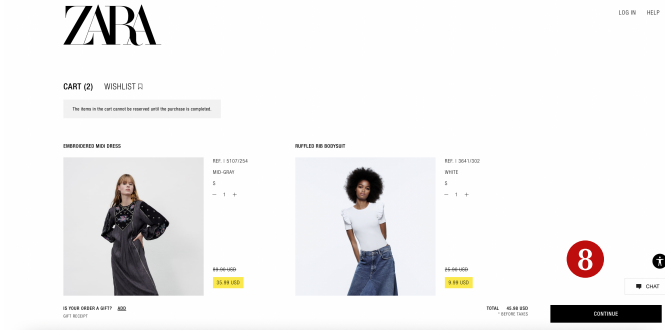
7 #5: Error Prevention

#10: Help and documentation

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8 #3: User control and freedom

Users are able to continue with their purchase, but there is no designated way to return to the shopping area other than the back button.

9 #1: Visibility of system status

Users have no idea how many steps the check out process will take, and how much more information they will need to enter.