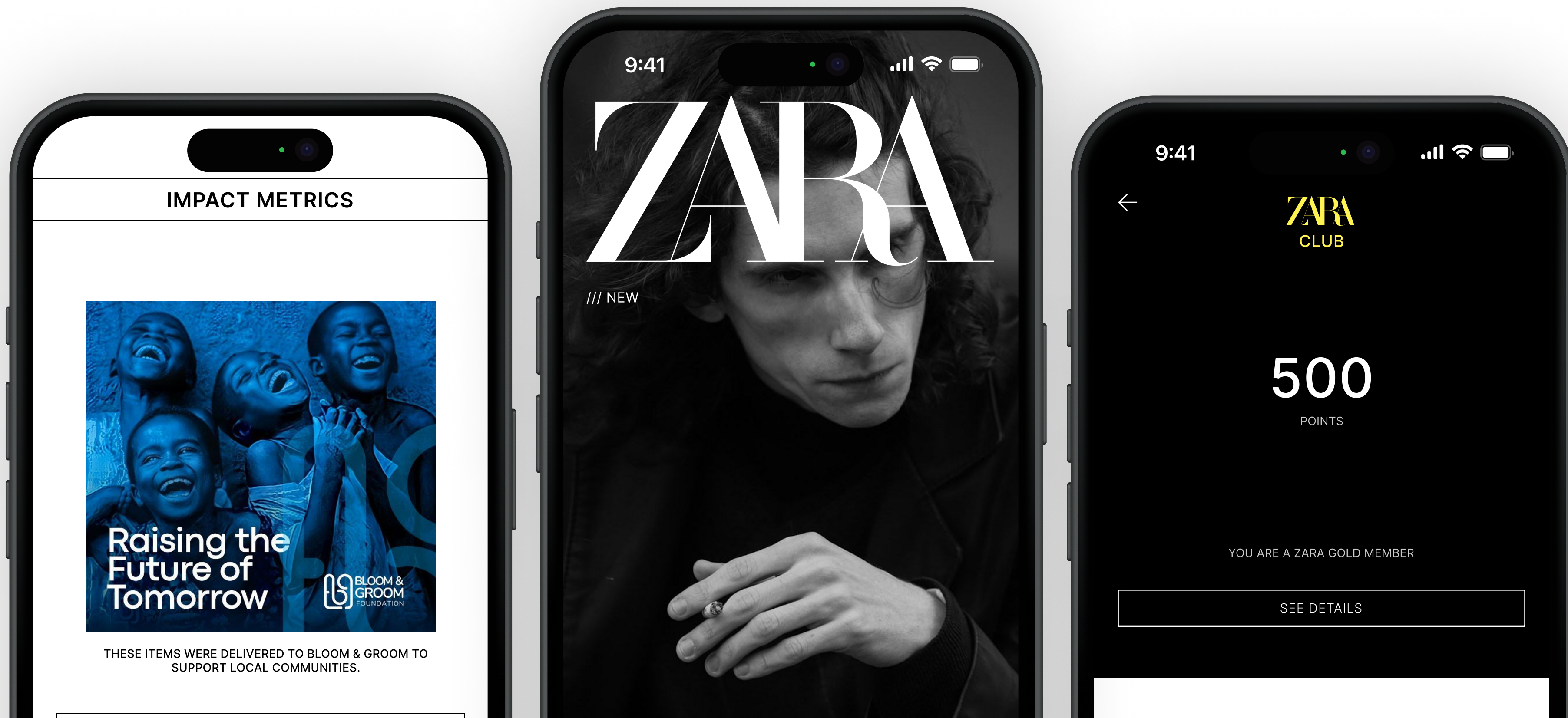




Revolutionizing In-App Clothing Donations & Rewards





About zara

- The clothing retailer has more than 3,000 stores. It has stores in 96 countries and is the flagship brand of the Inditex Group. Zara is renowned for its ability to develop a new product and get it to stores within two weeks, while other retailers take six months.

Business Model

- Agile supply chain and trend-focused designs for high turnover.
- Global presence with omnichannel retail (physical stores + e-commerce).

Business Opportunity

- Addressing the growing demand for sustainable practices among fashion consumers.
- Positioning Zara as an eco-conscious leader in fast fashion.

Current Problem:

- "92 million tons of clothing are discarded annually; only 20% are recycled globally."
- Consumers lack accessible options to donate or recycle their clothes.

'Insult to injury': H&M, Zara, and Primark among retailers accused of breaking clothing recycling promises

Fast-Fashion Waste Is Choking Developing Countries With Mountains of Trash

'We are part of the problem': How H&M, Mango and Zara are trying to clean up their act

Greenpeace investigation criticises Zara, Mango clothing recycling schemes

Zara owner's fight to solve the plastic problem
The fashion industry produces around 180 billion single-use plastic polybags each year to package garments, shows research

UX Audit:

- Zara's design system emphasizes minimalism, ease of use, and consistent branding.
- Opportunity to integrate a seamless donation process without disrupting the existing user experience.

Problem Breakdown

Business Outcomes:

- Increase customer loyalty by addressing eco-conscious concerns.
- Differentiate Zara in the competitive fast-fashion market.
- Improve sustainability metrics for ESG (Environmental, Social, Governance) compliance.

Target Customers:

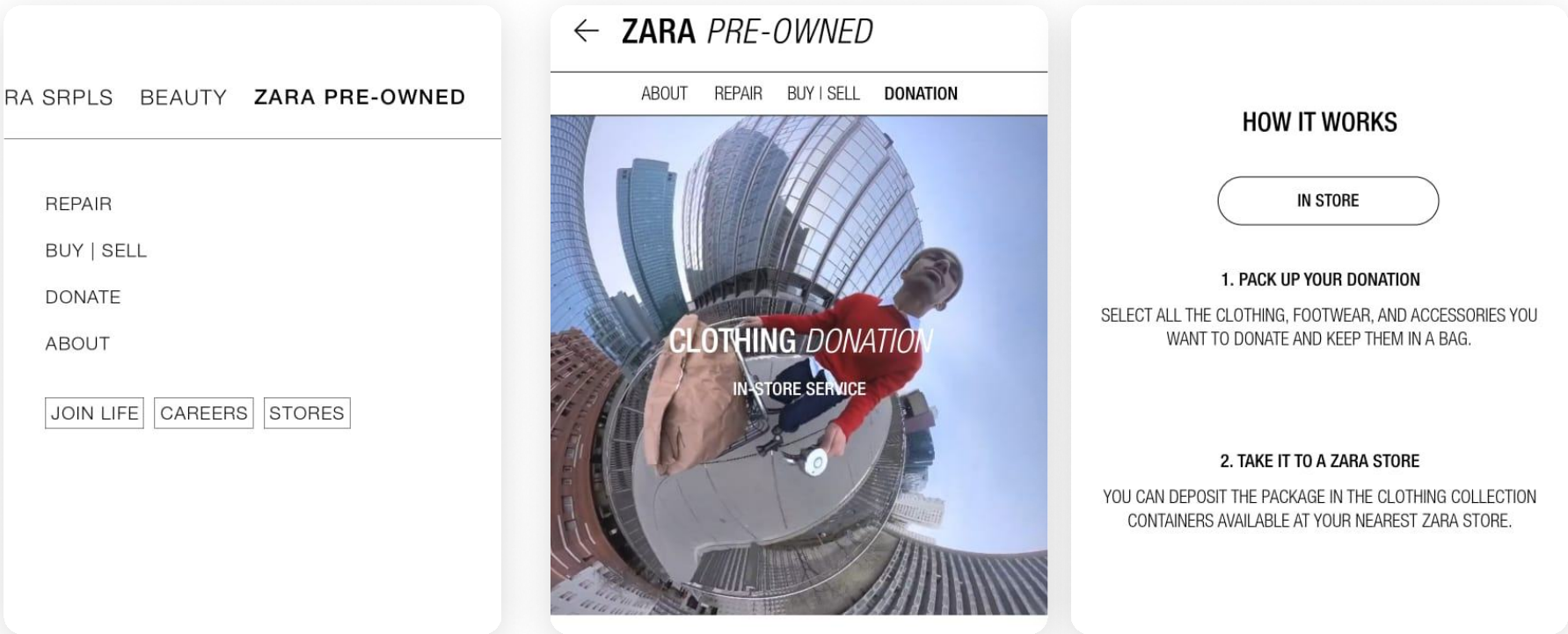
- Primary Segment: Eco-conscious millennials and Gen Z (18–35 years old).
- Secondary Segment: Zara’s frequent shoppers with disposable incomes (25–45 years old).

Constraints:

- Balancing logistics of donation pickups/drop-offs.
- Maintaining affordability and fast-fashion appeal while incorporating sustainability.
- Ensuring data privacy and transparency in tracking donations.

Zara’s Approach towards clothing waste:

- Zara have clothes collection containers in their stores where you can deposit the package with the clothes you wish to give away.
- You can check the stores that offer this service in their Store Finder.



Understanding the user and the landscape

Research Methods:

- Primary Research: Online Survey
- Secondary Research: Google, articles, in app experience etc.

User Research:

- To better understand Zara customers and their preferences, a survey was conducted, gathering 14 responses. This helped identify the target customer base and their key pain points regarding clothes donation and recycling.
- Further conversations with users validated the findings and uncovered additional challenges they face in engaging with sustainable fashion initiatives.

Pain Points:

- No real-time updates on the donation or recycling process.
- Inconvenient to schedule pickups or locate drop-off points.
- Lack of transparency about where donated clothes go after pickup.
- Minimal or unclear incentives for donating clothes.

Existing Solutions:



- H&M: Garment recycling program with in-store bins and discounts.
- ThredUp: Resale platform for sustainable fashion.
- Patagonia: Repair and recycling initiatives.

Questionnaire shared with the users: [Google Form Link](#)

Customer voices: Insights from users

- *"Donating clothes feels like a hassle; it's hard to find places to drop them off easily."*
- *"If Zara offered a program for recycling clothes, I'd definitely participate, but only if it's convenient."*
- *"I'd like to see more transparency about how donated clothes are reused or recycled."*

User persona and journey

User Persona:



Priya Sharma, 28

Marketing Manager

Mumbai, India

Biography

Priya is a young, eco-conscious professional living in a bustling city. However, she is becoming increasingly aware of sustainability issues and wants to make more responsible choices without compromising on style or convenience

Needs & Goals

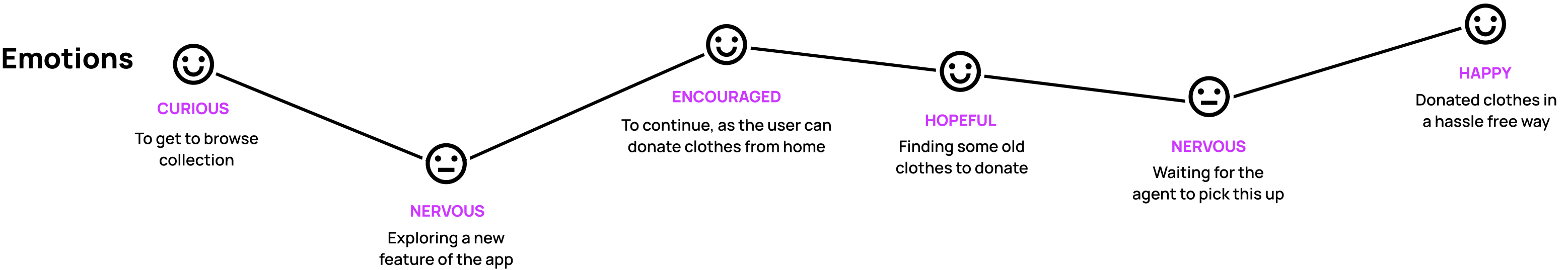
1. Priya wants easy ways to participate in sustainable practices, such as donating clothes, to reduce her environmental footprint.
2. She prefers a seamless process for managing old clothing, integrated within apps she already uses, like Zara's.
3. Priya values programs that acknowledge her contributions, such as loyalty rewards or exclusive perks,

Pain Points

1. Priya is skeptical about where donated clothes go and how they are repurposed.
2. The process of finding donation options or arranging pickups feels time-consuming and inconvenient.

User Journey Map:

Stage	Visit	Exploration	Interaction	Donating	Decision Making	Execution
Steps	Open zara on phone	Browse through collections and see a banner regarding donation	Finds the donate option from the zara pre-owned Starts browsing the in-app donate option	Click pictures of the items he or she wants to donate	Finalizes pickup from home after selecting the time and date.	Enjoys the hassles free process of donating clothes with a free pickup from home.
Thoughts	"Let's check zara if there is a new collection"	"I hope i find something interesting for this winter, well this is interesting"	"Well this is interesting I can give out my old clothes " "I really like the option of picking up from home and would also get some coupons"	"I hope i find some old clothes that are in good shape" "Maybe these clothes can help someone in need but how would I know if I am making a difference"	"Well the process is really easy" "Everything is set now! I hope everything goes well"	"Done! the donating clothes was never been this easier"



Problem Framing

What is the true problem?

- Zara's fast-fashion model generates high turnover, contributing significantly to textile waste.
- Customers lack an easy, rewarding, and transparent way to contribute to sustainability through clothing donations.
- Fast-fashion customers often feel disconnected from sustainability efforts due to a lack of visible impact.

Who are the customers facing the problem?

- Millennials and Gen Z customers who actively seek eco-friendly practices but are frustrated by the inconvenience of donating.
- Customers who love Zara's affordability and style but feel guilty about contributing to waste.
- Users who are loyal to brands with visible, actionable sustainability initiatives.

How Do We Know This Is the real problem?

- 60% of surveyed users expressed a willingness to donate if the process were more convenient.
- 50% cited rewards or incentives as a key motivator for participation.
- H&M successfully drives engagement with its garment recycling program, offering clear rewards and in-store convenience.

What is the value generated by solving this problem?

- Enhanced customer loyalty.
- Stronger brand identity as a sustainability leader.
- Increased sales through integrated rewards.

Why should we solve this problem?

- Fast fashion is facing backlash from governments and NGOs.
- Competitors like H&M and Patagonia are gaining traction with their sustainable initiatives.
- Zara's ability to address sustainability could actively combat criticism around fast fashion.

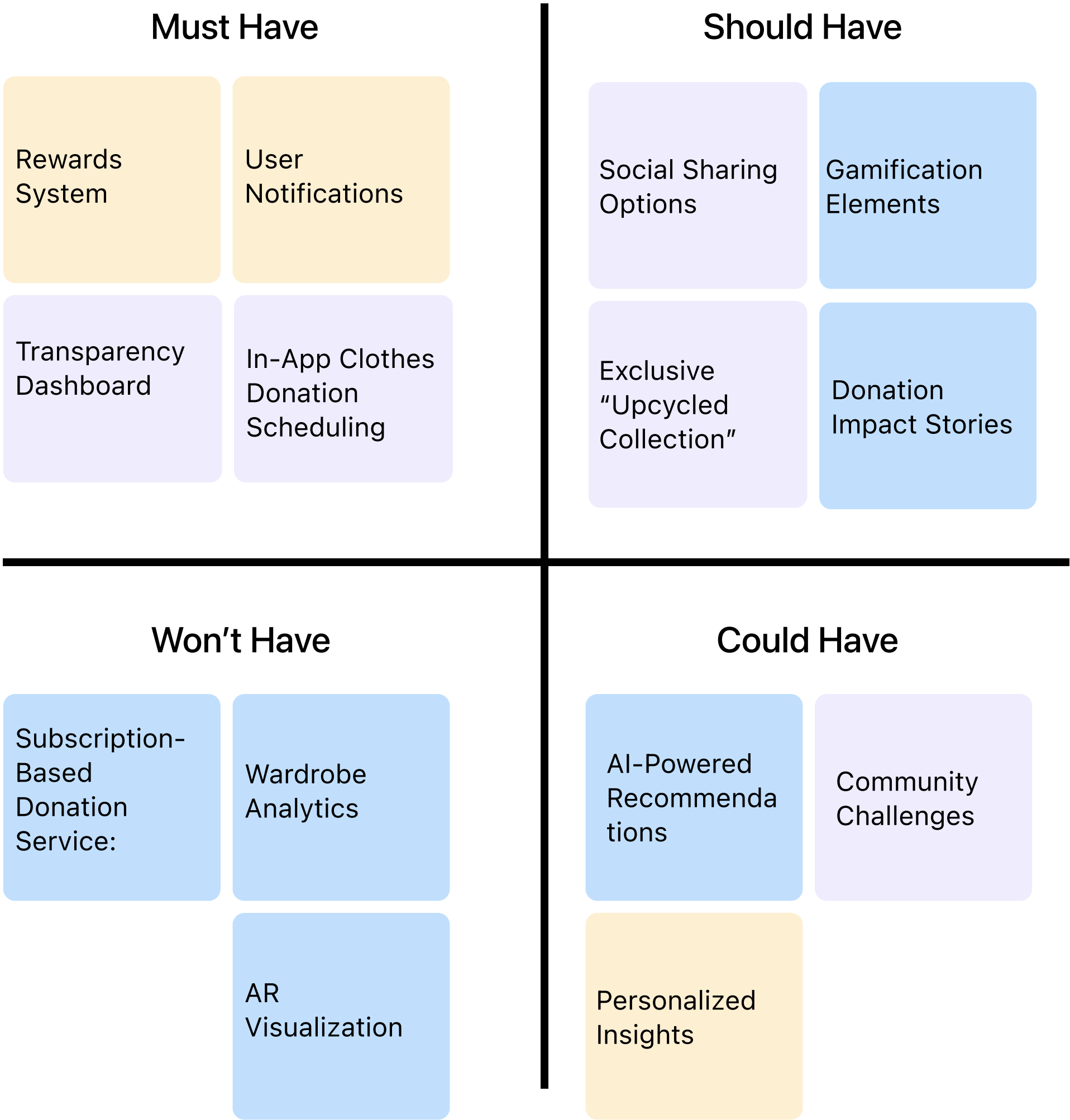
Ideating Features - MoSCoW Framework

Color Representations

Features from research

Features from competitors

Features for business goals



Proposed Solution

Solution 1

Users can upload photos of items they want to donate and schedule a pickup directly within the Zara app.

Solution 2

A QR code is provided to verify the donation during the pickup process.

Solution 3

Users can track the entire donation process and view key metrics after donating.

Solution 4

Points and coupons are awarded to users for their donations, which can be used during checkout.

Solution 5

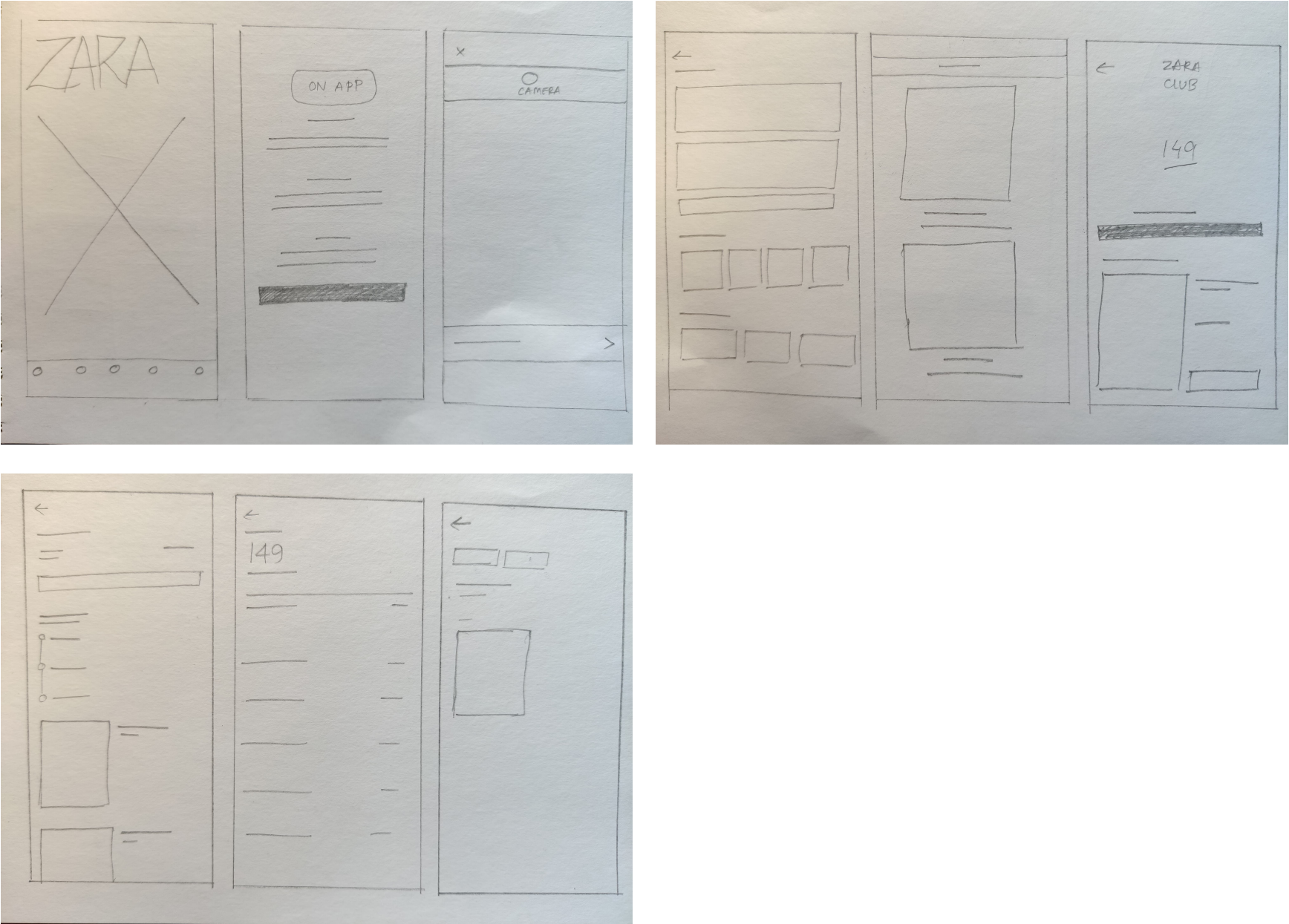
Zara Club integration allows users to track their accumulated points easily within the app.

Solution 6

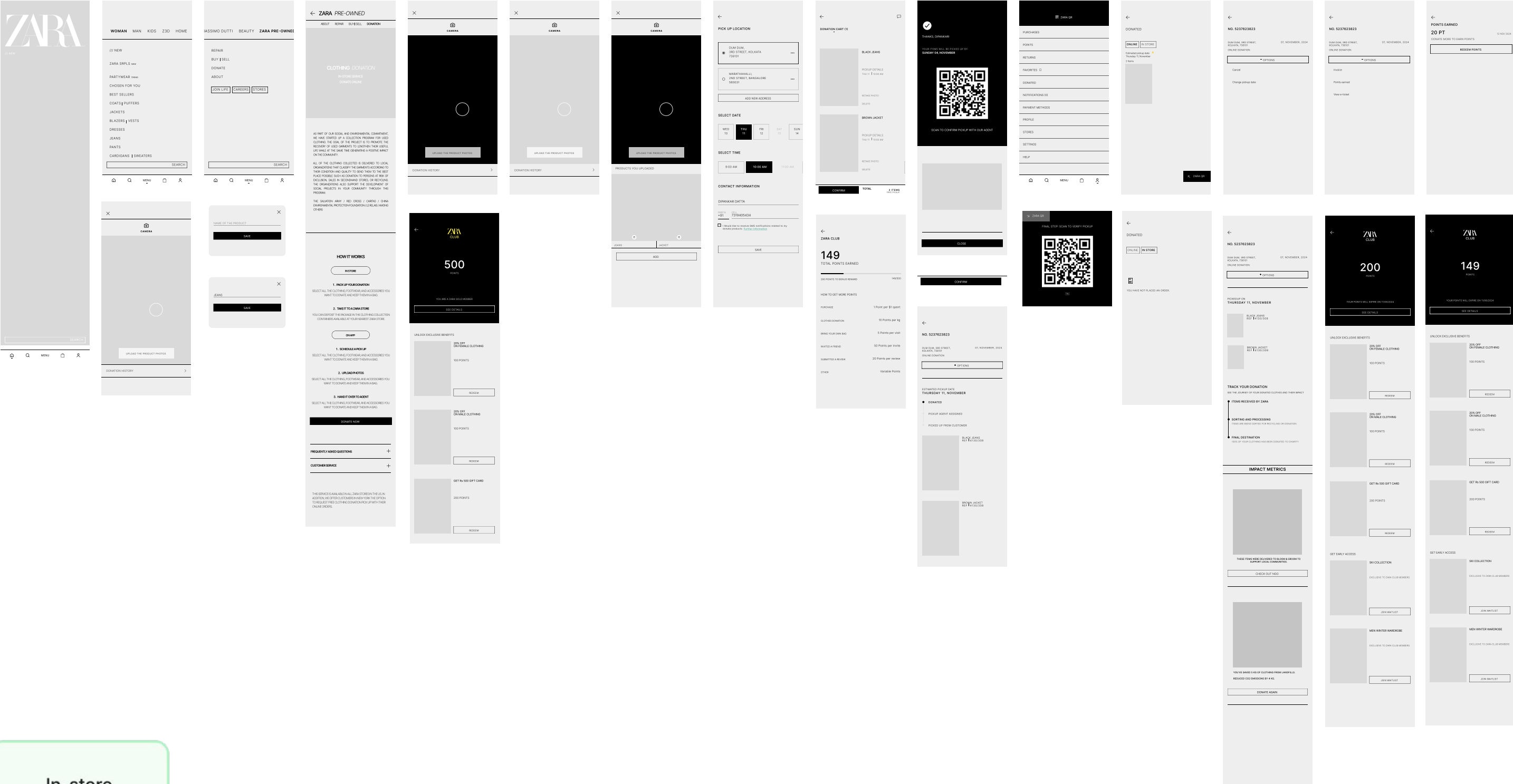
Users can redeem their points for rewards and discounts, making the donation experience more engaging.

Wireframes and Information Architect

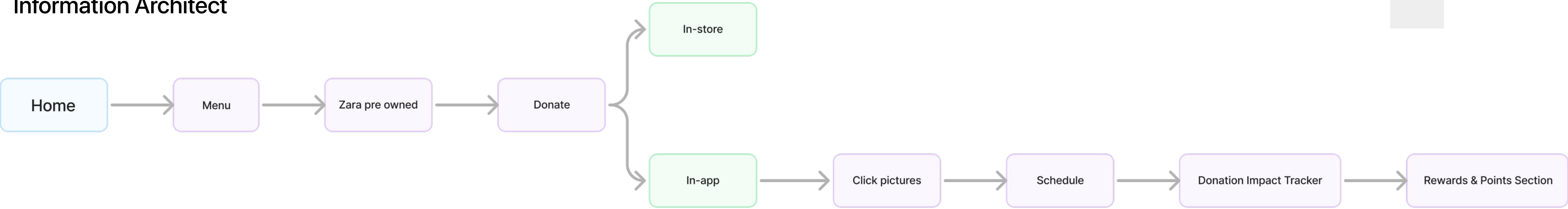
Low fidelity designs

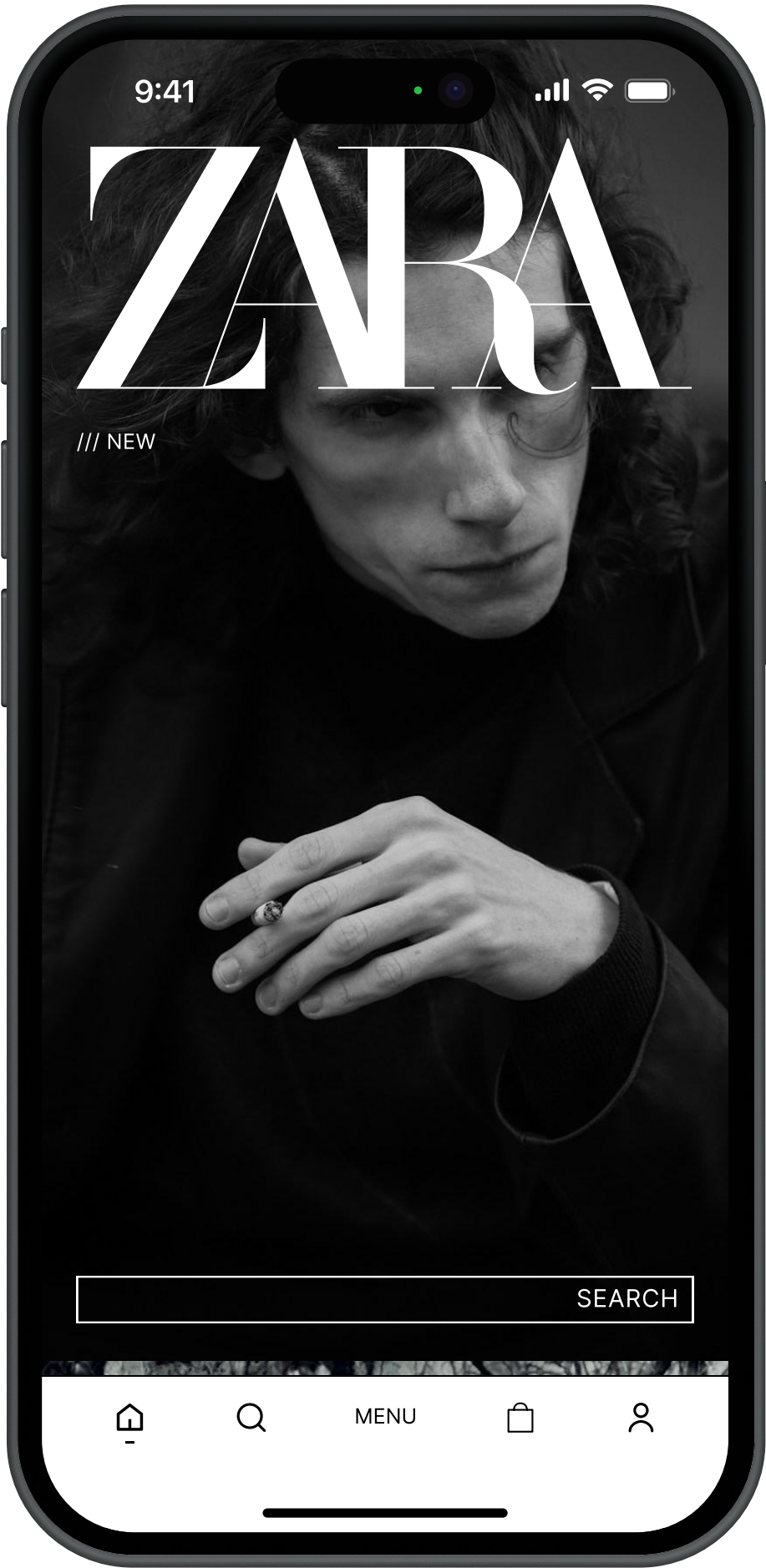


Mid fidelity designs

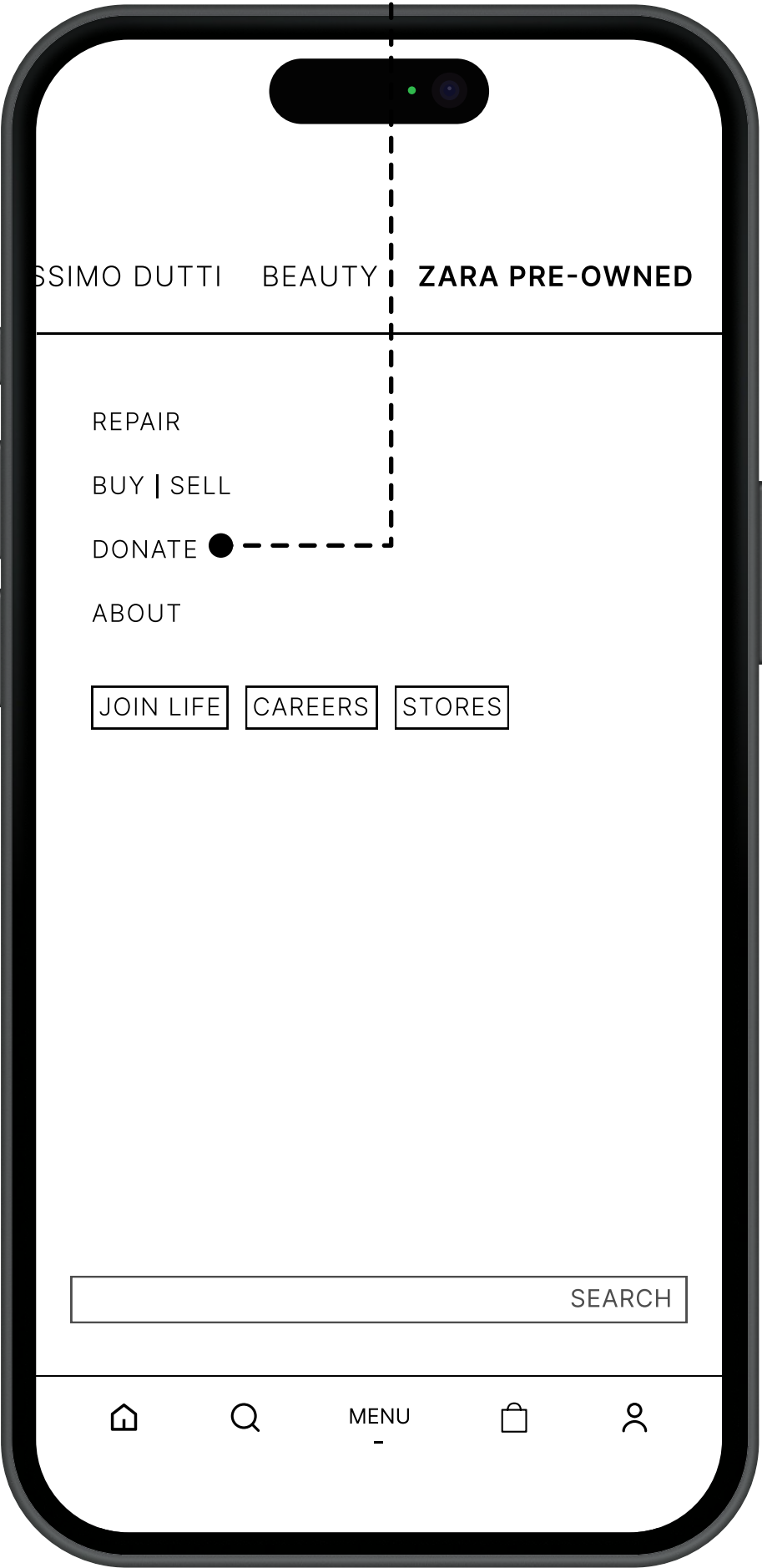


Information Architect

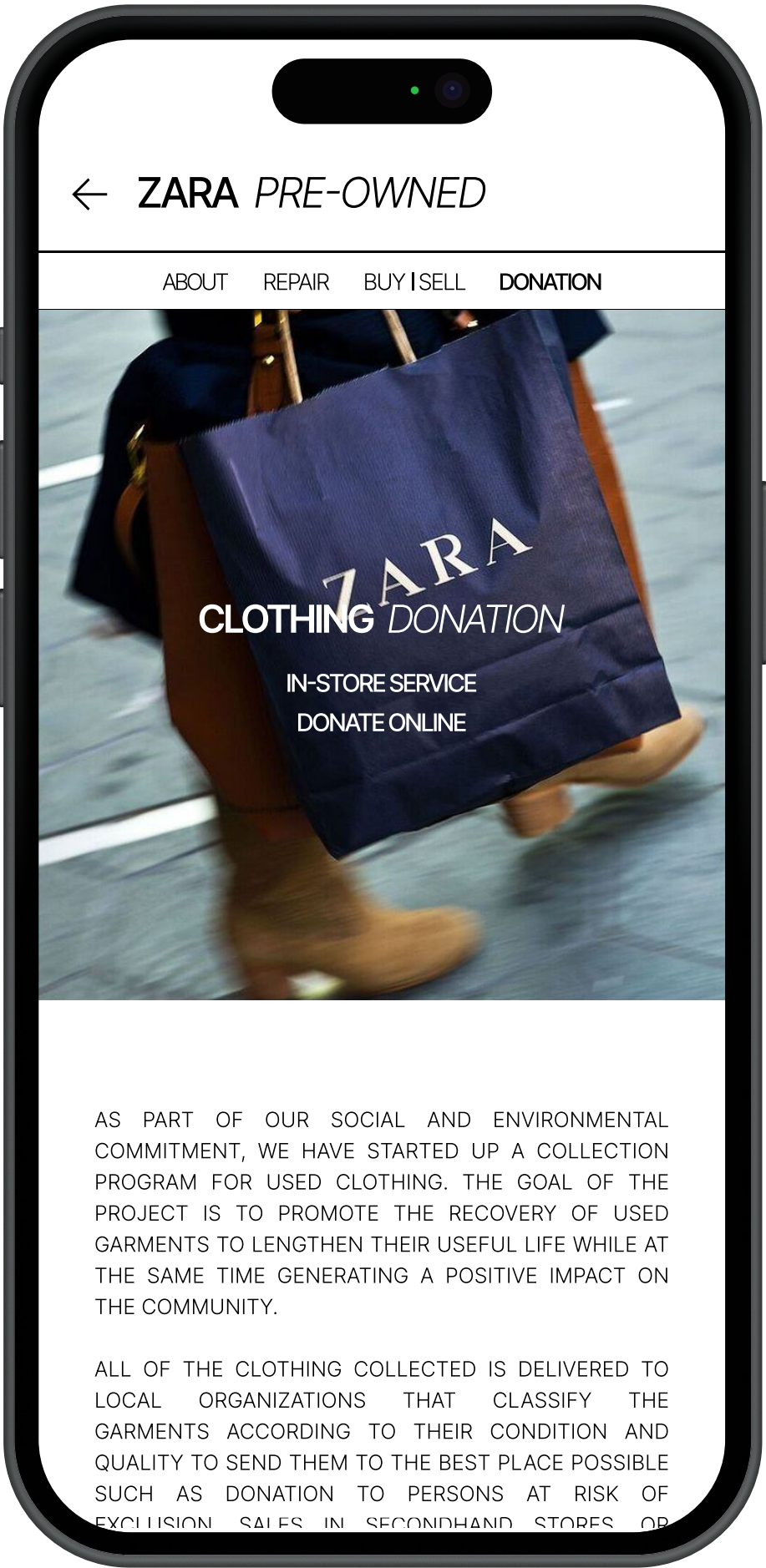




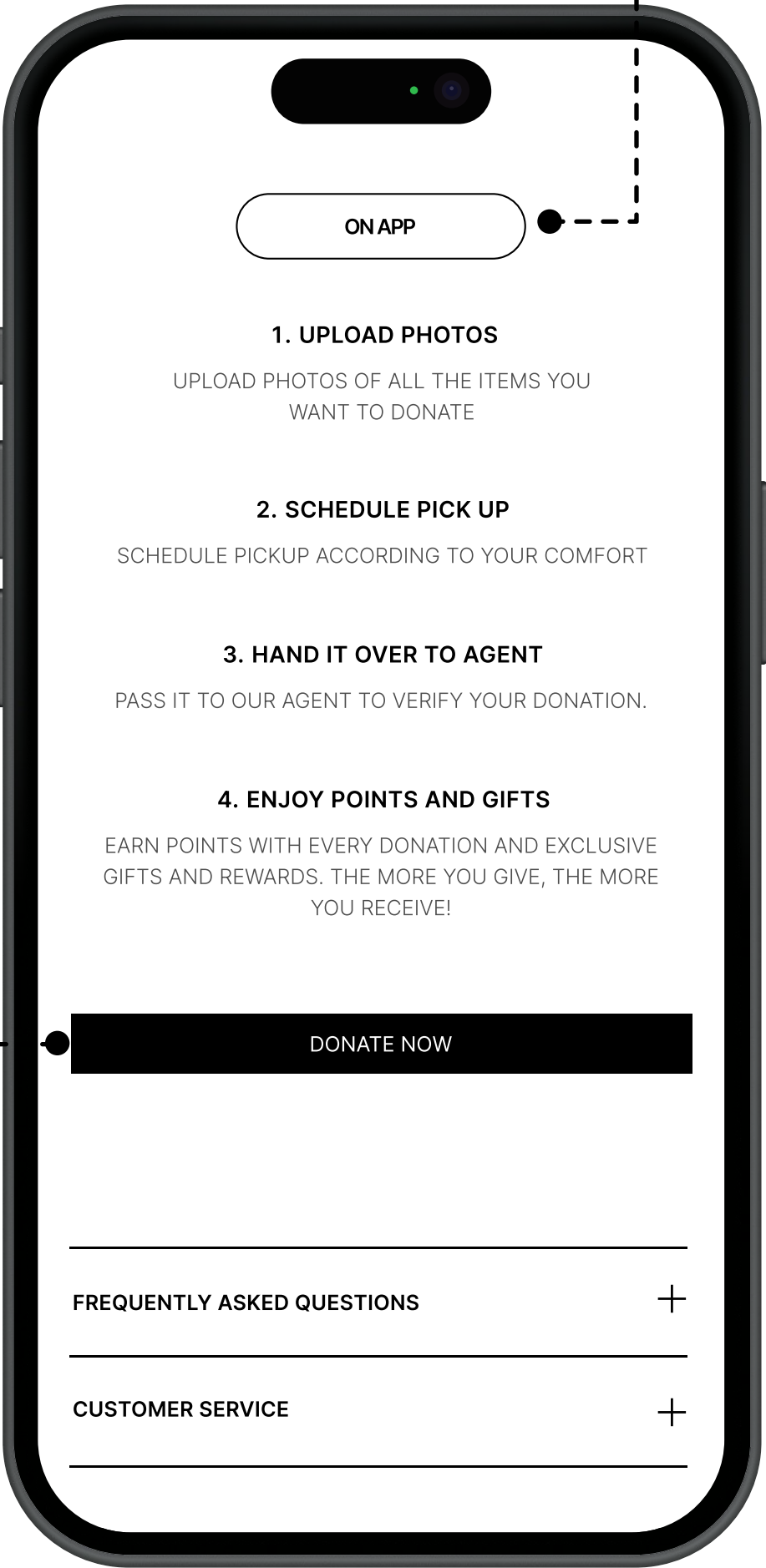
Homepage



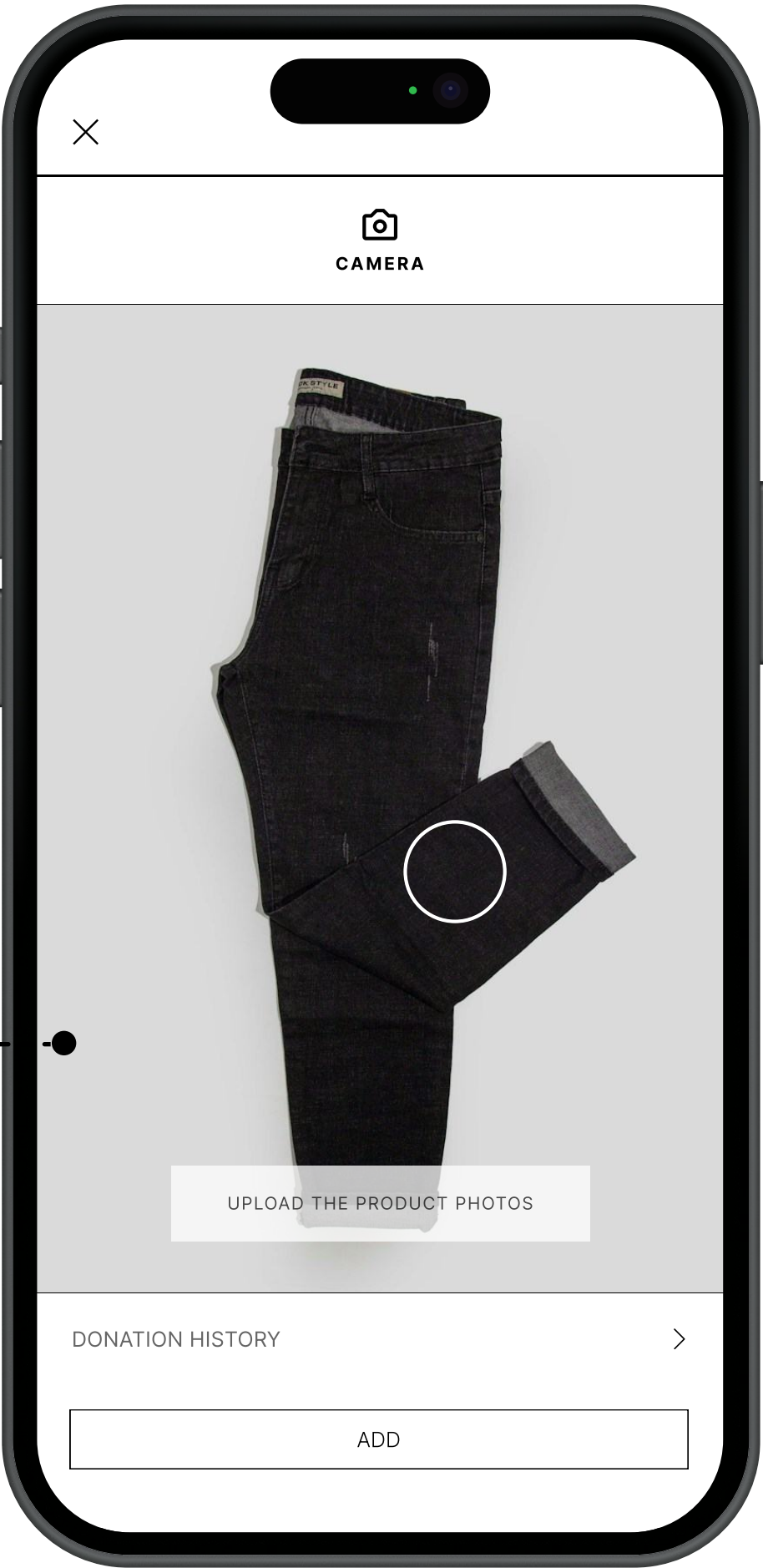
Menu



Zara Pre-Owned

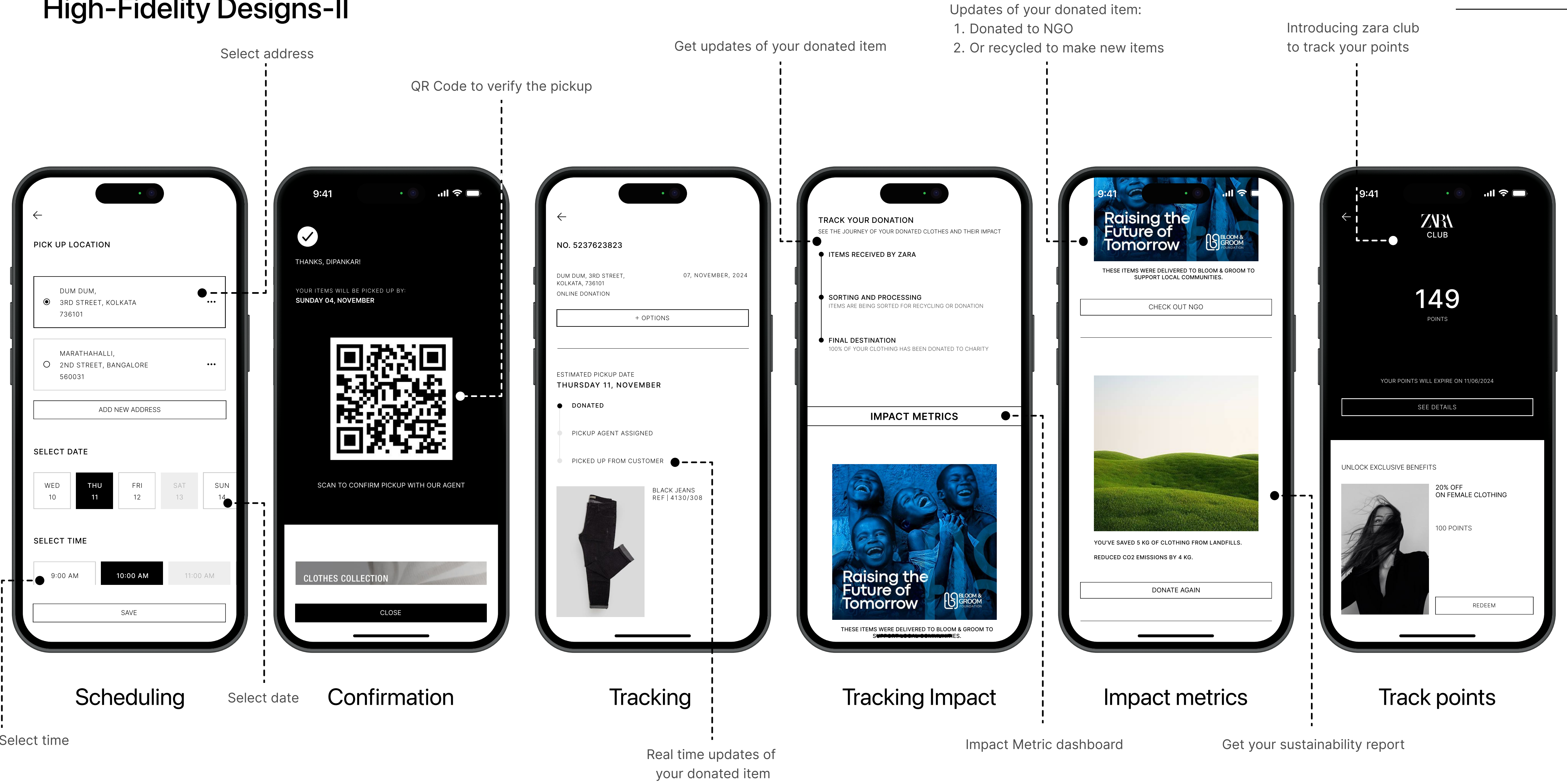


In-app donation



Camera

High-Fidelity Designs-II



Moving Forward

Potential Pitfalls

- Users may not adopt the program due to lack of awareness or perceived complexity.
- Users may doubt whether their donations are being effectively recycled or donated.
- Overwhelming users with too much sustainability messaging can reduce enthusiasm.

Mitigations

- Run targeted marketing campaigns highlighting the ease and benefits of the program
- Collaborate with trusted NGOs and recycling firms to handle logistics and boost credibility.
- Regularly update users on donation status through the app and share impact stories to build trust.

Next Design Iterations

- Introduce more diverse rewards, such as free shipping, gift cards, or charitable donations on behalf of the user.
- Add features to show long-term personal impact (e.g., "You've donated 50 kg this year!").
- Suggest items for donation based on purchase history or wardrobe usage patterns.

Metrics for Success

- Percentage of Zara app users who engage with the donation program.
- Repeat purchases by users who engage with the donation program.
- Amount of clothing diverted from landfills & percentage of donations successfully recycled or donated.