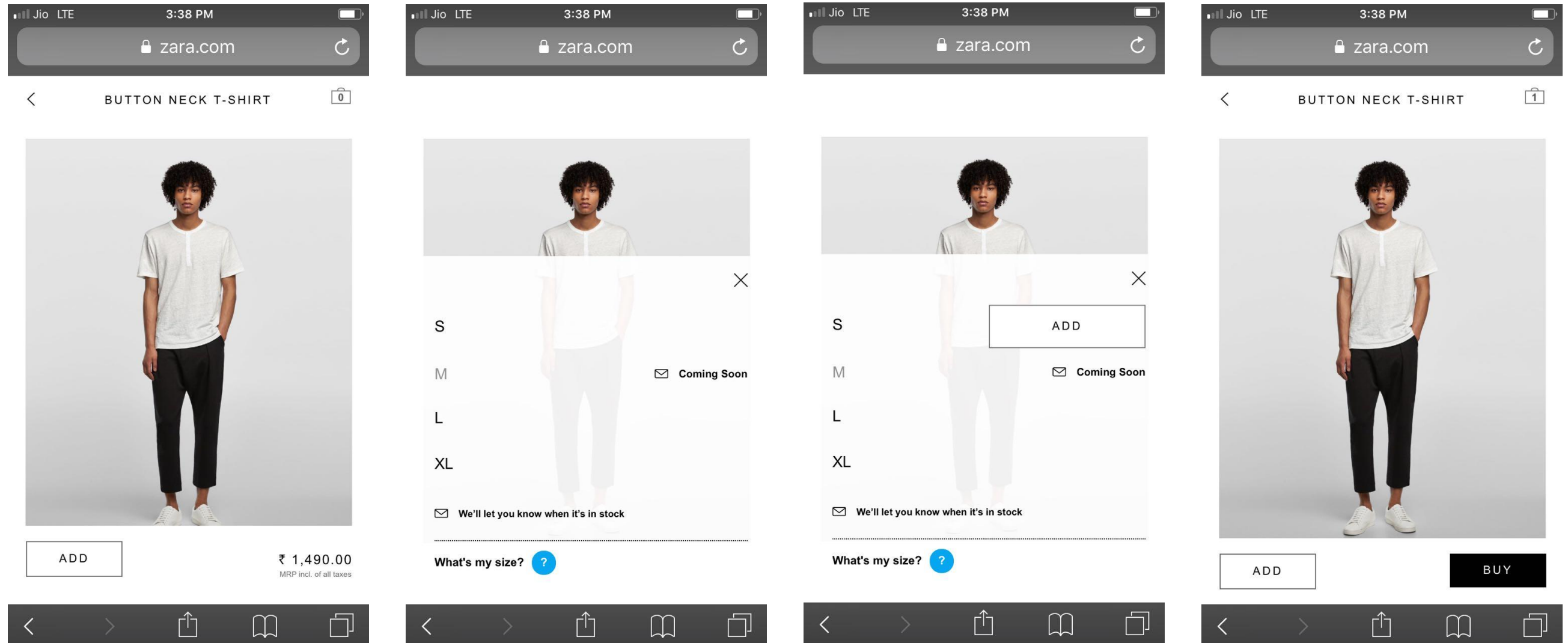


Company Site: [www.zara.com](http://www.zara.com)

UX Audit done for -  
Mobile site / User flow - T-shirt selection

Illustration

# Too Many Clicks



- 4 clicks to select shirt size
- This can be optimised into 1, max 2 clicks
- Instead of Add only have Buy
- Have a default size selected (based on prior data)

P.S: This flow has been randomly selected as part of FREE audit based on the chosen goal and screen type(s)

Illustration

## What this might be causing?

**Assumption:** Traffic ~ 100,000  
visitors/month

**Drop off:** ~10-20% per additional step/click

**Ticket size:** Rs. 500/customer

**Loss due to poor UX: ~ Rs. 7,500,000/month**

**Opportunity by improving UX~ Rs. 3,750,000/month**

Note: These are rough estimations, assuming a small use case

Illustration